



How To Keep Your Cool

1. Dress appropriately. Wear light colors and light fabrics. Stop by the Rain Barrel Clothing Company for the latest in Island wear on sale right now.
2. Drink water, lots of it. Drinking beer? Cocktails? Have an ice water on the side for hydration.
3. Eat light. Order Chef Clark's new diet menu. Low prices and delivered right to your door. Nutritics.com.
4. Embrace air conditioning. Clean your vents. Problems? Call Ricky at Keys AC 305-451-9515.
5. Avoid the midday heat. It's siesta time!
6. Use a cooling towel or a fragrance spritzer.
7. Enjoy the water! Get on a boat. Call Pirates Cove Watersports. Rent a wave runner, go snorkeling, learn to scuba dive!
8. Shower every hour if you have to.
9. Don't cook. Order pizza. Enrico's has the best Italian food in the Keys and they deliver.

Dress like a Florida Keys local and be comfortable in the sun in our DRI-FIT shirt designed by **Carol Ellis | Little Salt Photography** featuring original artwork of the **HISTORIC FISHING VILLAGE OF DOWNTOWN CARD SOUND**



SCAN CODE
WITH YOUR SMARTPHONE TO PURCHASE



Discount code "CONCH" for 10% off fishing shirts

DRI - FIT FISHING SHIRTS
SPF 50, long sleeve, fishing performance shirt in aluminum, blue mist or white.



FRED'S TILTON HILTON - DOWNTOWN CARD SOUND ROAD

On the back of the shirt is Carol's original image of Fred's Place - the "Tilton Hilton." The restaurant, complete with slanting dance floor, blue crabs and cold beer, was located on the curve just across the Monroe County line, in the historic fishing village of Downtown Card Sound.

The photograph, taken in 1988 is a reminder of the once thriving community of nonconformists, squatters, and fishermen, who made their living from the surrounding waters, mostly by selling blue crabs. In its peak during the late 50's, this area was home to 100 residents, some who had State issued leases for "fishing camps."

Hurricane destruction, along with the politics of environmental safety, ushered in clean-up crews and by 2010, just a few wooden docks, and Alabama Jacks remain in Downtown Card Sound.

ORIGINAL LOCAL ARTWORK BY
Little Salt by Carol Ellis PHOTOGRAPHY
305-451-7778

2023 Women Making Waves by Boating Industry Magazine Honors Betty Bauman, "Ladies, Let's Go Fishing!"

Boating Industry Magazine has selected Betty Bauman, Founder of Ladies, Let's Go Fishing from 120 nominees to receive their 2023 Women Making Waves honor.

Bauman, from Fort Lauderdale, FL is recognized for Ladies, Let's Go Fishing (LLGF), created in 1997 as a response to the lack of opportunities for women to enter fishing. Aligned with the R3 initiative, LLGF brings diversity to the sport by engaging and retaining female anglers through immersion-based educational programs, reaching the underserved market of women and sub minorities. The programs feature classes, hands-on practice, networking and a fishing experience in several regions of Florida. Fishing venues include inshore, offshore, freshwater and surf fishing. The organization also conducts virtual meetings with education and conservation elements, international trips, fish cooking events and online fundraisers for women to start their tackle collection. Generating more than 9,000 graduates, LLGF is supported by sponsors and donors to make this year-long effort possible.

Both Bauman and her seminar series, dubbed "The No-Yelling School of Fishing" are renowned nationally in the fishing and marine industries. Women from 48 states have attended. Bauman and the organization has received several national awards: Woman of the Year by the American Sportfishing Association, Top 21 Most



entering the sport. Ladies, Let's Go Fishing is a life-changing experience for women. Get the woman - get the whole family!" said Bauman as she works on national expansion.



Bauman has also reached millions of women through media efforts including many TV spots and publications. This represents incredible exposure for the fishing and boating industries.

Featured on national network television, the series is supported by major partners too numerous to list.

Bauman's marine industry background includes marketing positions at Wellcraft Marine, Donzi and Aquasport before starting her own marine marketing and public relations firm, MetroMedia Marketing, Inc., serving marine clients as a marketing consultant. Bauman published magazines for fishing tournaments in the Bahamas, US Virgin Islands and Florida and conducted conservation programs for the Save Our Seas Foundation.

More info is on the website www.ladiesletsgofishing.com. A list of the 30 honorees is at <https://boatingindustry.com/features/2023/06/26/2023-women-making-waves/>.

Congratulations to Betty and the LLGF Foundation!

UPCOMING EVENT:
Lady Anglers Learning & Fishing in the Keys
Oct. 13-15, 2023
Ladies, Let's Go Fishing No-Yelling School
Learn from the pros in Islamorada & Tavernier, plus fishing, rigging, conservation and a fun Fishing Fever competition for beginners! See the Coconut Telegraph in September or check the web for details: www.ladiesletsgofishing.com

Influential Marine Industry Leaders by Boating Industry Magazine, Women of Enterprise Award by the U.S. Small Business Administration, Top Women in American Boating by BoatU.S. Magazine, Marine Industries Association of South Florida Award of Excellence, Bass Pro Shops Pass It On Award and Women Rocking the Web by Women in eCommerce.
"Our mission is to help women feel comfortable



RE/MAX
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103365 Overseas Hwy., Key Largo



GREAT INVESTMENT OPPORTUNITY. Priced per current appraisal. Located in Key Largo - this 6 unit commercial building has a great highway frontage location. Current use is 3 rentals on top, with 3 office units below. CBS structure. Many possibilities and priced to sell.

241 Lignumvitae Dr., Key Largo



Concrete stilt home on corner lot, surrounded by mature trees for extra privacy. Completely renovated w/ bright airy floor plan and includes an all new gourmet quartz kitchen with stainless appliance and designer backsplash. Vaulted ceilings, spacious bedrooms, beautiful baths. Reno by CBT Constructio, impeccable work. Roof, HVAC & hot water heater - all brand new. The lot has plenty of room for your boat, and covered parking. Great family neighborhood, located near schools and shopping, as well as Pennelkamp Park. The New Year would be bright with you and your family in this wonderful home....

We're not just Realtors®... we're also your neighbors!



THE WASMUND TEAM
RE/MAX ADVANCE REALTY ALL KEYS REAL ESTATE

Wendy Ives
BROKER ASSOCIATE
305-394-1376
GRI

Jane Wasmund
BROKER ASSOCIATE
305-451-7704
CRS, GRI, Short Sale Specialist

janewasmund@bellsouth.net • www.thewasmundteam.com
98880 OVERSEAS HWY, MM 98.9 OCEANSIDE, KEY LARGO