



Pictured above is the Scharrer Homestead on Caladesi Island. The inset photo below is of a young Myrtle Sharrer and her father.

THE "KING" OF CALADESI

Names on maps are clues to aspects of history. North of Clearwater Beach, on Caladesi Island, a canal and a bayou bear the name Scharrer. This was once the beloved home of Hans Heinrich Schaerer (1858-1934). He traveled from Zurich, Switzerland to the United States in 1883, on a mission to visit a Swiss settlement in Wisconsin to share the family expertise in cheese making and dairy farming. After fulfilling his contract he journeyed on across the continent, traveling by train, stagecoach, often on foot or by horse back, working along the way. By early 1888 he was employed as a carpenter to help build the Tampa Bay Hotel and had anglicized his name to Henry Scharrer. Having grown up on the shores of Lake Zurich, Henry was proficient with handling boats. While taking a shake down sailing cruise out of Tampa Bay, a squall forced him to take shelter. This is how he first came to the bayou on the south end of Caladesi. Henry was a self taught naturalist and was especially enamored with birds. When he first discovered Caladesi, it was the height of the spring migration. The island woods were filled with beautiful warblers, vibrant blue indigo buntings and scarlet tanagers. The geography of the protected bayou and the accessibility to the communities of Dunedin and Clearwater, helped him decide to pursue citizenship and establish a homestead there; thus the bayou became known as Scharrer's. The canal that bears his name was dug through the mangrove by him with shovel and ax to lessen the rowing trip to town.

Even though the railroad had just come to town, it was still a pioneer era on Caladesi. Choosing to live on a barrier island added additional elements of difficulty. All supplies had to be transported by sail or rowboat. But the location and the lifestyle appealed to Henry. He was capable, healthy and had the skills required to live in a self sufficient manner.

Mr. Scharrer was a congenial person as evidenced by the steady stream of visitors that flocked to the island, just like the birds, to pay him a visit. The Belleview Hotel, and hotels in Dunedin and Clearwater, were drawing wealthy northerners during the winter months. These "snow birds" were eager to be entertained and to view the sights and beauty of Florida. They enjoyed coming to see the man living at the island. Henry would drop what he was doing and take his visitors on a tour, along cleared pathways, to see island landmarks including the Seven Sisters, fresh water pond, Harp Tree, Indian Mounds, the outer beach, Eagles nest and heron rookery. Henry would answer questions regarding the plants, animals, shells and fish. Hospitality was shared at picnic tables set up out of doors beneath the sabal palm grove and spreading limbs of the live oak trees. Henry fished, smoked mullet, cultivated a garden, raised bees and hogs; pursuing all activities required to living at a homestead.



Henry called the hammock area near his home, "The Cathedral." The oaks there were draped with moss and decked out with orchids, lichens, resurrection plant, ball moss and tillandsia. This area was treated as a sacred place.

Continued on page 3

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BeachNewsletters.com

Published Feb • Apr • June
Aug • Oct • Dec

Please send comments to
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Do you need another copy of this newsletter. You may pick up additional copies of this newsletter at all City Halls, Wildfield Marketplace, Panara Bread, most Banks and the Belleair Food Mart. Need a lot more? Call 517-1997.

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Call for the next issue. For more information, or to read our other issues online, visit

BeachNewsletters.com

Bob & Becky Griffin
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**SEE YOU AGAIN
IN FEBRUARY!**



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SHERIFF: 582-6200
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COMMISSIONERS —
Suzy Sofer - Vice Mayor
Taylour Shimkus • Jack Nazario
Joseph A. Barkley, III

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www.cityofbelleairbeach.com
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FIRE DEPT: 595-1117
POLICE: 595-4646
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COMMISSIONERS —
David Dumville, Jr. - Vice Mayor • Jeril
Cohen • Rob Baldwin • Leslie Notaro
Wanda Schwere • John Pietrowski

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www.belleairshore.com
1200 Gulf Blvd, Belleair Shore 593-9296
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POLICE DEPT: 595-4646
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COMMISSIONERS — John E. Hayes, Jr.
Robert E. Schmidt, Jr. • Ray Piscitelli
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www.townofbelleair.com
901 Ponce de Leon Blvd, Belleair 588-3769
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POLICE DEPT: 588-3769
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Deputy Mayor • Tom Shelly
Michael Wilkinson • Kevin Piccarreto

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FIRE DEPT: 587-6714
POLICE: 586-7427
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Robert Murray • Curtis Holmes
Gigi Arntzen • Harriet K. Crozier
Woody Brown

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SHERIFF DISPATCH 582-6177

PINELLAS COUNTY INFO 464-3000

ELECTRICITY 443-2641

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CABLE (Bright House) 329-5020

BELLEAIR FINE ARTS SOCIETY 934-4304

BELLEAIR SOCIAL CLUB 586-1691

BELLEAIR BRIDGE GROUP . . . 669-5283

BELLEAIR ROTARY CLUB

Meets at Belleair Country Club every Thur. for lunch; Anna Marie Schweitzer . 458-0943

BELLEAIR WOMENS REPUBLICAN CLUB

Meets at Belleair Country Club. First Friday at Noon Sherrie Morton 581-8313

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President 459-0842

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Lois O'Donnell 595-1349

BELLEAIR GARDEN CLUB

Barb Chapman 581-8929

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Petey Henning, President. 735-5421

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COMMISSION OFFICES 464-3377

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Karen Seel 464-3278

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Jack@JackLatvala.com

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Republican, District 22

3637 Fourth St. N., Suite 101 St. Petersburg

jeff.brandes@myfloridahouse.gov

Representative Larry Ahern 727-545-6421

Republican, District 66

5511 Park Street N. St. Petersburg

larry.ahern@myfloridahouse.gov

Governor Rick Scott

Rick.Scott@myflorida.com

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www.Rubio.Senate.gov

Bill Nelson 202-224-5274

www.BillNelson.Senate.gov

AREA UNITED STATES REPRESENTATIVE:

Rep Bill Young 727-394-6950

9210 113th St, Seminole, FL 33772

www.house.gov/young

CALENDAR OF LOCAL EVENTS

DECEMBER

Dog Parade / Botanical Gardens	29
Heritage Village Holiday Houses	1-31
Post Office Toys for Tots	1
Largo's Holiday Stroll Central Park	1
Holiday Home Tour at Heritage Village	1
Belleair Holiday Parade	2
Belleair Holiday Party Tree Lighting	2
Bluff's Business Assn Mixer	6
Market on the Mall Belleair	7
Miracle On Cleveland Street Clearwater	7
Largo's First Friday Winter Wonderland	7
Hanukkah Begins	8
Island Estates Lighted Boat Parade	8
Belleair Bluffs City Holiday Event	14
IRB Lighted Boat Parade	15
Gift and Plant Sale Botanical Gardens	16
Winter Begins	21
Public School Out for Holidays	24-7
Kwanzaa Begins	26

Dog Parade / Botanical Gardens 29

JANUARY:

New Years Day	1
Market on the Mall / Belleair	4
Little League Sign Up Begins	5
Public School Starts	7
Bluff's Business Assn Mixer	10
Martin Luther King Day	21
Heritage Village / Folk Festival	26

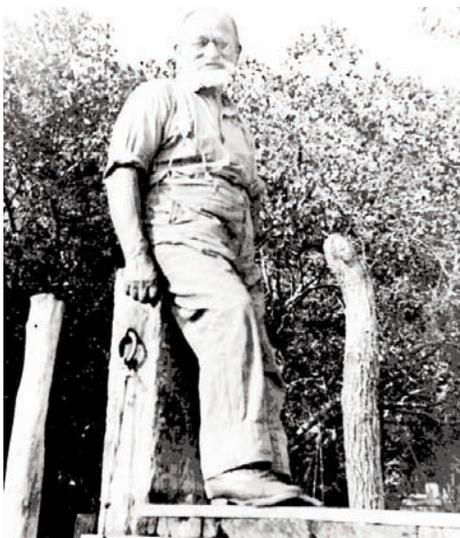
FEBRUARY:

Market on the Mall	1
Super Bowl Sunday	3
Florida State Fair Begins	7
Little League Opening Day	9
Bluff's Business Assn Mixer	14
WinterFest Indian Rocks Beach	16
Belleair Sunset Run 5K Run	17
President's Day	18

THE "KING" OF CALADESI, continued

Henry sometimes worked as a fishing guide and tended boats for seasonal visitors. His clients included Mr. and Mrs. L.H. Malone of Dunedin. Mr. Malone was Commodore of the Yacht Club, a passionate sailor, who owned the north end of Clearwater Beach. The Malones arrived for the winter season of 1893 with a lovely Irish woman, Kate McNally, serving as a traveling companion. Henry was smitten and Kate consented when asked if she would consider sharing life at the island. Kate must have had courage, but we know that Henry had charm, evidenced in photographs and in the stories that have been told about him; and also because the Malones remained close family friends even after Henry "stole" Kate away from their employ.

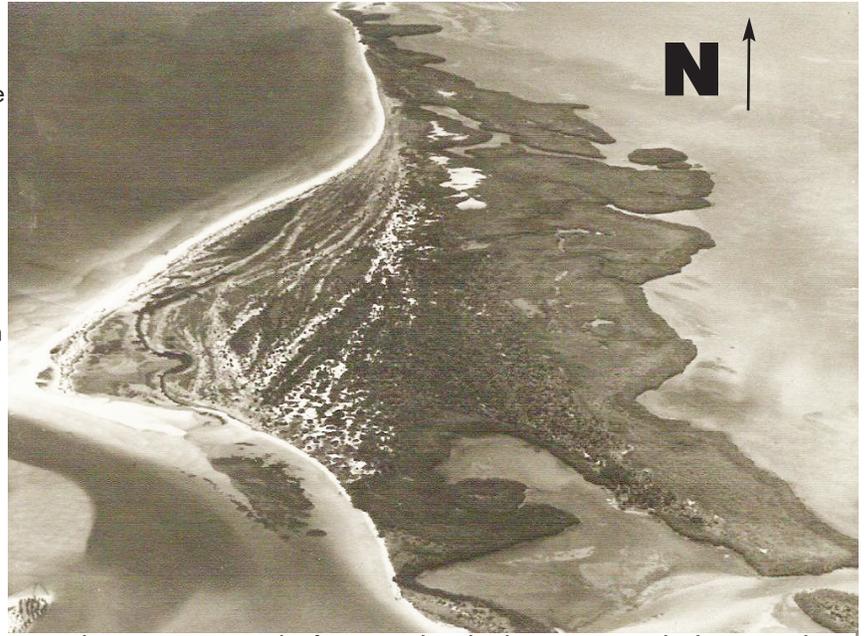
Kate and Henry had one daughter, born in February of 1895. She was Myrtle Scharrer Betz, author of *Yesteryear I Lived in Paradise*, "one of the richest portraits available of life in Florida when it truly was the natural, tropical paradise that tourists and residents alike can only dream of discovering today." Myrtle writes, providing an eloquent first hand account of the wonders and challenges of Florida pioneer life. The book was written as a tribute to her father, and reflects the remarkable personality and wisdom of Henry, an admirable person in any time or place. He based his dealings with people, and with the environment, on evidence, not on preconceptions. Mr. Scharrer's hospitality was forthcoming for anyone who demonstrated respect for his island sanctuary, whether they were storm tossed fisherman, "foreigners," townfolk, or recognized celebrities such as Fritz Kreisler, Robert Lincoln, W.S. Blatchley, and Eddie Rickenbacker. When working his bees or walking the island trail, Henry would don a white canvas hat. He alleged that the island birds, including the resident Bald Eagles, recognized him in his hat. Norman Beecher, who as a small boy traveled with his mother from Belleair to visit Mr. Scharrer, witnessed that when Henry whistled, the Red Winged Blackbirds would light in the trees around him and also



Mr. Henry Scharrer

on his outstretched arms. Norman said the Eagles cried out in answer to Mr. Scharrer's wave and call to them. Mr. Scharrer protected the eagles, ospreys, and herons, considering them his neighbors; this at a time in history when people thought shooting birds was a sport.

On occasion Mr.



Scharrer Bayou is in the foreground and Scharrer Pass at the bottom right. The narrows, where Hurricane Pass was created by the 1921 storm is at the top of the photo.

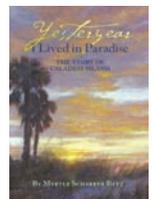
Scharrer had to demonstrate his intention to protect his property, and would come to the dock carrying his rifle until he recognized who was approaching or until they established their purpose for wanting to tie up.

Henry expressed a lively humor and liked to amuse his visitors. When showing his garden, he would pull a fresh carrot, brush off the dirt and eat it. Shocking! Eating raw vegetables was just not done. He told tall tales, stories of opening the Indian Grave and seeing a beautiful princess buried there who disintegrated before his eyes. He claimed he had once been thought dead and placed in a coffin, and had come out of his coma just in time to avoid burial. Oh my, some people believed him. But he was not a prankster nor did he make fun at the expense of the dignity or feelings of others.

Great sadness was a part of his life too. His dear Kate died in 1902. That was the worst, but he also had to withstand vandalism to his island home and stealing of his livestock. Henry chose to live out his life at Caladesi, and raised his daughter to be as capable as he was himself. They both deeply loved the island and were well acclimated to life there. Mr. Scharrer protected the wildlife and habitat of Caladesi, even when people expressed displeasure that he would not allow them to hunt with abandon or when he would request that they not fish or take shellfish in the bayou. Henry believed in using resources in a respectful and moderate way. The greatest tribute to this "King of Caladesi" is that the island he so revered is now a Florida State Park.

How that came to happen is a story for another day.

"*Yesteryear, I Lived in Paradise*" can be purchased locally at the Sandpearl Resort Marketplace on Mandalay or at the Heritage Village Gift Shop in Largo. It can also be ordered on Amazon.com or at www.CaladesiMemories.com.



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Did You Know...



ANONA'S TEACHER OF THE YEAR Stephanie Wager is Anona's candidate for Teacher of the Year. Stephanie has been a teacher at Anona Elementary for seven of her 19 years with the Pinellas County School System. She has also served as a Curriculum Specialist and Title 1 Facilitator. "I believe that every child has the ability to learn," says Ms. Wager. "I get excited when I see my students succeed. I try to combine a fun and engaging learning environment with high expectations for all my students." Representatives from Pinellas County will pick the county's winner soon.

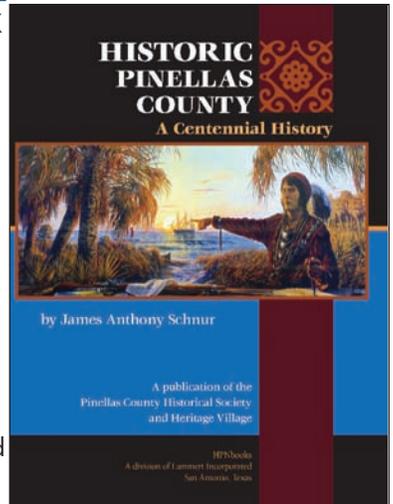
THANK YOU TO THE BELLEAIR COMMUNITY! With your support, the Belleair Parks & Rec Department was able to provide 45 local families in need, a complete Thanksgiving meal, various essentials, toiletries, and other items.

SANTA BUCKS AT PUBLIX The Abilities Foundation is partnering with Publix again this holiday season with their Santa Dollars. This special card has a real, new dollar bill in it, but the dollar has a special "Santa seal" in the middle. The dollar and card costs \$2.50. The extra \$1.50 goes to The Abilities Foundation. Recipients can remove the Santa sticker and spend the dollar or keep it as a novelty. They will be offered at area Publix stores through December 26th. For more information, go to www.SantaDollars.com. Learn more about Abilities at www.AbilitiesFoundation.com.

SPEED LIMIT CHANGES The speed limit on residential streets in Belleair Beach has been lowered from 30 to 25 MPH on streets east of Gulf Blvd

NEW HISTORY BOOK

A new book recently published celebrates Pinellas County's 100th Anniversary. Jim Schnur, Professor of History at USF St. Petersburg authored the book. It is available at Heritage Village's book store, 11909 125th Street Largo, (727) 582-2123. All proceeds go to the Pinellas Historical Society to help pay for programming, events and operations. It would make an excellent Christmas gift. After all, we are still celebrating the 100th year.



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just off Indian Rocks Road

and More...

FISH RUBBING ART CLASS

The Florida Gulf Coast Center for Fishing Foundation, Inc., is hosting a Gyotaku Fish Rubbing Art Class on Saturday, December 8 at its Marine Institute from 9am to 1pm. Space is limited to 25



registrants. Gyotaku is a traditional form of Japanese fish printing or rubbing, originally used by fishermen to record their catches. Instructor Greg Aragon began to master this form of art 30 years ago. Students will watch a step-by-step demonstration of Gyotaku with tips, secrets, and techniques of gyotaku fish rubbing. The cost for the class is \$75. For additional information or to register for the class, please call Jim at 727-365-4660

POSTAGE GOING UP

The US Post Office is raising the price of a first class stamp. They do this yearly now. January 27th the cost of mailing a standard letter will go from 45¢ to 46¢. The cost of a postcard will go from 32¢ to 33¢. The new global "forever" stamp, good for all international letters is \$1.10. Currently prices for international letters vary.

GARAGE SALE TIME

Belleair will have their Community Garage Sale Saturday and Sunday, January 12-13, from 8am - 2pm. Come search for treasures among this multi-family, community event. Look for specific addresses at www.belleairrec.com as the date gets closer. To have your sale listed on our website, call 727-518-3728.



FOR SALE - REDUCED TO \$9.9 MILLION

The most expensive home, ever sold in Pinellas County is for sale again in the Town of Belleair. The home at 144 Willadell Drive originally built in 2001 by Bill McGill, owner of MarineMax was sold to Dr. St Louis, owner of the Laser Spine Institute, in 2008 for \$10.25 million. That record price in the four-County area of Tampa Bay has yet to be broken. The two-story French Country home sits on approximately 2 acres overlooking Clearwater Harbor. With a total of 12,935 square feet, the property has 5 bedrooms, 6 full baths and a 3-car garage. "It is one of the most exclusive and distinctive properties on Florida's Gulf Coast," says listing agent Cheryl Franzese, of Premier Sotheby's International. For more information you can call Cheryl Franzese or Diane Swainston with Sotheby's in Belleair Bluffs at 585-9600.

OUR NEXT ISSUE IS IN FEBRUARY Read this issue, as well as others, online at BeachNewsletters.com.

Christmas Day Buffet

Tuesday, December 25, 2012, 10:30am-9pm

Carving Station

Grainy Mustard & Horseradish Crusted Prime Rib
Honey & Brown Sugar Baked Ham

Entrees

Lobster Enchiladas w/tequila seafood bisque - Bourbon Christmas Goose w/caramelized red onion jam - Seafood Gumbo w/steamed white rice - Slow braised Pork shoulder w/green chili sauce - House BBQ Baked Salmon - Chicken Diane w/brandy sauce - Sage marinated Lamb top round w/mission fig chutney - Crispy fried shrimp - Cedar Key Clams - Mussels steamed in lager beer, garlic & shallots - Lobster bisque

Seafood Bar

Peel & Eat Shrimp - Oysters on the Half Shell - Sashimi Tuna - Smoked Salmon - Sushi

An array of sides, salads, hors d'oeuvres and traditional desserts including pies, cakes, cookies, ice cream & more!

(menu items subject to change)

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TIME TO MAKE YOUR NEW YEAR'S EVE PLANS!

New Year's Eve is on a Monday this year. Most Belleair Bluffs area restaurants will be open on New Year's Eve but will close before midnight. A few will stay open past the midnight hour with a celebration. Below is a list of who is open until when, and what they are offering.

BELLEAIR AREA

Bonefish Grill 518-1230

Open 11am until about 12:30am that night.

Cody's 584-8473

Normal hours 3 - 10pm; Open New Years day. They are offering bacon wrapped petite Filet Mignon & Cold Water Lobster Tail for \$21.98

E&E Stakeout 585-6399 Reservations suggested.
Open 4 until 11pm. Special menu by Chef Erwin.

Le Bouchon 585-9777 Reservations required.
Three special seatings: 5pm, 7pm and 9pm with 5 to 6 special entrees. Wine and beer available.

Marlin Darlin's 584-1700

Open until 2am serving dinner until 10pm. Live music and drink specials.

SAND KEY

Backwaters 517-7383

A quiet evening among regulars; free champagne and novelties at midnight.

Rusty's Bistro 595-1611

Inside the Sheraton, Rusty's Bistro will be open for fine dining. The Mainstay Tavern will have a more casual New Years Eve. The Sheraton has special rates rooms.

The Columbia 596-8400

Open normal hours for Lunch and Dinner.

Watercolours 953-1661

Inside the Marriott, they are open for normal dining, a la carte. Live entertainment will be in the lounge, but no special functions are planned. Rooms are available.

INDIAN ROCKS BEACH

Crabby Bill's 595-0041

Great fun all night at the outside Dockside Bar.

Guppy's 593-2032 Reservations are suggested.
Open 4 until 11pm. Special menu by Chef Scott Bebell.

Red Lion Pub 596-5411

A great little New Years Eve Celebration, featuring the "Raising of the Lion" at midnight, their version of Times Square. Be there by 11pm.

Stefano's 595-8444

Serving dinner until 10pm. Special includes Surf & Turf for two and a bottle of Wine for \$100.

CLEARWATER BEACH

Lobster Pot Bistro 446-8809 Reservations suggested.
Chef's Celebration Dinner with live music. Special seatings at 5, 7, 9 and 11pm. Closed NY Day

Palm Pavillion 446-2642

Watch the sunset and stay until next year. Live band.

Shephard's Restaurant 441-6875

Their party is from 9pm to 2am with two bands, two DJ's, three parties, premium Open Bar all night, Las Vegas style gambling tables, Champagne at midnight, party favors. VIP Packages and rooms available. See the fireworks from their back deck. www.Shephards.com

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SANDY'S SURPRISE

by Tom Iovino, Pinellas County Communications Specialist

Well, the Tampa Bay area made it through the 2012 Atlantic hurricane season relatively unscathed. Tropical Storm Debby dropped 15 plus inches of rain in certain areas and Hurricane Isaac cancelled the first day of the Republican National Convention in Tampa.

But, north of us, the mid-Atlantic coastline was devastated by a storm that has passed 2008's Hurricane Ike to become the second most costly hurricane on record, behind 2005's Hurricane Katrina. Hurricane Sandy – which lost its tropical characteristics just before making landfall – brought tremendous storm surge to the New Jersey, New York, Connecticut and Rhode Island shorelines. Battery Park at the southern end of Manhattan in New York City recorded its highest ever surge total – 14 feet. Thousands of homes were washed off their foundations. Tens of thousands were homeless as the mercury plunged.

No, Sandy did not hit the Tampa Bay area, but it does serve as a stark reminder for each of us while making our preparations for hazardous weather.

1) The hurricane season runs from June 1 through November 30. While the likelihood of an early or late season storm is less than it could be during the height of the season, hurricanes can form any time during the season. It's something to note while planning for 2013.

2) While a hurricane, Sandy approached the east coast as a Category 1 storm on the Saffir-Simpson scale. While

many people will roll their eyes and wonder what all of the hubbub is about with a low-intensity storm, Sandy was still able to do tremendous damage over a widespread area with winds that reached just 90 miles per hour. The large size of the storm – as was seen in hurricanes Ike and Katrina – was able to spread damaging effects well beyond the center of circulation.

3) Hazardous weather can be a killer. More than 110 people lost their lives as Hurricane Sandy ravaged the mid-Atlantic states, and many more people were injured – especially after the storm passed and recovery efforts were underway. That's why it's critical to listen for the life-saving advice of first responders and emergency managers, and act quickly but safely as you follow the instructions.

While hurricane season is over for 2012, the threat for hazardous winter weather in Florida still exists. Tornadoes, severe thunderstorms tied with cold fronts and other developing storm systems can still pose a threat to life and safety in the cooler months. That's why it's as important as ever to have a survival kit, get a daily weather forecast and check your weather alert radio, which gives you the maximum amount of warning should bad weather be on the way.

And, when you purchase your new 2013 calendar, flip to the page for June. There, you will see June 1 right there, signaling the start of the upcoming hurricane season. Visit www.pinellascounty.org/emergency for more information on how to get ready for hazardous weather and other potential disasters.

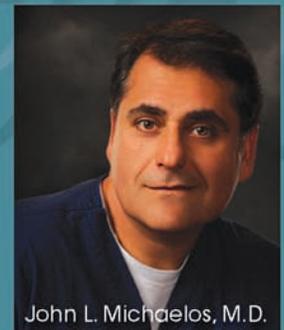
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PROTECTING YOUR LANDSCAPE FROM A FREEZE



by Randy Lee

We are lucky that we live in a beautiful part of Florida where mild temperatures are the norm. Every few years, however, we get freezing temperatures that damage our landscapes. But, about every ten years we get a freeze that damages all tropical plants. Temperatures below fifty degrees can cause damage. Pinellas County can have a temperature variation from ten to fifteen degrees (north county vs. south county beaches), which affects the plants. Several factors affect freeze damage. How long will the temperature be below thirty-two degrees? The longer the duration, the more damage. Also, the exposure of your landscape is a factor; north and west exposures sustain more damage and the chance of damaging cold winds is greater. It is very important to protect tropical trees, palms, plants, flowers and fruit trees during these cold spells. We will talk about what to do before a freeze, methods for protecting plants and what to do after a freeze.

Keep updated on the weather if a freeze is predicted - all tropical plants and trees could be affected. Every yard has microclimates where temperatures are cooler or winds are stronger - keep these in mind when temperatures drop and when designing your landscape. Windbreaks are structures that lessen wind damage. They can be permanent structures that brace the wind or they can be made for winter use as panels or an extension of a building. Frost blankets are a trend we see used more commercially, but can be used for residential landscapes. They must stay anchored to the ground and not blow in the wind. A fresh layer of mulch can help plants and their root systems stay warmer - one to four inches is ideal. Also, a well watered lawn and landscape fair much better than a dry one - just be sure to water before temperatures get below forty-five degrees. Small trees and shrubs can be wrapped with towels or blankets and tied off at the base. Never use plastic; it will burn foliage. Potted plants can be brought indoors or into the garage where temperatures are warmer. A tricky point with cold temperatures is when to use the irrigation system and when not to. The system should be turned off if we hit thirty degrees for an hour or two or even in the high thirties - this will burn plant material. If, however, we are going to be below freezing for several hours, turn the system on and hope for the best! The water will ice over and act as a layer of heat.

After a freeze, follow these suggestions: Irrigate lawns and shrubs once temperatures climb above forty-five degrees. Do not keep plants and trees covered too long; let them breath when the weather warms and recover them later if necessary. Prune cold damaged plants lightly after a week or two. Reserve major pruning until spring (March). Luckily, freezes do not happen often but be alert to the weather and know what to do if one approaches. If you protect your plants, there is less to do when spring rolls around.

December/January Checklist:

- Watch for freezing temperatures
 - Ideal time to plant flowers and vegetables
 - Great time to plant cold tolerant trees
 - Ideal time to install a new lawn
 - Trimming, mowing and fertilizing are at a minimum now
- Landscapes By Randy Lee, Inc. is a full service landscape design company here to help you with all of your needs. Call us direct at 727-421-2715 or visit us online at www.landscapesbyrl.com.*

CLEAN AND EASY

by Donna Fritz

Having a clean home is a luxury that everyone should have and now that is possible! White Glove Cleaning Service has been family owned and operating in Pinellas County since 1993. Our mission has always been to care for your home, office, or property as if they were our own. That means tailoring our services to your specifications.



From our humble beginnings, I have been at the helm. Now with help my son Eric, we are continuing our exceptional service and are continually improving. Our simple approach involves a personalized relationship with our clients that can't be duplicated. How do we do it? Just ask some of our loyal customers.

"I have been using White Glove to clean my condo for several years and they are always available when I need them and do a very professional job." **M. Thorn**

"I would like to commend your staff on yet another fine job here at East Bay Country Club. You are always punctual, and get right to work upon arrival, you always restock products and not only clean but leave everything better than when they found it. The difference you have made has been noted by many clientele. I would have no trouble in recommending your excellent service to anyone." **Mike, East Bay Country Club**

To schedule a free estimate or to find out more, please call 804-3672 or visit www.cleaningpinellas.com. Mention this article for 15% off your holiday cleaning!

NEW HONG KONG OFFERS 31 AUTHENTIC SPECIALS

The New Hong Kong Restaurant on West Bay Drive is not new; it is over 20 years old. The restaurant's menu has too many items to list here, and each day they offer 31 lunch and dinner specials. All lunch specials are under \$5.95, while the dinner specials are under \$8.75.



Their new banquet room is available for large groups and perfect for a holiday party. Owner Helen Lee also offers catering.

Helen wants to wish you a very Happy Holiday and invites you to her restaurant in Largo. The restaurant will be open with normal hours on Christmas Day and on New Years Eve and Day.

New Hong Kong Restaurant is located at 1901 West Bay Drive. Call them for take-out and free delivery within 5 miles (with a \$12 minimum order) at 582-9998. See their web site at www.NewHongKongRest.com.

Happy Holidays from E&E!

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MAXIMIZE YOUR MOST VALUABLE RESOURCE

by Bonnie Silber CTC, AAA's District Travel Manager

Do you know anyone who isn't incredibly busy this time of year with shopping, wrapping, holiday planning, work, social activities, family responsibilities, or personal commitments? I sure don't. In fact, as a culture, every year we fall prey to just a tiny bit more to over-scheduling. More work, more activities, more responsibilities, more social engagements, more commitments and oftentimes still more work.



What does this mean to those of us working in the travel sales industry? It means that we are guardians for you of the your most precious resource - time.

Think about it. Even the wealthiest people – those who can pay for upgrades, five-star resorts, luxurious spa treatments, private jets, and ultra-personalized service – even they can't buy the ability to add a single extra minute to their day. Time in a day is finite, so why spend your valuable time planning your vacation? My AAA Travel Professionals have been to the places you want to go and have the knowledge and expertise to help you with every aspect of your trip. They make sure every facet of your trip comes together seamlessly.

Not sure where, when, or how you want to travel? You'll have an opportunity to meet with your very own Belleair AAA Travel Professionals at our 2013 Vacation Expo on January 20, 2013. It will be held at the Hilton St. Petersburg Carillon Park from 11am-2pm. I hope you'll afford us the opportunity to help make your travel dreams come true!

Until then, I'd like to wish you and yours a very Merry and Safe Holiday Season...with plenty of "time".

THANK YOU RESIDENTS



Thank you for your support on November 6! It is an honor to have the opportunity to represent the Belleair area in the Florida Senate. Although I have represented much of Pinellas County in the Florida Senate for ten years previously, this is the first time I have represented your area.

This was a hard fought election on all levels and whether your candidates of choice won or lost, I hope you will join me and the others who were elected by working together for Florida's future. Please know that I stand ready to help, and fight for, ALL of my constituents. Florida will face many tough decisions in the months ahead. To represent you effectively, I need to know your opinions on the issues we confront. Please call my Senate office at (727) 556-6500 to sign up for regular updates during our legislative session and to voice your opinion on any issue that we will be considering.

Thank you again for the honor of representing you.

Sincerely,

Jack Latvala, Senator, District 20

TAKE A TRASH TOUR!

by Commission Chair Karen Williams Seel

When that weekly container of trash is placed at the curb, rarely does anyone contemplate where it goes. For most of us, it's out of sight and forgotten. Aren't you a curious where those bags of trash go?



I would welcome you to schedule a tour of Pinellas County's Solid Waste facility, a division of the Department of Environment and Infrastructure, where you and your friends, school or civic group can observe what really happens to the trash you throw out. See where the trucks are unloaded and watch a gigantic claw pick up tons of garbage at a time, placing it in the Waste-to-Energy (WTE) facility where it's converted to electricity.

Pinellas County residents and visitors generate approximately two million tons of trash each year, however the WTE facility can only process 950,000 tons a year. On the tour, you'll learn where the rest of the trash goes and how it is handled; see the mountains of high quality mulch created from yard waste; learn how metals are pulled from the ash and marketed to recyclers; and visit the Household Electronics and Chemical Collection Center (HEC3) which was utilized by more than 32,000 residents last year.

Each year, thousands of residents experience this fascinating look at what goes on behind the scenes to enhance our quality of life. It's just one of many essential services provided by Pinellas County's Department of Environment and Infrastructure. For information about tours, this YouTube video provides an overview: <http://youtu.be/8By7fd9I5WY>

While we're on the subject of garbage, the popular Haz-to-Go trailer has a new look! Pinellas County civic groups, homeowner or condominium associations can schedule the colorful trailer for a personalized household electronics and chemical collection event. The Haz-to-Go trailer will pull right into your neighborhood so association members and residents can drop off unwanted electronics and chemical items. The service is free for Pinellas County residents.

With a capacity of up to 20,000 pounds, the Haz-to-Go trailer helps divert hazardous waste items containing chemicals that require special disposal. The program was developed to complement the popular Saturday mobile collection events around the county and is available for scheduling weekdays for a three-hour time frame.

To schedule a Haz-to-Go event or to set up a Solid Waste facility tour, contact Solid Waste at (727) 464-7500.

Pinellas County's Department of Environment and Infrastructure provides services that are essential to our quality of life.



PET PHOTO CONTEST WINNER!

Adam Rothman of Clearwater and his Pug Vegas are this issue's winners. Adam wins a \$25 gift

certificate from Fluffy Puppies, located at 1447 S Fort Harrison Avenue. Enter next issue's Pet Photo contest by sending a photo of your Pet with You to info@APlaceForDogs.com by January 1st. The winner's photo will appear in the next issue of this Newsletter and be awarded a \$25 gift certificate from Fluffy Puppies.

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WILLIAM DEAN CHOCOLATES

Bill Brown decided one day he wanted to make chocolates for a living. Being in the dot com world, this was a life changing moment. He had relocated to Tampa for a tech job with a large insurance company. But for fun, he had been experimenting with chocolate. He read books, traveled to other cities to talk to chocolatiers and even took classes.

Brown learned to airbrush and paint chocolates. Artisan chocolates offered a multi-dimensional palette: the opportunity to create a beautiful, outward appearance for the shell with amazing flavor combinations hidden within.

In 2007, when he decided to open his business selling the chocolates, his mother told him he was crazy. "No one is going to pay you enough to make a living," she said.

After borrowing \$100,000 from family and friends, Brown opened his first William Dean Chocolates store on Indian Rocks Road, about 2 miles south of his current store in Belleair Bluffs. He now has 10 employees.

Each of his hand made artisan chocolates are available in a wide variety of assortments. He also offers other confections including chocolate bars, nuts, popcorn and macaroons.

"You cannot make people buy chocolates with advertising," says the chocolatier. People buy chocolate when they want chocolate. Some big motivators are birthdays, anniversaries and we do a lot of corporate orders around the holidays," he adds. "We started doing special things for each holiday. For Easter, we make Easter bunny and Easter egg molds. For Christmas, we are making Christmas trees, Santa Clauses and the Nut Cracker. They are big – 8 to 12 inches in height." During the Christmas season, he offers holiday packaging and special outside wrappings'

The bulk of his business comes from walk-ins; normally, 50

to 60 people visit the store daily, but this month they expect 200 to 300 customers each day. "We do 30% of our annual business in two to three weeks in December," Bill boasts. Valentines Day is also busy. "You should see this place the day before Valentine's Day," he adds.

About 15% of Brown's chocolates are sold by other businesses. 10% of his sales come from the Internet, purchased primarily by returning customers.

The Home Shopping Network introduced his business to a national audience. He has been on the network more than 20 times. They schedule him in peak demand times. He will do two shows in December and one near Valentine's Day.

The movie "The Hunger Games" opened an even wider market. "The producer of the film chose our chocolates to be featured in the film without us knowing it," admits Brown. It included a close-up of the actors eating his delicacies. He was invited to the "The Hunger Games 2" set.

His prices range depending on the number of pieces. One of his most popular is a 10-piece box for about \$20. His best seller is the P-Nut Butter Crunch. Macrons are also popular. In the future, he hopes to offer a light breakfast and lunch, including a Sunday brunch.

William Dean Chocolates is located at 2810 West Bay Drive, in the Belleair Bluffs Shopping Center. They are open seven days a week beginning at 10am. Visit www.WilliamDeanChocolates.com or call 593-0656.

An advertisement for William Dean Chocolates. On the left, a blue gift basket is filled with various chocolates, including bags of popcorn, chocolate bars, and macarons. The basket has the "WD" logo on it. To the right, the text "WD WILLIAM DEAN chocolates" is displayed in a blue serif font. Below this, it says "Introducing NEW Holiday Gift Baskets". A red Christmas ornament is shown on the right side. At the bottom, the store's hours are listed: "10am to 7pm Monday-Saturday" and "10am to 5pm Sunday". The address "2790 West Bay Drive, Belleair Bluffs" and phone number "727.593.0656" are also provided.

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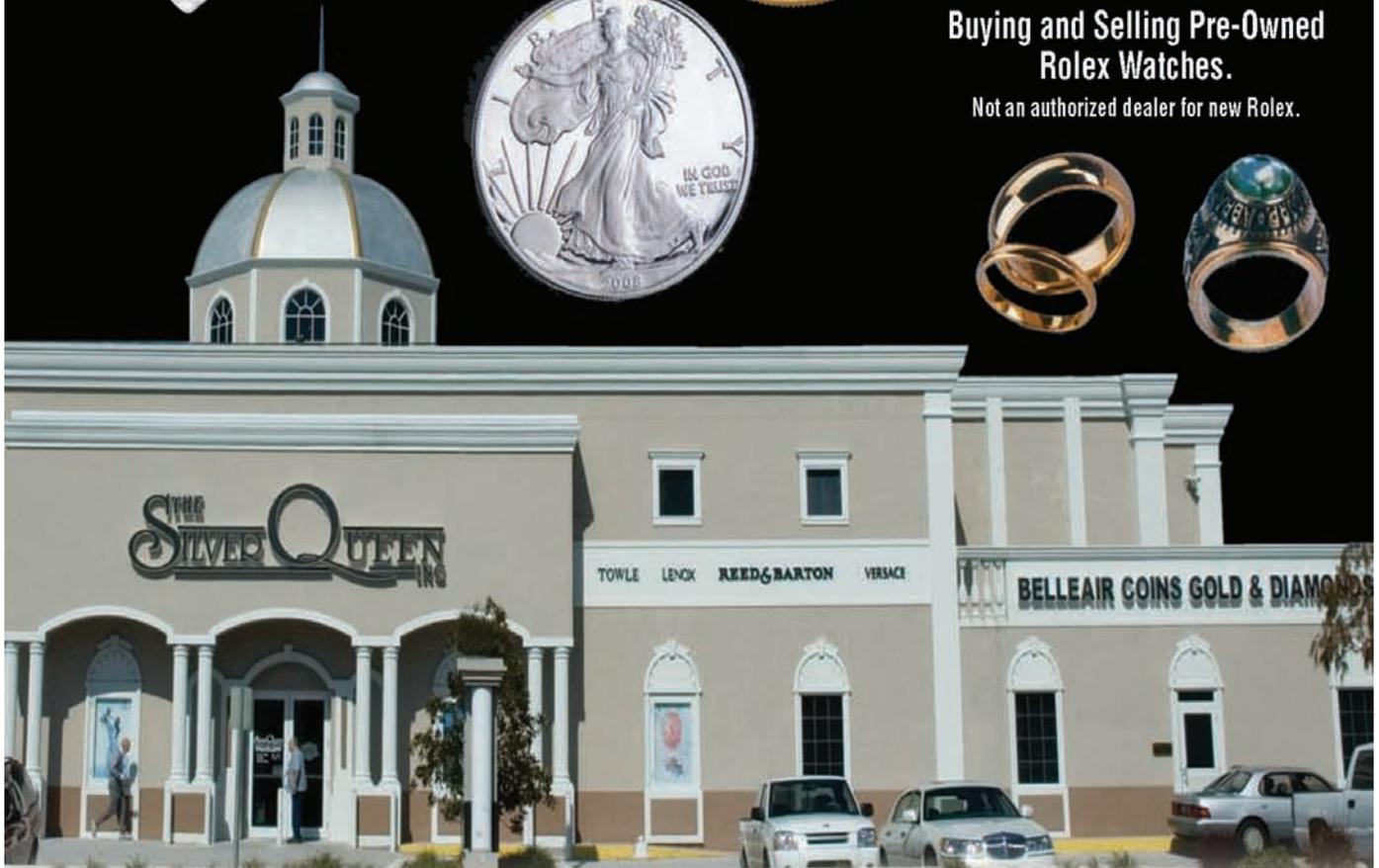
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**FROM THE DESK OF SHERIFF BOB GUALTIERI
THANK YOU!**

Allow me to begin this month's edition by thanking the voters of Pinellas County who on November 6th entrusted me to lead their Sheriff's Office for the next four years. I am committed to working hard and ensuring that we keep Pinellas County a safe place to live and raise our families.

With the elections behind us and a new year on the horizon, it seems appropriate to look at our accomplishments; as well as the direction that we will set our compass into the future.

The statistics show we are on the right course. Crime is down by 12% over the last three years in the areas served by the Sheriff's Office and down another 8% for the first six months of the year. Arrests are up 28% and our office has achieved a 100% closure rate on our homicide cases for the past three years. We accomplished this despite cutting 600 positions and operating with a significantly reduced budget.

We will continue targeting hot spots and using proactive law enforcement strategies. We will continue to fight crime through the use of intelligence-led policing; and the efforts of our Strategic Enforcement Section—meaning that we will continue to prevent crime, not just respond to crimes that have already occurred.

We will forge ahead combating the problem of prescription drug abuse with a three-pronged approach of enforcement, education and prevention. The Pinellas Countywide Diversion Task Force will remain steadfast in its effort to target pill mills, and our office will build upon its public awareness, community partnerships and legislative efforts.

In an effort to reduce DUI related injuries and deaths, we will maintain our regularly scheduled DUI Checkpoints and Wolf Packs (saturation patrols looking for impaired drivers).

The operations are designed to drive home our zero-tolerance policy for impaired driving and to serve as a deterrent to drinking and driving.

Our recently established "Recovery Matters" program at the jail, created with Operation PAR and WestCare, will render substance abuse treatment, counseling, and life-skills development to Pinellas County Jail inmates with the aim of lowering recidivism and enhancing public safety.

We are moving forward with our vision to consolidate the Sheriff's Communication Center and the County 911 Center. I believe the best opportunities we have for additional cost savings is to consolidate governmental functions and eliminate duplicative services.

Rest assured we will remain ever vigilant of your tax dollars and seek ways to be more effective and cost efficient. When appropriate, we will outsource to the private sector, as we have successfully done in several areas. We will strive to stay in the forefront of technology and continue to work with area law enforcement agencies, the cities and the county for the benefit of all Pinellas County residents and visitors.

We are keenly aware of the fiscal challenges before us in the upcoming budget year. We are also working diligently to attract qualified candidates and provide them the finest training in order to address our more recent challenge of adequate personnel and hiring.

I am proud to serve you alongside the fine men and women of the Pinellas County Sheriff's Office. We are committed to your law enforcement needs and encourage you to become familiar with our services. Contact us with any questions or concerns at (727) 582-6200 or visit www.pcsoweb.com. I personally pledge an open door policy. Feel free to contact me on my cell phone at (727) 251-5105 or by email at rgualtieri@pcsonet.com.

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GIFT BOXES FOR OUR TROOPS

Frank Edwards, his wife Erin and their three kids Elle, Elin and Trevor live in Indian Rocks Beach. They moved there a year ago after Frank finished his second tour in Afghanistan as a US Marine. He also served in Iraq.

When it comes to gift boxes, Frank knows what a soldier in the field needs. The military supplies them with the basics: uniforms, boots, food, water, weapons and ammo. What they provide though is basic food - MRE's (Meals Ready To Eat). It is food in small cans. Open them and eat. "You get the same food every day," Edwards says. "It's like eating at the same restaurant every day."

The USO does a good job of supplying Care Packages containing other non-essentials, such as, soap, tooth brushes, toothpaste, razors, baby wipes, tissues and toiletries. But while the Care Packages are nice, they do not go far in giving the soldiers comfort and a taste of home.

"Some of us received gift boxes from our relatives, communities, churches and families," Edwards said.

"Sometimes a box was sent to a specific unit or platoon with a note that asking us to share this with everyone."

Items Frank says they wanted and liked, but were not in normal care packages were: Tobacco, chewing tobacco and even nicotine gum, for those trying to quit. The government does not supply any of that. They also want beef jerky, deodorant and Q-tips - there is a lot of sand over there.

Coffee is great, especially small single, serving packages. Magazines, such as People and Entertainment help keep the guys in touch with what is going on back home. They enjoy knowing about new movies and music and it helps them feel connected to home. They like men's magazines, like

GQ too. They don't have a lot to do in their off time, but work out, and like receiving protein powders for drinks. Chewing gum is also very popular.

Cheap sunglasses, watches, stuffed toys and little balls make great gifts for the local people. "When we walked into a village, we liked to have something to give the leaders. If we give their children a gift, they start to like us and may help us in our mission. It helps us build rapport with the community."

What is not needed - chapstick, sunscreen and bug spray. They get plenty of that from other sources

If you want to mail a gift package to the troops, get a Priority Box from the local post office and address it to a specific person, unit or other group. There is no weight restriction. You can send as much as the box will hold. The post office discounts the boxes when sent to the troops by \$2, but it will still cost you \$14.

The Indian Rocks Beach Homeowners Association recently mailed 6 boxes to individual soldiers who had a connection with Indian Rocks. They spent \$100 per box on some of the products listed above. They also included a letter, signed copy of Indian Rocks Beach resident Victor Wood's book "Polishing the Old Brown Shoes" and a group photo taken at a recent event.



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HAVE YOURSELF A STRESS-LESS LITTLE HOLIDAY SEASON

by Paige Clarke, Director-Ascentia Holistics, Inc.-
Advanced Health and Wellness

It is that time of year again to begin supporting our immune systems and preparing for "cold and flu season". Actually, I don't like the negative reference to such a fabulous time of year. One of my mantras is "what we think about we bring about." Yet the relentless signs and ads are everywhere - "Get your Flu Shot Here!" Many people now choose to decline the flu shot available on every corner. Growing research indicates the dangers vaccinations may pose to our health and immune system. Further, media created "fear" is a powerful stressor and potent immune system suppressant. Remember, the human body is a complex biological computer that is composed of multiple systems all effected by physical chemical and emotional stressors.

A holistic approach seeks to address the "whole being" - body mind and spirit. At Ascentia Holistics, we educate our clients and empower them to integrate whole foods, energetic solutions and other naturals to stay strong and healthy. Over 80% of all visits to the doctor's office are due to stress - physical, chemical or emotional. Stress impacts the immune system. The Six Essentials for Life - proper breath, hydration, rest, nutrition, exercise and thinking are all powerfully important overcome stress. When the immune system is stressed, the body's terrain becomes compromised and infections can take advantage of the weakened state and multiply. This time of year brings about pressures and challenges and

creates the opportunity for our bodies to become unbalanced and in a state of "dis-ease." It is stress that reduces the immune system's effectiveness. Anytime we can reduce stress or stressors we can unburden the immune system and improve our health.

So at this busy season, make time for yourself to rest and relax. Creating time to enjoy the people, places and activities that bring you joy and peace is paramount. As I said in the beginning "what we think about we bring about" so let's not give "cold and flu season" any energy and instead think "healthy all year long" season. Don't sweat the small stuff, reduce negative influences and develop a habit of thinking good thoughts. Be in a place of grace and gratitude with a powerful positive attitude! Happy Holidays!

Come See Us! We can help you feel and look great. Health and Beauty really is an "inside job". For more information on a personalized holistic approach that includes guidance and targeted functional health programs with whole foods and supplements, stress reducing biofeedback, professional aromatherapy, vibrational bioenergetic solutions and more call Ascentia Holistics at 727-614-9777. Mention this article for a Complementary (Limited Time) 100 Point Wellness Scan with the NanoSRT Stress Reduction System. Your immune system will thank you!





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BELLEAIR JEWELRY

For over 30 years, Belleair Bluffs has been home to the exquisite craftsmanship of Belleair Jewelry. Owner Deborah Wells has served the greater Belleair area with one of a kind, hand crafted diamond and gold creations.

This full service jeweler boasts an on site goldsmith, as well as expert watch repair and service. They pride themselves on reinventing old or outdated jewelry into classic new looks for their esteemed clients.

Belleair Jewelry is located in the Belleair Bazaar shopping plaza, just west of Indian Rocks Road before the Belleair Causeway. It is next door to Bonefish Grill.

They are open Monday through Friday, 9am - 5:30pm, Saturday 9am - 3:30pm and are closed on Sunday. They accept all major credit cards including: American Express, Debit Cards, Discover, MasterCard and Visa. Don't forget to ask to have your special holiday gift wrapped!

Appointments are available for discreet buying and selling. You can reach them at 727-584-0157.

EN GARDE MAKES HOLIDAY ENTERTAINING EASY



With the holiday season upon us, En Garde Catering and Gourmet Services is poised to make every gathering, whether large or small, casual or formal, an easy success.

"We realize that not everyone has the time

to both plan and prepare a holiday party," says owner Robb Schoonmaker. "Though we are busy with pre-planned catered holiday events, we are finding that a lot of our clients are planning more spontaneous get togethers as time becomes available and for that reason we have stocked our retail store with an extensive assortment of pre-made, easy to serve appetizers."

Most of En Garde's products come with simple thaw and serve or heat and serve instructions and average \$12 per dozen. "Some of our most popular selections are actually the easiest to prepare," explains co-owner Bill Munette. Guests love our Baby Beef Wellingtons and they take only 20 minutes to heat from a frozen state. Just throw them on a sheet pan and you're practically done."

Other popular selections include Shrimp & Grits Crisps, Portabella Mushroom Puffs, Mediterranean Chicken & Fig Skewers, Antipasto Tortellini Skewers, Andouille Sausage and Shrimp Skewers, Mini Bries En Croute and Blueberry Cheese Cake Purses just to name a few.

En Garde's shop is located at 432 North Indian Rocks Road in Belleair Bluffs under the black and white awning. Daily and weekly specials are listed on their website



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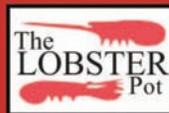
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Business Briefs...

SURF & TURF GONE WILD

Surf & Turf Gourmet Grocery store is now called Wild Fields Marketplace. Not only did they change the name, they



changed almost everything inside. The new concept is an all encompassing fresh market offering natural and specialty groceries along with ready-to-go prepared entrees. You will find groceries for your everyday list, fresh locally farmed conventional and organic produce, bulk goods, decadent desserts and European breads baked daily. There are a 150 regional cheeses and a large wine selection. The meat department offers natural Angus beef, humanely raised without hormones or antibiotics. There is fresh seafood caught locally. They even added a small café to enjoy lunch and snacks.

This store is the first of many planned in Florida. "Wild Fields was based on the best ideas seen in other stores, such as The Fresh Market, Whole Foods, and Trader Joe's and merging them into one," says a spokesman for the new company. "We researched three similar concepts before designing the store. Wild Fields is a specialty and natural store that will fill the gap consumers demand." The store, located in the Bluffs Shopping Center at 2900 West Bay Drive, next to Panera Bread, is open, but the Grand Opening will be later in December.

ANTIQUE ALLEY RENEWED Belleair Bluffs has a few new merchants, tucked away in the recently remodeled Antique Alley. The shops on the north side of Antique Alley are owned by Patti and Max Quin. They have remodeled each shop and are attracting a high quality group of merchants. In addition to the Quin's Petal and Vine Garden Store and Martha Thorn's Coldwell Banker office, you will find Roadside Attractions. They showcase handcrafted treasures, select fair trade products from around the world, fine art, fun art and funky vintage stuff. They also feature drop-in projects, grab-and-go kits, scheduled classes and private parties. You will also find Shabby 2 Chic, Arbor Elle, Alley Antiques, Orchid Interiors and Junk in the Trunk. Two more tenants are coming in December. Antique Alley is located at 596 Indian Rocks Road North, one mile north of West Bay Dr.

NEW MANAGER

The Belleview Biltmore Golf Club has a new manager, Joel Lander, who was hired in September. The City of Belleair is trying to buy the Belleview Biltmore Golf Club, located at 1501 Indian Rocks Road in Belleair, but for now it is business as usual.



More Business Briefs...

ARCTIC FREEZE OPENS

Mike's Auto Repair in Belleair Bluffs, reopened but with a new name, Arctic Freeze. Jeff Shaydik is operating this store, the third to open in Pinellas. While Shaydik plans to continue the fine reputation for excellent service earned by Mike's for the last 31 years, there will be a few changes - for the better. Arctic will offer free towing to their shop with a free shuttle back to your home. "We consider ourselves female friendly," says Jeff. "That means we take the time to explain what is wrong with your car, and what needs to be done."



Arctic Freeze uses the latest technology for diagnosis and can perform complete repairs to both cars and trucks of all ages, makes and models. "With Mike gone, we know we have big shoes to fill," says Jeff. You can find them at the north end of Belleair Bluffs, at 795 Indian Rocks Rd. Call 648-4982 for more information.

STROLL THE ALLEY Antique Alley is hosting a Candlelight Open House on Tuesday, December 4th, from 6 to 8pm. Enjoy holiday shopping, refreshments, live music, children's crafts and a visit from Santa Claus. The alley will be lit with candles. Antique Alley is located at 596 Indian Rocks Road, North.

PANERA BREAD & JANET CELEBRATE 10 YEARS

What do Janet DeYoung and Panera Bread Cafe have in common? They both started work on the same day, January 1st, 2002. Janet was Panera Bread's first employee and she is still working there.



Before working at Panera, Janet worked for 12 years at Bunny's Café in Largo Mall. She considers herself semi-retired at 66, but loves working at the Belleair Bluffs store. She is a cashier on Tuesday and Wednesday mornings, working 10-15 hours a week. "I work the computer / cash register," Janet says. "It is fairly confusing because there are so many options for every order. It takes a lot of practice and patience." "I love my job," Janet says. "I have my regular customers who know me and I know them. I even know what they want to order, before they tell me. Many of them are snowbirds and I only see them for 6 months at a time. Of course there are other regulars, too, like the folks who hold morning meetings here. For instance, the Belleair Singles Group meets in the back every Tuesday morning." "I have had many managers, Luran, Emily, Brian, John T., John B. and now Travis," she says. "And I have loved every one of them. I love my fellow employees, too; most are much younger than me, since I am the oldest employee in the store."

The next time you are in Panera Bread, say hello to Janet, and wish her a Happy Anniversary.

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Organizational News...

BELLEAIR BEACH ISLAND GARDEN CLUB

They meet the third Wednesday of each month (October through April) at the Community Center, Belleair Beach. Their next meetings are:

December 12, at 11:30am at the Belleair Country Club for a Holiday Luncheon. Reservations are required. Please note the change of date.

January 16, at 10:30am at the Botanical Gardens in Largo for a tour with a docent.

Call Sherrie Morton Tetrick to RSVP at 581-8113. Contact Lois O'Donnel, President, 595-1349 for information.

BELLEAIR GARDEN CLUB

They meet on the first and second Wednesday of each month at the Belleair Garden Club at 903 Ponce de Leon Blvd. in the Town of Belleair from October to May. Membership is \$50 per year. Due to the holiday, January dates have changed. The next meetings are:

December 5, 12:30pm: Annual Gift Exchange and Pot Luck Holiday Dinner. Bring a dish to share and a gift of approximately \$15 in value.

January 9, 1pm: A general meeting, program and tea, with speaker Jim Boyer, President of the SW Florida African Violet Society. Plants will be available to purchase.

January 16, 9:30am: This is a horticulture meeting with coffee and guest speaker Miles Carter, VP of the Tampa Bay Beekeepers Association who will speak on "Help Save Our Bees." Honey, cosmetics and more will be available to purchase.

They are collecting donations (no clothing) for their Junk and Jewels Sale being held March 15 and 16. Monies go toward their Scholarship and general funds.

Guests are welcome. Call Barbara Chapman, 581-8929 or E-mail: BChapman1234@Gmail.com, for information or to RSVP.

BELLEAIR BEACH LADIES LUNCHEON CLUB

They meet monthly on the second Tuesday. Membership is open to area residents at \$15 a year. To join, call Barbara Chapman 581-8929. Meetings include:

December 11 - 11:30am: Lobster Pot Bistro. Speaker is Key West Express Boutique owner Soozy Naylor. Members \$26, guests \$29.

January 8 - 11am: Marlin Darlin's in Belleair Bluffs. The speaker is Paige Clark from Ascentia Holistics Health and Wellness, a new Belleair Bluffs business. She will speak on how to renew, restore and rejuvenate your body naturally. Members are \$25 includes one wine.

BELLEAIR SOCIAL CLUB is open to all seniors living in the greater Belleair area. They meet at 9am every Tuesday morning in the back of Panera Bread for coffee and socializing. Sunday evenings they meet at a restaurant. In between, they plan pot luck suppers, movie nights, day trips to area attractions and a monthly luncheons. Call Vi Swift at 586-1691 for information.

December 19th : They are planning dinner at the Collenade Restaurant in Tampa followed by a tour of the H.B. Plant Museum for their Victorian Christmas Stoll. The van will pick you up at Panera Bread at 4:15pm.

There are also plans for a trolley trip to Tarpon Springs for lunch and shopping

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Organizational News...

BELLEAIR CIVIC ASSOCIATION

The Belleair Civic Association is proud to once again sponsor this year's Holiday Concert, Saturday, December 15th, inside the Belleair Town Hall at 7pm. This year's title is "Sing Joy" and features residents Giorgio Artisto, tenor, and Melody Artisto-Kielisch, soprano. They are very versatile performers who have a repertoire ranging from the classical to the popular. The event is FREE and will include light appetizers and a cash bar. Call the Rec Center at 518-3728 for more information.

Call Petey Henning at 735-5421 or e-mail Phenning4@TampaBay.RR.com to get involved.

BELLEAIR BRIDGE CLUB plays at City Hall Auditorium, twice a week, all year. It is coordinated by the Belleair Recreation Center. Call Betty Grandoff at 669-5283 or the Belleair Rec Center to join.

BELLEAIR WOMEN'S REPUBLICAN CLUB

Everyone is welcome to attend. The next meetings are: December 7: with Lunch and Holiday celebration beginning at noon. There will be no Speaker.

January 4: The Speaker has not been announced.

All meetings are on Fridays at the Belleair Country Club, for social time at 11:30am and lunch at noon. Cost is normally \$21 each. To RSVP, call Pat, 595-1791 or email BWRClunch@Mail.com. Get more information at www.BelleairWomensRepublicanClub.com

BELLEAIR ROTARY CLUB

The Rotary in the Town of Belleair meets every Thursday at 12:15pm at the Belleair Country Club. The third Thursday of every month is the general assembly and Board meeting. Call Anna Marie Schweitzer, President (2012), at 458-0943 or Ed Shaughnessy at 461-7171 to get involved.

THE CLEARWATER YACHT CLUB

Even if you don't have a boat, you can join the Clearwater Yacht Club in Clearwater Beach.

The Annual Island Estates Lighted Holiday Boat Parade is December 8th. The judging will be done at the Yacht Club. Learn more about the Clearwater Yacht Club at www.Clwyc.org or call 447-6000.

GREATER BELLEAIR YOUNG WOMEN'S SOCIETY

They were established in 1979 to promote friendship through social activities and community service.

Members of the society must be women, 21 years of age and reside in the Belleair / Belleair Bluffs general area. They normally meet on the first Thursday of every month.



Girls Night Out at Tapas Gardens, Indian Rocks Beach

The next meetings are:

December 6 - Holiday General Meeting at 7pm at the Belleair Community Center.

December 8 - Holiday Trolley Ride - sold out

January 10 - General Meeting and Jewelry exchange at Alfonon's Restaurant at noon.

For more information about the organization, visit www.GBYWS.org or call Ruth Ann, Membership 446-6463.

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Restaurant News...



THE NEWEST BIG MAC There's a new McDonald's down the street. The store, near the Pinellas Trail closed in August before reopening with its new look in October. The first thing you will notice is the new, electronic menu boards above the counter. Large and easy to read, they show videos of new menu items. The new lobby is much larger. The old store only had room for three tables in the front area. Now, there are 15 to 20 tables, and a large flat screen TV. Two of the tables have touch-screen video games. The store also expanded its drive-in to include two lanes for faster service. The store employs about 70 neighborhood people and has a new general manager, Nick Valentine. It is open 24 hours a day, 7 days a week.

NEW RESTAURANT IN INDIAN ROCKS BEACH

Coaster's Bar and Grill has under gone some changes at 1309 Gulf Blvd. Owner of the small bar, Heather Boles has a new partner, Marsel Mano. Together they have remodeled the interior, created a new Greek influenced menu and changed the name to The Sandbar. They still have their outdoor patio and offer live music most days. Stop by and enjoy their two for one martini specials.

TJ'S DONATED TO FOOD PANTRY

TJ's Italian Cafe donated \$2 to the Beach Community Food Pantry for every gourmet pizza sold in September. They sold 210 pizzas and donated \$420.

MIKES PIZZA EXPANDS AGAIN

Mike's Pizza on Walsingham Rd. has expanded again. They first opened the small restaurant and bar in November of 2010. Then they built their beer garden, followed by the free standing Tap House out front. Now, they have taken over the storefront to the east, and expanded their dining area into a much larger area. During the expansion, they also enlarged the cooking area to handle the increased business. Owners Mike, Sal and Jennifer live in Indian Rocks Beach. Happy Second Anniversary! Look for them to expand again soon with a new location in downtown St. Petersburg.



MORE NEWS WANTED

If you have news or suggestions that you think is appropriate for this newsletter, send it in. Our email is Bob@GriffinDirectories.com. Or call us at 517-1997.

BELLEAIR REC PROGRAMS

The Town of Belleair Parks and Recreation Department will be offering a variety of programs and activities for all ages for the winter 2012/2013 season. For more information on these activities, visit www.belleairrec.com or call (727) 518-3728.

CAMPS:

Holiday Camps December 26, 27 & 28 9 am to 4pm
 Holiday Hoop School January 2, 3, & 4, 9 am to 4 pm
 MLK Day Camp January 21 8 am to 4 pm

YOUTH PROGRAMS:

Children's Holiday Saturday, December 1, 8 & 15
 Art Workshops 9 am to 12 pm
 Dodgeball League Mondays starting January 21, 2013
 Funky Friday Every Friday 6 to 10 pm
 Karate for Kids Mon. & Wed. 5 to 5:45 pm
 Little Dragons Mon. & Wed. 4:30 to 5 pm
 Mommy & Me Tuesdays 9:30 to 10:30 am
 Rokkball January! Thursdays 3:45 to 4:45 pm
 Tennis Lessons Tuesdays & Thursdays 3, 4 & 5 pm

ADULT PROGRAMS:

Adult Basketball - Wed. 6:30 to 9 pm/Sat 8:30 to 11 am
 Duplicate Bridge - Thur. 12:30 to 4 pm/Sat 12:30 to 4pm
 Hot Hula - January! Thursdays 5:45 to 6:45 pm
 Jazzercise - Mon & Wed 5:45 pm /Sat 8:30am
 Line Dancing - Mondays 7 to 9 pm
 Lunchtime Pilates - Wednesdays 12 to 1 pm
 Silver Sneakers Muscular Strength & Range of Movement
 Tuesdays&Thursdays 9:45 am
 Volleyball - Tuesdays & Friday 1 to 4 pm
 Women's Cardio Circuit - Mondays 9:45 to 10:45 am
 Yoga Thursdays - 7:30 to 9 pm
 Zumba - NEW! Tuesdays 6 to 7 pm

BEACH ART CENTER NEWS

"HOME FOR THE HOLIDAYS" The Beach Art Center's Home for the Holidays Open Holiday Show and Sale offers artists of the community the opportunity to exhibit and sell their best work through December 28. Works will be in a variety of media, including oil, acrylic, watercolor, mixed media, ceramic and more.

The Beach Art Center is a non-profit organization providing studio art classes and programs for adults and children. For information, call 727-596-4331, email arts1515@aol.com or visit www.beachartcenter.org. The Beach Art Center is located at 1515 Bay Palm Boulevard, Indian Rocks Beach.

FLORIDA GULF COAST CENTER FOR FISHING NEWS

The Florida Gulf Coast Center for Fishing & Interactive Museum, located at 12211 Walsingham Road, Largo is now exhibiting works of art made by Pinellas County's public and private middle school students. The theme of the student's artwork is "Visions From the Sea". Stop by and see a collection of 85 pieces of marine art now through February 1. Don't miss out on this unique and impressive display created by our next generation of artists! For additional information, contact Jim at Jim@centerforfishing.org or call 727.365.4660. The Center is open Monday – Friday: 10am – 4pm and Saturday 10am – 2pm, they are closed on Sunday.



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FLORIDA BOTANICAL GARDENS "HOLIDAY LIGHTS IN THE GARDEN"

Share the Holiday Spirit and enjoy the beautiful Florida Botanical Gardens as it sparkles with the warmth of the season. Strolling through the shining Botanical Gardens is a community tradition, and adds a festive touch to the holiday season. See how our



Garden glows with tropical plants, roses, fruits, herbs, hibiscus, bromeliads and more. A dedication to sustainability shines through with environmentally friendly LED lights – more than 500,000 twinkling lights in all.

Volunteer FBG Foundation Board members work throughout the year to design and plan this winter wonderland. Planning begins in January and several volunteers start the process of updating displays, taking inventory and contacting potential sponsors. The biggest challenge is creating a new design that creates the "wow" factor for our visitors.

Hundreds of community volunteers provide support to the event by working the gates, creating schedules and by providing entertainment. Specialized and skilled entertainers offer their time, providing a musical background to the beauty of the Garden. Venues include jazz, ballet, blue grass, folk, choral and, of course, Santa.

Those wishing to volunteer for this year's event should call the Foundation office at 727-582-2117. Each evening food and beverages are available for sale.

To cover that cost and to allow the Foundation to continue to financially support the Gardens a suggested minimum donation of \$2 per person is requested. Admission is free to children under 12.

FBG Foundation board members also plan two other special events that occur during the Lights. A Gift and Plant Sale is planned for December 9 from 10am to 4pm; and a Dog Parade will be held on December 29 at 1pm.

The Florida Botanical Gardens are located in Largo, Florida. Parking is available at either 12520 Ulmerton Road or 12211 Walsingham Road. For information call (727) 582-2100 or visit www.flbg.org.

HMS BOUNTY SINKS

The HMS Bounty was commissioned by the MGM film studio for the 1962 film "Mutiny on the Bounty." She was the first large vessel built from scratch for a film using historical sources. The ship was launched on August 27, 1960 and sailed via the Panama Canal to Tahiti for filming. It was scheduled to be burned at the end of the film, but actor Marlon Brando protested, so MGM kept the vessel in service. After filming and a worldwide promotional tour, the ship was berthed in St. Petersburg, at The Pier as a permanent tourist attraction, where she stayed until the mid-1980s.

The HMS Bounty had planned to coming home to St Petersburg for a weekend, on November 10-11. Unfortunately, the 180-foot, three-masted ship, floundered about 90 miles off North Carolina as Hurricane Sandy's fury churned the Atlantic into 18-foot seas and sank.

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BELLEAIR RESIDENT ELECTED HEAD OF CFP STANDARDS BOARD

When Ray Ferrara first started working in the financial field 40 years ago, he never dreamed he would be in charge of the organization that oversees all of his peers, but that is what happened.

Ferrara lives in Belleair and is President and CEO of ProVise Management Group, a large Clearwater financial planning firm. He was recently named Chairman-elect of the Certified Financial Planner Board of Standards Inc (CFP) in Washington, DC. He will begin his new duties in January and in 2014 will assume the Chairmanship of the Board.

Ray, originally from Washington, DC, moved to the area in 1979 working in the financial services department of Pioneer Western and later Aegon. In 1986, he decided to break out on his own and started ProVise. "We believe that financial planning is the most important thing that we can do and that investment management is a subset of financial planning," Ray states emphatically. ProVise currently has 21 employees and 9 financial advisors. The firm has over 550 clients and manages over \$750 million in assets.

The CFP Board he is joining certifies 67,000 financial planner professionals in the United States. The primary certifying board for financial planners, their mission is to manage and promote certification and ethical practices. Headquartered in Washington, D.C., they have a full time staff of 65 people.

The CFP Board, in existence since the 1980s, is authorized to lobby Federal lawmakers but their most important function is serving the public by granting the designation of Certified Financial Planner (CFP®) which

is the recognized standard of excellence for competent and ethical personal financial planning.

"Financial Planning is not actually a regulated business," Ray says.

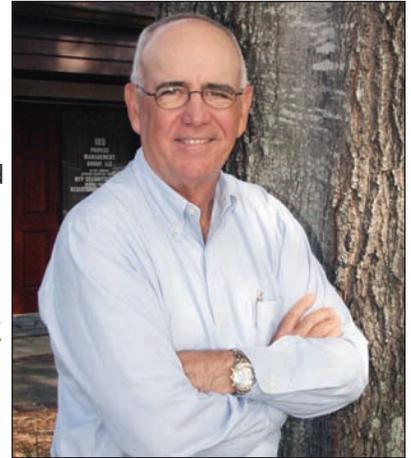
Ferrara will continue to live here with his wife Kim, traveling to Washington as needed.

"You'd be amazed how many people out there are giving financial advice and are not certified," said Ferrara.

"If you are dealing with someone who is not certified, perhaps you should ask yourself why. You may see your investments disappear."

Very involved in the local community, Ferrara is on the boards of Morton Plant Mease Healthcare, Bay Care Health Systems, Eckerd Youth Alternatives, the area Boy Scout Council, the Clearwater Regional Chamber of Commerce and even his own condo association board in Belleair. "Belleair is a great place to live and Clearwater is a great place to work," Ray goes on. "I cannot see living and working anywhere else."

ProVise is located at 611 Druid Road in South Clearwater. Their phone number is 441-9022. Get more information at www.ProVise.com.



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REMODELING IN A FLOOD ZONE

By David Allbritton

Remodeling requirements in a flood zone since FEMA has been involved have always been somewhat of a mystery to homeowners. I'd like to clarify some of the issues that will dictate what you can and cannot do when you plan to remodel.

If you live on or near the beaches, you are in a flood zone. Flood zones are land areas identified by the Federal Emergency Management Agency (FEMA). Each flood zone describes that land area in terms of its risk of flooding. Everyone lives in a flood zone—it's just a question of whether you live in a low, moderate, or high risk area.

If you live in a flood zone, by law you can only improve your home up to 50% of the depreciated value of your home, not including land value or any other property improvements. For instance if you buy a home on Belleair Beach for \$400,000, you must break out the depreciated value of the house alone, and that is the value you can improve by 50%. The depreciated value of a typical home in that price bracket on the beaches is between \$70,000 - \$80,000. That means you can only spend \$35,000 - \$40,000 in remodeling costs. These days a kitchen and bath remodel will burn through that quickly.

When the customer realizes they will not be able to add a second floor, or complete all they want inside the 50% limit, they typically ask if they can "phase" the project-

building an uncompleted project one year, then permitting completion the next year under a new 50% cost restriction. The answer is "NO". Phasing is not allowed. The project must be designated complete by code before another permit can be issued. The next project may be permitted one year after the completion date of the prior project.

The Florida Building Code is now being written with FEMA's code recommendations. FEMA is creating pressure to cause homeowners in flood zones that want to improve the value of their homes more than 50% to knock down and rebuild the entire structure to current building codes. Codes that include a higher finish floor level that will take them out of the flood zone.

When remodeling an older home on the beach, I would recommend putting money into items that will create a safer structure such as hurricane strapping for the roof, impact doors & windows or hurricane awnings. Money spent on these items first will give you peace of mind and help lower your insurance rates.

David Allbritton has been a State Certified Building Contractor for 33 years in Clearwater and specializes in remodeling in flood zones. He is a member of NARI (National Association of the Remodeling Industry) and has won awards for his remodeling projects. See some of the projects he has finished on his website: www.dabcinc.com. His phone number is 481-5102.

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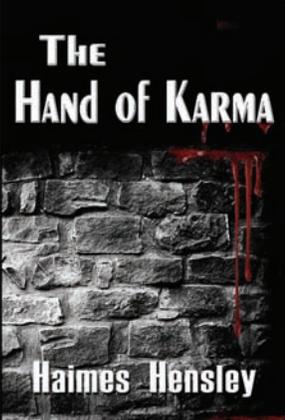
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LIPOSONIX The Latest Innovation in Non-Surgical Fat Removal



By: Erika Francis, MD

As the trend of cosmetic surgical procedures becoming less invasive continues to rise, another new trend is also gaining in momentum: non-surgical fat reduction. Treatments that are scalpel free are less expensive, less risky, and require less downtime than traditional plastic surgery and, as a result, have been readily adopted by many men and women seeking to look and feel their best. More than 83% of all cosmetic medical procedures performed in the U.S. in 2011 were non-surgical. While treatments for lines, wrinkles, and sagging skin such as BOTOX, Juvederm, Thermage, and Fraxel were among the most popular of these services, body contouring also captured a significant share of this fast growing market.

Brand names like SlimLipo (Laser Lipolysis) have become well established in recent years as safer, easier, and less-invasive alternatives to older surgical liposuction methods by virtue of the fact that they are done without general anesthesia, through tiny skin incisions and with minimal downtime. Laser methods such as this have the ability to melt and permanently remove fat, tighten the skin and enable individuals to lose up to 2 clothing sizes in a single session.

Liposonix, the very latest non-surgical fat reduction treatment to hit the market, targets fat cells beneath the surface with focused ultrasound. The treatment is performed strictly on the surface of the skin (no incisions) in under an hour and without anesthesia. The energy delivered by Liposonix causes thermal damage to the layer of fat beneath the skin and the fat is then reabsorbed by the body. Liposonix typically requires one to three treatment sessions that each take about an hour and patients can expect to see about a 1-inch reduction of the area treated over an 8-12 week period following each treatment.

Radiance Medspa in Belleair Bluffs is one of only a few facilities in the country and the only facility on the West coast of Florida to offer Liposonix. If you'd like to learn more about Liposonix, SlimLipo or any of Radiance Medspa's other non-surgical services, contact 727-518-7100 or visit radiancemedspa.com

THE QUINTESSENTIAL CHRISTMAS PLANT

Poinsettias were first introduced to the United States in 1825 by Joel Robert Poinsett, amateur botanist and first ambassador to Mexico. He introduced the plant to the United States when he brought some cuttings to his plantation in Greenwood, South Carolina.

December 12 is National Poinsettia Day, an official day set aside to enjoy this symbol of holiday cheer. It was established upon the death of Mr. Poinsett to honor him and the plant he made famous. He died in 1851.

Poinsettias are native to Mexico, where they grow wild. The enchanting legend of the poinsettia dates back several centuries, to a Christmas Eve in Mexico when a little girl named Pepita had no gift to present to the Christ child. Her cousin Pedro urged her to give a humble gift. So, on her way to church she gathered some weeds she found along the road. As she approached the altar, a miracle happened: The weeds blossomed into brilliant flowers. Then they were called Flores de Noche Buena - Flowers of the Holy Night. Now they are called poinsettias.

With the very Best Wishes for a Happy and Healthy Holiday Season, Cheryl and the staff of Carlson Wildwood Florist
From the Society of American Florist consumer website, www.aboutflowers.com



WHY WE PLAN

by Michael Rogan, Rogan and Associates



The election is finally over! Regardless of whether you are celebrating or mourning the outcome, there is one concern that nearly everyone shares: how does this affect my financial plan?

Politically we are in virtually the same place as prior to the election. Namely, Barack Obama will continue to be the President, the Democrats will continue to control the Senate and Republicans will continue to control the House. So, just as the last two years, neither party has the ability to make big changes (which ultimately is good for the rest of us).

The President, like a football team's quarterback, often receives too much credit and too much blame. The reality is that policies are enacted via a process that involves the President along with the 535 men and women who make up the Senate and the House, a process that often results in gridlock (i.e., no meaningful changes).

That process is not always attractive. Mark Twain once said, "Those that respect the law and love sausage should watch neither being made." Unfortunately, between the Internet, Twitter, talk radio, and 24-hour cable channels, it's nearly impossible to avoid watching our laws being made.

In the near-term we will confront the "fiscal cliff" – a combination of tax increases and spending cuts which, if they occur, could throw our economy into recession. Given the shenanigans we saw with the debt ceiling debate last year, it would be naive to presume that this process will be smooth, quick and drama-free. While we hope for a quick resolution, if the past is prologue, we expect the discussions during the lame duck session to be fiercely partisan with compromise, if any, likely very late in the process (late December or even sometime in 2013).

We remember the stock market was volatile during the debt ceiling debate last year. Given that this will be a similar process, the markets may exhibit similar volatility in the near term. As always, it's very important to separate the short term from the longer-term. If you have a sound financial plan in place, funds you need in the near term should be invested so they are relatively insulated from the market's volatility.

Nobody knows exactly how the fiscal cliff negotiations will unfold; however, thanks to the media and the Internet, we'll all have a front row seat while the "sausage" is being made. One thing we can say with some confidence is that eventually something will be done.

As always, we suggest you turn off the news and enjoy time with your family and friends, particularly during this upcoming holiday season. In fact, maybe your resolution for the coming year will be that in 2013 you will finally put a plan in place for you and your family's finances.

For decades, we have been providing financial advice to Bay Area individuals and families. We have consistently found that people who have a plan in place are much better able to ignore the "crisis du jour" headlines of the moment and focus on things that really matter – family, friends, careers, etc. If you would like to talk to me about your plan, you can reach me at (727) 712-3400. Let 2013 be the year you join those who are taking action for a better financial future.

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HOLIDAY PARADE AND PARTY

You may not see giant helium balloons, magnificent marching bands, or fabulous floats, but Belleair's Second Annual Holiday Parade and Party is sure to be great fun! Deck out your bike, car, or golf cart and join the parade! Or be a part of the audience and cheer on the Grand Marshall, and the Holiday Prince & Princess. You also won't want to miss the most anticipated appearance of the season, the arrival of Santa Claus! Immediately following the parade, join the Rec staff at Hunter Park for holiday crafts, bounce house, music, Santa visits, the abominable snowmen, the famous Florida Snowball Fight, horse and carriage rides and more! Special Guests, Darth Vader and friends will be back again in force! The parade goes up and down "the Mall" and starts at 5pm on Sunday, December 2, with the party following. For information or to be in the parade, call 518-3728!

THANK YOU!



Thank you for the great honor of selecting me to represent you in the Florida House. As one of 120 members, it is a privilege to serve the wonderful communities of District 66. As your state representative, my number one priority is to listen to you and your concerns and ideas. My door is always open to you. Florida faces serious challenges - growing our economy, creating jobs and providing a world-class education system that meets the demands of the 21st century. To achieve these goals, and others, it will take leadership in Tallahassee to set a positive and realistic vision for Florida. Here in District 66, I will continue my office's three-part outreach program to better serve you. Meet Your Representative gives me the opportunity to talk with constituents. Casual Conversations are small gatherings with leaders from various segments of our community. And Business Matters gives me a first-hand account of how local businesses are faring and what the state could do to help them grow and hire. Florida can lead the way in America. I will work every day with local, state and federal officials to see that Florida becomes the model for economic growth and prosperity. In Your Service, Rep. Larry Ahern

FRIDAY FRESH MARKET

Friday Fresh Market in Belleair is in full swing every Friday from 10 am-3 pm. The Market offers the freshest vegetables, fruit, honey, flowers, and herbs from local farms, food artisans with fresh bread, sauces, honey, prepared foods and other goodies! Throughout December, we are hosting a toy drive benefitting children under the care of Suncoast Hospice. To participate, drop off your new unwrapped toy at the market, Hunter Park, 999 Indian Rocks Road, Belleair. For information, call 727-518-3728 or go to www.belleairrec.com.

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THE HAND OF KARMA BY HAIMES HENSLEY

On April 19, 2006, Belleair resident NanC Hensley began the biggest adventure of her life. During lunch at the Vinoy Renaissance in St. Petersburg with her mother Martha Baker and her sister, Judith Haimes, NanC received a call from her doctor confirming the lab report that the lump in her breast was cancer. It would be after her first of two surgeries at Morton Plant Hospital in June that they would discover NanC had Stage III, metastatic breast cancer.

There was nothing this tight-knit trio couldn't face together. So in true form, with Mom cheering them on, NanC and Judith decided to write a book. It was a cathartic distraction that eventually would become a real success. During NanC's chemotherapy sessions, she and her sister began creating their book, *The Hand of Karma*. With Judith sitting bedside as NanC received her treatments, these two sisters and best friends journeyed through the ordeal of cancer together and created a serial killer by proxy thriller.

Experience the skillful manipulation of a psychotic man by a brilliant and emotionally warped woman. The killer becomes addicted to the euphoria of killing for retribution and dubs himself the Hand of Karma. He is empowered by this new feeling of control and his growing desire for his mentor. The cruelty of her rejections mark his descent into madness. Woven into the mix is a protagonist, Allison Rogers, a retired intuitive. Her new literary focus to expose the tricks used by ruthless con artists in the field of parapsychology draws her into the killer's world through a series of serendipitous events.

One of many great reviews: "THE HAND OF KARMA may easily be a frontrunner for Best First Mystery Novel of the Year. Author Haimes Hensley grabs you from the start with an electrifying thriller, one the reader will not be able to put down once started." stated Katherine Fair Donnelly, author of *The Secret Of The Crystal Skull*.

This Florida-based story highlights many area landmarks, waterways, and locations such as Tropicana Field, RG's Restaurant, the Clearwater Library, and the Sheraton Sand Key Resort.

The Hand of Karma by Haimes Hensley is available in Paperback through Amazon, Barnes and Noble, and most book retailers. The electronic book is available through Smashwords.com, Amazon Kindle, Barnes and Noble Nook, Sony, Apple, Diesel, and most eBook outlets. *The Hand of Karma* is reasonably priced for both eBook and paperback. Visit www.haimeshensley.com.

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