Downtown Titusville is a popular location for small-business owners and entrepreneurs. These three owners all have successful businesses in the downtown area. From left: Justin Hilligoss, owner of Pier 13 Coffee Co., a business he started one year ago; Hannah Cairns, owner of Sunrise Bread Co.; and Tyler Bray, owner of River & Main Barber Shop. They are members of the Downtown Titusville Merchants Association. The nonprofit entity puts on events in the downtown area.

By Ken Datzman

TITUSVILLE — The historic heart of this city, the downtown commercial district, is a favored location for small–business owners and those starting new ventures.

The city’s investment in redevelopment in recent years has helped foster the entrepreneurial spirit that continues to thrive today, especially along South Washington Avenue and South Hopkins Avenue.

Three shining examples of that are small–business owners Tyler Bray, Hannah Cairns, and Justin Hilligoss, who are members of the Downtown Titusville Merchants Association. They have embraced the area as entrepreneurs.

Despite the pandemic and the extraordinary circumstances of 2020, their businesses have pushed forward and continue to serve customers as they look forward to a likely return–to–normal beginning sometime in 2021.

Bray owns River & Main Barber Shop on South Washington Ave., Cairns owns Sunrise Bread Co. on South Hopkins Avenue, and Hilligoss owns upstart Pier 13 Coffee Co. on South Washington Avenue.

All three said the community has been supportive of their businesses, especially during the pandemic. “We have loyal customers, which has benefited us greatly,” said Cairns. “I think that is the way it has been for many businesses in downtown Titusville. The community has been super–supportive.”

Hilligoss’ Pier 13 Coffee Co. opened one year ago, about three or four months before the coronavirus started to change.
Veronique Sallin named Woman of Year in Agriculture, proponent of Florida’s grapefruit being tasty, superior

By Communications Office of Commissioner Nikki Fried comms@freshfromflorida.com

TALLAHASSEE — Agriculture Commissioner Nikki Fried and the Florida Department of Agriculture and Consumer Services (FDACS) recently announced Veronique Sallin as the 2020 Woman of the Year in Agriculture.

For 36 years, this recognition has been awarded to women who have made exceptional contributions to Florida agriculture. Honorees come from throughout the agriculture community, including cattle, horticulture, timber, citrus, agriculture education, and more.

“Today, I’m proud to announce Veronique Sallin as Florida’s 2020 Woman of the Year in Agriculture for her exceptional leadership and dedicated years of service to our state’s agriculture community,” said Fried. “Ms. Sallin’s unique leadership, passion, and commitment continue to influence and broaden markets for Florida’s signature citrus industry while breaking barriers for generations of female agricultural leaders — I am honored to recognize her accomplishments and service to our state’s agriculture industry.”

Sallin is the cofounder of IMG Enterprise Inc., a family owned company specializing in agriculture and land management. Responsible for defining and shaping IMG’s company culture, she’s brought a fresh perspective to the citrus industry in the U.S. and France.

Sallin has used her passion and unique vision to grow sustainably-minded companies rooted in land management. Responsible for defining and shaping IMG’s company culture, she’s brought a fresh perspective to the citrus industry. Throughout her career, Sallin has been involved with community organizations to help make an impact locally, and has established herself as a leader in the field in both the U.S. and France. In 2012, French President Nicolas Sarkozy awarded Sallin the National Order of Merit for her personal and professional work in the citrus industry, including cattle, horticulture, timber, citrus, agriculture education, and more.

As an avid believer and proponent of Florida grapesfruit’s taste and superiority, she has helped elevate Florida grapesfruit globally, helping the industry achieve record exports in Europe, approaching 10 million boxes annually at its peak.

Sallin continues to help push Florida citrus into foreign markets and has successfully shortened and streamlined its supply chain. In doing so, she has been able to break ground in creating new sales channels and selling directly to retailers in Europe and Japan, introducing fresher, higher quality Florida citrus for consumers, and enhancing food traceability.

FDACS, in conjunction with the Florida State Fair Authority and the Florida Farm Bureau Women’s Leadership Program, will honor Sallin as the 2020 Woman of the Year in Agriculture during the Florida State Fair in Tampa in 2021.

Brevard County seeks citizen input through ‘Speak Up Brevard’— submit ideas online

By Rita Pritchett

d1.commissioner@brevardfl.gov
Brevard County District 1 Commissioner

It is a great day in District One. This year has brought challenges that we have never experienced and hopefully never will again. I truly thank you for your support in election 2020.

I am here to serve and I love our county. We are still respecting COVID–19 and making wise decisions to keep ourselves and our loved ones well. Together we can move forward to have a healthy community. Brevard County has provided personal protective equipment (masks, gloves), economic relief, individual assistance and food stability programs for our residents and businesses. Thank you to our community partners for assistance in reaching so many residents in need.

District One continues to experience economic growth with new housing, businesses, hotels and jobs. This is because of the many people who work hard on projects.

A big thanks to Robin Fisher, Troy Post, George Mikitarian, Louis Sanders, Donn Mount, Micheal Loyd, Rodney Honeycutt, Alan Matroni, Brenda Pettrow, Stan Retz, Dan Aton, Titusville Mayor Walt Johnson, Dan Diesel, Robert Jordan, Jo Lynn Nelson, Sarah Stockel, Scott Larese, Lisa Nicholas and Sean Stauffer. I know I have missed names. So many wonderful talented people. We have an awesome team in an awesome district!

We have had 23 rocket launches this year. There are still more launches scheduled through the end of this year. I pray you are able to have a break in the next few weeks to spend with family and friends and to be thankful for these wonderful people in our lives.

I am always available for any questions you may have. You can call my office (321) 667–6901 or my cell (321) 223–8774.

I am blessed to serve District One. You guys rock! May God Bless you abundantly. In Your Service.
The wonderful benefits of space discovery through international collaboration

By Seetha Raghavan
UCF Forum columnist
University of Central Florida

When astronauts had their first glimpse of Earth from space, the effect it had on them was more than just visual. They described an intense state of self-transcendent awe, wonder and oneness, called the “overview effect.”

Heading to space was not an option for me at the time, so the change in worldview that I sought, as a student, came in the form of studying abroad in Toulouse, France. With no knowledge of French, I was headed for three months of intensive language training followed by a master’s in aerospace engineering at Institut Supérieur de l’Aéronautique et de l’Espace, one of the leading aeronautical institutions in the world.

What was I thinking?

It was perhaps the moment the airplane took off that excitement quickly turned into panic as I struggled to repeat unfamiliar phrases playing in my ear. What followed was intense immersion interspersed with experiences of getting completely lost in the city, discovering the beauty of the Pyrénées, memorizing 20 possible essay responses for a flight mechanics oral exam, getting kicked out of a boîte, or nightclub, in Paris, making lifelong friends and so much more.

Armed with my walking guidebook, I spent days in awe of the history surrounding the very places where I stood. Then there were tears of homesickness coupled with a coping mechanism that resulted in a large pile of handwritten letters, complete with drawings of my room layout, still in the possession of my then-fiancé—now—husband.

Until just one day, I vividly remember sitting in the Paris RER train on my way home from work, making small talk with a stranger about the beautiful pink sky at sunset, when realization hit me. In two years, I truly became part of this society that I had come to adopt. Although I had to leave eventually, something in me had changed forever and would never be the same.

In the end, my shift in paradigm was that home is not one place but all the places where the opportunity to make a difference provides a sense of purpose and pervades a sense of belonging.

In the meantime, scientists and engineers are pioneering new technology in space flight so that we might all one day experience the overview effect and learn more about ourselves through earth observation and space exploration. The most significant part is that these efforts represent some of the largest and most successful examples of international cooperation.

Experiments on the International Space Station, for example, come from researchers in 108 countries and areas around the world. Even within the atmosphere, major aircraft programs such as the development of the F–35 stealth combat aircraft demonstrate that the most ambitious engineering innovation is best achieved through global partnerships.

Yet, STEM fields continue to be the most underrepresented in study or research abroad. This is mostly due to intensive academic programs that leave little time to spare or to acquire the related language training as well as an overall fewer number of relevant programs organized and offered.

My first international collaboration was initiated with a simple phone call reaching out to scientists in the United States and Germany with my ideas of joint research on propulsion and energy. Fast forward nine years and three successful National Science Foundation International Research awards later, 20 students have had three–month research experiences with the German Aerospace Center in Cologne and Stuttgart with the collaboration growing to six faculty members on either side.

Teams from both countries have come together to conduct some of the most unique experiments together with scientists at the Argonne National Laboratory in Illinois. It was our ability to leverage strengths in the different ways we approach scientific challenges that has brought us outcomes we could not have achieved individually.

Subsequent Fulbright awards provided some of these students with opportunities to extend their experience over a year. Many have pursued graduate research where their skills in resilience and adaptability from their international experience have proven indispensable. All have gained invaluable mentorship from scientists here and abroad.

Their outreach has been focused on sharing experiences and dispelling the myth that scientists and engineers only learn within the confines of a classroom or laboratory. This has been a crucial part of ensuring these experiences benefit many more.

If these past months have brought anything to stark clarity, it should be that we are all more intricately connected than we imagine and that we have more to gain working together to overcome the biggest challenges we face today than we do disparately.

So, until we all get to experience the life–changing view of our collective home from space one day, it remains a goal of mine to continue delivering that higher perspective I once was afforded — one international experience at a time.

Seetha Raghavan is a professor in UCF’s Department of Mechanical and Aerospace Engineering. She can be reached at seetha.raghavan@ucf.edu.

From the Public Record of Brevard County Sheriff Wayne Ivey

From: Bill Erfurth <bill@moderncityentertainment.com>
Sent: Saturday, June 16, 2018 10:01 AM
To: Bill Erfurth
Subject: Police Videos

Hey, how’s things? Some recent developments have come together about possibly turning the Heroes Behind The Badge documentaries into a TV series. Without getting into too many details, there is interest in setting up the series with a montage of real and dramatic police body camera, dash cam, helicopter, etc captured video. I’m reaching out to you to see if you happen to have any, or are aware of some highly dramatic, heroic, exemplary types of these videos? The more current the videos the better, but amazing footage is always still amazing.

Hope all’s well. Any help would be great!

Thanks, Bill

Bill Erfurth | President
MODERN CITY
305-970-4898 | bill@moderncityentertainment.com
Call Adrienne Roth at 321-951-7777 for Advertising Information

DECEMBER 14, 2020
### 2019 Florida Not for Profit Corporation Annual Report

**Entity Name:** The Cocoa Beach Area Hotel and Motel Association, Inc.  
**Current Principal Place of Business:** 976 Brevard Ave, Rockledge, FL 32955

### Background

**Current Mailing Address:** 976 Brevard Ave, Rockledge, FL 32955

**FEI Number:** 59-3048626

**Name and Address of Corporation:**
- **MICHAUD, TIMOTHY**  
  1300 N Atlantic Ave, Cocoa Beach, FL 32931

**The above named entity submits this report for the purpose of changing its registered office or registered agent, or both, in the State of Florida.**

**Signature:**

**Officer/Director Detail:**
- **NORONHA, DENZIL**  
  5575 N Atlantic, Cocoa Beach, FL 32931
- **WILLIAMSON, TOM**  
  3425 N Atlantic, Cocoa Beach, FL 32931
- **GALZERANO, CRISTY**  
  2080 N Atlantic, Cocoa Beach, FL 32931

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### Banged up Brats

**3 x 60 minutes documentary series for Channel 4 TV UK**

**The series brief**

In Banged Up Brats we take British teens aged 16-19 on the verge of criminality to Florida to undergo an enhanced 'Banged Attitude Modification' program at Brevard County Jail. Our ten teens, who will be a mix of boys and girls, will have had runs ins with British law enforcement, but will have never spent time in jail. They will be carefully chosen and psychologically tested to ensure that experts believe they would benefit from the program. They will all have agreed to join the program voluntarily. Although we would strongly discourage this, they would have the right to withdraw at any point. Our team psychologist would also have the right to withdraw any of the kids if he thought the kid was in danger psychologically.

B.A.M. type programs do not exist in British prisons – but they have been debated. That’s why a former British prison governor will be accompanying the kids to find out whether such a program might work in the UK. Right now, there is a major debate taking place in the UK about severe overcrowding in prisons and how we can steer at risk youngsters away from a life of crime and behind bars.

**How we would work with Brevard County**

We would like to work in partnership with Brevard County to design a program that piggybacks and expands on your current B.A.M. program. We would want our kids to spend 6 days/5 nights in the jail. We need to do this so that we can generate enough material for the three part series and to have maximum impact. We would want to open the series with the kids being sentenced by a judge and handcuffed as per the program. We would want the kids to work on the prison farm, on the chain gang, and visit the mosque as per the program, as well as other authorized possibilities.

We would expect the kids to mix at certain times with real inmates such as during yard time, meals, and on work details, so that they can really get a sense of what would happen if they carry on behaving the way they are. These periods would need to be supervised by correction deputies. We would expect the British inmates to share their own cells – rather than with real inmates - for their own safety.

We understand that the program would involve certain additional costs in terms of overtime for deputies and food etc. We understand that the Sheriff’s Office would expect us to contribute to those costs.

We also understand that our lawyers would need to work with the Sheriff’s Office lawyers to make sure the we are following your legal guidelines at all times and the safety of the British teens is safeguarded.

Nick Godwin  
Creative Director, Britespark Films  
Bill Erfurth  
President, Modern City Entertainment.

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**DID THE EIGHTEENTH CIRCUIT MURDER FORMER COMBAT MEDIC GREGORY EDWARDS?**

**BBN NOTE:** John M. Stewart — a partner at Rossway Swan — is a past president of the 107,000 member The Florida Bar.

**BBN 3850 PAGE 5**

To Be Continued ...
Experts’ behavior demonstrates disdain for the lumpen proletariat; misinformation began with dire prediction

By Marilyn M. Singleton, M.D., J.D.
drmarilynsington47@gmail.com

The Earth is flat and the sun revolves around the Earth. Settled science.

Liberal icon Supreme Court Justice Oliver Wendell Holmes legitimized the science of eugenics when he ruled that the interest of “public welfare” outweighed the interest of individuals in their bodily integrity. Science intersects with public policy.

Scientific journals have published at least 75,000 peer-reviewed papers since the SARS–CoV–2 pandemic started. Some studies had significant design flaws, and many results are contradictory. Nonetheless, experts have stolen our lives, stolen the smiles from children’s faces, and bullied a segment of the population into paralyzing fear. Why? Because someone, somewhere was “following the science.” Which science? Only the science that comports with a particular political agenda?

The misinformation began with the dire prediction of one of the world’s foremost disease modelers, epidemiologist Dr. Neil M. Ferguson of the Imperial College of London Covid–19 Response Team. He warned that unless the government did something, the pandemic could kill 2.2 million people in the United States

Accordingly, channeling Communist China, in March the experts recommended lockdowns to “flatten the curve” of infections. However, a July multi–country analysis revealed that the data “did not support a definitive judgment on the effectiveness” of lockdowns, among other public health interventions. A recent 14–day study involving carefully monitored masked and quarantined U.S. Marine recruits found that the virus can circulate even with the strictest non–pharmaceutical measures. SARS–CoV–2 tests became positive in 2 percent of the recruits.

Mandatory mask wearing is another contentious non–pharmacological mitigating measure. Our most vocal expert, Dr. Anthony Fauci, told us we didn’t need masks in March 2020. Similarly, in April 2020, the World Health Organization (WHO) reported that “the wide use of masks by healthy people in the community setting is not supported by current evidence.” But in June, based on “observational evidence,” The WHO recommended wearing masks to prevent the infected wearer from transmitting the virus to others and/or to protect the wearer against infection.

A long awaited “gold standard” randomized controlled trial with 6,000 participants found that wearing a mask offered no statistically significant benefit; after one month, about 2 percent of the mask wearers and the non–mask wearers tested positive.

Evidence aside, masks are likely here to stay. Everyone is begging for a “COVID for Dummies” solution. Masks fit the bill. They are highly visible and they tell the world you are a diligent, caring human being.

Realistically, there is no magic prevention bullet. Until we attain community immunity, treatment is the key to keeping COVID at bay. Unfortunately, the focus in the U.S. has been on the treatment of hospitalized patients. After limited research, in April 2020 Dr. Fauci declared that the newly minted drug, remdesivir at $3,000 per treatment was the “standard of care.” A few short months later, WHO issued a conditional recommendation against the use of remdesivir in hospitalized patients, regardless of disease severity, “as there is currently no evidence” that remdesivir improved survival.

In many cases treatment in the hospital is too little, too late. Early outpatient treatment has been largely ignored by the U.S. media and medical establishment despite good results across the world. For example, in four months, Honduras went from a fatality rate of 14.9 percent to 2.66 percent because of its early treatment regimen. “Catracho”: colchicine, anti–inflammatories, tocilizumab, ivermectin, blood thinners, and hydroxychloroquine.

Sadly, an expert politician, Sen. Gary Peters, squandered his opportunity to learn from clinicians and professors about several effective outpatient early treatments with inexpensive generic medications at the Nov. 19, 2020, Hearing on Early Outpatient Treatment: An Essential Part of a COVID–19 Solution. Peters spent his time parroting political talking points about “misinformation” and “disinformation” from treating physicians and shifted the conversation to vaccines as “The Answer.” Ironically, his expert had never treated a single COVID patient. The $1.6 million in donations Peters received from the health care and pharmaceutical industry adds a layer of “show me the money” to what should have been an informed debate.

Our politicians and experts have flaunted the science upon which they rely to impose authoritarian measures on the little people. True believers would not put multiple families at risk by breaking quarantine to visit their married mistress, going to hairdressers maskless, walking through an airport maskless, having $350 per plate maskless indoor dinners with lobbyists, or attending a baseball game maskless with folks from different households. Worse yet, pre–election basement Joe Biden displayed photos socializing with his extended family while many had their Thanksgiving dinner for one.

Early treatment provides an alternative to lockdowns and unproven vaccines. Experts’ behavior demonstrates their disdain for the lumpen proletariat. They are not interested in our health but in our acquiescence to deprivation and loss of control over our own lives. Dr. Fauci finally blurted out the core of the matter: “It’s time to do what you’re told.”

About the Author

Dr. Singleton is a board–certified anesthesiologist. She is the immediate past President of the Association of American Physicians and Surgeons. She graduated from Stanford University and earned her M.D. degree at the University of California–San Francisco. She attended UC Berkeley Law School, focusing on constitutional law and administrative law. She lives in Oakland, Calif.
**YOU EARNED IT.**

**CONGRATULATIONS** to each of our more than 900 new graduates, who overcame the adversity of a pandemic to complete an education that wasn’t easy to begin with. We are proud of your resilience, determination and Panther spirit. You will go far.

We give special thanks to the many Brevard County businesses, organizations, families and individuals who provide essential services and support to the university and its community. With you as our partners in success, our future looks bright indeed.

#FLORIDATECHGRAD

**WATCH FALL 2020 VIRTUAL COMMENCEMENT**

Friday, Dec. 11, at 6 p.m.
floridatech.edu/virtual-commencement
BRECEOLA — More than 27,000 rural acres near Yeehaw Junction in Florida’s southern Osceola County has been gifted to the University of Florida to protect one of the last natural areas of its kind and to serve as a living classroom and laboratory for students and faculty throughout the university, UF officials announced.

Elisabeth DeLuca’s contribution is among the largest gifts of real estate ever to any university in the nation.

“Few things in this world are as precious — and threatened — as our untamed lands and the wild animals that live there,” DeLuca said. “We need to preserve what we can for the benefit of all of us. These acres are in good hands with the University of Florida, and it pleases me to know that UF will use them to learn more about our natural world and to train new generations of scientists and environmentalists.”

The property — which includes cattle ranchlands, citrus groves, wetlands and forests — is one of the last refuges for the endangered Florida grasshopper sparrow, and hosts many other state and federally listed species such as the Florida panther, gopher tortoise and the red-cockaded woodpecker. The property provides a critical nature corridor between the Kissimmee Prairie Preserve State Park and the Three Lakes Wildlife Management Area. The land is also a conservation focal area for the Everglades Headwaters National Wildlife Refuge and Conservation Area.

In addition to protecting threatened wildlife, UF will use the property to, among other things: measure hunting’s impact on the ecosystem to control wild boars; determine how cattle grazing affects plants, insects and animals; teach land and forest management; study water storage and conservation; and conduct student and researcher fieldwork. The site is expected to host classes ranging from plant and soil sciences to entomology and wildlife ecology. The ranch provides a centralized location for Extension–related services as well as offering a unique natural classroom for students taking part in Florida 4–H.

“Elisabeth DeLuca’s generous contribution of such a significant property is a gift to all Floridians and really, to people everywhere,” said UF President Kent Fuchs. “The preservation of this land and what it will enable our scholars to learn, teach and achieve will reverberate around the globe.”

In assuming ownership of the land, UF will maintain the current operational and revenue–generating activities taking place on the tract to ensure that it is financially self-sustaining.

In addition to donating the land to UF, the donor has placed a conservation easement on the property and has selected Ducks Unlimited, the world’s largest not-for-profit private organization dedicated to wetlands conservation, to be the recipient of this easement. In structuring the gift of land between UF and Ducks Unlimited in this way, the donor has created conservation protections while still making it possible for important teaching, education, and research to take place. Together, UF and Ducks Unlimited will ensure that the land remains protected and sustainable for generations to come, officials said.

“This Kissimmee Prairie landscape is in the Everglades headwaters, yet at the edge of central Florida’s tourism and development core and is now a permanently protected piece of the conservation puzzle,” said DU CEO Adam Putnam. “For generations to come, students and researchers will make new discoveries alongside migrating waterfowl, endangered red cockaded woodpeckers and grasshopper sparrows on this massive outdoor laboratory. Future ranchers, waterfowlers, nature lovers and wildlife scientists will be able to apply what they’ve read in textbooks to what they’re observing on the landscape, thanks to Elisabeth DeLuca. This partnership between the University of Florida and Ducks Unlimited benefits waterfowl, wildlife and millions of Floridians who value clean water and the protection of the natural landscape.”

J. Scott Angle, UF’s vice president for agriculture and natural resources, said the Yeehaw Junction land’s diversity and large size will bring the university’s discovery and teaching to heights rarely reached in academic pursuits.

“This gift is a precious piece of Florida that will become the premier living laboratory for natural resource management research and study,” said Angle. “UF/IFAS researchers and students will have unprecedented access to a pristine area of diverse habitats to benefit conservation efforts.”

About the University of Florida

The University of Florida, the state’s flagship university, serves more than 56,000 students from throughout the United States and many other countries. With five professional schools and 200 research, service and education centers, bureaus and institutes on a single 2,000-acre campus, UF offers educational opportunities matched by only seven universities worldwide.

With more than a dozen research facilities, 67 county Extension offices, and award–winning students and faculty in the UF College of Agricultural and Life Sciences, UF/IFAS brings science–based solutions to the state’s agricultural and natural resources industries, and all Florida residents.

The UF Institute of Food and Agricultural Sciences (UF/IFAS) along with numerous colleges within the university will direct research on the property. Some of that research, scientists hope, will help land developers, conservationists and policymakers learn how to balance growth, agriculture and preservation around the state.

University officials believe work done there will also create opportunities for community collaboration and large–scale research, which will set UF apart from its peer institutions.

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CareerSource Brevard is an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this website may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

Happy Holidays

Wishing You A Happy Holiday Season filled with Family and Friends and a New Year of Peace and Happiness!

340 North Harbor City Boulevard
Melbourne, Florida 32935
www.floridabusinessbank.com

321-253-1555
The Community Foundation for Brevard awarded two Florida Tech researchers a total of $48,800 under its Medical Research Grant to Find Cause and/or Cure for Alzheimer's, Cancer, and Other Pervasive Diseases.

The recipients are Karen Kim Guisbert and Eric Guisbert, faculty members in the university’s Department of Biomedical and Chemical Engineering and Sciences. Each will receive a $24,400 grant.

Karen Kim Guisbert, an assistant professor, is working on the development of a targeted anticancer therapeutic for breast cancer. She recently made a new discovery regarding the protein HSF1, which has a critical role in cancer. Now, she is translating this discovery to identify a new and more effective anti-cancer treatment.

Importantly, breast cancer patients with the highest levels of HSF1 have the worst outcomes, meaning that this new strategy could help patients who do not respond well to current therapies.

Eric Guisbert, an associate professor, is conducting research focused on testing a new strategy for treatment of Alzheimer’s disease. Alzheimer’s disease is characterized by the accumulation of protein aggregates. Most of the previous research has focused on beta-amyloid plaques that form outside of cells, but thus far therapies that target this feature have not been effective.

Instead focusing on neurofibrillary tangles that form inside of neurons, Guisbert will test whether activation of a cellular defense pathway known as the “heat shock response” can be beneficial. The Guisbert lab will use an animal model where human tau is expressed in the neurons of C. elegans, a small roundworm, causing cell death and paralysis. This system will enable the use of genetics and the rapid testing of molecules that have been approved for human use.

“The Community Foundation is deeply honored to represent the Finken family legacy annually through this competitive grant program,” said President and CEO Theresa Grimison. “The cause-and-cure medical research happening at Florida Tech is truly innovative and we hope will lead to significant advances to the cause and cure of pervasive diseases such as Alzheimer’s and cancer — two areas that meant a lot to Mr. Finken during his lifetime.”

Kenneth Finken was an MSEE graduate of Columbia University and held four patents. He retired from the Government Electronic Systems division of Harris Corp. As part of his estate plan, Mr. Finken made a bequest to the Community Foundation for Brevard. Over the last 13 years, through this generous legacy gift, Florida Tech researchers have been awarded 21 individual medical research grants via the Community Foundation that have a combined value of more than $600,000.

About Florida Institute of Technology

Florida Tech offers bachelor’s, master’s and doctoral degrees in aeronautics and aviation, engineering, computing and cybersecurity, business, science and mathematics, psychology, education and communication. Learn more about our relentless pursuit of greatness at www.fit.edu.
A team of leading education specialists, storytellers and space organizations, known as “Project Ianos,” has been selected by NASA as the recipient of a one–year grant to ignite curiosity among the next generation of explorers using the inspirational story of human space exploration.

The team consists of the Aldrin Family Foundation, Explorer At Large, Public Consulting Group, the University of Kansas and numerous NASA Centers. They will develop and deploy compelling videos and hands–on learning tools targeted to 3.8 million underrepresented students in grades 5–8 to get them inspired about future possibilities in science, technology, engineering and math (STEM).

“Project Ianos partners have immense bench–strength when it comes to helping students boost their understanding of STEM,” said Dr. Andrew Aldrin, president of AFF and principal investigator for the grant. “We bring different, yet complementary, perspectives that will distribute engaging content to millions of students in underserved communities. Our goals are simple — to get students inspired about space and to become curious, courageous explorers of it. We are honored to have been selected by NASA for this important mission.”

Project Ianos was one of seven (out of 95) submissions selected by NASA for a Cooperative Agreement as part of the Teams Engaging Affiliated Museums and Informal Institutions (TEAM II) Remote Opportunity Rapid Response (RORR) initiative.

Through Project Ianos, students will take an inspirational journey into the past, present and future of human space exploration through impactful videos produced and hosted by world–renowned explorer and award–winning television presenter Josh Bernstein. Archival footage from historic NASA programs like Apollo will be blended with current–day interviews featuring subject–matter experts from NASA and other space industry leaders. Students will then engage in hands–on learning activities that tie directly to the videos. These “missions,” designed to pique curiosity, will be aligned with national education standards and be adaptable to both individual and group learning situations. All Project Ianos videos and educational resources will be free and fully downloadable.

The Project Ianos team includes leaders in aspirational storytelling, curriculum development, teacher training, educational product distribution, and evaluation and metrics.

- Aldrin Family Foundation (AFF) (project lead) — A 501(c)(3) nonprofit, youth–serving, education organization that strives to cultivate the next generation of space leaders, entrepreneurs, and explorers. AFF brings expertise in space/space education and curriculum development, inspiring stories from Apollo missions, relationships with school districts and educators, and access to inspirational role models.
- Explorer At Large (XAL) (production lead) — The mission of Explorer At Large is to create generations of curious and courageous explorers. As production lead, XAL will create videos that highlight NASA’s past, present, and future in a dynamic, engaging format.
- Public Consulting Group (PCG) (distribution lead) — PCG’s Education practice offers consulting services and technology solutions to 8,000 school districts, 32 state educational agencies and 75,000 schools nationwide, including 21 of the 25 largest school districts with diverse student populations. PCG will oversee delivery of content to thousands of schools throughout North America, ultimately reaching 3.8 million students in grades 5–8.
- University of Kansas (KU) (evaluation lead) — KU will track and test the program’s efficacy and determine ways to improve it from one school year to the next.

- NASA Centers — NASA will provide access to professionals from the Johnson Space Center, Kennedy Space Center and Goddard Space Flight Center who will provide expertise on the past, present and future of space exploration, with particular emphasis on the Apollo and Artemis programs.

“Children are born naturally curious, eager to explore the world around them. Traditional education often stymies that curiosity, forcing students to memorize information rather than harness that curiosity to develop a mindset and skillset for a rapidly changing world,” said Josh Bernstein, CEO of Explorer At Large. “Project Ianos offers a more compelling vision. We will reawaken that curiosity by introducing students to the dreams, aspirations, and challenges facing those on the frontlines of NASA’s mission to return to the Moon. Our hands–on activities invite students to become explorers themselves, igniting passions and laying the foundation for a strong and diverse future workforce.”

Project Ianos plans to have its first Instructional Units available to students in late spring 2021. Through professional videos and hands–on activities aligned with education standards, students take an inspirational journey into the past, present and future of human space exploration and become explorers themselves.

For more information, visit www.projectianos.org.
Susan Custis, who relocated from Fairfax, Va., has joined the growing ranks of women business owners. She recently opened VintageFusion Inc., a specialty retailer, in the Boardwalk at Suntree shopping plaza. Her inventory will change with the seasons. It will showcase seasonal items and evolving trends in vintage decorating, selling both new and preowned items. VintageFusion’s current inventory focuses on the holiday season. Custis retired from the U.S. Navy and then worked as a government contractor.

Susan Custis, originally from Fairfax, Va., has opened her dream business in Brevard County.

The Space Coast continues to be an attractive region for existing entrepreneurs and new entrepreneurs like Custis. “I moved to Melbourne about one year ago. I came here with the intention of opening a retail business, something I have wanted to do for years,” she said.

Custis retired from the U.S. Navy and then worked as a defense contractor before relocating here. “I’m glad to leave behind the cold weather and the D.C. traffic. Melbourne is the only community in Florida that I looked at when I considered relocating and opening a business. I’m excited about what I see here. Melbourne is a vibrant community.”

“National Geographic Travel” just named Florida’s Space Coast as one of the “world’s top five” destinations for travelers to consider when planning a family-oriented vacation in 2021 and beyond. The Space Coast is the only U.S. destination among the five on the list.

The listing is part of the magazine’s “Best of the World 2021” top 25 destinations around the globe based on five main categories — adventure, culture, family, nature, and sustainability. Four to six destinations are highlighted in each category.

“The Space Coast is an incredibly interesting place,” said Custis. “I did a lot of research on Brevard County before moving here. This is a great place for families and a great place for businesses. When I did my research, I pulled out a map and pinpointed Melbourne. I drew a circle around it. Interestingly, half of the market is in the Atlantic Ocean.”

She continued, “I think starting a business here is a good move because this area continues to grow. If you work as a government contractor in northern Virginia and in the D.C. area, you know about Melbourne and Brevard County.”

In the first quarter of this year, the Palm Bay–Melbourne–Titusville Metropolitan Statistical Area ranked No. 10 on the Milken Institute’s “Best Performing Cities 2020: Where America’s Jobs Are Created and Sustained.”

This year’s No. 10 position solidifies the Space Coast in the competitive rankings of cities such as Seattle, Wash.; Austin, Texas; and San Francisco.

The 2020 ranking is a jump of 47 spots from the previous year for the Palm Bay–Melbourne–Titusville MSA, the largest jump of top–10 performing cities.

The report sites the metro’s “strong performance in several indicators,” including placing fifth in one–year job growth.

“With the growth that Brevard County is seeing, and with its well–educated workforce, it presents opportunities for entrepreneurs, especially in the retail and service sectors,” said Custis. “I could have retired and retreated to the golf course, but that wasn’t my goal. What I’m doing is fun. Through this venture, I’ve met all kinds of interesting people.”

After spending the last 10 months honing her business and marketing plan, Custis introduced the community to her specialty retail store VintageFusion Inc., just in time for the holiday–shopping season.

VintageFusion, which opened two months ago, is an upscale home décor boutique selling both new and preowned items. “I like to say it’s where ‘old meets new.’ The concept is to have seasonal merchandise. The inventory will change with the seasons. Currently, the store is filled with Christmas merchandise of all types. When spring arrives, we’ll have lovingly chosen Easter items and other seasonal items,” she said.

Custis added, “Each visit to VintageFusion promises to be a new experience, as the merchandise will showcase evolving trends in vintage decorating.”

Her charming shop is located in the Boardwalk at Suntree shopping plaza on North Wickham Road. The Boardwalk features a mix of retail, office, and restaurant clients, including Amici’s, The Suntree Flower Shop, and The Broadway Salon.

“I love this shopping plaza. I think it’s one of the best–kept secrets in the area. I worked with Charine Lewis of JM Real Estate (director of sales and leasing). She did a wonderful job. Being a startup, it wasn’t the easiest thing finding such a strategic location as the Boardwalk. And the business owners and operators at the Boardwalk are warm and welcoming.”

VintageFusion sells carefully selected, high–quality
Michael’s Men’s Store ramps up inventory for holiday season in anticipation of consumer spending; brands Robert Graham, Jack Victor, and 34 Heritage

By Ken Datzman

INDIALANTIC — As challenging as this year has been, retail sales have remarkably held steady.

October saw solid retail sales growth, just as shoppers head into the holidays.

Consumers, it seems, have proven their resilience and willingness to spend. While the road has been bumpy over the past months, some local retailers have maintained their sales.

“Fortunately, we have done well during the pandemic,” said Michael Jablaoui, who runs Michael’s Men’s Store, an upscale boutique–style retailer, with his father of the same name.

“We have many loyal customers who have supported us during these challenging times, and we greatly appreciate it. That’s been a really nice feeling. It has helped us through these tough times. Consumers continue to spend money at our store, and we’re thankful.”

Michael’s Men’s Store, which has a full tailoring shop on premise, has been family owned and operated for nearly 40 years.

“We custom fit suits and sport coats and all types of clothing for customers,” he said. Michael’s does tailoring for both men’s and women’s garments. “And we provide quick turnaround for the alterations.”

Retail sales grew for the sixth month in a row in October. Early holiday shopping appears to have supported October’s increase in sales.

Sales were even significantly better than the same time a year ago. Overall, retail sales grew 10.6 percent in October 2020 versus October 2019, according to the National Retail Federation, or NRF.

The NRF said it expects holiday sales during November and December to increase between 3.6 percent and 5.2 percent over 2019 to a total between $755.3 billion and $766.7 billion.

The numbers compare with a 4 percent increase to $729.1 billion last year and an average holiday sales increase of 3.5 percent over the last five years.

The report says households have “strong balance sheets supported by a strong stock market, rising home values,” and record savings boosted by government stimulus payments issued earlier this year.

“I think the 2020 holiday shoppers are beginning their purchases earlier than last year,” said the younger Jablaoui. “The early customer traffic count in our store has been good, and we believe it will continue in the weeks ahead.”

The father–and–son duo has built Michael’s into one of the most popular men’s premium clothiers in the region, and beyond. “We love our work,” said the father. “We love meeting the customers. This retail business is a big responsibility. We are married to it.”

The NPD Group said in its 2020 holiday shopping forecast that “consumers will look to indulge on their own needs and deal with the guilt of missing in–person celebrations this holiday season.”

The NPD’s annual “Holiday Purchase Intentions Study” reveals that three–in–10 holiday shoppers are planning to spend more than last year because they have fewer expenses related to activities like going out and travel. In addition, 40 percent of consumers indicated that, as a result of the coronavirus pandemic, they will buy more gifts “to bring joy during challenging times.”

Clothing and accessories are forecast to be the most popular gift category this holiday season, followed by gift certificates, toys, and books and media.

The Jablaouis are feeling upbeat about the 2020 holiday–shopping season, and it shows in their store’s increased inventory.

Michael’s Men’s Store is filled with merchandise, from suits to sport coats, dress trousers, shirts, ties, socks, belts, and a wide selection of casual clothing, including premium jeans and golf attire.

Some of the brands they carry are Zanella of Italy, St. Croix of Italy, Robert Graham, Enro, 34 Heritage, Jack Victor of Canada, British sock maker Pantherella, and Staxx premium underwear.

Businessman Michael Jablaoui and his son Michael operate Michael’s Men’s Store in Indialantic, an upscale clothing store that has served the community for nearly four decades. The family venture is long known for its range of premium brands and in–house tailor shop. The younger Jablaoui is a Florida Tech computer science graduate. Their store is filled in holiday inventory in anticipation of a good shopping season.

“This is probably the largest holiday inventory we’ve had in many years, especially with the number of suits and sport coats we have in the store,” said the son.

“For example, we just ordered 260 units alone from the Jack Victor line. So that order comprises 105 sport coats and 155 Jack Victor suits. They make beautiful suits and sport coats. Jack Victor is a popular brand at our store.”

In 2013, Jack Victor Ltd. celebrated 100 years of history, a momentous occasion marked by an equally meaningful photograph of 950 employees taken in front of the company’s Montreal factory.
Ophthalmologist Dr. Silverman joins Brevard Eye Center, adds to practice’s expertise; big focus on patient education and teaching

By Christa K. Santos
christa@cksmarketing.com
CKS Marketing Communications

Brevard Eye Center has welcomed Dr. David Silverman to its established and experienced team of doctors.

Board certified by the American Board of Ophthalmology, Dr. Silverman has also been an active fellow of the American Academy of Ophthalmology for almost two decades. He has been practicing comprehensive ophthalmologist for nearly 30 years. In medical school, Dr. Silverman fell in love with the finesse, effectiveness and elegance of microsurgery. His approach to patient care is centered on education, while recognizing he is entrusted with preserving and restoring the gift of eyesight as a physician.

After graduating magna cum laude with a degree in cellular molecular biology, Dr. Silverman attended Eastern Virginia Medical School in Norfolk, Va., where he again graduated with honors. He then completed a year of training in internal medicine at the Greater Baltimore Medical Center before entering and completing his ophthalmology residency at the University of Texas Medical Branch in Galveston, Texas.

Dr. Silverman went directly into the private practice of ophthalmology after residency and, shortly thereafter, started his own successful practice in Virgina. As a result, he has skillfully performed a tremendous number and variety of ophthalmologic surgeries including thousands of cataract extractions.

"Dr. Silverman’s approach to ophthalmology required someone with his experience, expertise and excitement joining the practice," says Dr. Rafael Trespalacios, medical director of Brevard Eye Center.

Brevard Eye Center has three locations in the county — Melbourne, Suntree and Merritt Island. Its team of physicians and surgeons are highly trained and regarded for their world-class ophthalmic care.

"Dr. Silverman is passionate about his work and we thrilled to have someone with his experience joining our practice," said Michael C. Berlais, president of the Zonta Club of Melbourne.


Several options were presented to the Zonta Club of Melbourne, and the group chose the Little Red Schoolhouse for this year’s ornament.

Michelson said the Little Red Schoolhouse was built in 1883. It was the first school built in Melbourne on land donated by John Goode, who was the father-in-law of Jessie Goode and Richard Goode. “They all came here from Chicago.”

The school had two teachers. The school term was about six months during the summer. There were 15 students enrolled.

After a new school was constructed in 1916 in what is now downtown Melbourne, the Little Red Schoolhouse was no longer used and sat empty. In the early 1940s, the City of Melbourne moved the building to elementary and high school grounds on New Haven Avenue. It was painted red, a picket fence was built around it and, after a while, it was forgotten.

"Thanks to the efforts of the Abigail Wright Chamberlain Chapter of the Daughters of the American Revolution, the Melbourne Rotary Club, and the Historical Society, the schoolhouse was moved in 1970 to the beautiful botanical gardens on the Florida Tech campus, where it stands today," said Michelson.

Melbourne’s Little Red Schoolhouse Zonta’s 2020 Historic Ornament

The Zonta Club of Melbourne, an organization of community-minded women, has selected Melbourne’s Little Red Schoolhouse as its 2020 Historic Brevard Ornament, a holiday fundraising initiative now in its 21st year.

The tree-ornament program was created not only to raise money for the nonprofit organization, but to also raise awareness of historic buildings in Brevard County.

The Flatiron Building in downtown Melbourne, which opened its doors in 1925 and housed businesses, was the inaugural Historic Brevard Ornament for the Zonta Club.

“When we launched the Historic Brevard Ornament project, we didn’t know how long the program would run, but it has been embraced in a big way by the community. We have just introduced our 21st ornament — Melbourne’s Little Red Schoolhouse,” said Sandy Michelson, a longtime Zontain and past president of the Zonta Club of Melbourne.

The ornaments are popular holiday gift items. They are sold at Meehan’s Office Products in downtown Melbourne. The ornaments are $25 without a stand and $30 with a stand.

“Meehan’s has been carrying our ornaments ever since we started the project,” said Michelson. “They do it as a community service, and we greatly appreciate it. Meehan’s is known for its office supply products, but it carries the other unique items, including souvenirs of the Melbourne area. They are a local independent business and we try to work with local businesses.”


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PBPD partners with FDOT to decrease crashes involving motorists and bicyclists

By Lt. Mike Smith
michael.smith@pbfl.org
Public Information Officer
Palm Bay Police Department

PALM BAY — The Palm Bay Police Department has once again partnered with the Florida Department of Transportation (FDOT) in effort to improve the safety of the most vulnerable roads users in our community.

Florida’s Alert Today/Alive Tomorrow High Visibility Enforcement Program is designed to increase awareness of, and compliance with, traffic laws and regulations that protect the safety of pedestrians and bicyclists on Florida’s roads.

High Visibility Enforcement is a traffic safety approach designed to educate on safe driving, walking, and biking behaviors and to increase compliance with traffic laws. The goal of this data driven enforcement program is to reduce traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists.

Pedestrians and bicyclists are the most vulnerable road users. Traffic crashes involving pedestrians and bicyclists are more likely to result in serious or fatal injuries than other traffic crashes. The physical, emotional, and economic impacts caused by these crashes are significant.

Since we have partnered with FDOT regarding this safety initiative, we have seen a decrease of crashes involving bicyclists and pedestrians. Thanks largely to the officers who have participated in years past, we have seen a 20.56 percent decrease of crashes involving bicyclists and pedestrians from 107 crashes in 2018 to 85 crashes in 2019.

Officers will conduct details in corridors of Palm Bay Road and Malabar Road which are two roadways identified by FDOT as in having the highest number of crashes involving pedestrians and bicyclists in Palm Bay. The main focus of the officers working these details is education and not on the issuance of citations, though citations will be issued if warranted. The details will continue through May 2021.

The Palm Bay Police Department is asking the public to do their share in keeping the roadways safe by being alert and driving carefully.

‘Citizen’s Academy’ to offer course on Brevard government operations

The University of Florida/Brevard Extension Service is sponsoring a free “Citizen’s Academy” for residents to learn how Brevard County government develops a budget, paves road, trains employees, maintains parks, cares for our natural resources, and much more. Participants will have the chance to ask staff and department directors about their departments, what they do, how they get it done, and what the future holds.

Classes will meet at various locations throughout the county for nine Thursdays beginning Feb. 4 and ending April 8, 2021. Classes will start at 9 a.m. and end no later than 3 p.m. Lunch will be provided on the graduation day of the class.


The University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) Extension in Brevard County is a partnership between UF/IFAS and Brevard County government, providing educational programs based on the latest research and technology.
Saalex supports multi-agency launch of oceanographic satellite; ELVIS 3 Team assists with the mission to measure sea-level rise

By Neal Stein
nealstein@techprsolutions.com
Technology PR Solutions

CAMARILLO, Calif. — Saalex has followed up the historic Crew Dragon mission earlier in November with support for another successful commercial and scientific launch by NASA and SpaceX.

On Nov. 21, a Falcon 9 rocket blasted off from Vandenberg Air Force Base in California carrying the Sentinel–6 Michael Freilich oceanography satellite into orbit. Members of Saalex’s Expendable Launch Vehicle Integrated Support 3 (ELVIS 3) team supported the launch both on site and from Cape Canaveral.

This latest mission represents a collaboration between NASA, SpaceX, the National Oceanic and Atmospheric Administration (NOAA), and the European Space Agency, along with other partners.

The Falcon 9 lifted off from Vandenberg’s Space Launch Complex 4 East (SLC–4E) at 09:17 Pacific Standard Time — or 17:17 UTC. Saalex has teamed with a.i. solutions to support NASA’s Launch Services Program (LSP) and Commercial Crew Program (CCP), which provide integrated launch preparation and execution services for the agency’s next generation of scientific and space exploration vehicles.

The Sentinel 6A Michael Freilich will be joined in orbit by the Sentinel 6B in 2025. Together, the two satellites will measure sea level fluctuations as they relate to climate change. The satellite was named for the former director of NASA’s Earth Science Division, Michael Freilich, who was instrumental in advancing space–based ocean measurements.

The launch was originally scheduled for Nov. 10 but was delayed because of abnormal behavior of the Falcon 9 rocket’s Merlin–1D engines. The first stage of the Falcon 9 is powered by nine such engines. After extensive testing, it was decided that two of the engines would be replaced and the launch was rescheduled for November 21.

The Saalex ELVIS 3 team taking part in the mission included two mission integration coordinators, Lorie Keller and Kris Nelson, who handle communications between the mission’s major stakeholders, as well as two engineering technical integrators, Maro Nime and Jim Poppino, who support NASA’s chief engineers and travelled to California from Florida for the launch. This was the fifth launch in what has been a particularly busy year for the ELVIS 3 team.

Along with supporting high-profile missions that included two Crew Dragon launches in May and November, the July Mars Rover Perseverance launch, and the Solar Orbiter launch in February, the team has contended with logistical complications brought on by the COVID–19 pandemic. With some missions pushed to 2021 because of the pandemic, next year is shaping up to be even more challenging, said ELVIS 3 launch site support engineer Robert Fischer.

“This has been a particularly busy year and we are going to be pretty darn busy for the next couple of years,” Fischer said. “Because of COVID, we have had to support the missions with bare minimum in–person personnel but have made up for that by making adjustments and working remotely when possible.”

Saalex Solutions President and CEO Travis Mack commended the ELVIS 3 team for their outstanding work under tough circumstances.

“It’s been a difficult year across all industries, but Saalex continues to rise to the challenge in support of the important work that NASA, NOAA, and SpaceX are doing to explore the possibilities of commercial space flight while helping protect our planet for future generations,” Mack said.

About Saalex Solutions

Saalex Solutions, the federal services division of Saalex Corp., supports Department of Defense agencies to include Navy, Army, Air Force, and NASA. It provides core competencies in the areas of test range operations and management, engineering and logistics services, cybersecurity, and information technology services.

Founded in 1999 by Travis Mack, Saalex Solutions is a service–disabled veteran–owned business headquartered in Camarillo with an office in Rockledge. To learn more about the company, visit www.saalex.com.

Solar Co–op to host information session on Dec. 15 for area residents

By Katie Parrish
kjparrish@gmail.com
Solar United Neighbors

TITUSVILLE — The Jan. 8 deadline to join the new Space Coast Solar Co–op is fast approaching. Solar United Neighbors, a nonprofit organization working nationwide to help communities go solar, will host a free virtual information session for Space Coast residents and businesses on Tuesday, Dec. 15.

The co–op will enable Brevard County homeowners and business owners to join the growing community of people saving money by harnessing solar power,” said Heaven Campbell, Florida associate program director for Solar United Neighbors. “Together, we’re building a movement to transform our electricity system into one that is cleaner, fairer, and shares its benefits more broadly.

The co–op is free to join and open to homeowners and business owners in Brevard County. Together, co–op members will learn about solar energy and leverage bulk purchasing to ensure competitive pricing and quality solar installations.

Solar United Neighbors has hosted 59 solar co–ops in Florida since 2015, including five others that are currently open to new members. According to the group’s estimates, the 1,753 homes and businesses in Florida that have participated in co–ops represent 17,000 kW of solar power, $37.8 million in local solar spending, and more than 565 million pounds of lifetime carbon offsets.

Co–op partners include the League of Women Voters of the Space Coast, Turtle Coast Sierra Club, Space Coast EV Drivers, City of Satellite Beach, ReThink Energy Florida, City of Cocoa, Space Coast Progressive Alliance, and the City of Cocoa Beach.

“How does it work? After a competitive bidding process facilitated by Solar United Neighbors, co–op members will select a single solar company to complete the installations. Joining the co–op does not obligate members to purchase solar. Instead, members will have the option to individually purchase panels and electric vehicle chargers based on the installer’s group rate.

Ready to sign up? Individuals can sign up to join the co–op by visiting https://coops.solarunitedneighbors.org/coops/space-coast-solar-co-op. To register for the information session, visit https://us02web.zoom.us/meeting/register/tZUvDiZgjwOEt9EmxVkJ6wmgz2NppqDDqJL.
IEEE chapter recognizes Stetson University professor Hala ElAAarag with Outstanding Engineering Educator Award for teaching

By Sandra Carr
scarr3@stetson.edu
Stetson University

DELAND — Dr. Hala ElAAarag, professor of computer science at Stetson University, has received the Florida Council Institute of Electrical and Electronics Engineers’ (FC IEEE) Outstanding Engineering Educator Award. “The Florida Council Institute of Electrical and Electronics Engineers’ Outstanding Engineering Educator Award is a testament to the quality of education that I provide my students and it recognizes my dedication to the profession,” said ElAAarag.

“The award also highlights Stetson University for its high level of computer science, computer information systems and cybersecurity education along with having one of the best degree programs in Florida.”

Last year ElAAarag won the IEEE Orlando Section’s Outstanding Engineering Educator Award.

ElAAarag is an IEEE senior member and tied with Dr. Keith Garfield, associate professor of computer science at Embry–Riddle Aeronautical University, for the FC IEEE award.

The recognition process requires a nomination by an electro–technology professional, two endorsements, and a recommendation by the award committee chair of the local IEEE section to the state level. Contestants include university professors, and government and industry professionals who have made an outstanding contribution to the electro–technology profession.

Founded in 1883, Stetson University is the oldest private university in Central Florida. Stetson focuses on intense learning experiences in a supportive community that allows students to develop their voice in a connected, inclusive environment. Stetson University ranks No. 4 on “U.S. News & World Report’s” 2021 list of Best Regional Universities (South), and has been recognized as one of The Princeton Review’s 386 Best Colleges, 2021 edition. Stay connected with Stetson on social media.

Debbie Mayfield issues statement on appointment as Republican Leader

TALLAHASSEE — Florida Senate Majority Leader Debbie Mayfield (R–Melbourne) released the following statement regarding her appointment by President Wilton Simpson (R–Trilby) as Republican Leader for the 2020–2022 Legislative Term.

“It is a tremendous honor to serve the Florida Senate as your 2020–2022 Republican Leader. Thank you to President Simpson for entrusting me with this great responsibility.

“We will continue to advance conservative policies, invest in Florida’s water quality and protect our vulnerable populations.

“The ongoing pandemic has impacted each of us, our families and our businesses. The road ahead is a difficult one, but I’m confident that together we can pass strategic and bold measures to deliver relief and recovery to Floridians and ensure our state economy prospers once again.”

Mayfield was elected to the Florida Senate in 2016, and re-elected subsequently. Most recently, she served as chairwoman of the Appropriations Subcommittee on Agriculture, Environment and General Government. Previously, Mayfield served in the Florida House of Representatives from 2008 to 2016.

Space Coast engineers and technicians are helping feed thousands of students through Brevard County’s backpack program.

The Boeing Florida Space Coast Operations Employee Community Fund (ECF) presented a $20,000 grant to the Children’s Hunger Project — the largest grant the site has approved in the past decade.

The Children’s Hunger Project provides highly nutritious, weekend meals to at-risk students in Brevard County elementary schools. For some students, lunch on Friday is the last regular meal they will receive until the following Monday. School staff members place food packs in children’s backpacks at the end of the week, so they can return to school ready to learn.

“Boeing employees in Florida wanted to ensure that children have uninterrupted access to healthy meals, especially during this time of increased uncertainty due to the COVID–19 pandemic,” said Michael Terry, president of the Florida Space Coast ECF chapter. “We’re proud to continue our partnership with The Children’s Hunger Project by providing meals to students across Brevard County.”

This Boeing grant will help feed 5,000 local students. For more information about the Children’s Hunger Project, contact Cheryl Cominski at (321) 610–1900 or Cheryl@thechildrenshungerproject.org.

About the Employees Community Fund

One of the largest employee–owned and managed funds of its kind in the world, the ECF of The Boeing Co. has been empowering employees to make greater impact by pooling their tax–deductible donations for more than 60 years. Employee advisory boards provide combined employee donations to nonprofits in their community through ECF grants.

About The Children’s Hunger Project (TCHP)

In Brevard County, more than 50 percent of children utilize free and reduced–price meal programs through their schools. Although students are provided for during the week, children still experience hunger on the weekend, leading to poor school performance, stress for our most vulnerable citizens, and added health risks. The Children’s Hunger Project helps elementary schools by providing food for the weekend, enabling children to arrive at school with a better foundation for learning. The goal is to have no children on a waitlist for weekend food. To learn more, visit thechildrenshungerproject.org.

Santa Claus will be calling children in Palm Bay on the evenings of Dec.15–16

PALM BAY — In coordination with the North Pole’s Office of Communications, the City of Palm Bay’s Parks and Recreation Department has arranged for Santa to call the children of Palm Bay between 5–8:30 p.m. on Tuesday, Dec. 15, and Wednesday, Dec. 16. In order to set up a call from Santa, parents must fill out and return a registration form to the Tony Rosa Community Center, 1302 Port Malabar Blvd., NE. Registration forms are available at the Tony Rosa Community Center. Registrations may also be filled out at playonline.palmbayflorida.org under the “Special Events” section. The Santa Calling service is free of charge.

For more information or for Santa–calling assistance, call the Tony Rosa Community Center at (321) 952–3443.

Dr. Paul W. Buza D.O. F.A.C.N.
Dr. Lance Maki M.D. • Dennis Ryan P.A.

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VintageFusion
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purchased and new home décor items with a vintage flair.

The items include small furniture, mirrors, lamps, vintage fashion jewelry, gift items, a selection of 1980s and 1990s Maggie Shepherd designer clothing, and a large section of seasonal décor.

“From the whimsy of “Country Fusion” and “Woodland Fusion” to the traditions of Nutcrackers and evergreen trees, we have a wide selection to choose from at her store,” said Custis. “People like the concept we have created in the vintage segment. Whether it’s vintage–founded shops in the region, I believe we are doing it differently, and it’s sparking interest.”

As this is the holiday season, VintageFusion has one of the area’s largest selections of Christmas tree decorations. Towering trees in her store show off unique decorations and they are reasonably priced.

“If I could sell Christmas year–around, I would. But there really isn’t a 12–month market for Christmas. Every Christmas, though, we plan to have a large selection of items like we do now, and perhaps even more,” said Custis, whose store has several Nativity scenes.

The shop showcases the Christmas season using both vintage and new holiday décor.

The boughs of more than 10 decorated trees, each with a different theme, are loaded with ornaments and trim. The themed trees include Ocean, Snowman, and Doll.

From the whimsy of “Country Fusion” and “Woodland Fusion” to the traditions of Nutcrackers and evergreen trees, there are thousands of ornaments and other items from which to choose at her store.

“The Woodland tree turned out to be one of my favorites, but the Doll tree is the most popular.” said Custis, who donated a tree to Festival of Trees, an annual fundraising event put on by the Junior League of South Brevard. She also contributes to other organizations in the area.

This year Junior League is partnering with the Eau Gallie Arts District of Melbourne for the 10th Festival of Trees.

“I’m delighted to make my contribution to the community. I want to support the community as consumers are supporting my store. It’s a two–way street. Giving back is part of my store’s mission in the community,” she said.

At VintageFusion, angels, nativities, Santas, snowmen, deer, tabletop trees, and other items “create a fantasyland where Santa and his elves have been hard at work.”

Custis said “birds are one of the most popular ornaments next to dogs. Everybody loves dogs.”

Americans plan to spend $60 on average on decorations for the 2020 holiday season. This is an increase of almost $20 compared to 10 years ago, according to Statista, a research firm.

Many people collect holiday ornaments. If you’re hanging onto vintage holiday ornaments, they might be worth more than just the sentimental value.

When it comes to glass Christmas ornaments designed to hang on a holiday tree, “the greatest value usually lies in figurals,” according to an article on the website “The Spruce Crafts.”

The king of the figural Christmas ornament is the “kugel,” a term that means “ball” in German. These were first made in Germany by glass crafters during the Biedermeier period around 1830, according to an “Antique Trader” article. Some of these kugels might now sell for $500 to $1,000.

VintageFusion’s address is 7720 N. Wickham Road, Suite 107. To inquire about merchandise at VintageFusion, call (321) 326–5608.

VintageFusion is on Google (VintageFusion), Instagram (@VintageFusionFlorida), and Facebook (VintageFusionFlorida).

From fashion to furniture, everything old is new again in Florida. With a diverse population of transplanters who bring their unique belongings with them, the Sunshine State is a destination for antique stores.

“For years and years, antique shops have always been clustered,” said Custis. “Antiquing has been a destination shopping. People will drive 100 miles to do antique shopping. I think this region’s strong vintage focus, with all of the vintage–type shops in Brevard, can be destination shopping.”

Custis said she has met with other merchants in the area that sell “beautiful things.”

“I’ve talked to them about ways in which we can promote the area. My goal is to figure out how these vintage retail shops in Brevard can become a destination for shopping. Instead of going to Orlando, residents of the Orlando area can come to us,” she said.

Custis added, “I’m excited to be part of the Brevard business community. Having the opportunity to do what I’m doing with VintageFusion is something I greatly enjoy. It’s the people, the customers, who make it interesting. I’m looking forward to listening to their suggestions as VintageFusion evolves. I’m excited about the potential of VintageFusion. Word is getting out.”

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The American Advertising Federation (AAF), which represents the voice of the advertising industry, and its Space Coast Florida chapter have announced their call for entries for the 2021 American Advertising Awards competition, and has also set the date for the American Advertising Awards gala.

The largest competition in the advertising industry, American Advertising Awards is open for submissions using a new online portal at aafspacecoast.org/american-advertising-awards. Members receive a discount on all submissions until Jan. 5, 2021. Conducted annually by the AAF, the creative competition attracts over 30,000 entries nationwide. The local competition is part of a three-tier, national competition.

As the American Advertising Awards Gala honors the individuals and companies that submitted their best work in 2020, the award show becomes a night of celebration with awards for both Silver and Gold American Advertising Awards winners in over 100 categories. The event will take place on Feb. 19, 2021, with final details to be announced soon.

“The creative talent in Brevard has been showcased through the American Advertising Awards since 1984,” said Stephanie Byrd, president of the local AAF chapter. “We continue to work hard as a club to provide various opportunities for industry professionals while advocating for them at the national level. In 2020–2021, we will have three public service campaigns and two scholarships for local students and it is through this effort we are really excited to use our altruistic talents.”

The AAF Space Coast is now taking submissions for the Bill Hill Scholarship Award. The purpose of the AAFSC Bill Hill Scholarship is to honor the first local president and Silver Medal recipient with a college scholarship award, in his name, to a student who has shown a career interest in the advertising or related field.

Scholarship application, eligibility, and additional details can be found at https://aafspacecoast.org/awards/scholarship.

About American Advertising Federation
The American Advertising Federation of the Space Coast is a local club and part of a nationwide network of 40,000 members, promoting positive awareness of the advertising industry while fostering professional growth for its members. The club continually provides unique opportunities for members to share ideas, engage with experts and give back to the community while protecting the advertising industry on all levels. For more information, visit http://aafspacecoast.org.

‘Jolly Days’ returning to Brevard Zoo, favorite family event set for Dec. 19–23
Holiday cheer is headed to the Brevard Zoo. Its annual “Jolly Days” celebration is scheduled to run from 10 a.m. to 3 p.m. on Dec. 19–23. This family favorite event features festive music, a scavenger hunt, the opportunity to watch the Brevard Zoo animals “unwrap” holiday treats and other seasonal activities. Santa and Mrs. Claus will be available for socially distanced photographs from 11 a.m. to 1 p.m. on Dec. 21–23. All Jolly Days activities are included with general Brevard Zoo admission. Timed-entry tickets are required and can be purchased in advance at www.brevardzoo.org.
Michael’s Men’s Store

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Michael’s Men’s Store also placed an order of more than 150 units from Hart Schaffner Marx, including sport coats and blazers.

And its showroom floor has racks and racks of Zanella dress trousers in various colors and patterns. The store features one of the largest Zanella trouser selections in East Central Florida and beyond. A leading menswear brand, Zanella is best known for its handcrafted, sartorial trousers made in Italy. Zanella sells its trousers through handpicked specialty retailers like Michael’s.

“We sell a lot of Zanella trousers. Among dress trousers it’s a customer favorite, especially for business executives,” he said.

Located on Fifth Avenue, their store has a large selection of clothing by Robert Graham. The New York–based luxury men’s brand, which has built a loyal fashion following, will mark its 20th year in 2021.

The company was founded by fashion designer Robert Stock and textile designer Graham Fowler. Robert Graham has redefined menswear across sport shirts and coats, premium denim, outerwear, and other areas.

“They offer a range of fits, both modern and classic, for gentlemen of varying shapes, sizes, and personal tastes. Their jeans have a lot of stretch in them. They are lightweight and super–comfortable. 34 Heritage is generally what I wear to work every day,” he said.

The Robert Graham selection at his store includes short–sleeve shirts. “We’re doing really well selling the long–sleeve shirts, but lately we’ve seen an uptick in Robert Graham’s short–sleeve shirts. So we’ve increased our inventory in that particular category, too.”

The younger Jablaoui, a computer science graduate of the Florida Institute of Technology who worked in his field for a few years before joining the family business, said his store’s top–selling brand is 34 Heritage, a premium denim jean manufacturer.

“Their designs are all about details and color,” said the younger Jablaoui. “Robert Graham clothing definitely catches the eye with its color palette. We stock a sizable inventory of Robert Graham clothing. The company is known as the “inventor” of “100 percent cotton non–iron shirt.” Unfortunately, like many firms before them, the Enro shirt is no longer produced as the parent company closed in 2019.

“Enro shirt inventory for our store,” said the younger Jablaoui, “We welcome people to visit and enjoy holiday shopping in a family store environment. And we always have to ‘fill in’ our inventory in that particular category, too.”

“Sock sales are a big business for us. People love colorful, comfortable well–made socks, and we have a nice selection of high–quality sock brands,” said the son.

Men’s underwear has come a long way since basic white cotton. Growth in active underwear like Saax is driving the market. Performance and premium fabrics are the most sought–after features in men’s underwear, according to fashion experts. Fabrics with spandex, cotton/poly blend, and cotton/spandex are popular.

Driven by an entrepreneurial spirit, Saax underwear was invented in 2006 by Trent Kitsch, an athlete and avid outdoorsmen. With the help of a fashion designer and input from professional athletes, along with a small student loan, Kitsch was able to develop the idea of making the “most comfortable and functional underwear in the market.”

The Saax underwear features patented technology and premium fabrics, said the younger Jablaoui. “It’s one of my favorite items in the store. And we always have to ‘fill in’ because it sells so well.”

Michael’s Men’s Store also sells classic soaps and fragrances by Royal Fragrances Ltd. of Bermuda. The fragrance line includes Vetiver, Lyme, Spice, Bay Rhum, Muske, Yacht, Rugby, and Rhum.

“We have a great selection of merchandise,” said the younger Jablaoui. “We welcome people to visit and enjoy holiday shopping in a family store environment. And we also deliver locally. We will do anything that a customer requests. We’re in business to serve the customer, and that’s what we have been doing for decades.”
downtown street party will be held from 6–9 p.m. on Friday, Dec. 11. The program will include a “Swingin Christmas” with live music from “Chief Cherry and his Red Beans & Rice” jazz band. Stores will be open for holiday shopping and there will be an outdoor marketplace of vendors.

The DTMA will follow guidance from the local health department and from the U.S. Centers for Disease Control and Prevention regarding gatherings.

In addition to the street party, there will be a “Light Up Your Bike” community ride and the Titusville Area Chamber of Commerce will host a “Holiday Open House” at the Visitors Welcome Center on South Hopkins Avenue.

Members of DTMA, the three business owners — Bray, Hannah Cairns, and Justin Hilligoss — said they are looking forward to 2021.

“I think we have a pretty good formula in the way we run the business,” said Bray. “Our goal is to continue offering quality service in everything we do. As long as we do that, I think we are set up to succeed in business. I have a good feeling about 2021.”

Said Hannah Cairns: “Obviously, I’m a lot more grateful now having gone through the pandemic as a business owner. I feel even more appreciative of our customers who went through this with us. Going forward, we just need to stay consistent and stay fresh with product offerings. I’m looking forward to 2021. Hallelujah!”

Justin Hilligoss said 2021 “will be all about keeping our momentum going. Everything we have done so far seems to have worked. We’re slowly building our customer base. We have the right processes in place to continue to grow. I am very optimistic about business growth in 2021. We can grow alongside Titusville. A lot of good things are happening in this community, Titusville is growing.”

According to an article in “The New York Times” in September 2020, it is estimated that about 1,000 new residents are moving to Florida per day, mainly from northern regions such as New York, New Jersey, Connecticut, and other states with high costs of living. The U.S. Census Bureau reports that from 2010 to 2019, there was nearly an 11 percent increase in Brevard County’s population, including 7 percent growth in Titusville.

At mid-year, the City of Titusville named Lisa Nicholas as its new economic development director, bringing her more than two decades of diversified experience to the position.

In her role as economic development director, Nicholas helps devise strategies that directly support private, commercial investment in Titusville, enhance the tax base, and create jobs. She works extensively to promote businesses in Titusville along with the Titusville Area Chamber of Commerce.

Her economic development philosophy: “Anything that benefits Titusville benefits the entire county. Sometimes people tend to forget this because they are area-centric. For example, something beneficial to Palm Bay incentivizes the entire county.”

She added, “This is a great time to be in this position with the City of Titusville. Of course, the coronavirus is a setback, but it’s not going to stop Titusville from moving forward. Titusville is resilient. It has proven that a number of times throughout past decades.”

“We decided to make an investment in Titusville in 2012 when my wife opened Hotpoint Boutique. And now we have Pier 13 Coffee Co.,” said Justin Hilligoss. “This is a great community for small-business owners, and the future looks bright because it looks like more growth is on its way.”
Barbering, which is older than America itself, is spreading. His business specializes in roasting coffee that comes from family owned farms.

“Business has been good. We’ve experienced growth every month except for March and April. I think that speaks to the support we have seen from this community,” he said.

His wife, Julia Hilligoss, is also a businesswoman. She runs Hotpoint Boutique in downtown Titusville. “We’ve both been businessowners in downtown Titusville for eight years,” said Justin Hilligoss. “We have seen the downtown market really evolve through the years. It’s exciting to see new business formation and be part of that in this area.”

Bray also said community support for his business has been uplifting. “The community aspect really makes a difference, especially in the current environment. If you support other local businesses, I think they in turn will support you. Relationships drive small businesses. And I’m in the relationship-building business.”

According to the 2020 MetLife & U.S. Chamber of Commerce “Coronavirus Impact Study,” small–business owners are helping each other. The survey included 500 small–business owners and operators in America. Two-thirds of the small–business owners have helped out other owners in some way in recent months.

Also, the new American Express “Shop Small Impact Study” reveals that 88 percent of U.S. consumers “feel a personal commitment to support small businesses in the wake of the pandemic,” whether online, curbside, or safely in stores.

Bray, who once did electrical work for a living, opened his shop three years ago. “I have long wanted to be a barber and to have my own shop,” he said.

Bray went to barber school, earned his license and worked for a couple of barber shops before becoming an entrepreneur in his field.

“We found space in downtown Titusville to set up River & Main. That’s where we wanted to be. We opened up three years ago this December and haven’t looked back. We love this area,” said Bray, a Master Barber, a designation that includes training beyond that of a regular licensed barber.

Earlier this year when the state ordered non–essential businesses to close, his shop did not operate for nine weeks. “Although our business has been good,” said Bray. “Our patrons have been incredible.”

Bray said his shop spaced its barber chairs about six feet apart. “We all wear masks and we sanitize our stations. We follow the Centers for Disease Control and Prevention guidelines. I think people are now a little bit more comfortable about visiting a barber or salon.”

River & Main (www.riverandmain.com) is an old–fashioned 1950s–style barber shop serving all ages, he said. Bray calls River & Main “a traditional shop for the modern man.” The shop offers a wide range of services, from a hot–towel shave, to a straight razor shave, to a beard trim and shave. “And we pretty much do every style of haircut. We are into the styling side of barbering.”

His shop also sells top–of–the–line products including beard oils, and he offers gift cards.

He and his wife Jessica renovated the space at the shop and made it stand out. Barbering, which is older than America itself, is steeped in tradition. Comfortable seating, lighting and décor all add to the customer experience at River & Main. To create the right atmosphere for customers, they teamed up with Barn Light Electric, another Titusville business.

Tyler Bray said he wanted to create a mid–century modern look for River & Main. “We wanted to have a warm feeling with plenty of light.”

To get that affect, he chose one of Barn Light Electric’s most popular “warehouse” shade designs — “The Original Warehouse Pendant” — to highlight the chairs and check–in counter. He customized them with 16–inch shades, a dark green powder–coat finish, and standard black cords. He said River & Main went with the dark green to give the shop an “industrial look. We chose Barn Light fixtures because of the craftsmanship that goes into their products.”

Over at 46 S. Hopkins Avenue, Cairns runs one of Titusville’s best–known bakeries and cafes. Sunrise Bread Co., situated on two floors, has been in business for more than 20 years.

Titusville natives Kyle and Hannah Cairns, a husband–and–wife business team, purchased Sunrise Bread Co. three years ago from the original owners, Tom and Bonnie Goodwin.

The Goodwins trained under bakers in Seattle. They retired in 2018 and moved back to Seattle to be with family. Kyle and Hannah Cairns renovated the facility and expanded the menu to include sandwiches and salads.

“Before buying the business, I trained under the Goodwans for about one year and learned every phase of the business. I am a baker by trade,” said Hannah Cairns. “I had had a Sunrise Bread customer for almost 20 years prior.”

She added, “The reason we purchased the business was to keep the tradition alive in this community.”

Hannah Cairns is a former educator. She taught at Burns Science and Technology Charter School in Oak Hill, about 30 miles north of Titusville. She was also a teacher in Titusville.

Sunrise Bread Co. is a family friendly establishment with a children’s play area downstairs.

All of their breads are made from the finest available ingredients. Most breads contain only five ingredients: wheat, water, honey or organic cane sugar, yeast, and salt. Their whole grain breads contain 100 percent whole wheat without any artificial additives.

Sunrise Bread Co. uses wildflower honey and other natural ingredients. Its long list of breads includes Apple Swirl, 9–Grain, Banana Nut, Almond Apricot, and Cranberry Orange Walnut.

Their business specializes in whole grain breads, cinnamon rolls, scones, muffins, and cookies. It has a “gourmet” (brewed from premium beans).

“Our offerings are always changing. We may have coffee from Columbia, Guatemala, and Rwanda for a couple of months. When it sells out, we’ll bring in three different coffees from Brazil to Mexico. We have coffee from all over the world,” he said.

His company is riding the wave of coffee popularity, thanks in large measure to innovations such as single–cup brewers, gourmet coffee, and espresso–based beverages.

The National Coffee Association recently unveiled its “most comprehensive survey of American coffee–drinking habits.” The survey shows that American coffee drinking has reached new highs.

The findings include:

• Overall coffee consumption is up by 5 percent across the nation since 2015.

• Seven–in–10 Americans drink coffee every week; 62 percent drink coffee daily.

• Coffee drinkers are flocking to espresso–based beverages, with consumption of cappuccinos, lattes, and flat whites up by 50 percent in the same time period, driven in part by strong popularity with 25– to 39–year–olds.

• Nearly 60 percent of coffee served in the U.S. is “gourmet” (brewed from premium beans).

“We’re seeing some of those trends at Pier 13 Coffee. We have to go through import and export, so it’s a process. But the more connections we make in the industry, the more variations we can bring to Pier 13 Coffee. It’s an exciting venture,” said Justin Hilligoss, who is president of the Downtown Titusville Merchants Association, or DTMA.

His wife is vice president of the nonprofit membership organization comprised of volunteers. Spring Francoeur of the Welling Life Therapeutic Massage is secretary, Ciara Taylor of Launch Now LLC is treasurer, and John Lutter of the Kite Shop is director of communications and vendor relations. DTMA’s mission is to raise the awareness, growth, and success of downtown Titusville, including all its businesses, real estate, and other assets.

The DTMA hosts events in downtown Titusville to help showcase the area. Its holiday — “Love, Light, Local” — a...
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