

NEWS

Added Services Make Ewing Optical Even More Customer Friendly

By Craig Campbell
Town-Crier Staff Report

Bobby Ewing's family has been in the optical business since 1942, and Ewing Optical has been a mainstay of the Royal Palm Beach community since 1986.

His godparents helped his father get started, and he, in turn, helped Ewing when he wanted to open his own store.

"I enjoy doing this," Ewing said. "I love the satisfaction of helping people."

Ewing Optical is a full-service operation, with a full inventory

of products and an on-site laboratory.

"We do all repairs in-house, and we can deal with any problem, including any damage a customer has caused to their glasses," Ewing explained. "Lenses can be cut here, which means we are quicker, and oftentimes less expensive than the competition."

About two months ago — for the first time in nearly 32 years of being in business — Ewing brought in an optometrist to provide eye exams, write prescriptions and order contact lenses for

customers who need them.

Denise Waller, Len Rosofsky and Ewing are the three licensed opticians at the store, which is well above industry standards for one store and add to the high level of service available to Ewing Optical customers.

Spending time listening and talking to the customer — while also providing education and service — is what sets the store apart from the big chain optical stores.

"We believe in 'over the top' customer service," Ewing said. "We want to have a conversa-

tion with the customer so we can understand what they are going through, and to help educate them."

He has had entire families as customers over his more than three decades of being in business.

"I have customers who were children when I started who now come in with kids of their own," Ewing recalled.

The store also has a wide selection of quality products.

"We have low vision aides, binoculars and non-prescription sunglasses," he said. "We can

also make progressive, non-glare and many other specialty lenses, as well as transition sunglasses, which are now polarized when they darken."

Ewing also emphasized that he and his staff can handle any problem or challenge a customer is facing.

"This is a problem-solving place," he said. "We will do everything we can to resolve the issue to the customer's satisfaction."

One example is that Ewing was asked to make glasses for a 14-week-old infant, who suffered

from being cross-eyed, as an alternative to surgery.

"This is a family business," Ewing explained. "We honestly care about the customers and providing quality products and service to them."

Ewing Optical is located at 11388 Okeechobee Blvd. in Royal Palm Beach. The store's hours are Monday through Friday from 8:30 a.m. to 5:30 p.m., and Saturday from 8:30 a.m. to 2:30 p.m.

To learn more, call (561) 798-0244 or e-mail ewingeye@aol.com.



Len Rosofsky, Bobby Ewing and Denise Waller are the three licensed opticians at the store.

PHOTOS BY CRAIG CAMPBELL/TOWN-CRIER



These are glasses for a 14-week-old cross-eyed infant as an alternative to surgery.



The store has a wide selection of frames, lens options and specialty items.

Live 360: Locally Inspired Fun At The Mall At Wellington Green

By Betsy LaBelle
Town-Crier Staff Report

The Mall at Wellington Green launched Live 360 last year and has exciting plans to expand the community-based program in 2018.

Resolution Revolution 2018 will be this year's first big event, taking place this Saturday, Jan. 20, from 2 to 6 p.m. in the east parking lot near City Furniture.

At the free event for the whole family, local businesses will be conducting demonstrations and sharing information that can help participants reconfirm their commitment to achieving wellness.

"We've invited many of our local fitness studios and related

businesses to share how they can help with your goals for 2018," said Rachelle Crain, marketing director for the Mall at Wellington Green. "There will be dance and fitness demos, a fashion show, food, bounce houses and other activities for kids. Closing the event will be Curbstone playing Jimmy Buffett favorites."

The Stage lineup is: 2 p.m., kickoff with local dancers; 2:10 p.m., Moksha Yoga; 2:35 p.m., 9-Round Royal Palm Beach; 3 p.m., Fit 2 Run fashion show; 3:35 p.m., Crossfit IQ; and 4:05 p.m., U-Krave Fitness pound class.

Meghan Buser, Live 360's community liaison, recommends coming dressed comfortably and

be prepared to join in the fun. Free fitness demonstrations provide a chance to try something new, she said. Other event participants will be on hand to help set goals for financial, mental and physical wellness. Food will be available from Auntie Anne's, Cinnabon, Terry's Open Porch and Bolay.

Bring some chairs for the grand finale and enjoy Curbstone, a Jimmy Buffett tribute band that has performed at the Dolphin Fishing Tournament every year and plays every weekend at Margaritaville. They were the reserve champions of the Parthead Contest on Sirius Radio. They will be on the stage from 4:30 to 6 p.m.

Live 360 is a community-in-

spired program that lets the community utilize space at the mall for special meetings, events and activities. It's a place to use the mall location as a hub for new interactions, new demographics and new marketing efforts.

The Live 360 program is located throughout the mall. Activities could be anywhere from a common area to a boutique, but the home base for it is in a studio near Nordstrom on the first floor. Stop by Guest Services at the mall for an information resource on where to find activity calendars and registrations for the different activities.

The goal of Live 360 is for the mall to not only be a place for shopping, but also a place for the

community to gather and celebrate what makes it unique.

To learn more about Live 360, contact Meghan Buser at mhbuser

@gmail.com or Rachelle Crain at rcrain@starwoodretail.com. Get more information online at www.shopwellingtongreen.com.



The Mall at Wellington Green will host Resolution Revolution 2018 on Saturday, Jan. 20 from 2 to 6 p.m.

NEW CHAMPIONS BISTRO OPENS AT THE WELLINGTON NATIONAL GOLF CLUB

The grand opening of the new Champions Bistro at the Wellington National Golf Club (400 Binks Forest Drive, Wellington) took place Thursday, Jan. 11. A ribbon-cutting ceremony led the way to a festive evening of complimentary food and drinks, as well as live entertainment. The opening comes after a successful year of growth and development for the club under co-owners Chip Smith, Doug Marty and Anthony Apple. For more info., call (561) 333-5731 or visit www.wellingtonnationalgolfclub.com.

PHOTOS BY DENISE FLEISCHMAN/TOWN-CRIER



Dignitaries gather for the ribbon-cutting ceremony.



Hilda Porro and Maggie Zeller.



Annette Francisco and Christine Vocaturo.



Co-owner Chip Smith, co-owner Doug Marty, General Manager Ted Strelec and co-owner Anthony Apple.



John Flanagan and Noreen O'Sullivan with Wellington Mayor Anne and Alan Gerwig.



Nic Roldan, Jen Drahan and Brandon Ray.



Bob Cavanagh, Dr. Jean Oberg, CoCo Switlyck, Karen Cavanagh and Catheryn Amat.



Wellington National Director of Catering Melanie O'Brien and Director of Membership Julie Pickens with Elaine Wessel and Lenore Phillips of Phelps Media Group.

NEWS BRIEFS

LGLA Set To Meet Jan. 25

The Loxahatchee Groves Landowners' Association (LGLA) will meet Thursday, Jan. 25 at 7 p.m. at the Palms West Presbyterian Church at 13689 Okeechobee Blvd.

The speaker for this evening will be from the Palm Beach County Property Appraiser's office. There will be a discussion of the many types of appraisals and exemptions that are available. Also included will be information about how all of these things help to determine the annual tax rate. Come prepared to ask lots of questions.

All residents are welcomed to attend and share time with their neighbors. The public is welcome, but only members can make motions or vote on a motion. LGLA dues are \$20 if paid to LGLA, P.O. Box 96, Loxahatchee, FL 33470 by Jan 31. After that, the dues

will be \$30 per family. For more information, contact Marge Herzog at (561) 818-9114 or marge@herzog.ms.

Equestrian Day At Annexo

Annexo Gourmet Eatery Lounge in the Pointe at Wellington Green (10120 W. Forest Hill Blvd., Suite 170) will host a special Equestrian Day event on Monday Jan. 22 from noon to 2 p.m. The event will feature live music by Victoria Cardona, as well as breakfast and lunch specials. For more info., call (561) 333-0287 or visit www.annexoeaterylounge.com.

Clerk To Host Valentine's Day Group Wedding

It doesn't matter if you were

recently engaged or have been in a committed relationship for a long time. If a wedding is in your plans, you can join 39 other couples for a free Valentine's Day wedding presided over by Palm Beach Clerk Sharon Bock at the National Croquet Center (700 Florida Mango Road, West Palm Beach).

The annual ceremony will be held on Wednesday, Feb. 14 at 11:30 a.m., and includes a beautiful outdoor ceremony at the National Croquet Center, photographs, a champagne toast and wedding cupcakes thanks to community partners. Wedding space is limited to the first 40 couples that pre-register for the ceremony and obtain a Florida marriage license before Feb. 12. The marriage license must be presented at the ceremony.

"Over the years, I've married hundreds of happy couples on Valentine's Day," Bock said. "Helping these couples start a new

life together is one of the best parts of being Clerk & Comptroller in Palm Beach County. It is truly a special day."

The Valentine's Day wedding is made possible by the Palm Beach County Clerk & Comptroller's Office, the National Croquet Center, Gem Joelene Photography and SandyJames Fine Foods. Couples can bring up to 10 guests. Parking is limited.

To register, or for more info., visit www.mypalmbeachclerk.com.

Take Daughters & Sons To Work Day On Feb. 2

The School District of Palm Beach County will observe Take Our Daughters and Sons to Work Day on Friday, Feb. 2, and encourages businesses and organizations throughout Palm Beach County to

show students how their classroom lessons apply in the workplace.

Students from kindergarten through 12th grade may participate in Take Our Daughters and Sons to Work Day. The district is unable to participate in the national Take Our Daughters and Sons to Work Day in April, since that date conflicts with the state-mandated testing.

For nearly 25 years, the Take Our Daughters and Sons to Work program has been giving children the opportunity to envision themselves in the workplace and get a taste of potential available career paths.

Komen Race Wellington Pop-Up Jan. 25

Susan G. Komen South Florida is making it easier than ever to join the Race for the Cure on Saturday,

Jan. 27. Registration pop-ups started appearing all over Palm Beach County and Stuart beginning Jan. 20. Fees start at \$10 for children, \$35 for untimed participants and \$40 for timed participants. Registration is also available online at www.komensouthflorida.org/race.

Locally, a pop-up registration event will be held in Wellington on Thursday, Jan. 25 from noon to 7 p.m. at Fit2Run in the Mall at Wellington Green (10300 W. Forest Hill Blvd.).

All of the race's net proceeds are allocated to Komen's mission. Seventy-five percent of the net income stays in the South Florida community to help fund local programs offering breast health education and breast cancer screening and treatment, and 25 percent supports critical research through the Susan G. Komen Grants Program, impacting breast cancer patients locally and around the world.