

SOUTH FLORIDA

magazine

THE DR. RANDI SHOW *"Society of Surgeons"*

Dr. Sheila Barbarino
Dr. Steven Dayan
Dr. Alan Durkin



BUDDY from BROOKLYN

Wild Thyme
Ft. Lauderdale Beach



DR. RANDI BOYETTE



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Man of the Month

ROBERT CVETKOVSKI

Many of Jon Smith Subs' most loyal customers and franchise supporters have compared CEO Robert Cvetkovski to a modern-day Ray Kroc. Like Kroc, Robert combines an unwavering commitment to quality with a vision that extends far beyond a single restaurant or market. Under his leadership, Jon Smith Subs has evolved from a beloved Florida brand into a rapidly expanding national and international franchise opportunity. Fans often remark that he even bears a striking resemblance to a young Ray Kroc, but those who know him best point to something far more important: the same entrepreneurial spirit, relentless work ethic, and ability to inspire others to believe in a bigger future. As Jon Smith Subs enters its next chapter of growth, Robert Cvetkovski is proving that great brands are built not only on great products, but on great leadership.



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JON SMITH SUBS ANNOUNCES 10-UNIT SOUTH FLORIDA DEVELOPMENT AGREEMENT WITH AMIR DE SAUSSURE AND JASON COOK

Plantation Walk Location Under Construction as First of Ten Planned Restaurants

JUPITER, FL — Jon Smith Subs, the rapidly expanding restaurant brand known for its famous Steak Bombs, fresh-cut fries, and made-to-order menu, is proud to announce the signing of a 10-unit development agreement for South Florida with entrepreneurs Amir De Saussure and Jason Cook.

The partnership represents a significant milestone in the continued growth of Jon Smith Subs throughout the Sunshine State and beyond. The first restaurant under the agreement is currently under construction at Plantation Walk in Broward County, with additional locations planned throughout South Florida.

Plantation Walk is one of the region's premier lifestyle destinations, offering a dynamic live-work-play environment that combines residential living, office space, hospitality, dining, entertainment, and retail. The development provides an ideal setting for the Jon Smith Subs experience and its commitment to serving fresh, high-quality food cooked to order.

"We are thrilled to welcome Amir and Jason to the Jon Smith Subs family," said Robert Cvetkovski, CEO of Jon Smith Subs. "Their passion, business acumen, and commitment to excellence make them exceptional partners. We believe they will play a major role in expanding our brand throughout South Florida and introducing more communities to the Jon Smith Subs experience."

Founded in Jupiter, Florida, Jon Smith Subs has built a loyal following over nearly four decades by staying true to its roots: fresh ingredients, quality preparation, and exceptional customer service. The brand's signature Steak Bomb, marinated sirloin steak grilled fresh to order, has become a customer favorite and cornerstone of the company's success. "We are excited to join the Jon Smith Subs family and bring this incredible brand to new communities throughout South Florida," said Amir De Saussure and Jason Cook. "The quality of the food, the strength of the brand, and the support of the leadership team made this a compelling opportunity. We look forward to opening our first location at Plantation Walk and growing from there."

The Plantation Walk restaurant marks the beginning of a long-term development strategy that will bring ten new Jon Smith Subs locations to South Florida over the coming years.

As the brand continues its national and international expansion, partnerships with experienced operators like De Saussure and Cook reinforce Jon Smith Subs' commitment to strategic growth and operational excellence.

About Jon Smith Subs

Founded in 1988 in Jupiter, Florida, Jon Smith Subs is known for its famous Steak Bomb sandwiches, fresh-cut fries, and made-to-order menu. Built on a commitment to quality and consistency, the brand continues to expand across the United States and internationally while maintaining the principles that made it successful for nearly 40 years.

Media Contact: Robert Cvetkovski CEO, Jon Smith Subs www.jonsmithsubs.com

BOXING IN FLORIDA – THE ROOTS

By SOUTH FLORIDA magazine | July 2026

Florida's boxing history was never just about punches thrown under bright lights. It was built in smoky gyms, beachfront arenas, Palm Beach ballrooms, and backroom conversations involving promoters, gamblers, celebrities, and larger-than-life personalities. Long before South Florida became known for luxury condos and nightlife, boxing was already woven into the culture of the state.

In the early 1900s, boxing emerged as entertainment for wealthy winter residents escaping northern winters in Palm Beach and Miami. Financed in part by influential figures connected to high society, the sport quickly evolved from a seasonal attraction into a proving ground for fighters looking to build reputations far from New York and Chicago. By the late 1920s, crowds packed venues such as the American Legion Arena in West Palm Beach, where local stars like Philip Dillon O'Connell Sr. became legends in regional boxing circles.

By the 1950s and 1960s, Miami Beach transformed into one of the most important boxing cities in America. At the center stood the legendary Angelo Dundee 5th Street Gym, where Angelo Dundee trained a young Muhammad Ali before the world would know him as Muhammad Ali. The gym became a magnet for champions, trainers, journalists, celebrities, and curious tourists who wanted to witness greatness up close. Ali's historic 1964 victory over Sonny Liston at the Miami Beach Convention Center forever cemented Florida's place in boxing history.

The business side of boxing also found deep roots in Florida. Promoter Don King, now a longtime resident of Boca Raton, helped reshape the sport into a global spectacle. King promoted legendary events such as the The Rumble in the Jungle and Thrilla in Manila while turning heavyweight boxing into must-see international entertainment. Florida also carried whispers of organized crime influence during boxing's earlier decades, with figures connected to the underworld, including Meyer Lansky, often linked to the nightlife and gambling culture surrounding South Florida's fight scene.

The state became home to countless champions and personalities including Roy Jones Jr., Antonio Tarver, Keith Thurman, Christy Martin, and Winky Wright. Others, such as Mike Tyson and Evander Holyfield, made Florida their adopted home during various stages of their careers.

Florida's boxing legacy also extends beyond the ring through personalities connected to the sport's cultural history. Khalilah Camacho-Ali, former wife of Muhammad Ali, now resides in Deerfield Beach and remains active in public life through book signings, keynote speaking appearances, acting projects, and charitable events. Her continued presence in South Florida serves as another living connection to one of boxing's most legendary eras.

Today, Florida remains deeply connected to the sport. Historic gyms continue training new generations while retired fighters from cities like Philadelphia and New York relocate to South Florida for its weather, lifestyle, and thriving entertainment culture. Former NY area boxer Jimmy Dorsey and fighter Steve Fleisher from South Philly are among those who now proudly call Florida home. The Florida Boxing Hall of Fame, founded in 2009, continues preserving the stories of the fighters, trainers, referees, and promoters who helped shape one of the most colorful chapters in American boxing history.



Jimmy Dorsey



Steve Fleisher

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Artist & Producer **Zachary Jacobson**

Gural & Jacobson, LLC announced today that Zachary "Zack" Jacobson has joined the feature film project *Buddy from Brooklyn* as executive consulting producer. The film is inspired by the life of his grandfather, Howard "Buddy" Jacobson, the prominent and controversial New York horse trainer whose career and later legal troubles became one of racing's most dramatic stories. Jacobson's appointment gives the production a direct family connection and access to personal history, racing knowledge and insight into the people and relationships that shaped Buddy's world.

"Zack brings a perspective no outside consultant could provide," said Jay Shapiro, writer and executive producer of *Buddy from Brooklyn*. "His family history, knowledge of racing and experience in film, music and visual art will be invaluable as we develop this story for the screen."

Jacobson comes from a Thoroughbred racing lineage spanning more than a century. His great-great-uncle Hirsch Jacobs was a Hall of Fame trainer, breeder and owner whose record-setting career left a lasting mark on American racing. Hirsch and his brothers, Sidney and Eugene Jacobs, established a family tradition that continued through later generations. Buddy Jacobson became one of New York's most successful and recognizable trainers during the 1960s and 1970s, and Zack's father is also widely respected within the racing community.

As executive consulting producer, Jacobson will advise on family history, racing culture, character development and the broader social world surrounding Buddy Jacobson. His involvement will help the filmmakers recreate New York racetracks, Manhattan nightlife and the interconnected worlds of racing, fashion, entertainment and organized crime.

In addition to being a racehorse owner, Jacobson is an artist, entertainer, film producer and musician. He and Shapiro share interests in visual storytelling, Indian art and culture, and gallery events that bring together artists, collectors and entertainment professionals. Their common creative outlook adds another dimension to the collaboration.

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IN THEATERS AND ON BROADWAY

20230

INSPIRED BY
TRUE EVENTS

LEGENDS
NEVER GO OUT
OF STYLE



IN THEATRES NATIONWIDE
JUNE 2028

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from
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