



Turtle Times

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772-245-8131

Our History is a Treasure: Chapter Forty-One *By Jan Otten*

The winds are picking up! Rain is starting to come down in torrents with lots of thunder and lightning. Alert Martin has sent you several messages!!



It's that time of year again when all of Florida is on standby! And indeed, most of the east coast of the United States and just about all of the Caribbean as well. June 1st to November 30th is hurricane season. We are reminded over and over again to be prepared! For the most part it is not a matter of "IF", it's a matter of "WHEN." Again, I ask, **ARE YOU READY?**

We are reminded that preparedness is crucial to saving our homes as best we can under the circumstances, and most importantly, to saving lives! Being prepared is not difficult it is just being mindful.

2025 was not usual. Last year the National Oceanic and Atmospheric Association (NOAA), reported that according to Neil Jacobs, Ph.D., Under Secretary of Commerce for Oceans and Atmosphere and NOAA Administrator, "For the first time in a decade, not a single hurricane struck the U.S. Still, a

tropical storm caused damage and casualties in the Carolinas, distant hurricanes created rough ocean waters that caused property damage along the East Coast, and neighboring countries experienced direct hits from hurricanes."

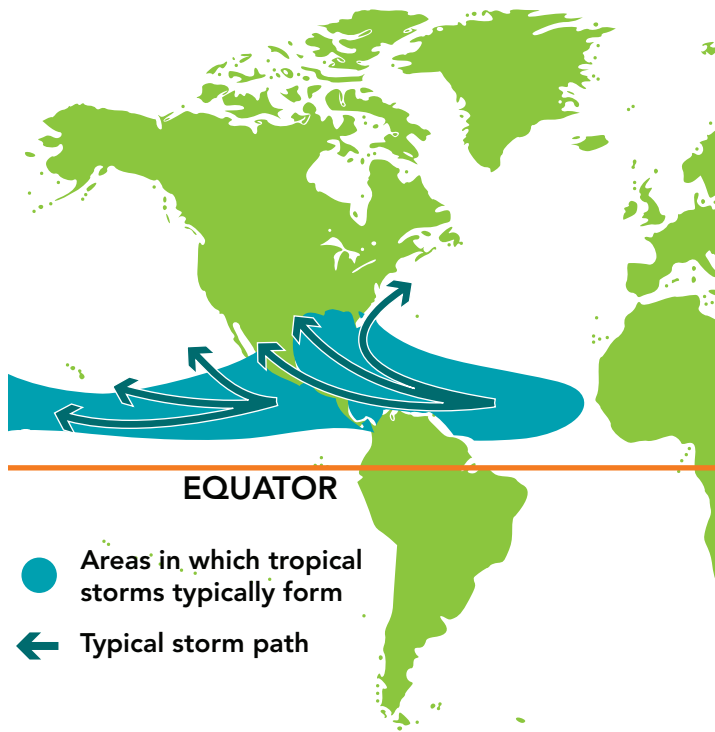
They also reported that during the hurricane season of 2025 the Atlantic basin produced 13 named storms (winds of 39 mph or greater), of which five became hurricanes (winds of 74 mph or greater), including four major hurricanes with winds reaching 111 mph or greater.

Colorado State University with a premier Department of Atmospheric Science that has been doing seasonal hurricane forecasts since 1984 is predicting a "below-average" 2026 season along the continental United States coastline and in the Caribbean.

With CSU estimating 13 named storms overall, six hurricanes, and two major hurricanes for the 2026 season, and even though this is down from an average of 14.4 named storms overall, does that mean we should let our guard down? Does that mean that in 2026 we'll be spared again?

I shiver to think maybe not! We are forewarned to be prepared and alert no matter what these predictions may indicate. After all, we won't know how accurate this prediction is until after November 30th when the season comes to an end.

Let's try to understand exactly what a hurricane actually is. A hurricane is scientifically known as a "Tropical Cyclone" and is one of the most dangerous natural hazards to humans. Every year tropical cyclones cause considerable loss of life and do immense damage to property. On the other hand, tropical cyclones are essential features of the earth's atmosphere, because they transfer heat and energy between the equator and the cooler regions nearer the poles.



To be a little more technical, a "Tropical Cyclone" is the generic term for a low-pressure system over tropical or subtropical waters, with organized convection (i.e., thunderstorm activity) and winds at low levels circulating either counterclockwise (in the northern hemisphere) or clockwise (in the southern hemisphere). The whole storm system may be five to six miles high and 300 to 400 miles wide, although sometimes it may even be larger. It typically moves forward at speeds of 10-15 mph, but can travel as fast as 40 mph. According to the Saffir-Simpson Scale that classifies hurricane-strength of tropical cyclones the titled progression of the storms is as follows: at its very early and weakest stages it is called a Tropical Depression. When the wind reaches 39 mph it is called a Tropical Storm. If the wind should reach 74 m.p.h. or more the tropical storm in the Atlantic is called a Hurricane. Categories are classified

by miles per hour of wind: Category 1 – 74-95 mph; Category 2 – 96-110 mph; Category 3 – 111-129 mph; Category 4 – 130-156 mph; and the most dangerous, Category 5 – 157+ mph.

In the past, hurricanes have affected Florida in almost every month of the year with the exceptions being January and March. About one-third of the cyclones have affected the state in September, and nearly three-fourths of the storms have affected the state between August and October. The list of Florida hurricanes shown to affect the state includes approximately 500 tropical or subtropical cyclones. More storms hit Florida than any other U.S. state and going back all the way to 1851 only eighteen hurricane seasons passed without a known storm impacting the state.

Saffir-Simpson Hurricane Wind Scale



157 mph or higher

Catastrophic damage will occur. A high percentage of homes will be destroyed, with total roof failure and wall collapse. Fallen trees and power poles will isolate residential areas. Power outages will last for weeks to possibly months. Most of the area will be uninhabitable for weeks or months.



130-156 mph

Catastrophic damage will occur. Homes may sustain severe damage with loss of most of the roof structure and/or some exterior walls. Most trees will be snapped or uprooted and power poles downed. Power outages will last weeks to possibly months. Most of the area will be uninhabitable for weeks or months.



111-129 mph

Devastating damage will occur. Homes may incur major damage or removal of roof decking and gable ends. Trees will be snapped or uprooted. Electricity and water will be unavailable for several days to weeks after the storm passes.



96-110 mph

Extremely dangerous. Major roof and siding damage. Shallowly rooted trees will be snapped or uprooted and block roads. Near-total power loss is expected with outages that could last from several days to weeks.



74-95 mph

Very dangerous Damage to roof, shingles, siding and gutters. Large branches of trees will snap and shallowly rooted trees may be toppled. Damage to power lines and poles likely will result in power outages.



Category 1-5

The Pineapple Legacy of Hobe Sound, Florida

A story of local heritage, early Florida agriculture, and how you can grow your own pineapple at home.

Hobe Sound's Pineapple History

In the late 1800s and early 1900s, Hobe Sound was part of Florida's early pineapple industry. Farmers along the east coast discovered that the sandy soil and warm climate were ideal for growing pineapples, especially the Red Spanish variety. Small farms spread from Jupiter through Hobe Sound and into Stuart. Pineapples were packed into crates and shipped north by boat along the Intracoastal waterways. At the time, this was a valuable crop and an important part of the local economy.

In those years, pineapples were considered a premium fruit. Growers could sell them for approximately 10 to 25 cents each wholesale, and in northern markets they often reached 50 cents or more per fruit—equivalent to roughly \$15 to \$30 today.

However, the industry did not last. Freezes in the early 1900s damaged crops, and competition from Caribbean growers made it difficult for Florida farmers to keep up. By the 1920s, pineapple farming in this area had largely disappeared.

Mount Elizabeth

Mount Elizabeth is located in Hobe Sound and is the highest natural point along Florida's southeast coast, rising approximately 86 feet above sea level.

While much of South Florida is flat, this elevation provided early settlers with a unique vantage point overlooking the surrounding land and waterways. During the early days of settlement, it became a notable landmark in the area.

While Mount Elizabeth was not a pineapple farm itself, it played an important role during the height of the pineapple industry.

As the highest point in the area, it served as a natural landmark overlooking the flat farmland where pineapples were grown. From its vantage point, one could see across the landscape that once supported small farms stretching toward the coast and along the waterways. As agriculture declined, the hill became one of the first desirable residential sites, marking the transition from farming to the coastal community Hobe Sound is today.

Later, a private residence was built on the site, taking advantage of the views and breezes. The surrounding land eventually became part of Jonathan Dickinson State Park.

The area is also associated with Trapper Nelson, a well-known local figure from the 1930s who lived along the nearby Loxahatchee River. Today, Mount Elizabeth remains a preserved natural and historic site that visitors can explore.

The Pineapple as a Symbol

Although pineapple farming is no longer part of daily life in Hobe Sound, the fruit remains a symbol of hospitality throughout Florida. It is often seen in architecture, décor, and entryways, representing a warm welcome.

This tradition continues to reflect the region's early agricultural roots.

How to Grow a Pineapple at Home

Growing a pineapple is simple and can be done right at home.

1. Cut the top off a fresh pineapple and remove excess fruit.
2. Let the crown dry for one to two days.
3. Place it in water or plant it directly in sandy soil.
4. Keep it in a sunny location and water lightly.
5. Be patient, as it can take 18 to 24 months to produce fruit.

Pineapples grow well in South Florida's climate and require minimal maintenance. Farmers historically planted year-round in this region, with most harvests occurring in late spring through summer.

A Connection to the Past

Growing a pineapple today offers a small connection to Hobe Sound's past. While the farms are gone, the history remains part of the area's identity.

From early agriculture to the preserved landscape around Mount Elizabeth, Hobe Sound continues to reflect a blend of history, nature, and coastal living.

Sarah Chapman
Realtor, Illustrated Properties

An advertisement for DOM'S Boston's Original Steak Tip. The background is a beach scene with waves, sand, and a starfish. The text includes:

- DOM'S** Now Carrying at the Hobe Sound Beach Shop
- BOSTON'S ORIGINAL STEAK TIP EST. 1936
- Pre-Marinated Steak Tips
- Caesar Turkey Tips
- Garlic & Cheese Sausages
- Proudly distributing in Southern Florida
- HOBE SOUND BEACH SHOP logo

Find the best marine-grade outdoor furniture at:

Hobe Sound Beach Shop Outdoor Furniture

Upgrade your outdoor living space with high-quality, durable, and stylish outdoor furniture from Hobe Sound Beach Shop:

- Adirondack Chairs
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- Tables
- Chaise Lounges
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The Curious Case of the Banana Mobile

If you've ever wandered down Bridge Road on a breezy Florida afternoon, there's a decent chance you've seen it—glowing like a sunbeam, grinning like it knows something you don't. The Banana Mobile. Not just any vehicle, mind you, but a lovingly reimagined 1958 GMC 100 that feels less like a truck and more like a traveling personality.

Legend has it that the Banana Mobile didn't begin life with such flair. Back in 1958, it rolled off the line as a hardworking, no-nonsense pickup—built for hauling. But fate, as it often does in Florida, had other plans. Somehow between its factory birth 70+ years ago and today, it found its way into my hands.

I'm lucky that Pat at Diamond Transfer & Garage, on the corner of Bridge Rd and Dixie, had this beauty for sale. Despite having no air conditioning and no power steering, the Banana Mobile is hands down the best car I've ever driven.

Since getting this car back in 2025, it's seemingly become a local landmark too. Kids point. Tourists take pictures. Locals honk as they drive by, as if spotting an old friend.

It shows up all over Hobe Sound—car shows, beach gatherings, and was even driven in the Christmas parade.

But the real magic of the Banana Mobile isn't just its color or its curves—it's what it represents. In a world of identical cars and predictable routines, it refuses to blend in. It reminds people that things can still be a little weird, a little joyful, and a lot memorable.

You'll often find it parked out front of the heart of it all: the Hobe Sound Beach Shop.

Because of course it is.

The Banana Mobile and the Beach Shop share the same spirit—colorful, community-driven, and just unpredictable enough to keep things interesting. Whether it's parked out front during a busy weekend, rolling in for an event, or simply making an appearance when the moment feels right, it's become part of the rhythm of the shop.

So next time you're driving by the beach shop, keep your eyes peeled. You might just catch a glimpse of a 1958 GMC that



decided ordinary wasn't good enough—and in doing so, became something unforgettable.

And if you see me or the Banana Mobile outside the shop - give us a honk!

Keep on trucking, Hobe Sound.

Mark O'Connell

COO Hobe Sound Beach Shop



Redeem this
**Friends of Markie
Bananas** coupon for

\$25 off

your next purchase* at
the **Hobe Sound
Beach Shop**

*On orders greater than \$100. Cannot be combined with any other offer.

Hurricanes have had a huge influence on the development of Florida and most certainly big impacts on Hobe Sound and Martin County.

In Hobe Sound's history, we know that as early as 1696 a hurricane caused the shipwreck of Jonathan Dickinson's barkentine, The Reformation, on our shores. Going forward there have been many other notable hurricanes affecting this community. A few we can reference here include the devastating 1928 "Okeechobee" storm. A horrific category 4 storm with its lethal fury came ashore at Palm Beach with winds up to 145 mph on September 16 into the early hours of September 17th and passed over Lake Okeechobee breaking through the dikes with the force of a tidal wave and sending rushing water through swampy farmland sweeping away homes and taking the lives of nearly 2,500 people. This storm continued for approximately 6 hours with relentless wind and sheets of rain. Flood waters persisted for several weeks. Damage was in the range of \$100 million.



SCENE OF DESOLATION AND RUIN SOUTH OF COURT HOUSE, WEST PALM BEACH
Aftermath of the Okeechobee Hurricane, 1928. Floridamemory.com

The storms do not have to come ashore directly over Hobe Sound to cause havoc and damage. In 1992 Hurricane Andrew made landfall as a category 5 storm in Homestead, Florida. This fast-moving storm with its powerful winds caused catastrophic destruction from wind power. Debris flew from the storm in south Florida as far as a mile from its starting point. After this storm Florida implemented some of the strongest building codes in the country and all homes now require storm shutters or impact-resistant glass. Andrew also inspired changes to the tools used to study, prepare for, and respond to hurricanes. One notable change has come from FPL as they replace the old wooden power poles around the state, including Hobe Sound, with tall, sturdy cement poles. Power outages during storms have been far fewer since that change has taken place. Flooding is often the most damaging to life and property during tropical cyclones and Martin County has worked diligently to reduce that impact to our community by replacing old, deteriorating drainage systems.

Throughout the years, since real and accurate records were being kept, many storms have accosted Martin County and indeed affected Hobe Sound. Some of those storms have approached from the east and some from the west, but amazingly Florida's southeast coast has actually been the second safest location from the threat of hurricanes. Because it sticks out into the Atlantic Ocean we tend to think of Southeast Florida, as attracting hurricanes. The statistics, going back to 1851, has shown that not necessarily to be the case.

Very recently, there was a remarkable occurrence late in the hurricane season of 2024. During that year the Atlantic

experienced an extremely active and destructive hurricane season and it became the third costliest on record, behind only 2017 and 2005. The season featured 18 named storms, 11 hurricanes, and 5 major hurricanes; it was also the first since 2019 to feature multiple Category 5 hurricanes.

Beginning that year on June 19 in Tampico, Mexico, with Tropical Storm Alberto and continuing throughout the season until the strongest, Hurricane Milton, in early October, formed in the Gulf of Mexico and explosively intensified into a Category 5 hurricane; it was also the most intense tropical cyclone worldwide in 2024. Milton made landfall on Florida's west coast near Siesta Key, on October 9, as a Category 3 hurricane. The storm caused at least 39 deaths and \$34.4 billion in damage, mostly in Florida. Although this storm did not make direct landfall on the east coast of Florida it spawned multiple tornadoes springing out of its feeder bands and doing an immense amount of damage along the east coast including, Hobe Sound, taking off rooftops, knocking down fences and leaving paths of destruction and debris everywhere. No one expected or predicted this. I ask you one more time, **ARE YOU READY?**

Can you pack up your car and head out to safety taking with you your most prized possessions, your important paperwork,



Local tornado devastation, 2024. Photo by Jackie Sharifi.

to include insurance policies and health records, and food and water to sustain you for several days? Have you made accommodations for your pets? Are you sure you have several days' supply of your medications? Do you know where to go for immediate shelter or perhaps a day's drive away from the storm? Do you have a plan? Will your family know where to gather and how to communicate with each other? If you make these preparations in advance you are going to survive the devastation that can come when a hurricane affects our community. Maybe your home will sustain property damage, but you and your loved ones will be safe – the ultimate goal of being prepared!!

For your convenience, included at the end of this article is a checklist of what items you should prepare prior to the beginning of hurricane season. This printable list and more information can be found online at: FloridaDisaster.org, Division of Emergency Management.

Carefully look over this list! Do not set it aside for a future read. Grab a pen right now and check mark the items that will be very important to you and to your family members. And be sure to share this information. Perhaps you can talk to a neighbor you know who lives alone and would benefit from this kind of help. Make notes on what you know you need to be properly prepared in the event of an approaching storm. Once the storm reaches Florida, it is too late. Pay attention to weather reports throughout the hurricane season, GET YOUR KIT READY, and make a plan. You only need to watch the evening news to see how devastating these storms can be. Surely you don't want to

be a statistic!! You can repair your home and property, but you can't come back to life. So, **ARE YOU READY?** Will you take some time to prepare? NOW IS THE TIME.... not when the wind is already blowing and howling, the rain and thunder storms are already drenching the area, the trees are falling, and there's no electricity, no power at the pumps to get gas, the pharmacy is closed, the grocery store shelves are empty of jugs of water, your pet has run away in fear, and you have no idea where to go for safe shelter out of the storm. Or when the storm is over, where to reach out for help.

Some trivia of interest:

- For Atlantic hurricanes, there is a list of names for each of six years. In other words, one list is repeated every sixth year. However, the only time that there is a change is if a storm is so deadly or costly that the future use of its name on a different storm would be inappropriate for reasons of sensitivity.
- There is a strict procedure for choosing names that has been established by an international committee of the World Meteorological Organization. At their annual meeting the committee will strike the offending name from the list and another name is selected to replace it.
- A tropical storm receives its name when it displays a rotating circulation pattern, and wind speeds reach 39 miles per hour (63 kilometers per hour).
- The 21 storm names selected for 2026: Arthur, Bertha, Cristobal, Dolly, Edouard, Fay, Gonzalo, Hanna, Isaias, Josephine, Kyle, Leah, Marco, Nana, Omar, Paulette, Rene, Sally, Teddy, Vicky, Wilfred (note that the names alternate between male and female names)
- In the event that more than twenty-one named tropical cyclones occur in the Atlantic basin in a season, any additional storms will take names from an alternate list of names approved by the World Meteorological Organization.
- According to NOAA the 2020 Atlantic hurricane season holds the record for the most named storms (30) in a single year. It surpassed the previous record of 28 set in 2005.
- An article by Doyle Rice on April 29, 2026 in USA TODAY raised the questions, "After more than 100 years, is 2026 the year that Tampa gets a direct hit from a hurricane? How about Miami, 34 years since Andrew hit? Or could it be southern New England's turn for the first time in decades?" He reports that experts say these three locations are all among the nation's most "overdue" places for a direct hit from a hurricane.

Retired Atlantic Hurricane Names

| | | | | | | | | | | | | | | | | | |
|------------------|---------------------------------|------------------|----------------------------------|------------------|-----------------------------|------------------|----------------------|------------------|--------------------------|------------------|--------------------------------------|------------------|--|------------------|---------------------------|------------------|-----------------------|
| 1 9 5 4 | Carol Hazel Edna | 1 9 5 5 | Connie Diane Ione Janet | 1 9 5 6 | | 1 9 5 7 | Audrey | 1 9 5 8 | | 1 9 5 9 | Donna | 1 9 6 1 | Carla Hattie | 1 9 6 2 | | | |
| 1 9 6 3 | Flora | 1 9 6 4 | Cleo Dora Hilda | 1 9 6 5 | Betsy | 1 9 6 6 | Inez | 1 9 6 7 | Beulah | 1 9 6 8 | | 1 9 6 9 | Camille | 1 9 7 0 | Celia | | |
| 1 9 7 2 | Agnes | 1 9 7 3 | | 1 9 7 4 | Carmen Fifi | 1 9 7 5 | Eloise | 1 9 7 6 | | 1 9 7 7 | Anita | 1 9 7 8 | Greta | 1 9 7 9 | David Frederic | 1 9 8 0 | Allen |
| 1 9 8 1 | | 1 9 8 1 | | 1 9 8 3 | Alicia | 1 9 8 4 | | 1 9 8 5 | Elena Gloria | 1 9 8 6 | | 1 9 8 7 | | 1 9 8 8 | Gilbert Joan | 1 9 8 9 | Hugo |
| 1 9 9 0 | Diana Klaus | 1 9 9 1 | Bob | 1 9 9 2 | Andrew | 1 9 9 3 | | 1 9 9 4 | | 1 9 9 5 | Luis Marilyn Opal Roxanne | 1 9 9 6 | Cesar Fran Hortense | 1 9 9 7 | | 1 9 9 8 | Georges Mitch |
| 1 9 9 9 | Floyd Lenny | 2 0 0 0 | Keith | 2 0 0 1 | Allison Iris Michelle | 2 0 0 2 | Isidore Lili | 2 0 0 3 | Fabian Isabel Juan | 2 0 0 4 | Charley Frances Ivan Jeanne | 2 0 0 5 | Dennis Katrina Rita Stan Wilma | 2 0 0 6 | | 2 0 0 7 | Dean Felix Noel |
| 2 0 0 8 | Gustav Ike Paloma | 2 0 0 9 | | 2 0 1 0 | Igor Tomas | 2 0 1 1 | Irene | 2 0 1 2 | Sandy | 2 0 1 3 | Ingrid | 2 0 1 4 | | 2 0 1 5 | Erika Joaquin | 2 0 1 6 | Matthew Otto |
| 2 0 1 7 | Harvey Irma Maria Nate | 2 0 1 8 | Florence Michael | 2 0 1 9 | Dorian | 2 0 2 0 | Laura Eta Iota | 2 0 2 1 | Ida | 2 0 2 2 | Fiona Ian | 2 0 2 3 | | 2 0 2 4 | Beryl Helene Milton | 2 0 2 5 | Melissa |



DISASTER SUPPLY KIT CHECKLIST



General

- Two week minimum supply of medication, regularly used medical supplies, and a list of allergies
- A list of the style, serial number, and manufacturer information of required medical devices
- Batteries
- Flashlights
Do not use candles
- NOAA Weather Radio
Battery operated or hand cranked
- Cash
Banks and ATMs may not be available after a storm
- Cell phone chargers
- Books, games, puzzles or other activities for children

Phone Numbers

- Maintain a list of important phone numbers including:
County emergency management office, evacuation sites, doctors, banks, schools, veterinarian, a number for out of town contacts, friends and family

Clothing

- Rain gear such as jackets, hats, umbrellas and rain boots
- Sturdy shoes or boots and work gloves

Special Needs Items

- Specialty items for infants, small children, the elderly, and family members with disabilities

First Aid

- First Aid Manual
- Sterile adhesive bandages of different sizes
- Sterile gauze pads
- Hypoallergenic adhesive tape
- Triangular bandages
- Scissors
- Tweezers
- Sewing needle
- Moistened towelettes
- Antiseptic
- Disinfectant wipes
- Hand sanitizer
- Thermometer
- Tube of petroleum jelly
- Safety pins
- Soap
- Latex gloves
- Sunscreen
- Aspirin or other pain reliever
- Anti-diarrheal medicine
- Antacid
- Laxative
- Cotton balls
- Q-tips

Food and Water

- Food
Nonperishable packaged or canned food and beverages, snack foods, juices, baby food, and any special dietary items to last at least 7 days
- Water
1 gallon per person per day
- Non-electric can opener
- Paper plates
- Napkins
- Plastic cups
- Utensils

Important Documents

- Insurance cards
- Medical records
- Banking information
- Credit card numbers
- Copies of social security cards
- Copies of birth and/or marriage certificates
- Other personal documents
- Set of car, house, and office keys
- Service animal I.D., veterinary records, and proof of ownership
- Information about where you receive medication, the name of the drug, and dosage
- Copy of Will

**Items should be kept in a water proof container*

Vehicles

- Keep your motor vehicle tanks filled with gasoline

Pet Care Items

- Pet food and water to last at least 7 days
- Proper identification
- Medical records/microchip information
- A carrier or cage
- Muzzle and leash
- Water and food bowls
- Medications
- Supplies for your service animal

Find more disaster preparedness tips at
FloridaDisaster.org

It's amazing how fast time flies and all that happens as that time flies by!

On March 17, 2018, brother and sister, George Kleine and Barb Kleine McLaughlin opened a tiny shop, Tees Please, on Mars Street providing custom printed souvenir tee shirts for folks wanting just one for a gift or special event, and very importantly, large quantities for local businesses needing them for employees. As they took on more items to sell, they quickly outgrew the original shop and early in 2019 they moved to a larger storefront on Bridge Road and opened as the Hobe Sound Beach Shop. In 2020 their sister, Janet Kleine Otten, joined them and the newsletter, *Hobe Sound Beach Shop's Turtle Times*, was created. The business flourished there and grew.



Fast forward to late 2025 when the shop went under the new ownership of Richard O'Connell. Rich brought in his brother, Mark and his son, Sean. Together they opened a second shop on Bridge Road. The two shops have grown and on May 1, 2026, the original shop moved to the shopping plaza across the road giving them more space and a great deal more parking.

The O'Connell family invites you to visit them at either of their two locations. At 9045 SE Bridge Road you'll find a huge selection of beautiful men's and women's resort wear as well as

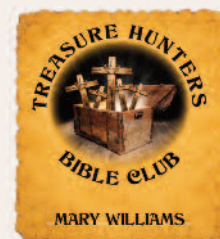
An invitation to experience Martin County's historic past:

The Martin County Historic Preservation Board invites everyone to celebrate Historic Preservation Month throughout May and explore the places, stories, and people that shape Martin County's unique character.

This year's celebration features more than 30 events across the county, offering opportunities to experience local history, architecture, and cultural heritage. Historic preservation helps strengthen neighborhoods, foster community pride, and deepen our shared connection to place. View details of the 2026 Schedule of Events at martin.fl.us/HistoricPreservation



the extraordinary and delicious Dom's Steak Tips. And come into the new location at 8871 SE Bridge Road (formerly Dusted Off Pretty) for custom printed items and all things related to surfing. Both shops also feature a large array of lovely accessories.



Now Available on Amazon

URL: <https://www.amazon.com/-/es/Treasure-Hunters-Bible-Club-Williams/dp/BOFM7FPHZ3>

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Growth without Compromise

When I stepped into my role with the Hobe Sound Beach Shop in November, I knew the custom printing side of the business had serious potential. What I didn't fully appreciate at the time was just how quickly it could scale— if we could stay disciplined about our process while protecting what makes us different: no minimums, walk-in accessibility, and a genuinely creative customer experience.

Over the past few months, a big part of my focus has been building relationships with new clients—local businesses, event organizers, teams—while making sure we don't lose the customer who walks in needing just one shirt for a last-minute idea. That balance is everything. We've been able to increase both order volume and average order size not by saying "no" to small jobs, but by buckling down and finding ways to fulfill all order sizes.

A huge piece of that progress comes from working closely with Shareese Grace. Shareese has completely elevated how we present ideas to customers. Whether it's a business placing a large order or someone coming in with a rough concept, she turns it into a clean, compelling mockup quickly—and prices it fairly. That combination builds trust. Customers can see exactly what they're getting, feel confident in the pricing, and trust they are getting local, high-quality service.

On the production side, TJ Grace and Shawn Leavitt have been the backbone of keeping everything moving. As order



The Grace family, Shareese, TJ and Tristan.



Liz O'Connell with a selection of Beach Shop custom items.

sizes have grown, they've maintained quality and turnaround times without letting things bottleneck. Shirts, hats, bulk runs—they've created a system that allows us to take on more without sacrificing consistency, while still leaving room for walk-in jobs that need to get done quickly.

What I'm most proud of is that we haven't had to compromise. We're doing larger orders than ever before, bringing in new clients consistently, and still serving people that walk in and get one custom piece with no minimum...on the spot. That's not easy to pull off—but this team makes it work.

And we're just getting started. I'm excited to share that our custom printing team and operations on May 1st moved into a new, dedicated space — right where Dusted Off Pretty was previously located on Bridge Road. The new address is: 8871 SE Bridge Rd, Hobe Sound, FL 33455.

This move gives us more room to expand production, improve workflow, and serve both our larger clients and walk-in customers better.

Same commitment. Bigger capacity. And still the easiest place in town to bring an idea to life.

If you or your business are looking for a better experience with getting branded apparel, hit us up. You can email me directly at sean@hobesoundbeachshop.com and we'd be happy to work with you!



Sean O'Connell
Director of Operations
Hobe Sound Beach Shop

Barbra Davis
REALTOR-ASSOCIATE®
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The Shadow Chronicles – Episode 2: The Great Sock Heist

Back at it again with this month's *Shadow Chronicles*.

Woof, pals! It's me, Shadow—the Hobe Sound Beach Shop dog and professional sock collector. Last month, while I was on patrol at Jupiter Island Beach, I discovered a mysterious scent in the sand near the shoreline. After thinking about it for days and revisiting the scene several times, I finally figured out what it was.

It was a sock.

Not just any sock, either. This was a legendary sock—salty from the ocean air, perfectly broken in, and packed with the kind of scent that makes a dog stop in his tracks. Ever since that day at the beach, I've been even more focused on growing my own collection. Around the Hobe Sound Beach Shop, greeting people with a sock in my mouth is serious business. Some dogs bring toys. I bring presentation. And over six years of careful practice, I've learned how to identify only the finest socks available.

Last week, I secured what I believed to be the perfect addition to my collection. It had everything: ideal softness, excellent weight, and that fresh-from-a-human-walk scent profile. I proudly carried it around the house before bringing it to the shop to show off to our visitors. Then, disaster struck. The sock disappeared.

Gone. No trace.

I searched everywhere—the couch, outside Sound Brewing, the bushes around Sophia's, even the back room of the Hobe Sound Beach Shop near the Dom's steak tips. I checked my toy bin at home and every hiding spot I could think of. Nothing. This was no ordinary missing sock. This was a heist.

I immediately launched a full investigation. Every corner was inspected. Every scent was analyzed. Was it stolen by a visiting human? A rival sock collector like Bullseye Adams? A sneaky lizard? The clues were almost impossible to find... until I spotted something near the back door of the shop.

A trail.

Small paw prints leading away from the scene, with Dom's sausage wrappers scattered behind them like bread crumbs. I lowered my nose to the ground and followed the tracks carefully. But after a few steps, I realized something terrifying...

They weren't mine.

Next month in *The Shadow Chronicles*, I'll report back once I uncover the identity of the sock thief and, hopefully, recover my missing masterpiece. Stay tuned.

By Shadow O'Connell 🐾



The Tax Watchdog Report You Can't Ignore

| Item | Amount | Notes |
|------------------------|--------------|-------|
| Administrative Costs | \$85,000 | |
| County Salaries | \$15,250,000 | |
| Public Supplies | \$120,000 | |
| Consulting Fees | \$580,000 | |
| New Facilities Project | \$3,750,000 | |
| Repairs | \$4,200,000 | |

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A little Trivia from Dictionary.com

operose: [op-uh-rohs] adjective. **Operose** describes something that requires a great deal of work. The word might appear when a project demands a lot of manual labor or unrelenting focus. An **operose** task may be difficult, but it's usually worth it in the end.

It was an **operose** undertaking, but the Hobe Sound Beach Shop team pulled together and accomplished the move to the great new location on time.



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Upcoming Events



Beach Volleyball Club

Every Friday from 6pm - 8pm
Location: Hobe Sound Beach



Bubbles on Bridge Rd

2nd Saturday of every month
11am - 4pm



Classic Car Show

3rd Saturday of every month
starting at 10am

9045 B SE Bridge Rd,
Hobe Sound, FL, 33455



For the latest Beach Shop happenings find us on Instagram

Read past **Turtle Times** issues online at hobesoundbeachshop.com

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Hobe Sound Beach Shops are open
Monday - Saturday: 10am-6pm • Closed Sunday
hobesoundbeachshop.com