



*Hayden Blaylock*  
**Shell Key West Challenge**  
Benefiting the Diabetes Research Institute



**APRIL 25-28, 2019 | KEY WEST**



# 2019 SHELL KEY WEST CHALLENGE



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Over the past 31 years the Shell Key West Challenge has enjoyed incredible success thanks to hundreds of good people. Anglers, volunteers, boat captains, Shell employees, jobbers, vendors, and tournament board members pool their efforts to create a truly unique event. The 2019 tournament is dedicated to all the men and women who have made the Shell Key West Challenge a wonderful fishing experience.

PROGRAM DESIGN AND PRODUCTION BY SANDY HUSMANN

Photos by Vanessa Lam and many team anglers. Recap and Angler Spotlights written by Mandy Miles.

# Can catching a fish help lower blood sugar levels?



There's plenty of anecdotal evidence that fishing is good for your health, but we don't claim it can lower elevated blood sugar levels or cure a disease as debilitating as diabetes. However, anglers who compete in the annual Shell Key West Challenge certainly feel great knowing that their participation supports the efforts of the Diabetes Research Institute (DRI). Internationally acclaimed for its work in islet cell transplantation, the DRI leads the way in cellular therapies aimed at restoring insulin production and reversing diabetes in those who suffer from the disease. Shell is proud to sponsor the Key West Challenge and we hope that, through this partnership, each day brings us a bit closer to finding a cure for diabetes. For more information about the tournament visit: [www.shellkeywestchallenge.com](http://www.shellkeywestchallenge.com).





# 2019 SHELL KEY WEST CHALLENGE



# SCHEDULE

## THURSDAY, APRIL 25

Arrive in sunny Key West and take a short cab ride from the Key West Airport to the Key West Margaritaville Resort & Marina (245 Front St.). Anglers may check-in, pick up ditty bags and name tags in the Marina Building, Dewey Boardroom (2nd floor) between **10:00 am-12:00 pm** and **1:00 pm - 3:00 pm**.\*

*\*Thursday night late arrivals please check-in before breakfast on Friday **6:30-7:30 am** in the Dewey Boardroom.*

### CAPTAINS MEETING/BOAT DRAWING & COCKTAIL PARTY

Meet your captain from **7:00-8:30 pm** at the Margaritaville Sunset Pier (245 Front St.), sponsored by **Shell Lubricants**. Enjoy heavy hor d'oeuvres and cocktails while drawing for your team boat and reviewing the rules. Please wear your nametag, as this will serve as entrance into all events.

## FRIDAY, APRIL 26

### BREAKFAST BAR

A good morning bloody mary and buffet breakfast, sponsored by **Sunshine Gasoline Distributors**, will be served at the Margaritaville Marina Courtyard between **6:30-7:30 am**. After breakfast, teams pick up box lunches, sponsored by **DB Trucking**, including a lunch for your Captain and Mate, beverages and return taxi vouchers. Please have your crew together as taxis will be waiting to depart.

### FISH THE CHALLENGE

Your outdoor adventure begins as taxis, sponsored by **Wayne Fueling Systems**, begin picking up anglers at **7:00 am** from the Margaritaville Resort and shuttling them to one of the following marinas: A&B, Galleon, Key West Bight, Charterboat Row, Garrison Bight, Hurricane Hole, Land's End or Oceanside to board their boats. Fish from **8:30 am until lines out of water at 3:00 pm**; please ask your Captain to call for pick-up on your voyage back to the dock, so a taxi will be waiting for you upon arrival.

### LEADER BOARD RECEPTION

Team leaders report the day's catch and turn in score sheets to Findlay Sinclair at the Key West Margaritaville Resort & Marina (245 Front St) pool bar (upstairs) from **4:00 to 6:30 pm**, sponsored

by **Excentus**. Anglers may sip cocktails, enjoy bites, take a dip or swap fish stories. The evening is free on Duval Street. Your nametag will serve as your entrance into the event.

## SATURDAY, APRIL 27

### BREAKFAST BAR

A good morning bloody mary and breakfast buffet, sponsored by **McLane**, will be served at the Margaritaville Marina Courtyard between **6:30-7:30 am**. After breakfast, teams pick up their box lunches, sponsored by **BBVA Compass**, including a lunch for your Captain and Mate, beverages and taxi vouchers. Please have your crew together as taxis will be waiting to depart.

### FISH THE CHALLENGE

Your outdoor journey continues as taxis, sponsored by **IPC**, begin picking up anglers at **7:00 am** from the Margaritaville Resort and shuttling them to one of the following marinas: A&B Marina, Galleon Marina, Key West Bight Marina, Charterboat Row, and Oceanside Marina to board their boats. Fish from **8:30 am until lines out of water at 2:30 pm**; please ask your Captain to call for pick-up on your voyage back to the dock, so a taxi will be waiting for you upon arrival.

### COCKTAIL PARTY and AWARDS BANQUET

Take a short stroll outside the front entrance of the Margaritaville Resort, along the parking garage to Truman's Little White House (111 Front Street). Kindly turn in your score cards to Findlay Sinclair at Truman's Little White House as soon as possible, so the final scores can be tabulated.

Cocktails and hors d'oeuvres will be served from **5:30-7:00 pm**, sponsored by **Saudi Aramco**. The dinner and awards program, sponsored by **Motiva** and **Shell Oil Products US**, begins promptly at 7:00 pm. Your name tag will serve as entrance into the event.



## SUNDAY, APRIL 28

*Depart at your leisure with memories of catching "the big one," and colorful stories of Duval Street! Until next year...*

**PLEASE NOTE:** All attendees are asked to check-in at the Margaritaville Resort prior to the start of the event in the Marina Building, Dewey Boardroom (2nd floor), Thursday the 25th from 10:00 am-12:00 pm or from 1:00 pm-3:00 pm.

**Your name tag will be needed to enter all tournament functions — please keep it with you at all times!**





# YOUR SUPPLY CHAIN ADVANTAGE IN ACTION.

McLane wishes all the anglers at this year's **Hayden Blaylock Key West Challenge** an abundance of big catches and great memories. We thank you for supporting the Diabetes Research Institute and its mission of finding a cure.

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To learn more, contact:

Patt Madden, Regional Sales Director, at 254-421-6224.



# 2019 SHELL KEY WEST CHALLENGE



# WELCOME

Dear Anglers,

It is with great pleasure I welcome you to the 2019 Hayden Blaylock Key West Challenge benefiting the Diabetes Research Institute at the University of Miami, Miller School of Medicine. We are grateful for the continued support of Motiva, Shell OPUS and Shell Lubricants and so many vendors that have stood by such a worthy cause for 31 years.

This year I am very



**CRYSTAL BLAYLOCK  
SANCHEZ**  
*Executive Director*

happy to announce the partnership with Sunshine Gasoline Distributors.

Much like my father, Max Alvarez is a community driven leader and we look forward to many years more of this great tradition with Max at the helm.

While you are in Key West, I hope you enjoy the beautiful weather, amazing fishing with some of the finest Captains all while raising money for those who suffer from Type 1 diabetes.

Tight Lines!



**PAUL STANIFER**  
*General Manager,  
South Region*

Dear Anglers,

Welcome to the 2019 Hayden Blaylock Key West Challenge! We are thrilled to be here for another year of fun and fishing with our fellow anglers and friends at one of Key West's most popular charity tournaments and for such a great cause!

Since its inception in 1989, the Hayden Blaylock Key West Challenge has raised more than \$3.3 million for charities benefitting the National Mental Health Association and the Diabetes Research Institute (DRI) at the University of Miami.

The Diabetes Research Institute out of Miami is a center of excellence with the sole purpose of finding a cure for diabetes. This holds a special place in the hearts of the Blaylock Family as Hayden's grandson, Matthew Sanchez, was diagnosed with Type 1 diabetes at the age of 5. Your support and contributions over the



**BILL SPURGEON**  
*Vice President, Fuel Sales  
& Marketing*

years have made a tremendous impact on the research and development for a cure.

On behalf of Motiva, Shell and the Blaylock family, we are proud to be a part of this special event and thank each of you for your continued support!

Let's go fishin'!





The Sunshine Family would like to welcome you to the 2019 Hayden Blaylock Shell Key West Challenge benefiting the Diabetes Research Institute. We are honored to have the generous support of Shell as our marquee sponsor for this event.

As some of you may know, Sunshine Gasoline Distributors recently acquired Blaylock Oil. We are excited for the future of this company. Please know that we will always be committed to the charitable goals that have been established. The Diabetes Research Institute leads the world in cure-focused diabetes research and works aggressively to develop a biological cure and treatment for all types of diabetes focusing on a cure for Type I diabetes.

While you are enjoying the beautiful waters and magical sunsets of Key West, please hold on to the real reason we are all here; to raise charitable funds for the Diabetes Research Institute. As we honor the memory of Hayden Blaylock, we look forward to a successful event. A special thanks to our sponsors, anglers and volunteers for making this happen!

All the best while in Key West!

— Maximo Alvarez and the Sunshine Family

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# Diabetes Research Institute

FOUNDATION

March 2022

Dear Friends,

I am thrilled to be welcoming all of you to the 2022 Hayden Blaylock Key West Challenge! With the pandemic hopefully nearing a close, we are thrilled to welcome back our incredible community of friends both old and new. I continue to be amazed at the dedication of the team who have worked tirelessly for so long to help support our mission and even more incredible to note that this event has raised over \$1 million towards our goal of finding a cure for type 1 diabetes.

This past year, we have doubled down on our efforts to support our scientists in their relentless pursuit of a cure. With over 40% of all individuals who passed away from Covid-19 having had diabetes as a co-morbidity, our role is even more important than ever. We will continue advancing research to patients until we reach our ultimate goal of a biological cure. This is our mission and our promise to you.

The ongoing support of Shell, Shell Lubricants and Motiva Enterprises, Sunshine Gasoline Distributors, and people like Crystal Blaylock and John Sanchez and their sons, Matthew and Cameron, as well as all of the hardworking people who helped to make this event a success, is what enables us to continuously move forward.

With your help, we will find a cure for the millions of people, including Matthew Sanchez and myself, who are living with the disease. Thank you so much for being here, and for your tremendous support. Enjoy the weekend in Key West and be safe!

Sincerely,

A handwritten signature in black ink, appearing to read 'Sean Kramer', written over a white background.

Sean Kramer  
CEO

Diabetes Research Institute Foundation

To learn more about the Diabetes Research Institute,  
please visit [www.diabetesresearch.org](http://www.diabetesresearch.org) or call 800-321-3437



# SHELL KEY WEST CHALLENGE





2018  
RECAP

# New Event Venues Prove Popular For 2018 Challenge



*2018 Winning  
Team Charter Boat  
Sunshine Gasoline  
Distributors and  
DB Trucking  
teams.*

**T** Tyler Milligan of World Fuels took a sip of his drink at the final evening's awards party before he ticked off on three fingers the reasons he's participated in the Hayden Blaylock Shell Key West Challenge for the past five years: It's in Key West. It's an upscale, top-shelf, well-organized event.

"And it's not a golf tournament," Milligan said, laughing with friends and clients at the 2018 awards banquet on the final night of the Shell Key West fishing tournament. Milligan was in Key West from Olathe, Kansas, where there's no shortage of golf courses, but saltwater fishing adventures are few and far between.

"This is the number one trip that I look forward to every year," Milligan said, recounting his two days aboard the vessel Triple Time that caught plenty of barracuda, amberjack and other fish that would never be found on a boat anywhere in Kansas. "Shell is the only company that does a fishing tournament instead of golf and I've looked forward to this week every year for the past five years."

Paul Melton and Sam Lau of Cybera were in full agreement during the 2018 awards banquet that included a cocktail hour, dinner, slideshow of caught fish and award trophies on the spacious lawn at Key West's Harry S. Truman Little White House.

"Cybera does the network IT stuff for all of Shell at their convenience stores," Melton said. "We sponsor a few boats and let everyone fish, and then we put additional money in to help the cause. Cybera and Shell are longtime partners, and we really believe in their whole ecosystem company-wide."

All of the Shell and Blaylock partnerships benefitting the Diabetes Research Institute contribute to a great and personally meaningful cause for the Blaylock family.

"They're great people who put this whole event together," Milligan said. "Plus, I'm not going to lie. Duval Street tends to start calling to me about a month before the tournament each year."

Those "great people" are the tournament's sponsoring partners and the Blaylock family, who have been organizing and sponsoring 31 years of fishing for a cause. The Key West tournament has raised more than \$3 million for mental health causes and diabetes research.

"My parents started this tournament as a way to give back 30 years ago, and who knew it would still be going on, having raised \$700,000 for diabetes research?" Crystal Blaylock told the enthusiastic crowd at the 2018 awards banquet. "My son, Matthew, was diagnosed with Type 1 diabetes, and we're so proud to have had this event become the longest running tournament in the Keys."

The captains and anglers were also thrilled to hear from representatives of the Diabetes Research Institute at the University of Miami, who announced at the banquet that they were naming their next clinical trial Poseidon — to honor the generosity of the anglers who have supported the Shell Key West Challenge.





# driven by the power of ideas

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Energy advances from Aramco benefit our company, our industry and the world.

We recognize the passion and dedication of the researchers from the Diabetes Research Institute at the University of Miami School of Medicine for their work to find a cure for Type 1 diabetes.

Our participation in the Hayden Blaylock Shell Key West Challenge helps to further diabetes research. Aramco is proud to support the tournament and its mission.

# 2018 RECAP



The Motiva Enterprises, Shell Oil Products US and Shell Lubricants Executive Team present a check in support of the 2018 Hayden Blaylock Shell Key West Challenge!

## 2018 Challenge New Event Venues Prove Popular With Anglers

(continued)

The 2018 event also came with some changes that were met with resounding approval all around. The awards banquet took place at the Harry S. Truman Little White House after more than a decade at Ocean Key Resort's Sunset Pier.

"This is my first speech at the White House," said Dr. Giacomo Lanzoni of the Diabetes Research Institute at the University of Miami, who spoke during the awards banquet. "It's just incredible to be here with more than 200 generous and committed individuals. The money you've all raised, the \$700,000 is enabling us to create new drug therapies for patients like Matthew with Type 1 diabetes. We finally have strategies that can change lives for so many people and we are thanking all of you by naming our new clinical trial 'Poseidon.'"

The announcement — and the response it received — demonstrated that the Shell Key West Challenge is more than a week of fishing, drinking and networking with clients. It's a family affair that supports millions of families and children affected annually by diabetes.

Like most Key West events, the 2018 tournament opened with a sunset cocktail party, captains' meeting and boat drawing on the pier at the Margaritaville Key West Resort, where anglers were paired with dozens of Key West's most experienced and accomplished charter captains, some of whom have been fishing the tournament for decades.

The tournament's Master of Ceremonies Tim Greene and Boat Chairman Findlay Sinclair welcomed the anglers, thanked the sponsors and reviewed the rules of the uniquely exciting, multi-species tournament that awards points for 15 different types of fish, from snapper to sailfish, marlin to mackerel.

The format also provides flexibility for the captains and anglers, a feature much appreciated when wind, rain and rough waters force the captains to use their local knowledge and head for more protected areas.

Winning boats for the 2018 events included the *Jolly Roger*, *Double Down*, *Cowgirl*, *Tight Lines*, *Super Grouper III* and *Reel Fly*.

Two years ago, the Shell Key West Challenge became the Hayden Blaylock Shell Key West Challenge to honor the memory and spirit of the tournament's founder and Crystal Blaylock's father, who died in February 2016.

Born and raised in Miami, Hayden Blaylock started his petroleum career at Standard Oil Co. In 1962, he opened his own fuel distributorship, Blaylock Oil Co., which was a South Florida wholesaler for Sinclair, BP, Texaco, Chevron and Shell Oil.

In 1989, Blaylock designed a way to combine his two passions, fishing and philanthropy. He and his wife, Jo, along with a few friends, created the Key West Challenge. The fishing tournament raised more than \$2.5 million for the National Mental Health Association in its first 16 years.

Then, in 2005, Blaylock's 5-year-old grandson, Matthew Sanchez, began a potentially lifelong battle with Type 1 diabetes and Blaylock began a new battle of his own — to find a cure for his grandson's disease. He vowed to continue the Key West Challenge fishing tournament until Type 1 diabetes was conquered, and he started donating the tournament proceeds to the Diabetes Research Institute at University of Miami.

Matthew Sanchez now proudly walk in his grandfather's footsteps as he addresses the crowd each year and thanks them for their sponsorship and personal support of a cause that has changed his life.

The 2019 Shell Key West Challenge takes place April 25-28, 2019. Wishing everyone fair winds, following seas and tight lines. Fish on!



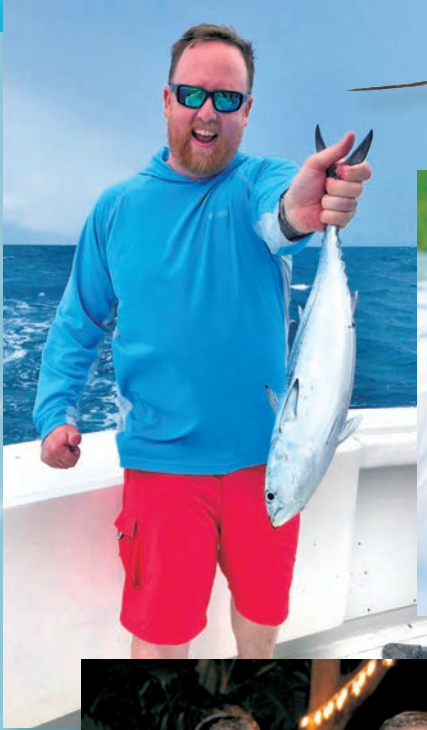


# SHELL KEY WEST CHALLENGE





# SHELL KEY WEST CHALLENGE





# 2018 SHELL KEY WEST CHALLENGE WINNING TEAMS

## CHARTER

POSITION	BOAT NAME	TEAM NAME	TOTAL
First Place	Jolly Roger	Canadian Tire	830
Second Place	Double Down	Sunshine Petroleum	795
Third Place	Cowgirl	Shell Lubricants	680

## OPEN FISHERMAN

POSITION	BOAT NAME	TEAM NAME	TOTAL
First Place	Super Grouper	Shell Sulphur Solutions	730
Second Place	Reel Fly	Shell Fleet Solutions #1	695
Third Place	Tightlines	Canadian Tire	565

## COMEBACK AWARD FOR BOTH DIVISIONS

BOAT NAME	TEAM NAME	TOTAL
Fishy Business	Shell Commercial Fuel US	485



# 2018 SHELL KEY WEST CHALLENGE LARGEST CATCHES

## SPECIES

SNAPPER	Naeem Niazi	23 Pounds
MACKEREL	Joe Ladha	8 Pounds
GROUPE	Steven Reed	22 Pounds
BARRACUDA (est)	Jett Voltz	36 Pounds
BONITO	Blake Breau	15 Pounds
AMBERJACK (est)	John Fitzgerald	80 Pounds
SHARK (est)	Team Excentus	500 Pounds
TUNA	Mike de Matthew	26 Pounds
KINGFISH	Brian Coffman	32 Pounds
DOLPHIN < 20 LBS	Blake Breau	18 Pounds
DOLPHIN > 20 LBS	Dan Arbour	50 Pounds
PERMIT	Second Nature	20 Pounds
GOLIATH GROUPE	Kevin Quintom	250 Pounds
TARPON	Greg Oliver	35 Pounds
WAHOO	Kyle Cochran	42 Pounds



# Can The Eye Help Achieve Transplant Tolerance In Type 1 Diabetes?

It is said that the eyes are the window to the soul, but they may also open the door for discovering new ways to achieve immune tolerance to transplanted islets in type 1 diabetes, according to research from the Diabetes Research Institute (DRI) at the University of Miami Miller School of Medicine. The findings, which were published online on January 31st in *Diabetologia*, the journal of the European Association for the Study of Diabetes (EASD), show that islets transplanted in the eye can survive and function long-term without continuous immunosuppression, and, moreover, that initial islet transplants within the eye of the recipient may lead to long-term peripheral immune tolerance in other transplant sites. The study was conducted in experimental and preclinical (non-human) models of diabetes.

In type 1 diabetes (T1D), the insulin-producing islets cells of the pancreas have been mistakenly destroyed by the immune system, requiring patients to manage their blood sugar levels through a daily regimen of insulin therapy. Islet transplantation has restored natural insulin production in people with type 1 diabetes, as DRI scientists have published. However, patients who receive islet transplants require life-long immunosuppression to prevent rejection of the donor cells. Not only does extended use of anti-rejection drugs pose serious side effects, but the immune attack against the transplanted islets can

still occur despite the use of these agents. DRI scientists have been investigating ways to reduce or eliminate the need for anti-rejection therapy, one of the major research challenges which stands in the way of a biological cure for T1D.

Using a previously established approach that they pioneered, Midhat Abdulreda, Ph.D., DRI assistant professor of surgery, and Per-Olof Berggren, Ph.D., Mary Lou Held Visiting Scientist and adjunct professor of surgery at the DRI, and director of the Rolf Luft Research Center for Diabetes and Endocrinology at the Karolinska Institutet in Stockholm, Sweden, transplanted islets within the anterior chamber of the eye of the experimental and preclinical recipients. Another group received islets implanted in the kidney. Both groups were transiently treated with anti-CD154/CD40L blocking antibody around the transplant period. The antibody prevents the interaction between certain molecules (CD40-CD40L) on the surface of immune system cells that play a key role in transplant rejection. DRI researchers have been specifically focused on this immune pathway because it is particularly promising for islet transplantation.

After performing the initial transplants and administering the antibody treatment, the team then went on to transplant additional islets within the kidney of the experimental group of recipients

to evaluate any potential effect on immune tolerance in a site elsewhere in the body.

In both recipient groups - those receiving an initial islet transplant in either the eye or the kidney along with the short-term treatment with the anti-CD154 antibody - results showed immunosuppression-free islet survival for more than 300 days. Notably, of the group that initially received islet transplants in the eye, more than 70 percent exhibited survival of the second islet transplant in the kidney for more than 400 days without continued immunosuppression, compared to 30 percent of the recipients that initially received islets in their kidney. Additional studies in the preclinical model showed reduced donor-specific immune reactivity in the blood, consistent with induced peripheral immune tolerance.

"The preliminary findings in these study models of diabetes demonstrate the establishment of immune tolerance towards transplanted islets and their long-term protection from immune attack long after stopping anti-rejection therapy. Further testing in human subjects is needed to validate this approach for people living with type 1 diabetes," said Dr. Abdulreda.

"This approach may help to positively impact the success of islet transplantation for future treatment of diabetes," according to Dr. Berggren.

—Provided by Diabetes Research Institute Foundation





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AIMEE MCDANIEL - [amcdaniel@federalheath.com](mailto:amcdaniel@federalheath.com) | ext. 2157

AMANDA STANTON - [astanton@federalheath.com](mailto:astanton@federalheath.com) | ext. 2175

VICKY HERNANDEZ - [vhernandez@federalheath.com](mailto:vhernandez@federalheath.com) | ext. 2063

SHERRI MCFADDEN - [smcfadden@federalheath.com](mailto:smcfadden@federalheath.com) | ext. 2068

JEANETTE VELEZ - [jvelez@federalheath.com](mailto:jvelez@federalheath.com) | ext. 2062



# SHELL KEY WEST CHALLENGE





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# SHELL KEY WEST CHALLENGE





# SHELL KEY WEST CHALLENGE





# SHELL KEY WEST CHALLENGE

## —Angler Spotlight—



**Sal Jamal**



## Sal Jamal Giving Back With Shell Key West Challenge

Sal Jamal's deep-sea fishing fascination started in 1997 with an invitation that became an inspiration.

The young gasoline wholesaler from New York, who co-owns CPD Energy Corp. with his brothers, Mickey, Sam and Cal, so thoroughly enjoyed the challenge and adventure of sportfishing when he was introduced to it 22 years ago, that he launched his own tournament in New York and still picks up new insights and ideas every year from the Shell Key West Challenge

"Obviously we don't have the same fish, weather or water as Key West, but after fishing the Key West tournament every year since '97, we were inspired by Hayden and Crystal Blaylock to launch our own event in New York," said Jamal, whose company owns and/or operates more than 300 gas stations in the Northeast.

Now in its eighth year, the CPD Energy Bass and Bluefin Tournament raises money for St. Jude's Children's Research Hospital.

"We love to give back to our community, so I always end up learning so much every year just by

being in Key West and watching the Blaylocks put their whole operation into action," Jamal said, adding that he donates a week at his home in the Dominican Republic to be auctioned off as a fundraising prize in Key West.

"I plan my schedule around this tournament every spring," he said.

And like kids getting ready to reunite at summer camp, Jamal and his buddies start touching base after the holidays when the temperature in the Northeast sinks to less than 20 degrees. "We start texting each other, asking who's going to Key West this year and hoping we all get on a winning boat."

Jamal's boat took second place last year, and is hoping for a first-place trophy in this, his 22nd year.

"Obviously I'd love to be on the winning boat, but I recognize how blessed I am to have the opportunity to fish this tournament in this location with these people," Jamal said in January, already counting down the calendar until he can get a line in the water for 2019.



*Dover Fueling Solutions is proud to support the Diabetes Research Institute through the Hayden Blaylock Key West Challenge.*



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# SHELL KEY WEST CHALLENGE





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# FIVE WAYS TO Enjoy Key West Like a Local



One of the reasons so many people visit Key West each year is the island's casual, quirky atmosphere. And the best way to absorb that atmosphere is to forget you're a visitor.

Instead, adjust your mindset. Stop thinking of yourself as a "tourist" and instead self-identify as "temporary local."

Why? Because if you adopt the "tourist" mindset, you're all too likely to limit your experience to typical "tourist" activities. But if you think of yourself as a local — even if it's only for a few days — you're more likely to search out and embrace off-the-beaten-path pursuits that longtime residents enjoy.

For example, here are five pastimes that the average visitor might not find out about or choose to spend time and energy experiencing. But you should — because they're genuinely rewarding if you want an out-of-the-ordinary vacation that will create lasting memories.

**1. Bike or stroll through Key West's Old Town neighborhood,** the largest predominantly wooden historic district in the entire United States, as evening falls. It's a simple activity, but a very worthwhile one. Allow yourself to get lost and simply wander, discovering lovingly restored

Victorian homes and cottages along narrow lanes, while enjoying the fragrance of luscious flowers drifting from behind white picket fences.

**2. Try smoked fish dip at the Hogfish Bar & Grill,** a hard-to-find hideaway on Stock Island just off Key West, sitting outdoors at a weathered picnic table. The smoked fish dip combines a creamy texture with a satisfyingly hearty taste, and the picnic tables overlook picturesque vessels moored along the dock — everything from houseboats decorated with exuberant island art to a schooner with a fascinating history.

**3. Discover a Key West locals' hangout with great live music: the Schooner Wharf Bar.** Standing on the waterfront in the Historic Seaport, it's the kind of funky open-air place where you can bring your dog, your girlfriend and half a dozen fishing buddies — and everyone will have fun. Try to get there in time to hear eccentric troubadour Michael McCloud, who plays most afternoons. His tales and songs are spiced with irreverent humor.

**4. Immerse yourself in creativity during neighborhood art strolls held monthly in Key West.** One of

the best is staged on Upper Duval Street on the first Friday of each month. You can find unique visual art, meet the Florida Keys artisans who create it, and explore intriguing galleries alongside residents who are passionate about the island's lively cultural community.

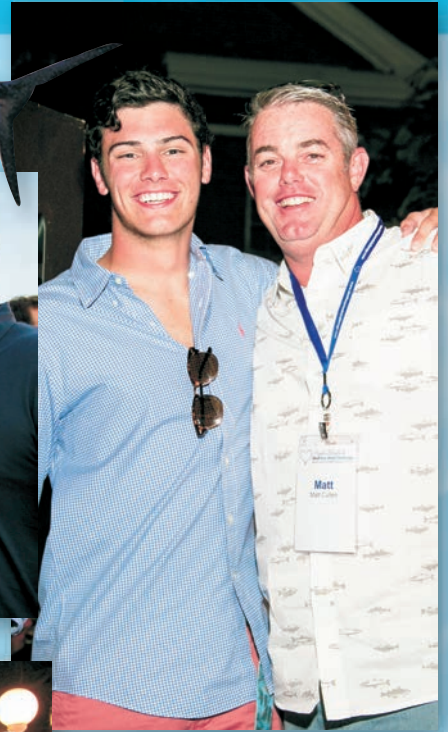
**5. Head to Fort Zachary Taylor Historic State Park for a tranquil afternoon swimming and lazing beside the Atlantic Ocean.** "Fort Zach," as the park is affectionately nicknamed, is renowned for its shady picnic area cooled by ever-present breezes — and its 1,000-foot beach that Key Westers regard as the island's best. Spend some time snorkeling in the relatively deep near-shore water, spotting colorful tropical fish around rocky promontories, or explore the weathered Civil War-era fort that gave the park its name.

Every year, countless visitors flock to Key West for a vacation escape from the stresses of the "real world." When it's your turn to travel, do it the right way — by adopting the "temporary local" outlook, enjoying away-from-the-mainstream offerings, and embracing the easygoing vibe that makes the island so appealing

—Carol Shaughnessy



# SHELL KEY WEST CHALLENGE







# SHELL ECO-MARATHON AMERICAS

**M**ore than 1,200 students from across the Americas competed for the 2018 energy-efficiency crown during Shell Eco-marathon event at Sonoma Raceway.

Students from Argentina, Brazil, Canada, Colombia, Ecuador, Guatemala, Mexico, Peru, Puerto Rico and the United States participated in the 2018 event.

They were joined by thousands of visitors who packed Sonoma Raceway to enjoy numerous activities focused on the future of energy and mobility. Visitors included nearly 600 students from many nearby California Public Schools Community Districts.

**Make the Future California** featuring Shell Eco-marathon Americas brought together government officials, businesses, entrepreneurs, students and local communities for collaboration and conversation around global energy challenges. Eleven strategic global and local partners helped Shell stage the increasingly popular, awards-laden event.

## The Shell Eco-marathon Americas 2018 Winning Teams

Student teams compete in two vehicle classes at the event. The Prototype class invites students to enter futuristic, streamlined vehicles. The UrbanConcept class focuses on more “roadworthy” vehicles aimed at meeting the real-life needs of drivers. Entries are divided into three energy categories:

- Internal combustion: gasoline, diesel, and ethanol
- Hydrogen fuel cell
- Battery electric

The Americas winners in each class follow, based on vehicle class and energy category:

- Prototype internal combustion: “BYU SMV,” Brigham Young University, 1985.4 mpg
- Prototype battery electric sponsored by Honda: “Duke Electric Vehicles,” Duke University, 367.9 m/kWh
- Prototype hydrogen fuel cell sponsored by Linde: “Duke Electric Vehicles H2,” Duke University, 383.1 m/m<sup>3</sup>
- UrbanConcept internal combustion: “Mater Dei Supermileage,” Mater Dei High School, 841.3 mpg
- UrbanConcept battery electric sponsored by Honda: “Experimental Vehicle Team Alpha,” Saint Thomas Academy, 63.2 m/kWh
- UrbanConcept hydrogen fuel cell sponsored by Linde: “CNS Performance Engineering,” Cicero North Syracuse High School, 38.2 m/m<sup>3</sup>

Teams also won prizes for their work off-track, in the following categories:

- Travel Safety Stipend: Alden-Conger High School
- Most Innovative Hydrogen Newcomer Award: Warren Tech Central High School
- Communications Award: University of Ottawa
- Vehicle Design Award UrbanConcept: Louisiana Tech University
- Vehicle Design Award Prototype: San Antonio College
- Technical Innovation: Duke University
- Safety Award: James Madison University
- Perseverance and Spirit of the Event Award: Universidad del Valle de Guatemala







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# SHELL KEY WEST CHALLENGE

## —Angler Spotlight—



**Todd  
Jackson**



## Todd Jackson Hooked From First Tournament

**F**irst impressions were lasting for Todd Jackson, who caught a sailfish on the very first day of his very first Shell Key West Challenge, the fishing tournament that for 30 years has assembled energy industry executives, their clients and vendors in Key West and provides them an opportunity to network, relax, and fish for a variety of thrilling species, while raising hundreds of thousands of dollars for the diabetes research that's taking place at the Diabetes Research Institute in Miami.

"I was blown away," Todd said, recalling that first exhilarating sailfish fight and eventual triumph when he finally got the speedy and powerful billfish to the side of the boat, close enough to designate it a "caught fish." "It was even the very first bait we put in the water to start the morning, and all of a sudden the mate had a fish hooked and was handing me the rod."

That was 10 or 11 years ago, and Todd hasn't missed a tournament since his first.

"I definitely write this on my calendar every year, and find a way to be there," he said, adding, "I'd

been fishing with my grandfather as a little kid, but that was nothing like being way out there off shore, fighting this huge fish."

Todd was working for Shell when he fished his first Shell Key West Challenge. "I came over to Motiva from Shell in 2016," said Todd, who's now marketing delivery manager for Motiva Enterprises. "I had the opportunity to fish the tournament starting when I was with Shell, and I'm thrilled I can continue to participate on behalf of Motiva." (Motiva Enterprises supplies Shell gasoline to 5,000 of the 12,000 stations nationwide.)

"Having been a part of the Shell Key West Challenge for so many years, I've gotten to see everything Crystal and her team have done over the years to always ensure this tournament is a top-notch event."

In addition to the world-class fishing adventure, Todd said the tournament's cocktail hours, elegant dinner gatherings and awards ceremony are perfect opportunities "to network with clients while also being able to relax and have a great time ourselves."





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# CAPTAIN RANDY TOWE

## *The Art of Rod-Building*



ANDY NEWMAN/FLORIDA KEYS NEWS BUREAU

*Captain Randy Towe wraps a guide on one of his custom rods that he manufactures in the Florida Keys. A Keys resident since 1983, Towe manufactures rods from fly to heavy offshore gear for anglers seeking high-end equipment crafted from high-quality parts.*

When Randy Towe was 10 years old he asked his mother to buy him a \$200 custom fishing rod. His mother didn't agree with the investment, so he convinced her to spend considerably less and purchase the necessary parts. The young fishing fanatic then built his own rod.

Now more than 40 years later, Towe not only continues to build rods for himself, he also crafts them for others — all from his store in the Florida Keys.

Infatuated with sport fishing, Towe moved to Islamorada at age 19. He mated on an offshore

charter boat and earned enough money to pay his \$250-per-month rent and cover his living expenses.

In 1983, he secured his U.S. Coast Guard captain's license and began taking customers out in the backcountry. He was making \$350 per trip and "living the dream."

But that didn't seem to keep him busy enough, so he rented a small business space and started a rod-building business just because it offered him a "therapeutic opportunity to take a break from fishing."

His brand, Captain Randy Towe's

Signature Series Handmade Rods, has become well known to dedicated anglers.

"I make everything from fly to heavy offshore trolling rods," Towe said. "I build exactly what the customer wants, how they want it to feel and exactly what they want to do with it."

Towe said his rods are all about fit, finish and top-quality parts. When a custom rod is ordered, he discusses the project personally with the customer. Among discussion topics, Towe said, is "the look."

Some people prefer specific colors to match their boat, company logo or their favorite



sports team. Then there's the choice of the blank — either fiberglass or high-tech graphite — grip, a reel seat and guides... whether in titanium or even gold.

"Some like a lot of design and flash," Towe said. "Some people are more interested in the function, feel and action of the rod rather than the bling."

Towe even developed a thread-wrapping technique that creates a small version of a bonefish, redfish, tarpon or dolphin just above the rod's grip.

When someone purchases a Towe-built rod, he can rest assured that the entire package has been assembled by just one person: Captain Randy Towe.

"I used to have people help me,

but some got very good, left and tried to go out on their own," he said.

Towe not only builds rods alone, he also prefers to fish customers in the same manner — whether it's in the backcountry for tarpon, bonefish and snook on his 18-foot Action Craft skiff or offshore for yellowtail snapper, sailfish, blackfin tuna or dolphin fish on his 34-foot Pursuit.

Towe's rods cost anywhere from \$300 to \$1,400 apiece, but are crafted to last a lifetime.

"There is nothing I build that I don't test," Towe said. "And I'm the envy of

everyone in the rod-manufacturing business because I have the testing grounds of the Florida Keys in my own backyard.

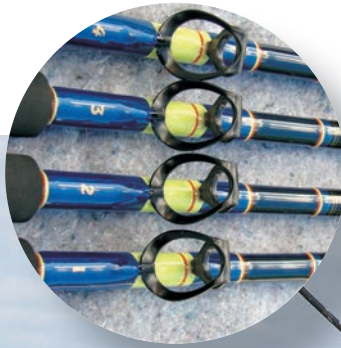
"I can make a rod for every species of fish that swims off the Keys," he said.

Many of Towe's customers come to him because they are very serious anglers — some even focused on breaking world records — and the rods become highly prized possessions.

"I had to testify in court when a couple got divorced," Towe recalled. "They were arguing over a set of fly rods and reels.

"She got them," he remembered, "and she had me take his name off of them."

—Andy Newman



Capt. Randy Towe, right, guides Greg Poland searching for mangrove snapper in Everglades National Park, near Islamorada.

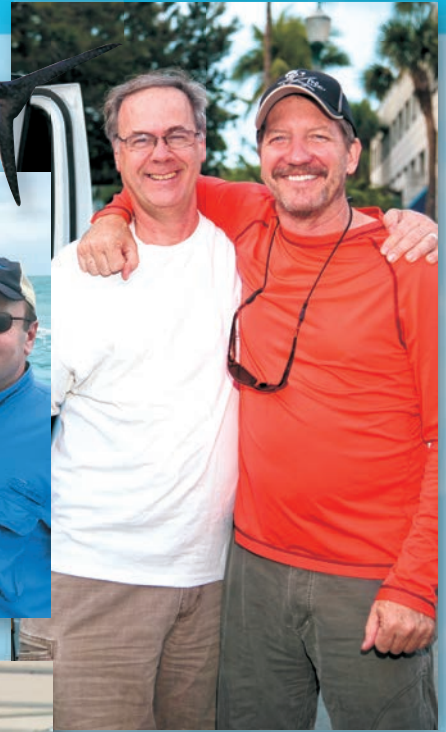


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# SHELL KEY WEST CHALLENGE







## From Conch to Key Lime Pie An Insider's Guide to Keys Cuisine

**I**t's spicy conch chowder. Savory Cuban pork. Succulent pink shrimp dipped in a tangy mustard sauce. And Key lime pie, sweet and creamy with a hint of tartness. It's Florida Keys cuisine, as unique and appealing as the island chain itself.

The Keys' location and heritage played a big part in the development of the islands' cuisine. Their remoteness and saltwater surroundings meant residents historically relied on the ocean's bounty for their foodstuffs, and the multicultural settlers brought the recipes and flavors of their homelands with them.

As might be expected in the seafaring island chain, many restaurants rely on fish and seafood for inspiration and menu staples. Popular "eating fish" caught in local waters include yellowtail, grouper, hogfish and dolphin (often called mahi-mahi to prevent confusion with the friendly mammal). Fish might appear on the menu sautéed, broiled or blackened, prepared with a sauce containing mango or other tropical fruit, or fried and served as a sandwich on warm Cuban bread.

Shellfish are at least as popular with Keys diners as finfish, and conch tops the list. It's pronounced "konk" rather than "konch," and it's served in nearly every restaurant. It can be found in spicy tomato-based chowder, deep-fried fritters, salad with a hint of hot pepper and lime, and even breaded and fried as conch steak. No two restaurants prepare

conch quite the same way, so it's fun to sample it in several establishments to compare tastes and cooking techniques.

Shrimp is another of the Keys' most popular foods: sweet, flavorful pink shrimp, steamed and served hot with drawn butter or cold with spicy cocktail or mustard sauce. Local chefs delight in applying their artistry to this crustacean, napping it in garlic sauce for a sinfully rich scampi, offering it battered and fried, or blackening it in Caribbean spices and using it to top a traditional Caesar salad.

Stone crab and lobster are bountiful harvests from area waters. With stone crab, only the claws are harvested and eaten, while the Florida lobster has no claws at all. Lobster is often served stuffed with breadcrumbs and spices or boiled and dipped in butter sauce.

The most popular ethnic food in the Keys is Cuban, brought to Key West by the cigarmakers and their families who fled their homeland in the 1800s. Cuban delicacies include "ropa vieja" or "old clothes," a dish of shredded beef in red sauce; picadillo, a seasoned ground beef, and pork chunks marinated in a garlicky mojo sauce. Almost always, Cuban entrees are accompanied by black beans, yellow rice and a side of plantains.

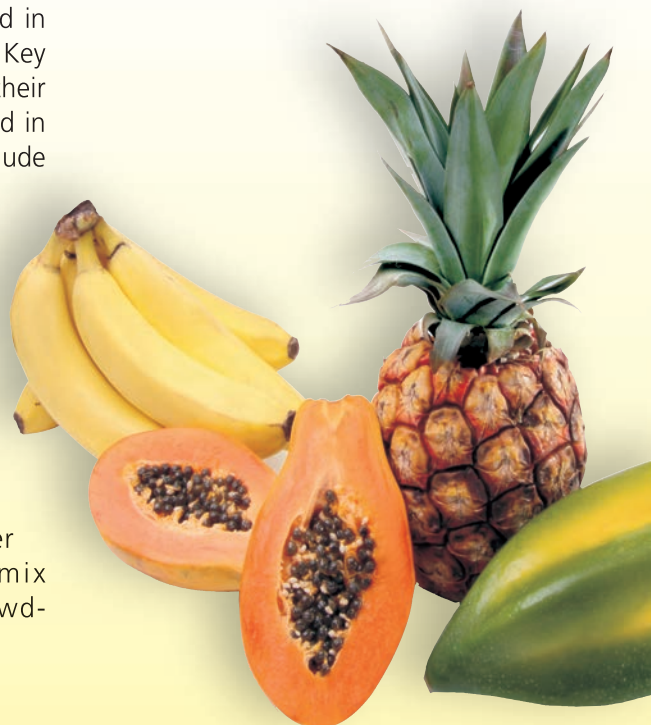
When it comes to a lighter Cuban meal, the Cuban mix sandwich is the biggest crowd-

pleaser. The sandwich is a blend of meats and cheeses served on Cuban bread, warmed and flattened in a press that looks like a waffle iron.

Tropical fruits are a favorite accent used by island chefs. Passion fruit, mango, sour oranges, and carambola find their way into many recipes alongside the more ordinary lemons and limes. But for renown and popularity, nothing beats the tiny yellow Key lime that's the vital ingredient in the Keys' signature dessert, Key lime pie.

Some Key lime pies are topped with meringue and some with whipped cream. Some are nestled in a graham cracker crust while some rest in a chocolate crust. No two Key lime pies are alike, and this fact has prompted many visitors to undertake dedicated taste tests to discover the finest.

—Carol Shaughnessy





# SHELL KEY WEST CHALLENGE

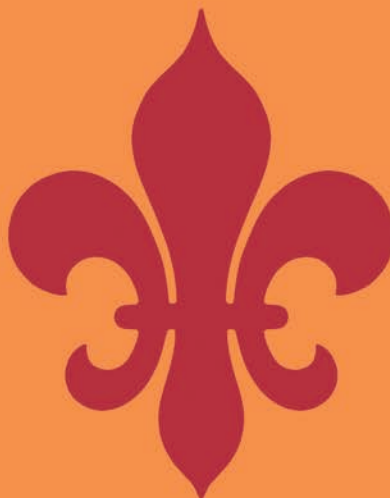






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# Cary Chen

## MARINE ARTIST

### CAREY'S TECHNIQUE

When asked about the most important of all the elements that go into a fine piece of artwork, Carey is quick to answer. It's automatic that he will use bright colors to suit the situation, so after that he says, "The most important thing to get right on an art piece is depth and light. With these two elements in place the work will pop and make a big impression. I want the person viewing one of my paintings to feel like he can walk or swim into the scene." Light and depth. When looking at Carey's body of work, this theme becomes pronounced. As the work unfolds Carey's mind recalls perfectly the image of the fish or many fishes. He sees the body movements, the twists, the position of the fins, the angle of the mouth or bill, the intensity in the eyes. He also sees the colors that come alive as the fish changes its position, whether in the air or in the water.

### CHARITIES AND VOLUNTEER WORK

Much of Carey Chen's life is dedicated to volunteer work and charity. He loves teaching youth about ocean conservation and fish identification. At such prestigious tournaments as the Ocean Reef Club Sailfish Classic, the Fisher Island Sailfish Tournament, and the Horizon Fishing Tournament to benefit Hospice of the Palm Beaches, Carey will contribute original works of art and other Carey Chen branded items to raise money for the charities those tournaments support. Some of these original pieces have raised many of thousands of dollars for these charities including a high bid of \$27,000 for one of his pieces at a recently. Favorite charities include

TBF (The Billfish Foundation), CCA (Coastal Conservation Association), the Cancer Alliance, Boys and Girls Clubs, Miami Children's Hospital, Make-a-Wish Foundation and the International Game Fish Association. About generously and humbly donating such valuable pieces Carey says, "What it costs me is not much, but what it gives to the charities is a lot."

Carey has received many awards and much recognition for his lifetime of good works and charitable giving. He is proud of having been awarded the State of Florida award for artwork and wildlife conservation and education by the Florida Wildlife Commission.

View Cary's work at [careychen.com](http://careychen.com) and reach him via email at [marlinarts@aol.com](mailto:marlinarts@aol.com).

**T**here are any numbers of ways an artist may learn his trade. One conventional method is to enroll in art school and follow a set of instructions. Another way might be to follow the lead of one of the world's most accomplished marine artists, Carey Chen, who has never set foot in an art school and never taken a formal lesson.

Carey Chen was born in California but grew up in Jamaica until the age of eighteen. When the political turmoil in Kingston of the late 1970s became violent, Carey's father moved the family to Miami. This was good fortune for Carey as the South Florida fishing scene and easy access to great fishing locations in the Caribbean and Central America enabled a lifetime of fishing adventures and experiences that he could translate onto canvas. Carey is adept in many artistic media including jewelry, clothing, woodwork, tile, glass, and he even has his own wine label.

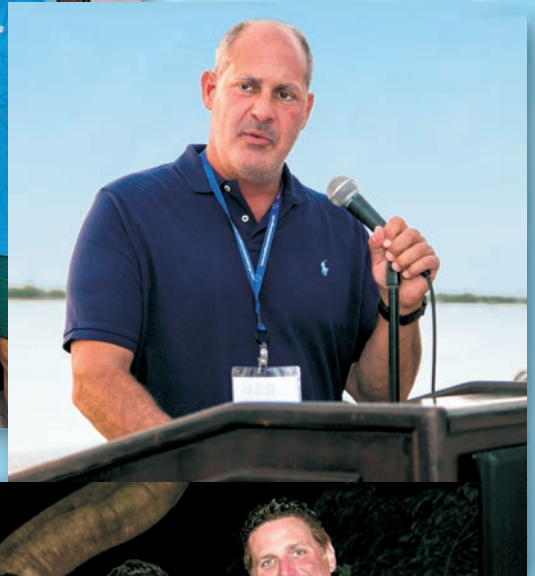
### TOURNAMENTS

Carey's works have appeared on the covers of more than 400 magazines, in personal collections and in public places wherever an appreciation of marine animals exists. This works exceptionally well for Carey, as he is himself a tournament fisherman having won many of such events.





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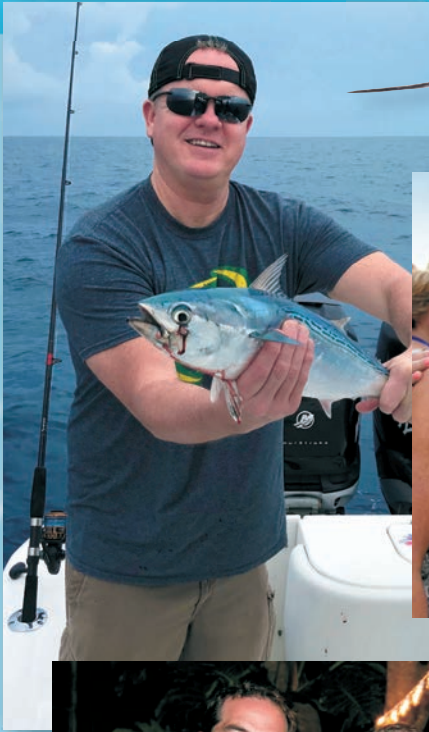
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# SHELL KEY WEST CHALLENGE





# SHELL KEY WEST CHALLENGE





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## —Angler Spotlight—



**Charlie  
Diggans**



## Charlie Diggans Recalls Early Days Of The Challenge

Charlie Diggans' tournament memories stretch back 30 years to the early days of the Shell Key Challenge, when Hayden Blaylock and John Curry launched a charity fishing tournament called the Texaco Key West Challenge. He remembers when the event included a Thursday golf tournament as well as the fishing challenge and he remembers Hayden Blaylock always seeing off all the anglers each morning after breakfast.

Most of Diggans' best memories are of all the people involved in producing such an extraordinarily popular and successful fishing tournament: the entire Blaylock family who make it all happen, the corporate sponsors who make it all possible, the anglers who came from all over the world to spend a few days in Key West, and the local captains and mates who work to ensure a bounty of caught fish for everyone.

But the highlight of his Key West Challenge trips occurred in 2003 aboard one of the *Linda D* boats.

The group had spent an uneventful morning trolling the Key West waters, just waiting for the telltale "zing" of fishing line screaming off a bent rod.

The first hit was a female dolphin. The second was a giant male dolphin that Diggans fought for more than 45 minutes before finally getting it to the boat.

"It was huge, a 68-pound bull dolphin," he said triumphantly. "For some time after that it held the record for the largest dolphin ever caught in the Keys. By the time we got back to the docks news had traveled and there were 20-30 people waiting to see the fish. For me it was the catch of a lifetime."

Diggans, whose long career in the industry has taken him to Boston, Florida and Houston, called the Key West Challenge everyone's top pick among all the industry events held all over the country.

"The Blaylocks have provided us with this gem, and I'd like to thank all the folks who have supported this effort through all of these years. I hope they know how much they are appreciated, but I think they do."





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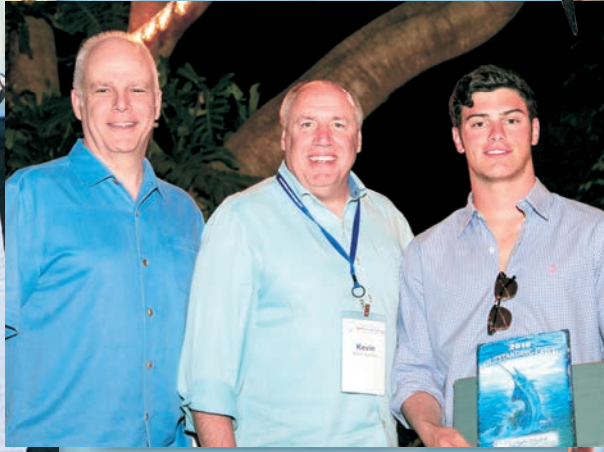


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