

InsideSunday

HAVE YOU TRIED . . .

Jersey Mike's in Palm Bay

Popular Northeast sub shop making waves in Brevard County

BY MARIA SONNENBERG
FOR FLORIDA TODAY

MTV's "Jersey Shore" and Style's "Jerseylicious" notwithstanding, New Jersey boasts other attributes beyond hair-intensive airheads and neck chain-wearing beefcake.

There are, for example, the sandwiches.

Jersey Mike's, a 450-store franchise that recently added its newest location in Palm Bay, re-creates the authentic subs sun-seekers devour during visits to the Jersey shore.

"It started in 1956 in Point Pleasant, where 100,000 people come through on their way to the beach," said Bryan Price, who along with business partner and fellow Gator, Jacob Richard, operates the Palm Bay spot.

The new eatery opened Aug. 11 with 5,000 free sub coupons as advertising.

Price is an architect who hankered to have his own business. Richard has the business degree to help make the project succeed.

"I enjoyed architecture, but the field is not growing," Price said. "I was willing to take a chance."

Jersey Mike's specializes in Northeast-style subs, Philly cheese steaks and signature wraps. At Palm Bay's Jersey Mike's, the big seller is the Number 13, the original Italian, stuffed with provolone, ham, prosciuttini, cappaculo, salami and pepperoni. Price is \$4.79 for the mini, \$6.75 for regular, and for the larger appetites, the \$9.95 giant. ■

Know of a chef or restaurant we should feature? E-mail Maria Sonnenberg at toastofthecoast@cfl.rr.com.



For FLORIDA TODAY

Dig in. Jersey Mike's offers a variety of subs.

Jersey Mike's

Where: Stack Crossing Shopping Center, 1515 Palm Bay Road, Palm Bay

Info: 473-8996

Website: jerseymikes.com

Try: The Number 13, stuffed with provolone, ham, prosciuttini, cappaculo, salami and pepperoni; \$4.79 for the mini; \$6.75 for regular; \$9.95 for the giant

KNOW YOUR HEALTH PRO

Pamela Cox-Brathwaite

Sonographer tosses career in fashion to be doctors' eyes and ears

BY GEORGE WHITE
FOR FLORIDA TODAY

Sonographer Pamela Cox-Brathwaite started her first career at the Fashion Institute of Technology, spending 15 years buying and merchandizing and importing clothing and other goods from the Orient.

But she always wanted to be in the medical field, with her first dream to become a doctor.

Instead, after she and her husband moved to Brevard County in 1988, she started her training in diagnostics (X-ray and ultrasound) at Brevard Community College and then online at Florida Hospital School of Science.

"We are the eyes and ears of the doctor when we scan, and they depend highly on us. It's all based on the skill of the person scanning. I like finding out what's wrong with my patients, finding out the cause of their pain," she said.

QUESTION: What types of diagnostics are you trained in?

ANSWER: I started out in X-ray, and mammograms, CT scans and also MRI, but I like doing all areas of sonography: general, cardiac, abdomen, vascular, OB/GYN. I do a little bit of everything.

Q: What is new in the area of diagnostics?

A: The technology has gotten better. They have a machine now that does an ultrasound of the breast, similar to a CT scan. The other thing is hand-held ultrasound scanners.

Q: What do you do when you detect something wrong?

A: It depends on the patient that I am scanning. If I see something that's not right, I call a doctor in. I just let them know I'm not seeing all I need to see and get the doctor to come in and look.

Q: What do you do to make your patients feel at ease?

A: I talk to them. When you scan someone, you're in close contact with them, and they are laying on the bed. You can't be all serious. I point out structures on the screen, but I let them know that I don't read the scan, the radiologist does. I treat them like I would like to be treated.

Q: How important are diagnostics?

A: They are very important. A long time ago, they had to go in and do exploratory (surgery). Now we have ultrasound and CT scans.

Q: What is your favorite part of your job?

A: Helping find out what causes their illness so they can get treatment, and it happens all the time. We take care of the total patient, and I do take that extra step.

Q: What is the most difficult part of your job?

A: I have to remember that my patient is on the table and how I react is going to make them react. I've had to learn to keep it inside. The hardest part is (a pregnant woman) who is full term and there's no fetal heart beat, especially if the person had tried for a long time to get pregnant. You have to have some compassion. I put the probe down and I'm a regular human being.

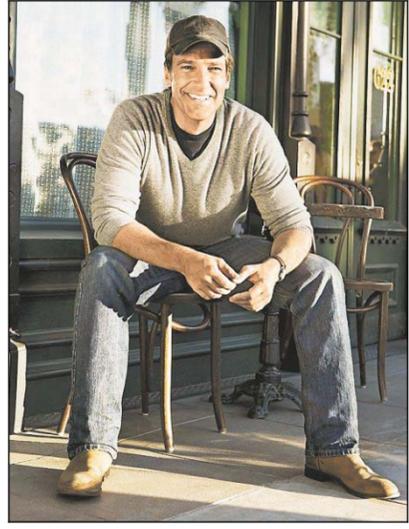
Sometimes you have to hug them or give them tissues. You don't shove them out of the room because you have another patient. You have to show them compassion. ■

Know a health care professional we should feature? E-mail their name, specialty and contact information to health@floridatoday.com. Include Health Care Q&A in the subjectline of your e-mail.



Pamela Cox-Brathwaite,
Sonographer with University Center Imaging in Melbourne.
Hometown: Born in Trinidad in the West Indies, grew up on Brooklyn, N.Y., moved to Brevard County in 1988.
City of residence: Palm Bay
Education: Brevard Community College in Cocoa, bachelor of science in health services from Florida Hospital School of Science, training in radiological technology (x-ray) and certification in all areas of sonography
Family: Husband, Edwin Brathwaite; son, Robert Cox, 36; daughter, Towah Clark, 28; and daughter, Esther Matthews, 26
Hobbies: Collecting miniature shoes (more than 500 pairs), making jewelry, cake decorating
Contact: 726-3855

SHOPTALK



Gannett photos

Pitchman. Lee Jeans' new Premium Select jeans, modeled by Mike Rowe of TV's "Dirty Jobs," are made with lightweight but durable denim. \$28.99 at lee.com.

Look sharp

It's the attention to detail that makes the man

GANNETT

A splash of leather trim, a dashing hat, a spot of color or a pair of perfectly faded jeans — the specifics define the whole in this year's casual-but-not-sloppy fall fashions for men. ■



Looking good. Salt Valley crinkle cotton work-shirt (left) is \$48 and Levi's Sidewalk trucker jacket is \$68 at urbanoutfitters.com.



Stylish. Four-pocket field jacket (left) is \$130 at Banana Republic. J. Ferrar solid three-button coat, \$90, black stripe vest, \$26.99 and textured fedora, \$14.99, all at JCPenney; JF J. Ferrar tuxedo flat front pant, \$34.99, online only at jcpenny.com.



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