



Hayden Blaylock
Key West Challenge
Benefiting the Diabetes Research Institute



KEY WEST | APRIL 29-MAY 2, 2021

SUNSHINE
GASOLINE DISTRIBUTORS, INC.

—2021— KEY WEST CHALLENGE



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For over 34 years the Hayden Blaylock 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 2021 tournament is dedicated to all the men and women who have made the Hayden Blaylock 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 Hayden Blaylock 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. Sunshine Gasoline Distributors 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: sunshinekeywestchallenge.com.



—2021— KEY WEST CHALLENGE



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SCHEDULE

THURSDAY, APRIL 29

Arrive in sunny Key West and take a short cab ride from the Key West Airport to the Opal Key Resort & Marina (245 Front St.) formally the Margaritaville Resort & Marina. Anglers may check-in, pick up ditty bags and name tags, sponsored by **PDI**, in the Marina Building, Dewey Boardroom (2nd floor) between **12:00 - 6:00 pm**.*

*Thursday night late arrivals please check-in before breakfast on Friday **6:30-7:30 am** in the center courtyard where breakfast is being served.

CAPTAINS MEETING/BOAT DRAWING & COCKTAIL PARTY

Meet your captain from **6:30-8:30 pm** at the Opal Key Sunset Pier (245 Front St.), sponsored by **Motiva Enterprises**. Enjoy appetizers and cocktails while drawing for your team boat, meeting your Captain and reviewing the rules. **Please wear your nametag, as this will serve as entrance into all events.**

FRIDAY, APRIL 30

BREAKFAST BAR

A good morning bloody mary and buffet breakfast, sponsored by **RPG Card Services**, will be served at the Opal Key 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 **Corner Capital Investments**, begin picking up anglers at **7:30 am** from the Opal Key Resort & Marina to board your appropriate boat. 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 Opal

Key Resort & Marina (245 Front St) pool bar (upstairs) from **4:00 to 6:30 pm**, sponsored by **Sunshine Dade Investments**. Anglers may sip cocktails, enjoy bites, or swap fish stories. The evening is free on Duval Street. Your name tag will serve as your entrance into the event.

SATURDAY, MAY 1

BREAKFAST BAR

A good morning bloody mary and breakfast buffet, will be served at the Opal Key Marina Courtyard between **6:30-7:30 am**. After breakfast, teams pick up their box lunches, sponsored by **ESP Transport**, 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 **McLane**, begin picking up anglers at **7:30 am** from the Opal Key Resort & Marina to board your appropriate boat. 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. Head to the Opal Key Sunset Pier (245 Front St.), kindly turn in your score cards to Findlay Sinclair as soon as possible, so the final scores can be tabulated.

COCKTAIL PARTY and AWARDS BANQUET

Cocktails and hors d'oeuvres will be served from **5:30-7:00 pm** on the Opal Key Sunset Pier sponsored by **Great Dane Petroleum Contractors** followed by dinner and the awards program. This begins promptly at **7:00 pm** hosted by **Sunshine Gasoline Distributors**. Your name tag will serve as entrance into the event.

SUNDAY, MAY 2



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 Opal Key Resort & Marina prior to the start of the event in the Marina Building, Dewey Boardroom (2nd floor), Thursday the 29th between 12:00-6:00 pm.

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

driven by the power of ideas

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.

—2021— KEY WEST CHALLENGE



WELCOME

Dear Anglers,

Welcome to the 34th Hayden Blaylock Key West Challenge! Thanks to the generosity of Maximo Alvarez and the Sunshine Gasoline Family for not only adopting this event but also being a great source of support since day one. None of this could be possible without the corporate support of Shell Products US, Motiva and Shell Lubricants and the many



**CRYSTAL BLAYLOCK
SANCHEZ**
Tournament Director

other companies that have joined the fun along the way.

Nothing would make our family happier than the day there is a cure for Type 1 Diabetes, and we feel in our hearts that the Diabetes Research Institute at the Miller School of Medicine will be where our dream will come true! Thank you to all those who make this event happen year after year.

Tight Lines and Calm Seas!

Dear Anglers,

Sunshine Gasoline Distributors would like to welcome you to the 2021 Hayden Blaylock Key West Challenge!

Last year, the Challenge tournament fell victim to the coronavirus, but after much consideration we decided to press forward in 2021. This year, we are very proud to have Motiva, Shell OPUS and Shell Lubricants as the marquee sponsors for this event. We thank them and all our sponsors for helping this tournament become a reality as well as a big success!

The 2019 Key West Challenge was able to raise \$100,000 for diabetes research. This total is now added to a staggering \$3.4 million that the tournament has raised for diabetes and



MAXIMO ALVAREZ
*Owner and President
Sunshine Gasoline Distributors*

mental illness research since inception. This year's beneficiary is The Diabetes Research Institute, which leads the world in cure-focused diabetes research.

The institute works aggressively to develop a biological cure and treatment for all types of diabetes focusing on a cure for Type 1 diabetes.

This year will be smaller in attendance from past

years, but will render the same good time, fellowship and good fishing. There might be a chance for other teams to win, since the last year's winners, the Motiva Enterprises Executive Leadership team on the *Linda D* will not be in attendance.

Finally, I would be remiss if I did not mention a special, heart-felt "thank you" to Crystal Blaylock, who has spent countless hours organizing this entire event. Without her effort and selfless dedication, none of this would be possible.

Sunshine Gasoline is very grateful for the opportunity to host such a wonderful event.

We wish the best of luck to all of our participants!



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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 or call 800-321-3437

KEY WEST CHALLENGE



2019
RECAP



1st Place Charter
Boat Division
Captain Billy
Wickers,
Brian Coffman,
Bill Spurgeon,
Todd Fredin, and
Georgianne
Hodges.

2019 HBKWC Tournament Brings Renewed Commitments

Mark Romig had to set his drink down. The merchandising director for Love's Travel Stops needed both hands to describe his final day of fishing in the 2019 Hayden Blaylock Key West Challenge. "We caught a 200-pound lemon shark on 15-pound test," he said, spreading his arms to show the shark's length. "It's something crazy to be able to do that. This tournament is just great. I'm here as a guest of Shell and I couldn't be happier."

Retrieving his beverage, Ronig gestured to the grounds of Truman's Little White House, where the final night's cocktail hour and awards dinner took place.

"Everything about this tournament, the people who put it together, and the corporate sponsors that support it, it's all done right, and it's for a good cause," Ronig said. "Plus, when you're coming off a long Oklahoma winter, this is definitely something to look forward to."

That sentiment is shared by the 150-plus anglers who participate in each year's Hayden Blaylock Key West Challenge, which is now in its 32nd year.

"It's certainly not a hard-sell when we're inviting customers and colleagues to participate in a charity fishing tournament," said Rob Thomas, a Shell executive who's been fishing the Key West Challenge for 20 years. "Then you mention, 'And, oh, by the way, it's in Key West. Is that a problem?'" (It never is.)

Kevin Quinton, who has fished the tournament for the past four years was in full agreement. The upstate New York resident was all smiles at each event, from the first night's Captain's cocktail party on the pier at Margaritaville Key West Resort to the second night's Leaderboard cocktail party on the sunset patio.

But his smile grew even wider at the awards dinner when two of his fish were announced as winners. The overall winning boat for the 2019 tournament was Motiva Enterprises Executive Leadership team fishing on the *Linda D.* with Capt. Billy Wickers at the helm.

The 2019 tournament raised \$100,000 for diabetes, and in recent years has contributed a total of \$985,000 to the Diabetes Research Institute at the University of Miami.

Since its creation 32 years ago, the tournament, which is now called the Hayden Blaylock Key West Challenge in honor of its founder, has raised \$4 million for diabetes and mental illness research.





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2019 RECAP

2019 HBKWC Tournament Renewed Commitments

(continued)



John Sanchez,
Crystal Blaylock
Sanchez, Maximo
Alvarez and Max
Alvarez from
Sunshine
Gasoline
Distributors
present Nicole
Otto of the DRIF a
\$100,000
donation from the
2019 HBKW
Challenge.

In addition to the fish caught and the awards given, Challenge participants and organizers were thrilled to hear Max Alvarez of Sunshine Gasoline Distributors on the first night continue his company's commitment to the annual tournament.

"This is a very special place," Alvarez said as the sun dropped low in the sky behind Key West Harbor on opening night. "I know Hayden's up there right now watching us, and he's having a hell of a time. He brought so many people together with this event, and I'm pleased to announce that we'll continue to support this tournament and continue to remain loyal to the industry, the communities we serve, and the people who benefit from the money it raises."

Hayden Blaylock recognized the power of the energy industry (pun intended) and the potential for a positive partnership when he created the tournament more than three decades ago.

Three years ago, the Shell Key West Challenge became the Hayden Blaylock Key West Challenge to honor the memory and spirit of the tournament's founder and current tournament coordinator Crystal Blaylock Sanchez'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.

Then, in 2005, Blaylock's 5-year-old grandson, Matthew Sanchez, began a 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 the University of Miami.

Matthew Sanchez, now 21, proudly walks 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.

Matthew Sanchez wasn't able to attend the 2019 tournament events, as he was taking exams at Florida State University, but his mother, Crystal Blaylock Sanchez, thanked the crowd on her family's behalf.

Bill Spurgeon from Motiva Enterprises presented Crystal with a check for \$35,000 for the Key West Challenge and a pledge to continue their involvement and support. "For as long as you'll have us," he said.

Thank you for joining us for yet another fantastic weekend of fishing and fundraising in Key West. Here's to fair winds and following seas. Fish on!



KEY WEST CHALLENGE



KEY WEST CHALLENGE



2019 KEY WEST CHALLENGE WINNING TEAMS

CHARTER

POSITION	BOAT NAME	TEAM NAME	TOTAL
First Place	Linda D IV	Motiva Leadership	910
Second Place	Wild Bill	Shell National	880
Third Place	Jolly Roger	Shell Fleet Solutions #1	875

OPEN FISHERMAN

POSITION	BOAT NAME	TEAM NAME	TOTAL
First Place	All In	Motiva Commercial Sales #2	700
Second Place	Outcast	Shell Lubes Indirect Team #2	685
Third Place	Matchpoint	Shell Lubes Northwest	560

COMEBACK AWARD FOR BOTH DIVISIONS

BOAT NAME	TEAM NAME	TOTAL
Double Down	Motiva Commercial Sales	795

TOP FEMALE ANGLERS

Michele Wit • Giliene Osvak

2019 KEY WEST CHALLENGE LARGEST CATCHES

SPECIES

SNAPPER	Julio Dominguez	24 Pounds
MACKEREL	Matt Speake	15 Pounds
GROUPE	Jesus Rodriguez	20 Pounds
BARRACUDA (est)	John Patrick	35 Pounds
BONITA	Jim Harper	18 Pounds
AMBERJACK (est)	Maggie La Roque	60 Pounds
SHARK (est)	Jeff Anderson	500 Pounds
TUNA	Pat Madden	31 Pounds
KINGFISH	Amanda Mushlin	31 Pounds
DOLPHIN < 20 LBS	Kevin Quinton	15 Pounds
DOLPHIN > 20 LBS	John Anderson	48 Pounds
GOLIATH GROUPE	Ross Vizard	350 Pounds
WAHOO	Gulliermo Pernas	32 Pounds
SAILFISH	Clint Werth	35 Pounds

THE SEARCH FOR A CURE

3 areas for a Biological Cure

Site

Engineering a Home for Islets

Investigate areas within the body that can house transplanted islets and support beneficial components for the cells' long-term health and protection from the immune system.

Sustain

Ensuring Islet Cell Survival

Develop safe and effective immunotherapies to stop autoimmunity and/or shield islets from attack without the need for harsh drugs.

Supply

Creating More Insulin-Producing Cells

Create a reliable and plentiful supply of insulin-producing cells or regenerate a patient's own islets.

How will we cure diabetes? By targeting all of the major research areas needed to restore insulin production.

As one of the largest and most comprehensive research centers in the world, the DRI houses teams of scientists, engineers, and clinicians with the expertise required to tackle this disease from many angles.

This approach, combining both technology and medicine, drives the vision behind the DRI BioHub, a multidisciplinary, three-pronged strategy to cure diabetes.

The BioHub strategy builds upon decades of cure-focused research and addresses critical challenges that stand in the way of a biological cure. It is based upon the premise that:

- If we need to transplant insulin-producing islet cells to replace



those that are destroyed by the immune system, then we must engineer a mini-pancreas in a **Site** within the body to house the cells.

- If we are to **Sustain** the survival of the transplanted islets, then they need protection from the immune system rejection, as well as from the autoimmune attack that initially caused the onset of the disease.
- If we can halt autoimmunity with safe and effective immunotherapies,

then we may be able to **Sustain** natural insulin production before all the insulin producing cells are lost.

- If we can halt autoimmunity, we may regenerate a person's own insulin-producing cells, creating a natural **Supply** within the body.
- If we need more insulin-producing cells for transplant, then we must create an unlimited **Supply** for millions of people with diabetes who can benefit.

These three principal research avenues, collectively referred to as the "Three S's" — **SITE, SUSTAIN, SUPPLY** — are being vigorously pursued simultaneously by the DRI's investigators and all of our global collaborators in a waste-no-time approach.

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HAYDEN BLAYLOCK KEY WEST CHALLENGE

—Angler Spotlight—



Luis Lago



Luis Lago Fishes With Pride And Excitement

Luis Lago has been fishing the Hayden Blaylock Key West Challenge for the past 11 years, and still views the tournament with an unlimited amount of pride and excitement.

As vice president of operations for Sunshine Gasoline Distributors, Lago takes tremendous pride in working for a company that shows such a continuing commitment to an event that has raised nearly \$1 million to help the Diabetes Research Institute fight Type 1 diabetes.

"I've been fishing this tournament since we became Shell distributors in 2008. The 2009 tournament was the first of many for me," said Lago. Although he lives and regularly fishes in South Florida, the thought of a Key West fishing adventure is always enthralling for him. "I participate in several different events in our industry, but there's absolutely nothing like the Key West Challenge. So many people look forward to this event every year," Lago said.

The 2017 tournament stands out as one of Lago's favorite fishing memories.

"The weather was terrible," he recalled. "It rained

both days, but my crew and my boat went out anyway, and I ended up catching a huge mutton snapper that ended up a winner."

Although he usually likes to go for dolphin, or mahi mahi, when fishing in the Keys in April, Lago said the mutton snapper was an exciting experience. "It put up a helluva fight," he said laughing at the memory of his rain-drenched triumph in 2017.

But it's not all about the fishing, said Lago, who acknowledges and appreciates the effort it takes to produce such a top-notch tournament. "Crystal and her team do such an amazing job," he said. "It's incredible each year to see what they accomplish."

"I just can't say enough good things about the Key West Challenge, Crystal and her crew. And I'm so proud to work for a company whose president, Max Alvarez, flew down to Key West just for a day to give the opening remarks. He was so impressed with the tournament when he bought the Blaylock company that he didn't hesitate to keep it going."

And Luis Lago will never hesitate to add his support — and bend a rod or two!

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



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SIX REASONS KEY WEST IS *Stranger Than Fiction*



With its funky charm, quirky characters, end-of-the-road mindset and reputation as a bastion of the bizarre, Key West might seem more like a fictional setting than a real locale. And many authors, from Ernest Hemingway to Heather Graham, have used the island as the locale for memorable books.



Of course, as those who live in Key West can attest, the continental United States' southernmost city is real enough. But it definitely proves the old proverb that reality can be stranger than fiction (which may explain, at least partially, why residents and visitors find it so appealing).

Want some examples? No problem.



1. Key West (and the rest of the Florida Keys) make up an "island nation" called the Conch Republic. In 1982, the Keys symbolically seceded from the United States to protest a U.S. Border Patrol blockade that virtually stopped traffic on the only road in and out. After proclaiming the islands the independent Conch Republic, intrepid founders declared war on the mother country, pelted a U.S. Navy representative with stale Cuban bread, surrendered 60 seconds later and demanded \$1 billion in foreign aid. (FYI, it still hasn't arrived.)



2. Key West is closer to Havana (90 miles) than Miami (159 miles). In 1978, after a challenge from a local reporter, then-mayor Sonny McCoy traveled that 90-mile distance to Havana on a single slalom ski. The grueling feat took six hours and 10 minutes, with complications including six-foot seas and an escort from Cuban gunboats.



3. The Key West Cemetery, a small, sunny and oddly comforting spot in the center of picturesque Old Town, includes gravestones reading "I Told You I Was

Sick" and "Devoted Fan of Singer Julio Iglesias." They're not far from the Otto family plot, where a tiny Key deer lies buried with its devoted owners — and three of the family's pet dogs.

4. For the best Cuban sandwich in Key West, head for the laundromat. Really. One of the top purveyors of the traditional sandwich, a luscious concoction of ham, cheese and spiced pork pressed between slices of Cuban bread, is Sandy's Cafe at the M&M Laundry on White Street.

5. Each July, some 125 stocky, white-bearded middle-aged men arrive in Key West to take part in a unique ritual. No, it's not a convention of vacationing Santas — it's the Hemingway® Look-Alike Contest at Sloppy Joe's Bar, a frequent hangout of the literary legend. Hemingway lived and wrote in Key West throughout the 1930s and set "To Have and Have Not," his only novel with a U.S. location, on the island he loved.

6. In 2004, the City of Key West had an official chicken catcher on its payroll. Third-generation island resident Armando Parra, a barber and bird buff, was hired to trap some of the island's free-range poultry population for relocation. However, the position was short-lived because, apparently, too many chickens crossed the road to avoid him. Today the renegade roosters and hens are flourishing — and providing abundant photo ops for fascinated visitors.

Of course, these are just a few of Key West's "stranger-than-fiction" realities. To discover others ... well, there's no better way than coming down on a personal fact-finding mission. One warning, however: many of today's happy residents evolved from yesterday's visitors who simply refused to leave.

—Carol Shaughnessy

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HAYDEN BLAYLOCK KEY WEST CHALLENGE

—Angler Spotlight—



Michele Wit



Michele Wit: “Anything Boys Can Do, Girls Can Do Better.”

Michelle Wit, the brand regional account manager for the Hayden Blaylock Key West Challenge tournament sponsor Motiva Enterprises, isn't just a pretty face on the boat who watches while the men fight the fish.

Wit has been named Top Female Angler several times in her fishing history, having bested a blue marlin, amberjack, dolphin and countless others, but her victory over the leaping blue marlin in 2015 stands out as one of her best Key West Challenge memories.

We asked this fearless female to share some of her thoughts and best memories of the tournament. Here's what she had to say:

Name, company and title: Michele Wit, brand regional account manager with Motiva Enterprises LLC, a fuel refiner and supplier.

How is your company involved in the tournament? Motiva is a proud sponsor.

Where do you live? Lake Mary, Florida

How many years have you been fishing the tournament? Every year since 2006.

You were the top female angler in the 2019 tournament and a few other years. Tell us your best fish tale: The blue marlin was my favorite from the 2015 tournament. It took about 20 minutes. It was even more exciting because they have rarely been caught during the tournament and I was fortunate enough to have the opportunity to reel him in that day. It was amazing to see the marlin jumping in the air during the fight. It is such a beautiful fish.

What's your best memory of the Key West Challenge? I really enjoy all the fish stories from each team as they come back from the day. It is great to hear the stories and see pictures of the catches by the different teams and to hopefully have some from my own team to brag about as well.

What do you enjoy most about the tournament? This event offers a wonderful chance to catch up with friends and make new ones while supporting a great cause. So many who attend this event come back every year. I truly look forward to this tournament every year.



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MEMORIES OF Mallory Square

MALLORY SQUARE, 1980s.

The late afternoon air smelled almost of anticipation on the crowded Key West pier, with a hint of saltwater blown off the Gulf of Mexico. Across the water lay Christmas Tree Island, fringed with scrubby trees and ringed with a necklace of liveaboard sailboats at anchor.

On the pier, a kilted bagpiper paced with steady rhythm as he piped. A cat performed intricate tricks and twirls under the direction of an exuberant Frenchman. A thin dark man sporting a long ponytail walked a tightrope, eliciting gasps and murmurs.

Guitar players, artisans displaying handmade wares, jewelry sellers and a woman hawking baked goods from the basket of a well-used bicycle stood out against the crowd. People were everywhere — visitors and Key West locals, old and

young, hippies and diamond-clad matrons, small children practically vibrating with excitement — all sampling the exotic banquet of faces, sights and sounds on the waterfront pier.

In 1973, emerging entertainer Jimmy Buffett had released his now-classic song “I Have Found Me a Home” about Key West. Early in his residence, Buffett absorbed the vibe of the offbeat island at the tip of the Florida Keys — whose history embraced pirates and shipwreck salvors and rumrunners, and whose inhabitants over the years ranged from literary legend Ernest Hemingway to renegade saloon-keeper Captain Tony Tarracino.

Key West changed a bit after Jimmy released the song, since not even an edge-of-the-continent paradise can remain the same. By

the mid-1980s there was more traffic on rowdy Duval Street, and a faint sophistication blended with the free-and-easy mañana atmosphere.

But underneath, the island was still the same grand old lady she had always been — like an eccentric aunt who was sometimes slightly raucous, but always genuine in her warmth and welcome. And nothing exemplified that essential warmth more than the crowds of visitors, locals, street performers and vendors who gathered at the waterfront Mallory Square every night, glorying in life as the sun sank beneath the Gulf of Mexico horizon.

Most nights, a visitor to the Mallory Square Sunset Celebration would find the air heady with the breath of humidity and the fragrance of fat exotic blossoms. Saltwater and incense added to the

musky perfume, and mismatched guitar chords drifted out over the water.

Dogs wandered the pier purposefully, as if on a mission, and parrots of all hues could be spotted on bicycle handlebars or the shoulders of 20th-century buccaneers. When, inevitably, the sun went down to the accompaniment of laughter and applause, the energy of the coming night could be felt strong as a pulsebeat.

In the afterglow each evening, people scattered. Some headed for Captain Tony's ramshackle saloon not far from Mallory, while others drifted toward Duval Street to watch the world go by from restaurant balconies. Many sought out Buffett's favorite haunts or strolled through the tree-lined Old Town neighborhood, watching lights bloom in the windows of weathered Victorian houses.

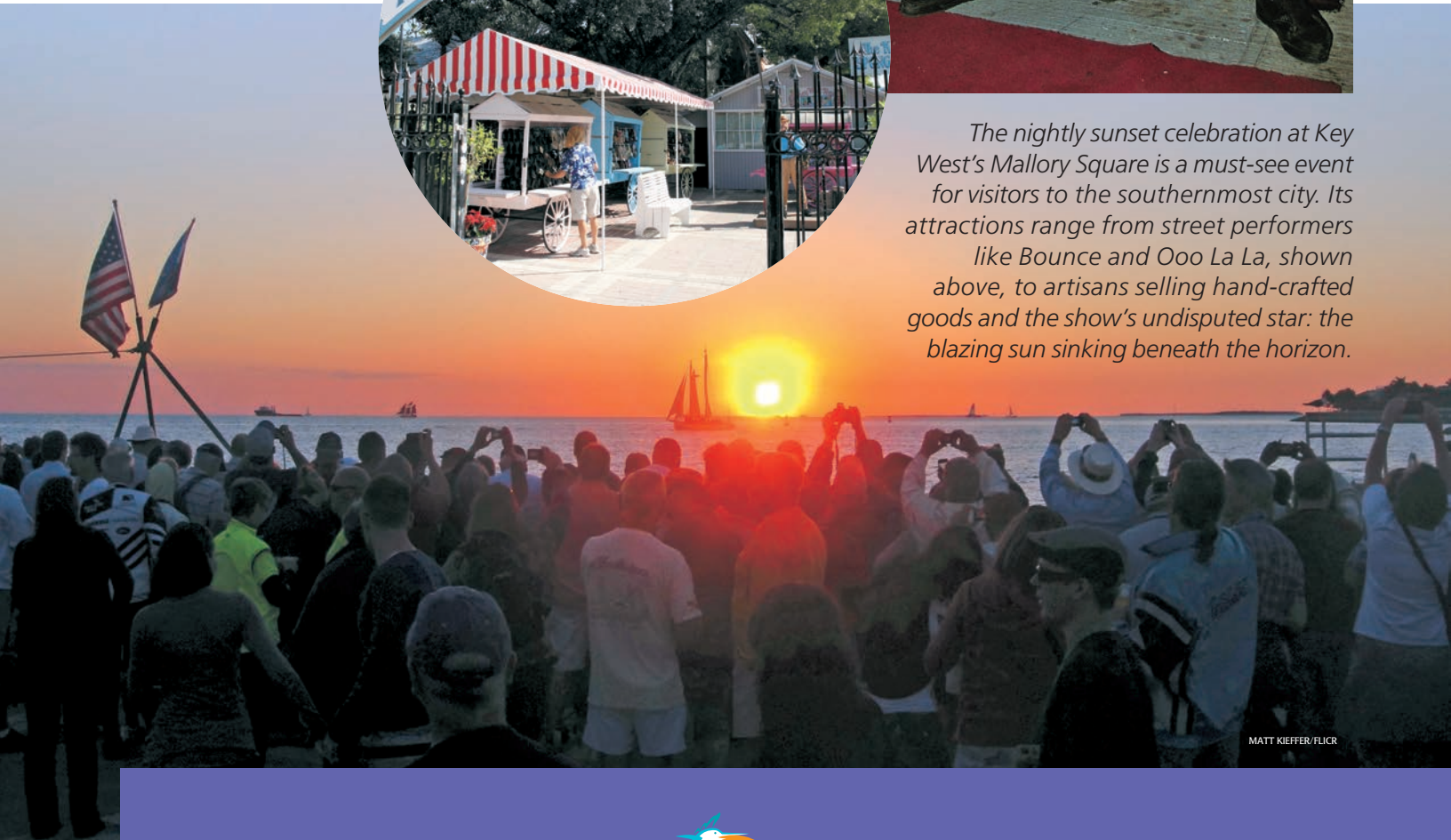
Chances are, a good number of those veterans of the Mallory Square Sunset Celebration found themselves sitting, sunburned and satisfied, over a frosty margarita — feeling the same sense of belonging that prompted Jimmy Buffett to write, in his early anthem to Key West, "You can have the rest of everything I own, 'cause I have found me a home ..."

—Carol Shaughnessy



ANDY NEWMAN/FLORENCE NEWS BUREAU

The nightly sunset celebration at Key West's Mallory Square is a must-see event for visitors to the southernmost city. Its attractions range from street performers like Bounce and Ooo La La, shown above, to artisans selling hand-crafted goods and the show's undisputed star: the blazing sun sinking beneath the horizon.



MATT KIEFFER/FLICR

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Key West is located just 90 miles from Cuba, and the two islands have a cultural connection that dates back almost 190 years.

In the early 1830s, Cuban people began migrating to Key West in search of personal freedom — and among them were scores of skilled cigar-makers who quickly founded factories. The Cuban revolution that began in 1868 brought another wave of people to work in the flourishing cigar industry.

By the mid-to late-1800s, Key West was known as the cigar manufacturing capital of the world. At the industry’s peak in the late 1800s, the island city was home to nearly 150 cigar factories — whose workers produced an astonishing 100 million hand-rolled cigars annually.

But the cigar industry was not the only connection between Key West and Cuba. Many who lived on the island were fervent supporters of Cuba’s long fight for independence



from Spain. Cuban revolutionary leader José Martí rallied significant support for the cause in Key West, launching his drive for Cuba’s independence in a historic 1892 speech from the balcony of the San Carlos Institute at 516 Duval St.

The San Carlos, founded in 1871 to preserve Cuban culture and promote the freedom of Cuba, currently operates as a museum, gallery, theater and popular venue for special events.

As well as culture, the Cuban community brought Key West some of its most interesting and unique foods. The savory smells of ropa vieja, picadillo and other specialties drift from the city’s many Cuban

restaurants, while other eateries offer Cuban bread and café con leche or the traditional Cuban Mix sandwich.

Other reminders of the historic Cuban influence can be found virtually all over Key West. Several former cigar factories still stand, as do many cottages where workers once lived. José Martí is recognized with a sculpture in the island’s Bayview Park.

One of the most important monuments in the historic Key West Cemetery is the “U.S.S. Maine” memorial, dedicated to those who lost their lives when the battleship “Maine,” which sailed from Key West, blew up in Havana Harbor in 1898. A nearby monument is dedicated to those who died in an early Cuban uprising against Spain.

In addition, Cuba is often on visitors’ minds as they snap selfies at the red, black and yellow Southernmost Point marker.

Why? Because the buoy replica marks the southernmost spot in the continental United States. Overlooking the Atlantic Ocean on Whitehead Street, its brightly-painted body bears lettering that proclaims it’s only 90 miles from Cuba — which makes it the perfect place to pause and salute the historic connection between the island and its neighbor across the water.

—Carol Shaughnessy

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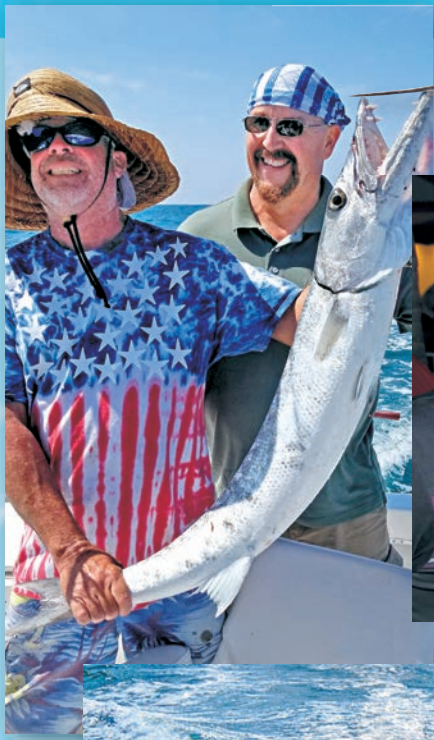
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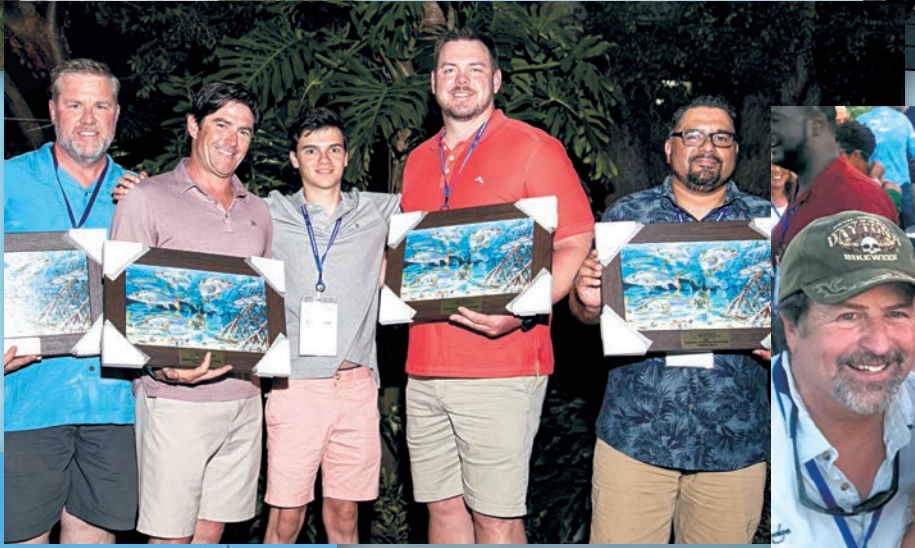
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The advertisement features a fisherman in a red cap and blue shirt holding a large fish. A stylized fish skeleton is superimposed over the fish. The background shows a boat's metal structure and the ocean.

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The advertisement features a bottle of Budweiser beer on a red background. The brand name 'Budweiser' is written in a large, white, cursive font. A banner below the name reads 'The Great American Lager'. The background includes a circular logo with 'AB' and 'AFRICA', 'AMERICA', 'ASIA', and 'AUSTRALIA' around it.

KEY WEST CHALLENGE



KEY WEST CHALLENGE



HAYDEN BLAYLOCK KEY WEST CHALLENGE

—Angler Spotlight—



**Walt
Gothard**



Appreciating The People Who Make It Possible

With more than 20 years of memories, Walt Gothard compares this fishing tournament to a family reunion, and is honored to have worked with its late patriarch, Hayden Blaylock.

Gothard is the North American business technology manager with Shell and lives in The Woodlands, Texas.

What company do you represent? Shell. We have the best wholesalers, supplier partners and products in the marketplace. We're a proud sponsor of the Hayden Blaylock Key West Challenge.

How many years have you participated in the tournament? Twenty or so years. I came for the first time in 1994, and have returned for all but a few years spent on a global assignment or other projects.

I had the honor to serve on the board for two years while working the Advertising, Motorsports and Sales Promotion job. The organizers work very hard and give so much of themselves to bring this tournament to life and continue its generous tradition of supporting worthy causes.

Tell us your best "fish tale." So many great memories. We've caught several boats full of dolphin with Capt. Jim Sharpe that made my arms hurt. Rushing for the win with Capt. Billy Wickers Jr. on the Linda D IV and landing a 7 1/2-foot sailfish while Billy threatened to throw me overboard if I let off the line. (I did not.) And then there was the near-record mutton snapper I caught while fishing on Tex Schramm's boat with Al Burns. The fish was great, but I was still in awe of spending time with Tex Schramm.

What's your best memory of the Key West Challenge? The time I spent with Hayden. I really respected him. The way he did business and worked with people. The care he put into everything he did. He was never afraid to put in extra effort if it made things better, and mostly the way he loved his family.

What do you enjoy most about the tournament? We're blessed to work with some amazing people. It is nice to come together in a relaxing and stunning environment and do some business, while enjoying the beauty of Key West and supporting the work of the Diabetes Research Institute.



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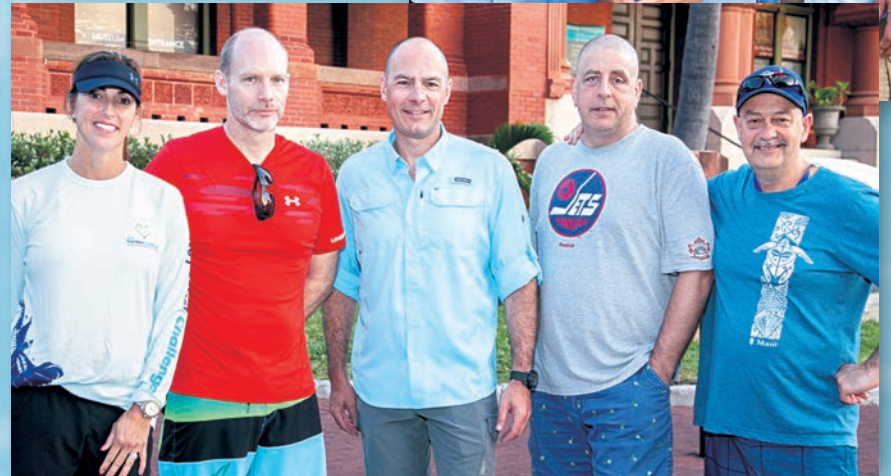
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KEY WEST CHALLENGE



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Key West is the final stop on the Overseas Highway, where the land ends and meets the sea amid 19th-century charm and 21st-century attractions. The ambiance of continental America's southernmost city is embedded in its quaint, palm-studded streets, historic hundred-year-old gingerbread mansions and a relaxed citizenry of self-styled "Conchs" (pronounced konks).

At day's end in Key West, visitors gather at Mallory Square to experience the daily 'sunset celebration' — a tradition that Key Westers share with visitors. While musicians, jugglers, mimes and other performers provide entertainment, the sun sinks slowly below the horizon as sunset cruise boats sail in Key West Harbor.

Dining opportunities in the island city are as enticing as the sunset. Cuisine choices are varied and unique, but most restaurants feature great area seafood such as shrimp, Florida lobster, conch chowder, local fish and stone crab claws. Key lime pie is a heavenly end to an exquisite meal.

The nightlife in Key West can be exciting and diverse. The 'Duval Crawl' is a popular phrase used to describe fun-seekers' evening jaunts up and down the island's main street to sample local music, numerous taverns and entertainment offerings.

For more culturally oriented visitors, theater is available at several playhouses and the Key West Symphony offers periodic concerts.



Behind the Scenes



It takes a village to put on a first class fishing tournament and the Hayden Blaylock Key West Challenge is fortunate to have so many great volunteers working together each spring to help create an extraordinary fishing experience for our anglers. We would like to recognize and thank each of them:



Tournament Director **Crystal Blaylock Sanchez** works year-around making certain that hotels are booked, social events are scheduled, and that everything is in place for a great fishing and social event.



Assistant **Kathy Palomo** has been with the tournament for 15 years, and she handles everything from contacting Captains, to hailing cabs, to getting our teams together bright and early in the morning! **Gil Ochoa**, Kathy's brother has even joined helping the crew!



Findley Sinclair not only was instrumental in starting the tournament 33 years ago, but is our tournament scorekeeper, charters all the boats and is head of the rules committee.

Assistant **Monica Franceschi** is Findley's right hand when it comes to keeping all the scores straight, boat cards printed and manages name tags, she has been with the tournament for 7 years!



Our outstanding photographer **Vanessa Lam** started with the tournament 10 years ago and since moving to Europe travels back from The Netherlands every year, just to shoot the event!

Our amazing graphic designer **Sandy Husmann** has been designing and producing our program for 33 years, working to spotlight each angler and represent their experiences.

Chip Clawson has the scary task of driving the Ryder truck from Homestead, hangs banners and works as our official bouncer; almost everyone has met Chip!

Tournament helpers **Jacquie Gilgallon** works to sell the 50/50 board every year, while **Richie Husmann** and **Thai Rubin** do everything from hanging banners, to unloading drinks to passing out ditty bags.



Jan Ledford is an essential part of the team as we get ready for Key West!

Our thanks to everyone who helps and supports our tournament!



Special thanks go to Anthony Broad of Fishskinz Apparel who donates his beautiful and unique original art designs for our fabulous HBKWC tournament shirts.

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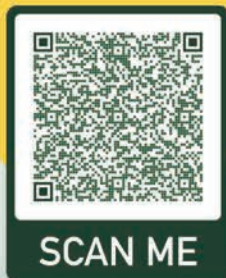
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