

# CLEARWATER BEACH NEIGHBORHOOD

including Sand Key and Island Estates

AUGUST / 2014 ISSUE 28



Newsletter

## THE CLEARWATER JAZZ HOLIDAY & HOW IT ALL BEGAN



Headliner, Woody Herman at the first Jazz Holiday

Clearwater Jazz Holiday did not just happen. A group of people with foresight and guts created an event that, over the years, attracts thousands of spectators to a small plot of grass next to Clearwater Harbor to enjoy the sounds of local and national jazz artists.

The creation was almost Woodstock-esque. A few people had an idea to add music where there was none to see what might happen. Instead of Jimmy Hendrix, they invited Woody Herman. In place of Jefferson Airplane was the Count Basie Orchestra. Instead of Michael Lang (Woodstock's promoter), there was Don Mains and Cary Stiff, who in 1980, gave birth to the event Pinellas County has come to know and love--the Clearwater Jazz Holiday.

So who were Don Mains and Cary Stiff? Don Mains had convinced the Clearwater Area Chamber to hire him as their Director of Tourism. Mains promised to create events that

would pay his salary. Realtor Cary Stiff was the president of a downtown Clearwater business association, who promoted the then-suffering downtown area. Mains and Stiff were very different, but in many ways they were similar.

"He was the daddy and I was the mama," is the way Cary described their relationship. "Don had the idea for a music event of some type," Cary says, "and I liked anything that promoted the downtown area, especially when it combined music with food." According to Cary, JAZZ was Don's suggestion. His main goal was to put "heads in beds" at local hotels but he also liked Jazz because it would appeal to a range of residents, from Greenwood to Belleair. It always bothered Cary that food was not sold during the early days. The City had an ordinance against alcohol on public land, so patrons brought their own food and "snuck in" the beverage of their choice. We experimented by selling tortilla chips and melted cheese for 50¢ and hawked sodas out of an old barrel for a quarter each. Surprisingly, we quickly sold out. The Kiwanis later sold hot dogs. Today there is a huge variety of food available.

Admittedly, Mains and Stiff knew nothing about putting on a concert event. They also had no money - at all. The Chamber was willing to "help" but they didn't have big coffers either. They approached Bronson Thayer, president of the Bank of Clearwater, then the area's largest local bank. After a 15-minute presentation, Thayer handed them a check for \$2,000.

They chose October since it was cooler and an off-period for the hotels. They considered many venues, including the big waterfront lot behind Maas Brothers, but "It was not really a park; it was more of a vacant lot with sandspurs," says Cary.

On the first day of the very first Jazz Holiday, Bob Draga, a local musician played a clarinet version of Ravelly at sunrise on the east side of the Memorial Causeway. About 75 locals showed up to kick off the first day. Later that day, many politicians and sponsors along with a few musicians boarded a trolley at City Hall and road it over to Coachman Park in an effort to promote a party atmosphere.

Paulette Pepper, a local singer, was the very first performer at the very first Jazz Holiday event. Also in the inaugural line-up that year was The Polka Dots, a local band with a following that played polka (oom-pah-pah) music regularly at Woody Riley's Warehouse, a popular bar near Ft. Harrison and Myrtle Avenue. "Some of our friends and sponsors thought we were crazy," said Cary, "but we wanted local bands to be a part of it, too, especially since they were free."

Woody Herman was the first major headliner booked. Volunteers Jim and Mary Pugh's son, Jim, Jr. played trombone in Woody's band. All it took was a phone call to Jim, Jr., and Woody agreed to play a free show in Clearwater despite no permanent stage, only the use of a flatbed truck donated by the city with a tent over top. Mr. Herman said that first year, "I believe this is the start of something big."

The theme was "Building a Rainbow." An arch of hundreds of balloons was constructed to celebrate to the event's success on the last night. Buddy Yerd, the very last performer, played Wizard of Oz's "Over the Rainbow." When it came time to elevate the balloon arch, it would not go up. Cary remembers Joe Butler of Clearwater Audio/Visual, the sound sponsor, coming to the rescue with his bucket truck and it finally got it off the ground. "The band kept playing the song over and over until we got the balloons up," laughs Cary. She remembers it being awful at the time, but hilarious in hindsight.

By Bob Griffin, Publisher

Continued inside

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**CREDITS**



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BeachNewsletters.com

We'd like to hear from you. Is there something you would like to see included in this newsletter? Tell us what you think at

bob@griffindirectories.com

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**CLEARWATER BEACH NEIGHBORHOOD NEWSLETTER**

This is our 28th Clearwater Beach Neighborhood Newsletter. We started this publication in December of 2009.

You will find articles and local information about the Beach area inside. We call it a Neighborhood Newsletter because it is primarily about your neighborhood, Clearwater Beach. It is mailed to the entire zip code of 33767 including Island Estates and Sand Key.

We want your input. How did you like this issue? What suggestions do you have for future issues and articles? We hope you enjoy this newsletter. We call it a "Neighborhood Newsletter" because it is about Clearwater Beach, your neighborhood. It is mailed to about 5,000 households and includes Island Estates and Sand Key. We publish this edition six times a year.

Call or email us,  
Bob & Becky Griffin,  
727-517-1997  
bob@griffindirectories.com



**SEE YOU AGAIN IN OCTOBER!**

**CITY NUMBERS**

**CITY HALL 562-4250**  
112 S. Osceola Avenue  
www.clearwater-fl.com

- MAYOR OFFICE** ..... 562-4050
- MAYOR** - George N. Cretekos - Seat 1
- CITY COUNCIL** ..... 562-4042
- Doreen Hock-DiPolito (Vice-Mayor)- Seat 2
- Jay Polglaze - Seat 3 Bill Jonson - Seat 4
- Hoyt Hamilton - Seat 5
- CITY MANAGER** ..... 562-4040
- William Horne
- ASSISTANT CITY MANAGER** . . . 562-4040
- BUILDING PERMITS** ..... 562-4558
- HUMAN RESOURCES** ..... 562-4870
- PLANNING & ZONING** ..... 562-4567
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- PUBLIC UTILITIES** ..... 562-4600
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- FIRE DEPARTMENT** ..... 562-4334
- POLICE HOTLINE** ..... 562-4080
- NEIGHBORHOOD LIAISON** . . 562-4554
- CHAMBER OF COMMERCE** . . . 447-7600
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- MARINE AQUARIUM** ..... 441-1790
- 249 Windward Passage, Island Estates
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- CLEARWATER YACHT CLUB** . . . 447-6000
- 830 Bayway Blvd South
- CARLOUEL HOMEOWNERS ASSN**
- Kris Hampsey, President . . . . . 441-4188

**LITTLE LEAGUE**

John Murphy . . . . . 813-486-4430  
**ROTARY**, Clearwater Beach meets every  
Thursday, 12:15pm at Carlouel Yacht Club  
John Funk . . . . . 599-3864

**CLEARWATER BEACH ASSOCIATION**

Wendy Hutkin, President . . . . . 216-3274

**CLEARWATER GARDEN CLUB**

Alice Jarvis . . . . . 391-3066

**SAND KEY CIVIC ASSOCIATION**

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Arlene Musselwhite, President 644-7524

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**FRIENDS OF THE LIBRARY**

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**CLEARWATER HISTORICAL SOCIETY**

Bill Wallace, President . . . . . 446-2676

**PINELLAS COUNTY INFO** . . . . . 464-3000

**COMMISSION OFFICES** . . . . . 464-3000

Susan Latvala, CWB/Island Estates 464-3276  
Karen Seel, Sand Key . . . . . 464-3278

**STATE:**

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26133 Hwy 19 N., Ste 201, Clearwater  
Latvala.Jack.web@flsenate.gov

Representative Larry Ahern 727-395-2512

Republican, District 66  
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larry.ahern@myfloridahouse.gov

Governor Rick Scott

Rick.Scott@myflorida.com

**FLORIDA UNITED STATES SENATORS:**

Marco Rubio . . . . . 202-224-3041

www.Rubio.Senate.gov

Bill Nelson . . . . . 202-224-5274

www.BillNelson.Senate.gov

**AREA UNITED STATES REPRESENTATIVE:**

David Jolly . . . . . 727-392-4100

9210 113th St, Seminole, FL 33772  
www.house.gov/jolley

**CALENDAR OF LOCAL EVENTS**

**AUGUST**

- Public School Begins 18
- Armed Forces Museum Day 23
- Primary Elections 26

**SEPTEMBER**

- Labor Day 1
- Morton Plant Miles 4 Men Run 6
- Buc's First Game 7
- Grandparents Day 8
- Patriots Day 11
- Dolphin Tale 2 Movie Release 12
- El Grito Mexican Festival 13
- Sailing Center Party 13
- Autumn Begins 22
- Blast Friday 26
- Off Shore Power Boat Races 26-28
- Public Pool Closes 28

**OCTOBER**

- Achieva Box Car Rally 4
- Make Difference Fishing Tournament 4

- Blessing of Pets & Parade Yacht Club 5
- Fire Prevention Week 6-12
- Night Out Against Crime 7
- Taste of Clearwater 9
- Hispanic Heritage Concert 12
- Columbus Day 13
- Stone Crab Season opens 15
- National Boss's Day 16
- Clearwater Jazz 16-19
- Coastal Clean Up Keep Pinellas Beautiful 18
- Schools Closed 20
- Clearwater Beach Chamber Golf Tour. 20
- Chalk Walk BeachWalk 24-26
- Johns Pass Seafood Fest 24-26
- Country Jubilee Heritage Village 25
- Halloween Party Clearwater Yacht Club 25
- Halloween Carnival Beach Rec Center 30
- Blast Friday 31
- Boo Bash BrightHouse Field 31
- Sea Turtle Nesting Season Ends 31

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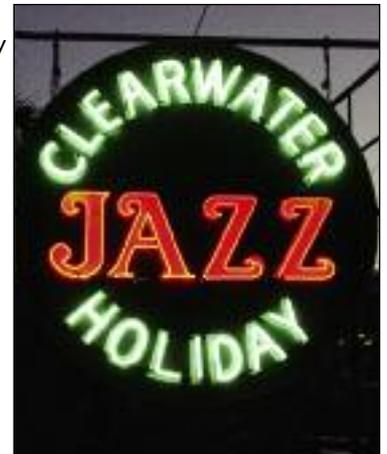
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## Did You Know...

**JAZZ HOLIDAY** The 35th Annual Jazz Holiday held in Coachman Park, is October 16-19. Major acts will be on stage all four days. Artists include: Earth, Wind & Fire, Dirty Dozen Brass Band, Spyro Gyra, Dr. John & The Nite Trippers, Trombone Shorty & Orleans Avenue, Edward Sharpe & The Magnetic Zeros. Tickets are \$15 per day. Buy tickets and get more information at [www.ClearwaterJazz.com](http://www.ClearwaterJazz.com)



**TOP THREE HEP**, the local Homeless Emergency Project, was recognized by Charity Navigator, as one of the Top Three Best Charities in Tampa Bay. They were ranked third on a list of 62 evaluated charities. Factors considered include financial management, accountability, and public transparency. Find information on HEP on their web site, [www.ethep.org](http://www.ethep.org).

**FUN FAIR** St. Patrick Catholic School's annual Fun Fair will be Thursday, October 9th through Sunday, October 12th, at 1501 Trotter Road in Largo. The fair will feature carnival games, amusement rides, silent auction, entertainment, flea market, food and drinks. An Arts and Crafts Show will be open Saturday and Sunday. FREE Admission. Visit [www.stpatsfair.com](http://www.stpatsfair.com) for information.

**36TH ANNUAL COUNTRY JUBILEE** Visit Pinellas County's Heritage Village on Saturday, Oct. 25, 10 am to 4 pm for non-stop music performed by local groups including Americana/Folk Rock, Pre-1900 songs, Pure Folk, Folk-Rock, Acoustic Old-Timey Folk and Bluegrass rhythms and musical sounds from around the world. Visit more than 100 craft vendors displaying stained-glass items, handcrafted jewelry, wooden items, seasonal crafts, handcrafted candles, and many more. There will be a huge Flea Market loaded with books, videos, DVDs and phonograph records, vintage items, collectables and antiques. Sugar cane grinding and boiling will be demonstrated by the Largo Area Historical Society. The Morse Telegraph Club, Florida Chapter will demonstrate how people communicated with Morse code. "4 Men and Their Trains" will have working model railroad displays

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### SUPER BOAT RACES RETURN

September 26 through 28th the Super Boat Offshore Races return to Clearwater Beach. The boats will be on display in Coachman Park



on Friday and Saturday when not conducting trials. The official races along Clearwater Beach are Sunday at 11am and 1pm. Find more information at [www.ClearwaterSuperBoat.com](http://www.ClearwaterSuperBoat.com).



**TEAM BREAKS 30 YEAR OLD RECORD** In June, Belleair Country Club's Breakers swim team shattered the 1978, 200 meter free-style relay record by almost two seconds. Blake Johnston, Tyler Robertson, Asher Flesch, and Sawyer Flesch, all 10 years old, set the record at the 2014 PCL Championship Meet with a time of 2:00.91. The PCL is a spring and summer competitive swimming league that includes nine southwest Florida country club swim teams. "We're proud of the boys on our 10-and-under swim team and their significant accomplishment," said Ed Shaughnessy, general manager of Belleair Country Club. The BCC Breakers competitive swimming team was formed in 2008.

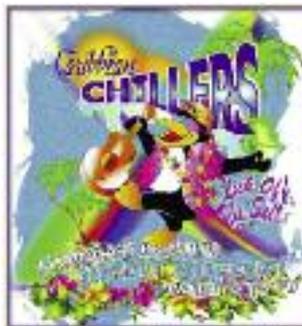
**MAKE A DIFFERENCE** Volunteers are needed to help host this fishing tournament held for special needs kids. It will be October 4 at 8am on Pier 60. Another tournament will be in November for special needs adults. To learn more about this event, call John Phillipoff at 235-4919 or visit [www.MakeADifferenceFishing.org](http://www.MakeADifferenceFishing.org).

**DONATIONS NEEDED** This summer, Clothes To Kids will provide free school wardrobes to more than 3,000 low income or in crisis school children ages PreK-4 through 12th grade. That means, they need clothes and shoes, especially elementary girls and boys shorts and pants, sizes 6-16 and girls and boys tops, sizes M-XL. New or gently used pants, shorts, shirts and shoes can be dropped off between 9 am and 4:30 pm Monday-Friday at Clothes To Kids' two convenient store locations. In Clearwater, 1059 N. Hercules Ave. and St. Pete, 3251 3rd Ave. For more information, call 441-5050 or visit [www.ClothesToKids.org](http://www.ClothesToKids.org)

**NEED ANOTHER COPY?** Pick up another copy of this newsletter at the Beach Chamber Office, The Beach Rec Center, Island Estates Print Shack, Shorty's Gourmet Deli or the Island Estates UPS store.

**SEPTEMBER BLAST FRIDAY**

There are no Blast Fridays during the Summer months. The next one will be September 26th in conjunction with the Super Boat Races. It starts with a Superboat Parade at 5:30pm and Street Party with Jimmy Buffet Tribute Band, *The Caribbean Chillers & The Tropics*. Cleveland Street will be closed from Ft. Harrison to East St. The stage will be located on Garden. The event is Free to the public. Everyone is encouraged to wear their best Parrot Head or pirate apparel. October's Blast Friday is on Halloween Night, October 31.



**OUR NEXT ISSUE IS IN OCTOBER** Read this issue, as well as others, online at [BeachNewsletters.com](http://BeachNewsletters.com).

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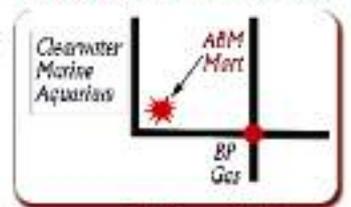


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## CLEARWATER JAZZ continued

"We had a big round neon sign made the first year," says Cary. "It broke after the first year, but with the help of a local sign company, it was repaired and can still be seen today, 35 years later." The sign cost \$1,217 which for an event that had never existed was a leap of faith. When it was all over, hosting the first Jazz Holiday cost \$42,000.

The second year, the festival lasted 10 days and spanned two weekends. "What were we thinking?" says Cary in retrospect. It was held all over Clearwater: the Sheraton, Ruth Eckerd Hall, the Kapok Tree, Woody Riley's Bar and at Coachman Park, which eventually became the event's permanent home. As a Chamber of Commerce event, they tried to spread out the festival so no area was favored.

In the early years, they tried to stir up interest by holding jazz-related events around Clearwater. There were dances and concerts to help with awareness and promotion. Some were fundraisers. They had events at the Kapok Tree. Phil Henderson had special jazz parties on his Starlite cruise boats. There was even an event on the ice skating rink at Countryside Mall. In later years, there were "workday concerts" in Coachman Park, where those who worked downtown brought their lunch and caught a free show.

Donna Yarbrough lived nearby by and volunteered. "I heard about the event and just wanted to help," she says. "I went to one of their organizational meetings at the Chamber office near Maas Brothers (now the Harborview Center) and it was like a scene out of a movie," Donna recalls. "Don Mains got on top of a chair and shouted his ideas to us, a group of naive volunteers. He was quite a motivator," Donna remembers.

The second year featured Buddy Rich. The third year, Dizzy Gillespie. By the fifth year, volunteer Donna Yarbrough became the event's president.

By 1990, growing pains set in and David Stone, then president of the Chamber, endorsed the idea of the Jazz Holiday becoming a non-profit organization. By standing independently on its own, they could focus more on fundraising, selling sponsorships and giving back to the community.

Today, the Clearwater Jazz Foundation donates money and support to Pinellas County Schools' music programs.

According to Yarbrough, they interact with approximately 50 local learning institutions, primarily elementary and middle school, when interest in music is just beginning. "Heaven knows, those teachers need our funding and our support," says Donna.

Over the years, the Jazz Holiday has changed in many ways. Food, beer and wine vendors were eventually added. A bigger stage was built to handle larger bands and their massive equipment. The most recent additions: large screen digital TVs.

With the Great Recession, they lost many sponsors and were forced to charge admission - \$10 per person. It's only \$15 now! "Where else can you get entertainment of this caliber for \$15?" asks Cary rhetorically.

Even though they now get funding from the city, county and state in addition to grant money from the Tourist Development Council, Donna Yarbrough says "We could not do this without our wonderful sponsors and help from area businesses such as the area hotels."

Larry Gerwig, a Vice President with Creative Contractors, had a two year term as President about ten years ago and stills works closely with Cary, Donna and all former officers.



**Co Founders Clearwater Jazz Holiday  
Cary Stiff and Don Mains - 1980**

"It is rewarding to know we are appreciated by the public and those that give us money," Larry says. "We now have name recognition. Businesses like Lokey Mercedes and MarineMax stepped up donating sponsorship money. Homeowners Choice Insurance purchased the naming rights for this year and last.

It is unfortunate that we have to charge for this wonderful event," says Gerwig. "But in some cases, other major jazz festivals sell tickets for over \$100."

The committee is grateful to the surrounding hotels that house the traveling musicians: the Hilton, Sandpearl, Sheraton, Hyatt Regency and previously the Adams Mark. Phil Henderson, Jr. and his Starlite fleet (formerly the Captain Anderson) have also helped in many ways. Ruth Eckerd Hall and their staff have helped with booking talent.

The Clearwater Jazz Holiday has come a long way from the history of jazz in Clearwater, which started in the 1950s and '60s at the Belleview Biltmore and Fort Harrison Hotel well before the decay and conversions of those historic venues. Research shows that 56% of the Jazz Holiday attendees are Pinellas locals but the event also draws very well from the surrounding counties, especially Sarasota. After 34 years, we are still proud to be a part of promoting the city, area businesses and tourism," says Donna Yarbrough in closing. Over its 34-year history, the Clearwater Jazz holiday has attracted hundreds of thousands of adoring fans and hundreds of famous, as well as up-and-coming local, musicians. The likes of legendary talents Tony Bennett, Woody Herman, Buddy Rich, Dizzy Gillespie, Herbie Mann, Dave Brubeck, Tito Puente, Stephan Grappelli, Stan Getz, and the Count Basie Orchestra have graced the Clearwater Jazz Holiday stage.

This year's event is October 16-19 with headliners Earth, Wind and Fire, the Dirty Dozen Brass Band, Spyro Gyra, Dr. John & The Nite Trippers, Trombone Shorty & Orleans Avenue, Edward Sharpe & The Magnetic Zeros. Advance purchase general admission is \$15 per person; children under 12 are free. VIP & reserved seating is also available.

For a complete list of this year's performers and to purchase tickets, visit [www.ClearwaterJazz.com](http://www.ClearwaterJazz.com).

There is the Official After-Party on Friday and Saturday nights at the Capitol Theater in Downtown Clearwater. Instead of the ill-fated balloon arch celebrating the close of the very first Clearwater Jazz Holiday, fireworks will light up the sky on Saturday around 10:45 p.m.

*Special thanks to: Don Mains, Cary Stiff, Donna Yarbrough, and Larry Gerwig who graciously provided historical info for this story.*

**E**njoy a day at the beach and an evening at the Cork N Brew Bistro. A place where friends meet for an exotic tasting experience. With unique craft beers and fine wines both local and from abroad, you are sure to find the perfect taste for your palate. We also offer a range of small plates and desserts to compliment your beer or wine selection.

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**THURSDAY** Ladies Night Triple Delight

## Restaurant News...

### SHEPHARDS REOPENS

Their completely remodeled restaurant, now called Ocean Flame Interactive Dining, is a Gourmet buffet with a-la-carte flair! The buffet style restaurant has an open interactive kitchen where you can watch Chefs preparing dishes



fresh, right before your eyes! Menu items include hand rolled sushi, a wok station, a Brazilian style rotisserie, a carving station with variety of meats, an array of seafood, an International station with delicacies from around the world, homemade desserts and so much more! Beautiful waterfront views are available from every table in the restaurant and outside seating is available. They recommend reservations 447-2009 or Shephards.com

**NEW TAPHOUSE** Mandalay Grill, across from the Hilton, closed after it was sold. A new restaurant, to be called Surfside Taphouse, is now under construction. It is owned by the same people who own the Palm Harbor Lucky Dill, but will not have the Lucky Dill concept. The restaurant and tavern, located at 395 Mandalay Ave, should open soon.

**COOKING CLASS** Bobby Shirley, Executive Chef at Clear Sky Beachside Cafe, is hosting a cooking class featuring a few of the Cafe's signature dishes. The class, presented by the Friends of the Library on September 17 at 2pm, will be held in the Clearwater Beach Library. Seating is limited and reservations are required. Call Anne Garris at 446-4410 or Jewels Chandler at 729-4479 for information

**NO PARTY THIS YEAR** Although the Columbia Restaurant will be 109 next month, but they will not be holding a statewide birthday party again this year. In 1980, to celebrate their 75th Anniversary, they started a tradition of selling classic menu items at 1905 prices. They hope to make their next year's 110th Anniversary a Big Deal!

**BACKWATER'S CELEBRATES 14 YEARS WITH A PARTY** On August 20th, Backwater's on Sand Key is having a complimentary southern crab boil from 5-7pm to honor and reward their long time loyal customers in celebration of their 14 years in Sand Key. This popular event will be crowded, so plan to get there early.

**WINGHOUSE SOLD** Ker's Winghouse, which has 24 locations, has been sold to Third Lake Capital, an investment company. Third Lake plans to inject enough capital to expand the chain beyond Florida. Founder Crawford Ker will stay on as the CEO. Crawford Ker, is a resident of Belleair Bluffs and lives in Harbor Bluffs.

**TASTE OF CLEARWATER** 50 restaurants plan to participate in the annual Taste of Clearwater held at the Westfield Countryside Mall, Thursday, October 9, 5:30 to 8:30pm. Patrons pay an entrance fee and sample Clearwater's best restaurants. [www.ClearwaterFlorida.org](http://www.ClearwaterFlorida.org)

**CLOSED** Billy D's, a restaurant on the south end of the beach closed in June. They said it would reopen with a new concept after a remodel, but so far there is no activity.

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## More Restaurant News...

### MARINA RESTAURANT CLOSED

First it was the Olde Nautical Gift Shoppe, then the Marina Souvenir Shop, followed by the US Post Office and finally the Marina Restaurant. All have closed in the last 2 years. The Marina Restaurant, in the middle of the marina office building, closed last month because the owners decided it was time to slow down. The cafe, open since 1954, was owned by Ursula and Edward Metallo, who bought the lease in 1990. Their daughter Patti and her husband Tom Wolkosky have run the restaurant since 1996. Now, Patti is ready to cut back and plans to open a small gift shop in the same building, working fewer hours. Frank Chivas, with Baystar, who is building the Marina Cantina Restaurant upstairs, is taking over the Marina Restaurant and is moving it to the west end of the building. It will take several weeks to convert the storefront and as the plan is to keep most of the employees, in the meantime, they will be working at other Baystar restaurants. Chivas hopes to have the Marina cafe open again by October.



Marina Restaurant Family

Credit: Jane Bongo, Clearwater Gazette

**MORE PIZZA** Clearwater's Chicago Jaqx Pizzeria opened a second restaurant in Indian Rocks Beach at 1511 Gulf Blvd. Their big yellow canopy on the outside patio definitely attracts attention, and is very welcome shade while you sit on their swings facing Gulf Blvd. It features the same great pizza and has a bar with 50 beers and wine. They are open for lunch, dinner and late night.

**PEARLY'S BEACH EATS** Named Pearly's after owner Rusty Pearl, it is located one block east of Mandalay Avenue on Poinsettia Street, near the back of the Beachcomber. It will feature tacos, burritos, beach food and desserts. It is a small store with no seating inside, but about 80 seats outside. Rusty hopes to open any day

### WINDWARD BAR & GRILL OPENS

This beer and wine bar on Island Estates, opened where Leo's Pizza was. The new bistro owned by George Lefevre and Phil Zieger has a good selection of beer and wine, plus a full liquor bar. They serve a selection of appetizers, soups, salads, burgers, sandwiches, pizza, calzones and stomboli. Located at 282 Windward Passage near Clearwater Marine Aquarium, they are next to the ABM Mini Market.



**STILL COMING** The following are under construction: Shucker's Seafood Grille, 752 South Gulfview Drive Detroit Coney Island, 600 Mandalay Avenue Marina Cantina, Clearwater Beach Marina

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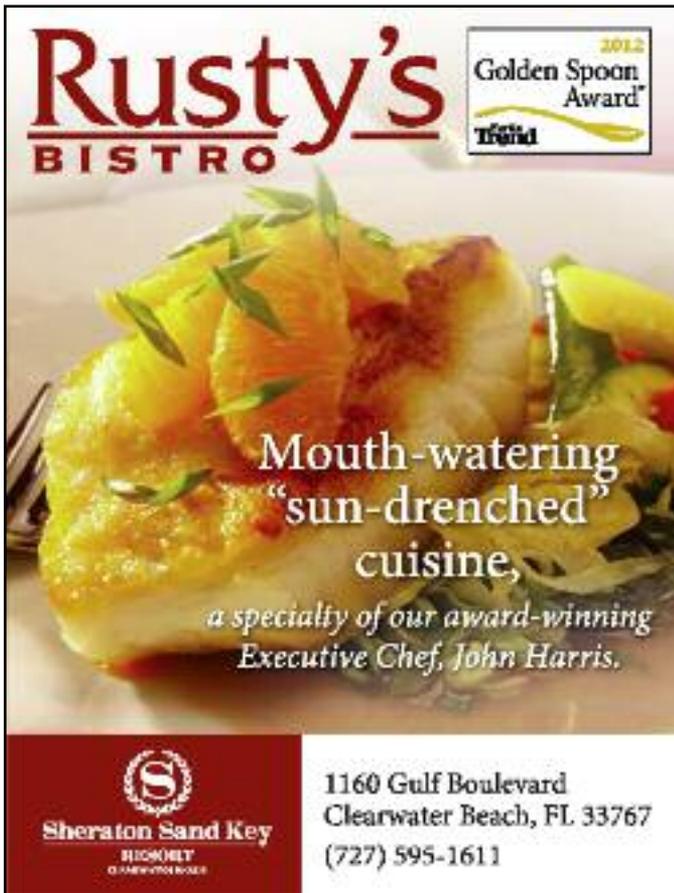
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## Business Briefs...

### BEACH 2 BAY ADVERTISING

A new method of advertising is coming to a beach near you. Beach 2 Bay, based out of Seminole, offers advertising messages behind powerboats flying parasails. They offer three types of displays: on the parasail, a billboard and letter banners. Parasails ads are typically used for brand awareness. The parasails vary from 31 to 39 feet wide. Billboard advertising is a massive digital billboard as big as one on roadways hung from the parasail. Letter Banning is a message on the line from the boat to the parachute. The letters are 5 feet tall. You can use up to 50 per message. This is a great way to advertise offers or personal messages like "Will You Marry Me?" Rates vary and are available at [www.Beach2BayAds.com](http://www.Beach2BayAds.com). Look the ads as they pass through Indian Rocks Beach.

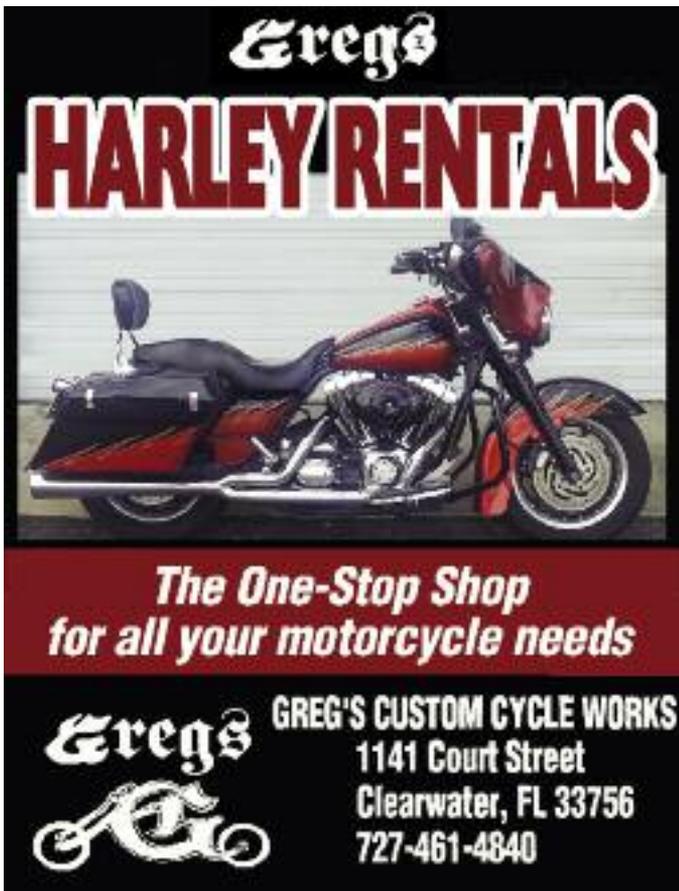


**THINGS TO DO** A new guide book full of ideas of Things to Do. is available free at many hotels and at the Clearwater Beach Chamber's office. Produced by two local women, it contains events, sunset times, dining and shopping ideas, maps and coupons. The publishers won the Chamber's Small Business of the Year in 2013. Call Kim at 474-6396 to get extra copies for special events.

**BELLA VINO CONGRATULATED** Bella Vino Wine Store in The Plaza, Belleair Bluffs, was recently commended by the state as one of only 22 food service establishments in the state to have no safety or sanitation violations' within the past year. Owner Brian Franzese received a letter from Governor Rick Scott congratulating him and noting this achievement.

**PURELIFE ADDS GENTLE TOUCH** PureLife, a nearby MedSpa, announced Donna Gonzalez has joined their team. Donna is an ARNP and nurse anesthetist, with a background in oral maxillofacial reconstruction recovery. She has successfully administered to thousands of patients. To each of her patients, Gonzalez is known as a master injector with a "gentle touch". She is an artisan of faces. Once you meet her, you will not forget her. PureLife is located at 12442 Indian Rocks Rd. [PureLifeMediSpa.com](http://PureLifeMediSpa.com).

**NEW PRESIDENT** Crabby Bill's USA, who owns and manages three Florida Crabbys in Clearwater Beach as well as one in St Cloud, has appointed Greg Powers as the new CEO. Powers has owned two restaurants and has 14 years restaurant business experience. "Crabby Bill's is a Florida tradition," says Powers. "We have no intention of changing any of the staples that have made it so popular." Crabby Bill's in Clearwater Beach is not affiliated with the Crabby Bill's in Indian Rocks Beach.

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## CLEARWATER JAZZ HOLIDAY HOW WE REMEMBER IT

"We used to take the kids down to the park in a wagon and take our own homemade chili. We also had Jazz parties at our house the Saturday of the event, then everyone would walk over to Coachman Park. We often had friends come from all over the country and stay at our house for the weekend.

I remember the year Kenny G played on a Thursday night. We had to turn people away due to the capacity. I was Mayor that year and many of them were furious. We've been attending now for 23 years."

**Frank Hibbard, former Clearwater Mayor**

"The idea for a Clearwater Jazz Holiday was mostly Don Mains'. He was trying to promote more tourism. Cary Stiff was his right hand woman. I was on the Chamber's board when the idea came up. In 1990, I was president of the Chamber and Yarbrough was President of the Clearwater Jazz event. We both wanted to spin the festival off and make it a standalone event that attracted its own sponsors, paid its own bills and gave the profits to the community. Then, they could become more focused on the event and on fundraising. I am glad to see the event has grown to become quite a happening for downtown Clearwater."

**David Stone, Past President, Bank of Clearwater & Current President of Northstar Bank.**

"I started attending Jazz Fest in 1996, 18 years ago. Clearwater Jazz Holiday has grown from its humble beginnings into a stellar week-long event. Great music, wonderful weather and happy people all contribute to this fine event."

**Karen Seel, Chairman, County Commission.**

"It was a ritual of ours to attend the biggest thing to hit downtown Clearwater. Back in the day, we would take our blankets and picnic baskets with wine and candles, and find the perfect spot on the lawn to watch the concert. The breeze coming off the Gulf always made the experience more memorable. The thing I remember the most is we would pick a time and meet under the neon Clearwater Jazz sign. This was before the days of cell phones. It was so perfect - awesome music, close friends, and four days of music."

**Darlene Kole, Executive Director, Clearwater Beach Chamber of Commerce.**

"The first Jazz Holiday no one really knew what to expect. Our opening cocktail party titled "In the Mood," was outdoor at a Clearwater Beach hotel. A band was playing with a beautiful sunset behind it, followed by a beautiful full moon rise (planned for!!!) People didn't know what to expect, so we spiked the party with eight 20-something men dressed in tuxedos and women in sleek black skirts with pink pillbox hats. Their job was to ensure that everyone was dancing and having a great time. After that night, people had a good idea of "The Clearwater Jazz Holiday." Those 20-somethings are now 50 and 60-somethings and I'm hoping they can be part of the 35th anniversary." Truly the most amazing thing is that for all 35 years, the Holiday has been volunteer run, quite a tribute to our hometown, Clearwater and our signature event, *The Clearwater Jazz Holiday*."

**Don Mains, A Founder of Clearwater Jazz Holiday**

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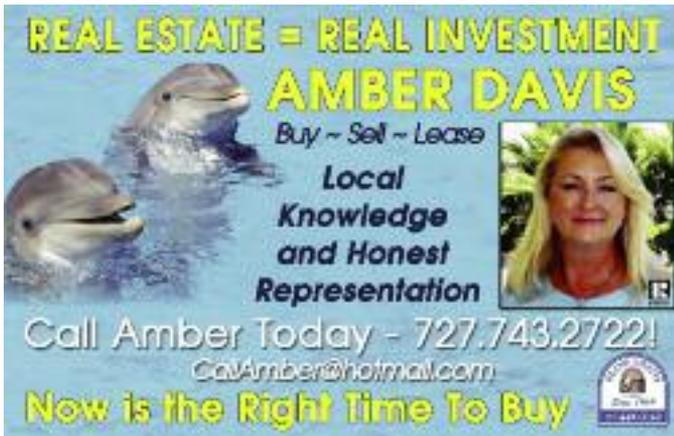
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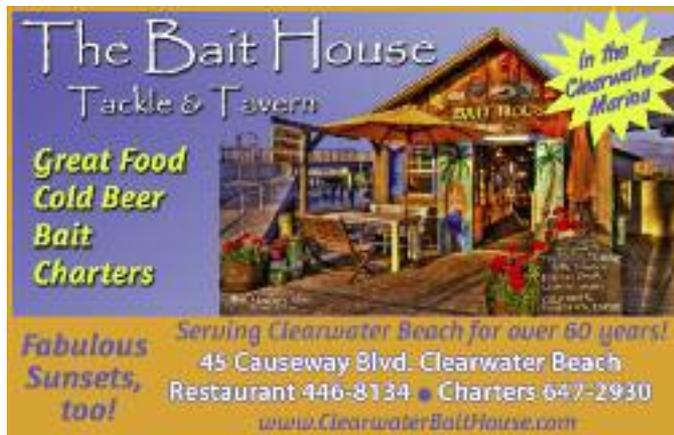
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- Importance of planning for healthcare costs
- Coverage options before and after age 65
- Preparing a healthy and financially sound retirement

The dinner seminar is from 6:00 to 7:30 pm at Alfano's Italian Restaurant, 1702 Clearwater-Largo Rd., Clearwater. Space is limited. Call or email to reserve your seat now - Erin D. Emnett Financial Advisor, (727) 462-2362, erin.emnett@ml.com.

**ANNUAL FALL FASHION SHOW**

SmARTly Dressed, the 37th annual fashion show benefiting St. Petersburg's Museum of Fine Arts, will be held in the Palm Court of the Vinoy Hotel, 501 5th Avenue N. Wednesday November 5th. The luncheon and runway show presents fashion from Neiman Marcus, preceded by a silent auction of leisure and lifestyle treasures.

Tickets with priority seating are \$175, and includes an invitation to Dress Rehearsal, a private in-store event on October 28th in Tampa's Neiman Marcus. Dress Rehearsal guests will depart for the exclusive shopping experience from the Museum of Fine Arts.

During October, The Museum of Fine Arts, at 255 Beach Drive NE, St. Petersburg, is offering a month of fashion experiences. For ticket or event information, visit www.fine-arts.org or call Allison Canfield at 727-896-2667, x 221.

## PLAN AHEAD, MAKE HURRICANE PET PLANS NOW

If a hurricane is coming and you are forced to evacuate, have you made a plan for your pets? Many people don't and that is the number one reason people choose not to evacuate. No one wants to leave their pets behind, and because they didn't plan ahead, they stay put.

The best hurricane evacuation choice is a friend or relative's home. But, if that is not an option and you must go to a shelter, most Pinellas County shelters do not accept pets. The few that do accept pets, require you to register in advance and most spots are already reserved for this hurricane season. To register for a future evacuation, call 582-2150 or visit [PinellasCounty.org/Emergency/petpreparedness.htm](http://PinellasCounty.org/Emergency/petpreparedness.htm).

Only three Pinellas shelters are designated as pet evacuation shelters. They are Dunedin Middle School, Thurgood Marshall Middle School and the closest one, Oak Grove Middle School located at 1370 So Belcher, Clearwater. These shelters only accept cats and dogs. They do not allow your rabbits, ferrets, parrots, snakes and other exotic pets.

If you plan to go to a hotel, there are very few that allow pets and they may already be full. If that is your plan, call now and ask if they accept pets. A list pet-friendly Pinellas hotels is available at [www.VisitStPeteClearwater.com](http://www.VisitStPeteClearwater.com).

If you take a pet to an evacuation shelter, all pets must be kept in a carrier. It should be large enough for your animal to live comfortably in, but not so large you can't carry it. Label it with your animal's name, your name and your phone number in large letters. Inside can be your pet's bed, blanket or toy to help keep them calm. If you have a cat, the carrier should be large enough to include a small litter box.

Have a leash and collar ready to use when you take your pet in and out of the carrier. Bring unbreakable food and water

bowls with enough food to last at least a week. Dry food is best since it does not require refrigeration. If you bring canned food, make sure you have a can opener.

Shelters may not have water for your pets so be prepared to supply your pet's water too. Depending on their size, plan up to a gallon of water per pet, per day.

Shelters require pets to have current licenses and vaccinations. Pack vaccine records, micro-chip numbers, a recent photo, and medication instructions in a waterproof container or bag and attach it to the outside of your pet carrier for safe keeping. Bring any medication your pet requires and if your pet is on insulin, pack it in a cooler.

Consider having your pet microchipped. Microchips, tiny transponders about the size of a grain of rice, use radio frequency waves to transmit information about your pet. They are implanted just under the skin. Each microchip contains a registration number associated with the owner and can be read with scanners. In the case of serious storms, pets are often separated from their owners or run away. Chips can help reunited owners with their pets.

If you become separated from your pet, after the storm, stray animals will be collected and staged at temporary sites prior to transfer to more permanent shelters. You should look for your pet(s) at the location nearest where you last saw your pet. Bring a photo to make the search easier. Every effort will be made to return pets to their owners as quickly as possible.



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## HOME DEPOT HELPS SHEPHERD'S VILLAGE

By Bob Griffin, Publisher

Shepherd's Village in Largo desperately needed to be painted. They took a leap of faith and asked a nearby Home Depot for help. Not only did the store donate materials, they also supplied volunteers. A dozen Home Depot employees, from three nearby stores, and all levels of management, stepped in to help. Glidden donated all the paint.

The job started just prior to the Memorial Day weekend and took ten days. The first step involved volunteers pressure washing the entire building. After the holiday, another team taped the windows and doors. When that was done, others began painting.

I helped four days," says John Scuderi, who works at the Clearwater Gulf-to-Bay store. "With a handicap, I was limited in what I could do, but I found

lots to do. I helped direct people and move things around. Home Depot gave me two pins for my volunteered time"



Event Coordinator & Home Depot Employee Tiffany Miller

"We were glad to get involved and do what we could for Shepherd's Village," says Tiffany Miller, Department Manager at the Ulmerton Rd. store. "We cannot help everyone that asks, but this was certainly a project that fit our area of expertise and it was not hard to find a dozen employees to volunteer."

The volunteer Home Depot employees worked on their days off. Some painted in the mornings and worked later that day. By volunteering, employees earn special Home Depot pins which they wear on their aprons. Collecting four pins, earns employees recognition and a \$50 bonus.

Others volunteered, too. A group from Indian Rocks Beach Baptist Church and members Florida Thunder



basketball team helped. Home Depot volunteer Ara Faison, coaches the youth basketball team.

"The painting of Shepherd's Village by Home Depot volunteers and paint from Glidden Paint Company was a real-life, much needed extreme makeover", says Dr. Alderman, Director of Shepherd's Village. "We are blessed to see the lives of our single-parent family residents find hope and a new sense of direction from the inside and now the outside of our building. This is a big building and was a big blessing. Our heartfelt thanks to all the volunteers who made this possible."

Shepherd's Village is located at 3025 Los Altos in Belleair Bluffs. Call 424-2309 for more information.

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## PTSD'S SURPRISINGLY POSITIVE SIDE

by Bob Clark, Belleair Christian Science practitioner

Shakespeare may have said it best in *As You Like It*: "Sweet are the uses of adversity, which, like the toad, ugly and venomous, wears yet a precious jewel in his head."

Science is helping to explain the Bard's positive spin on adversity by researching what the New York Times recently called posttraumatic stress disorder's "surprisingly positive flip side": posttraumatic growth, or PTG. Richard Tedeschi, a psychologist at UNC, who studies PTG, reports people are showing positive changes from trauma in five areas:

- A renewed appreciation for life
- New possibilities for themselves
- More personal strength
- Improved relationships
- More spiritual satisfaction

Tedeschi's research and other similar studies should sound a positive note and offer some hope for people with PTSD. So why don't we hear more about this?

One of the best examples of PTG is Winter the dolphin, a local hero and movie star. Winter was the inspiration for *Dolphin Tale* and sequel, *Dolphin Tale 2*, out in September.

I had the privilege of being part of a group of volunteers who helped give Winter 24/7 care when she first arrived at Clearwater Marine Aquarium as a 3-month-old orphan. Talk about trauma. She had been hopelessly tangled in a crab pot line on Florida's east coast. She lost her mother. She very nearly lost her life, and circulation to her tail had been cut off for so long that she eventually lost it as well.

I remember CMA's vet saying, "Your job is to give her a reason to live." Winter was so adorable and pathetic I would have done anything for her. My wife and I volunteered to take the 2 a.m. shift, getting in the tank with her for hours, feeding her fish milkshakes from a 2-liter soda bottle, monitoring her breathing and most importantly, loving her. It's very quiet and peaceful at 2 a.m. We talked to Winter. We assured her she was safe. We refused to see her as incomplete. Instead, we chose to see her true identity as spiritually whole and we loved that wholeness. This was our way of praying for her.

After her tail was completely gone, she learned quickly and easily how to swim pretty well without it and eventually almost perfectly with a prosthetic tail. We saw resilience, playfulness and the normal joy of a child, seemingly untouched by the trauma. Here was living, breathing proof that extreme physical trauma can be met and overcome.

The story gets better. Winter has become an international PTG symbol. She has spent the past several years, helping to heal and rehabilitate wounded soldiers and children facing special challenges. Like Winter, they are finding ways to transform trauma into growth and prove their wholeness.

As research and experience are proving, when confronted with trauma, we sometimes do have a choice. American philosopher William James told us, "The greatest weapon against stress is our ability to choose one thought over another." Mary Baker Eddy, a Christian leader and author of *Science and Health With Key to the Scriptures*, assured us that "trials lift us to that dignity of Soul which sustains us, and finally conquers them."

As "ugly and venomous" as trauma can be, we can choose to meet it with spiritual resilience and courage. We can grow instead of wither, and, like Winter, we can find the "precious jewel" of wholeness.

Read Bob Clark's blog at [simplyhealthyflorida.com](http://simplyhealthyflorida.com).

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## WHERE THE MOVIE STARS DINE

By Bob Griffin, Publisher

Dolphin Tale 2 filming is complete and the film will be in theaters soon. The movie continues the story of Winter and introduces a new baby dolphin named Hope, rescued by the Clearwater Marine Aquarium (CMA) in 2010. Winter and Hope, who both reside at the CMA, play themselves in the movie.

The human stars of the movie recently spent a few months in Clearwater Beach filming this sequel to Dolphin Tale. In their off hours, they enjoyed getting away from work and going out to dinner just like the rest of us.

I had a chance to meet some of the stars during a pre-opening press tour and talk to them about our Tampa Bay area restaurants and which ones they prefer.

When talking to Cozi Zuehlsdorff (who plays Hazel) and Austin Highsmith (who is Phoebe, the trainer) about area restaurants, they both immediately said Clearsky Café in Clearwater Beach was their favorite stop! They loved everything on the menu, especially the hamburgers and the salads.

Nathan Gamble (Sawyer, the male star of the movie) said he loved Kiku's Japanese Restaurant in Clearwater Beach's Pelican Plaza. "I liked the atmosphere inside the restaurant, not to mention the authentic menu," Nathan said.

The group regularly traveled to Dunedin for dinner, too. They enjoyed the Living Room and said Harry Connick Jr. was crazy about Casa Tina. The girls said that was his favorite spot and he ate there frequently.

All three stars said they love Island Way Grill, next door to the Clearwater Marine Aquarium's studio. They enjoyed the great variety of Florida seafood they always have on the menu.

They each commented on the people in the area. "Clearwater appears to have the friendliest people in the world," Austin said. "The people here really are amazing."

"Making a movie here was a little like being away at camp, only it was a movie camp," says Zuehlsdorff.

Since we knew each other, getting back together to make Dolphin Tale 2 was like a family reunion," said Gamble. "When they called, I said I can't believe we get to do this again!"

Don't be surprised to see them all back again sometime soon. There is already talk of a third movie or even a television show.

Dolphin Tale 2 opens in area theaters on September 12. See an extended trailer of the movie at [www.SeeWinter.com](http://www.SeeWinter.com).



Cozi Zuehlsdorff and Austin Highsmith



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## Organizational News...

### CLEARWATER BEACH ROTARY

The Rotary of Clearwater Beach now holds their weekly meetings at the Carlouel Yacht Club every Thursday at noon. Join them for fun & fellowship at the Hyatt Regency Clearwater Beach Resort, Clearwater Beach on the first Wednesday of the month. For more information, call 727-599-3864. John Funk, a Clearwater Beach realtor, was recently installed as President for 2014-2015. John Funk, President, can be reached at 599-3864 for more information. www.ClearwaterBeachRotary.com

### ISLAND ESTATES CIVIC ASSOCIATION

Before beginning their summer recess, they held their quarterly Memorial Causeway Cleanup June 28th. It drew a good turnout of hard-working volunteers, including Mayor Cretokos. The next scheduled Causeway Cleanup day is September 27th

Regular meetings will resume on the second Monday of each month beginning September 8. Meetings are held at Clearwater Marine Aquarium beginning at 6:30pm. Island Estates residents are welcome to attend

This community organization is comprised of Island Estates residents and business owners, with a mission to promote the safety, welfare, spirit and unique lifestyle of the Island Estates community. They strive to promote the interests of the community and assist and support members. They act as a clearinghouse for matters of community concern and interest, gain consensus and speak as a uniform voice of the community to local government. For more information, contact President Mary Lau at 813-335-6770.

### BELLEAIR SOCIAL CLUB

Open to area seniors, they meet Tuesday mornings at 9am at Panera Bread. They have dinner at different restaurants on the first and third Sundays, and lunch on the second and fourth Wednesdays.

They plan monthly social meetings, pot luck get togethers, dinners, movie nights and visits to area attractions. They also meet at the Belleair Rec Center for monthly trips and adventures. Call Marilyn Daminato at 585-9633.

### CLEARWATER GARDEN CLUB

The Clearwater Garden Club meets twice a month from October through May, at 405 Seminole Street, Clearwater. During their summer break however, they still have outings and events.

In June, they enjoyed a wonderful garden tour at a member's home with a workshop on how to make Story Book Pots. Each member filled their flowerpot with story figurines and plants.

In July, they traveled by bus to the Caladium Festival in Lake Placid.

October 10th at 9:45am, their general meetings resume.

For more information contact, Alice Jarvis, President, at 391-3066 or email at BGJALA@aol.com.

### COAST GUARD AUXILIARY

The Coast Guard Aux of Clearwater announced their upcoming Public Education Boating Safety Classes will be September 13-14 and October 11-12. The cost is \$35 each and begin at 8am. Classes are conducted in the Police Headquarters on the mainland.

## STORM SURGE

by Scott Ehlers, Division Chief of Emergency Management

Surge, according to the dictionary is 'a sudden powerful forward or upward movement'. For example an electrical surge that many of us are familiar with that occurs during an afternoon thunderstorm. In that case you may potentially damage appliances unless you have a 'surge protector'. However, in the Emergency Management world a more powerful and dangerous surge that we cannot protect from is 'storm surge'. Storm surge is a rapid rise in the level of water that moves onto land as the eye of the storm makes landfall. Generally speaking, the stronger the hurricane, the greater the storm surge. This surge or rise of water can flood low lying areas with over 20 feet of water. In Hurricane Sandy (Category 1 Hurricane) in 2012, storm surge-induced flooding was measured as high as 9 feet above ground in parts of New York and New Jersey, leading to billions of dollars in damages.

With the Clearwater Beach area being less than 10' above sea level, you can see that even a strong Tropical Storm will produce a surge covering most of the area. According to the National Hurricane Center, "Tropical storms, category 1 or 2 hurricanes, major hurricanes ... all can cause life-threatening storm surge." To help citizens understand how high the water may get during Major Hurricanes (Category 3 or higher), Pinellas County obtained a grant to place signs at various locations indicating potential surge levels. Currently these signs have been located at numerous schools throughout Pinellas County. For Clearwater Beach residents, the City is planning on putting them at Fire Station #44 and #46 for citizens to see throughout the day.

As mentioned earlier, there is very little you can do to protect from storm surge. The one sure way is not to be there when the surge of water / storm comes through. Clearwater Beach residents are all in a Category 'A' evacuation zone meaning that for any Category Hurricane, you need to evacuate. Your safety is our highest priority. For additional information about Hurricane Preparedness or evacuation zones pick up a 'Surviving the Storm' guide at any Fire Station or go to Pinellas County Emergency Management website at [www.pinellascounty.org/emergency](http://www.pinellascounty.org/emergency).

## DOLPHIN RESCUE

Clearwater Marine Aquarium was part of an effort to help a dolphin calf caught in fishing line, close to Destin. The line was tightly wrapped around her tail and was cutting into her flukes. A team of 30 people, from eight facilities, worked together to remove the line from the calf who was swimming with her mom.



Photo credit: NOAA - permit no. 932-1905-07/AMA-009526-01

It took over a day to locate the dolphin and monitor her as she swam to shallow waters that was needed to safely remove the line. Once begun, it took approximately 30 minutes to free the young dolphin from the fishing line and allow the dolphin to swim freely in the Gulf of Mexico

Mike Hurst, Vice President of Zoological Care at Clearwater Marine Aquarium noted, "As good stewards of our environment, we need to remember to take every course of action to not leave any fishing line, hooks or lures that could potentially harm marine life."

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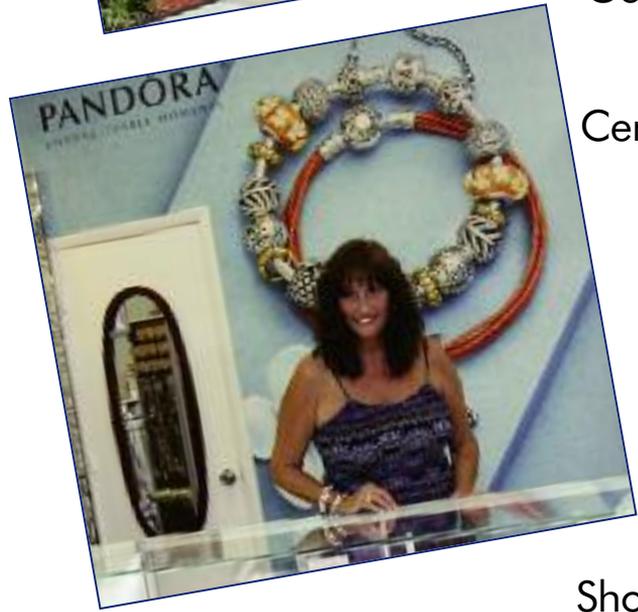
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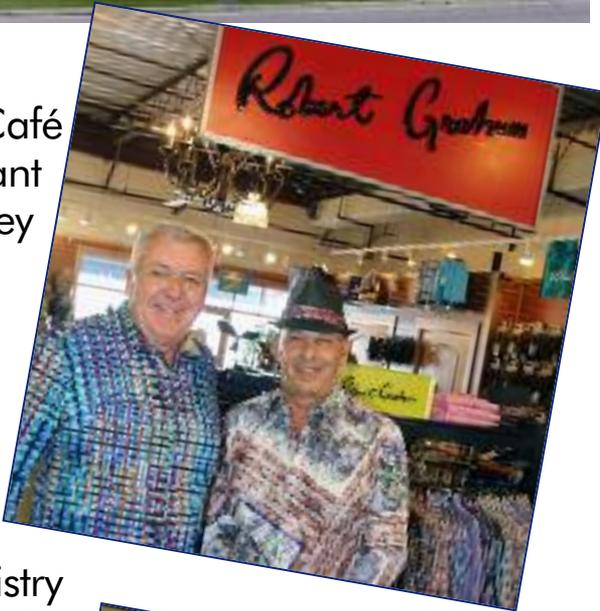
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## More Organizational News

### BELLEAIR BEACH LADIES LUNCHEON CLUB

They meet monthly on the second Tuesday. Membership is open to area residents at \$15 a year. They held the last meeting before the summer break at Alfonso's Restaurant in Largo where they planned the next year.

The next meeting is October 14th. For more information, please contact Lillian Nazario, President 2014-15, at 585-4843 or Sherri Morton at 581-8313.

### FRIENDS OF THE BEACH REC CENTER & LIBRARY

Pool hours have been extended. Friends have worked to expand the hours to September 28. The pool will be open Monday, Wednesday, Saturday and Sunday from Noon to 5pm. Call 462-6020 for more information.

Two new programs:

Tuesday, September 9 at 2pm - Bodie Valdez, a local blues artist from the Suncoast Blues Society, will present a program of Blues Music and a talk about the roots of this American music at the beach library.

September 17 at 2pm, Bobby Shirley, Executive Chef at Clear Sky Beachside Café will present a cooking class featuring some of the Café's signature dishes

The Friends are having a membership drive to attract people who share their goal of keeping the Rec Center, Library and Pool open and providing services for all Clearwater Beach residents. There are no longer any dues. Membership is free or you can make a donation. Pick up a membership application at the Rec Center or Library. They meet the third Monday of each month at 10am at the Beach Rec Center. Call Anne Garris (President) at 446-4410 or Jewels Chandler at 729-4479.

### SAND KEY CIVIC ASSOCIATION

They meet once a month on the first Wednesday of each month at 7pm in the Clearwater Community Sailing Center. The next meetings are September 10, October 1, November 5 and December 3. (The September meeting was moved due Labor Day.) New Elections will be held in December. Call current president Arlene Musselwhite at 644-7524.

### CLEARWATER BEACH ASSOCIATION

They are a Neighborhood Association in their 70th year, that is organized to promote projects of a civic, recreational and entertainment nature and meets on the first Tuesday of every month at 6:30 pm at the Clearwater Beach Rec Center. The next Board Meetings will be September 2, October 7 and November 4.

If you still haven't, they ask you to mail in your annual dues and invite a neighbor to join. Currently there are only 100 paying members (out of over 2,000 households). For more information, call Wendy Hutkin at 216-3274

### CLEARWATER ALL AMERICAN SERTOMA CLUB

The Club is back from their summer break. At the September 4th meeting they will be dispersing sponsorship funds to: Kimberly Home for Girls, Big Brothers & Sisters, Disability Achievement Center, Religious Community Services (RCS), Home Emergency Projects and others. Those wishing to learn more about Sertoma, its work and those it serves may call Charles Fazio at 727-593-8322

### CLEARWATER YACHT CLUB

Founded in 1911, Clearwater Yacht Club is one of the oldest yacht clubs in the United States. It is located at 830 South Bayway Blvd, on South Clearwater Beach.

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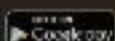
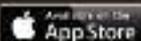
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## More Organizational News

### CLEARWATER HISTORICAL SOCIETY

The museum will be closed for the summer. However, it will continue to be open on the first and third Thursdays of the month. Membership is \$10 for individuals, \$5 students, \$20 family, \$150 corporate, \$250 life and \$500 patron.

Watch for their new, better Web site. Many new photos and information is being added [ClearwaterHistoricalSociety.org](http://ClearwaterHistoricalSociety.org)

### ISLAND ESTATES WOMAN'S CLUB

The Club meets September - May, on the third Tuesday of the month at area restaurants. The next meeting is September 16 and October 21. Members enjoy activities including book group, bowling and bridge. The group encourages a spirit of goodwill and cooperation in affairs pertaining to the welfare and betterment of the community. Membership is open to all women who are residents of Island Estates. Membership dues are \$20. Guests are welcome. To join, call Joan Landreth at 812-8078.

### GREATER CLEARWATER WOMAN'S CLUB

The Clearwater Community Woman's Club has been a non-profit organization for forty years. They meet monthly on the third Tuesday of the month at 10am, at the Clearwater Main Library on the mainland. The general public is invited at no charge. For information about any meeting, call Kay Estock at 536-7737. For more information about the club, contact Margo Tarr at 772-3596. Visit [www.ClearwaterCWC.org](http://www.ClearwaterCWC.org).

### CLEARWATER COMMUNITY SAILING CENTER

They will celebrate their service to the community on Saturday, September 13, with a fundraising party, from 6 to 10 pm at the Center. There will be food, music, good fellowship and a silent auction featuring valuable prizes, donated by local merchants and members of the sailing community. For information about donating a prize, call Kelly at 727-517-7776.

The Sailing Center serves the whole Pinellas County community, including competitive sailing teams, physically challenged citizens and children of all ages. In addition to a variety of sailboats, it offers Paddle Boarding and Canoeing. For more information, see [www.clearwatercommunitysailing.org](http://www.clearwatercommunitysailing.org)

### BELLEAIR BEACH ISLAND GARDEN CLUB

The Belleair Beach Island Garden Club normally meets the 3rd Wednesday of each month (October thru April) at the Community Center, in Belleair Beach, 10:30am

There are no meetings scheduled through September. Contact Lois O'Donnell, President, at 595-1349 for more information.

### CHAPEL BY THE SEA

The 2014-2015 Sunday School Program is getting ready to begin. Families with infants through 12th grades are invited to attend "Chapel Sunday School Kick-Off" Sunday September 7 at 10 am. There will be Sunday School classes for all students during the morning worship and the "Sunday School Family Kickoff Luncheon" will be in Chapel Hall following it. Parents will be able to meet their child's teacher and help them register for this year. This year will be full of exciting and educational curriculum, outreach to the community and holiday parties.

Chapel-By-The-Sea Community Church is located at 54 Bay Esplanade on Clearwater Beach. Please call Kristina Hill, Director of Education, at 446-0430 or email [edoffice@chapelbythesea.net](mailto:edoffice@chapelbythesea.net) for reservations or information



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## BUZZ ON CHIKUNGUNYA AND MOSQUITO PREVENTION

By Pinellas County Commission Chair Karen Williams Seel

You may have heard about the chikungunya mosquito virus making it to Pinellas County. It is imperative to protect yourself and your families from being bitten by these pesky bugs.

Chikungunya was first detected in 2013 on the Caribbean islands. The virus has spread to other Caribbean countries plus Central and South America. Two species of mosquito can transmit the virus. These same mosquitoes also transmit the dengue virus. They are container breeders and daytime biters. Only an infected female mosquito can transmit the virus, human-to-human transmission is not possible.

Just ¼ to ½ inch of water is all it takes for mosquito larvae to develop. Larva develop quickly in bird baths, roof gutters and containers. To help reduce mosquito exposure, empty containers, cans and other outside objects holding standing water and serving as a breeding area. It sounds easy, but if you look around, you will notice many objects with rainwater. Remove the items or empty them every few days.

There is currently no vaccine for chikungunya. Symptoms of the chikungunya and dengue viruses include persistent joint pain with high fever and begin within a week of being bitten by an infected mosquito. If you feel you or a family member has these symptoms, see a medical professional immediately.

Pinellas County Mosquito Control works to eliminate as many mosquitoes as possible. However, many of the methods used to detect and manage mosquitoes and mosquito-borne viruses are not effective with chikungunya.

Mosquito Control uses larvicide daily throughout the county; they also fog in locations where specifically needed. The county monitors mosquitos through traps in 40 locations. Technicians also monitor standing water for mosquito larva. 56 chickens are kept in eight locations in which weekly blood samples are collected, and tested for virus antibodies. Most mosquito viruses in our area, such as St. Louis encephalitis, are detectable by use of chickens. Chikungunya, however, does not appear in the blood tests performed on chickens.

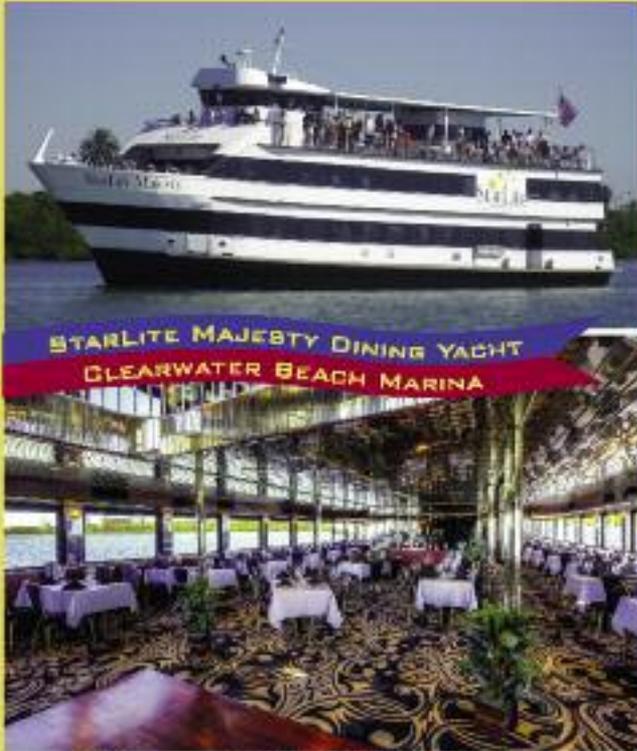
The public is a vital part of the fight against mosquitoes and you can help by following the three Ds:

- Drain: even small amounts of water can breed mosquitoes
- Dress: light colors, loose fitting, long sleeves and pants
- Defend: effective repellents include DEET, picaridin or oil of lemon eucalyptus.

I also encourage you to follow these simple steps around your home to help reduce the number of mosquitoes in our county and minimize mosquito-borne diseases:

- Empty water from flower pots, garbage cans, recycling containers, wheelbarrows, aluminum cans, boat tarps, old tires and buckets; any item that can hold water.
- Flush birdbaths and wading pools weekly.
- Flush ornamental bromeliads or treat with BTI, a biological larvicide available at home stores.
- Clean roof gutters, which can hold water when clogged.
- Change the water in outdoor pet dishes regularly.
- Keep pools and spas chlorinated and filtered.
- Stock ornamental ponds with mosquito-eating fish.
- Cover rain barrels with screening.
- Check for standing water under houses, near drains, under air conditioner/heat pumps drip areas, and septic tanks.

By taking these preventative measures, you can help reduce mosquitoes in our county and minimize mosquito-borne diseases. A mosquito control request form, and information can be found at [www.pinellascounty.org/mosquito](http://www.pinellascounty.org/mosquito).



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Volunteers make a positive impact in the everyday life at Largo Medical Center - they provide comfort and assistance to patients, their families, visitors and staff. Every day, they share their time, talents, energy and hearts. They believe in helping others. They believe in the hospital's mission. They believe in making a difference.

Have you considered becoming a Volunteer? As a volunteer at Largo Medical Center, you'll meet new people and learn new skills. No matter what your skills or special talents, or if you'd like to learn something new, there is a volunteer opportunity to suit your interests.

Also, as a volunteer, you'll receive on-the-job training, free health screenings, and a free annual TB and flu shot. Cafeteria meals are also provided at no cost every time a volunteer works.

**How Much Time Can I Volunteer?** When you begin volunteering, assignments initially are available once a week for a three-hour shift. As you become familiar with Largo Medical Center and its Campuses, if you wish, your responsibilities can be increased, with additional hours and/or service areas.

**Opportunities Available** - Volunteer opportunities are available in patient care areas and non-clinical departments throughout the hospital. You are cordially invited to discover the possibilities and the rewards of volunteering at Largo Medical Center. Spend your time doing something rewarding and give back to the community! Email [Ranishley.larsen@hcahealthcare.com](mailto:Ranishley.larsen@hcahealthcare.com) or call (727) 588-5876 to request a volunteer application today!

## PINELLAS COUNTY EXTENSION CELEBRATES 100 YEARS

The University of Florida/Institute of Food and Agriculture Sciences Extension is celebrating 100 years of service.

Events at Pinellas County Extension began this summer with a school garden summer camp held at the Parks and Conservation Services.

The Cooperative Extension was created through the federal Smith-Lever Act in 1914. The extension, which has served Pinellas County since May 8, 1914, which grew into an agricultural area before becoming an urban community.

County residents and visitors benefit from information on healthy lifestyles, financial management, youth life skills, water conservation, energy conservation, coastal sustainability, green practices and Florida Friendly Landscaping™ programs.

Pinellas County Extension is a partnership between Pinellas County government and the University of Florida Institute of Food and Agricultural Sciences as part of a nationwide network of land grant universities. The University of Florida is an equal-access/equal-opportunity institution.

Pinellas County Extension offers programming at the Extension office, 12520 Ulmerton Rd., Largo, 582-2100. The Largo office is open Monday to Friday, 8 am to 5 pm.

The Extension also offers programming at the Brooker Creek Preserve Environmental Education Center, 3940 Keystone Road, Tarpon Springs, 453-6800 and at the Weedon Island Preserve Cultural and Natural History Center, 1800 Weedon Drive NE, St. Petersburg, 453-6500. For information, visit [pinellascountyextension.org](http://pinellascountyextension.org).

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## DAVID YATES, CLEARWATER MARINE AQUARIUM'S CEO

By Bob Griffin, Publisher

In 2005, everything David Yates, knew about aquariums, he learned by visiting the Florida Aquarium with his wife and four children. He did not even own a boat.

Yates, today's CEO of the Clearwater Marine Aquarium (CMA), and a CPA by trade, earned his reputation as the owner and promoter of the worldwide Iron Man competition, where he honed his management and promotion skills. There he learned to work with the media, creating a brand. With national television networks, he developed and produced shows and documentaries about this famous athletic event. All these skills helped him tremendously at the CMA.

The CMA started as a small attraction called the Sea-O-Rama in the Clearwater Marina parking lot. When it closed, a group worked to keep it going and in 1972, a permanent marine biology learning center called the Clearwater Marine Science Center was established. In 1978, the city offered the abandoned sewage processing plant on Island Estates for its new home. The sewage plant took many years and a lot of money to convert into a marine research facility acceptable to the Food and Drug Administration (FDA) and Fish and Wildlife Commission (FWC). By 1980, they had a permit to be an official Marine Research Facility.

In 1984, they rescued an injured bottle-nosed dolphin they named Sunset Sam. He was their first famous resident. Eventually, the name was changed to the Clearwater Marine Aquarium (CMA) to reflect the increasing level of community interaction.

By 2005, CMA was on the verge of bankruptcy. Employees worried about their paychecks. Volunteers and donors were leaving, as did their Executive Director.

In February, 2006, the Board taking a chance, hired Yates, seeing a man who knew how to take a business to the next level. Two weeks later, an employee told him a dolphin with no tail was being transferred to their facility for rehabilitation. Yates responded, "What? She has no tail? How is that possible?"

The dolphin, rescued on Florida's East Coast on December 10, 2005, was named Winter. While others saw a medical challenge, Yates saw a golden marketing opportunity with her

amazing story.

Within six months, Yates pitched Winter's story to the media. NBC's *Today Show* and major newspapers jumped on it. Yates produced a documentary film. Children's books were written. Then, a video game was created.

Finally in 2007, the producers from Alcon Entertainment called asking to speak to the guy who runs the place about the dolphin story. As we know, the movie *Dolphin Tale* was filmed and released September, 2011. The day after its debut, over 2,500 people tried to visit CMA as compared to about 500 on the same day in 2010. The traffic to their Web site went wild.

On the last day of production, another injured dolphin, named Hope, was rescued and driven to CMA. David looked at his fellow producers and said, "Could this be a sequel?" And it was. *Dolphin Tale 2*, is scheduled for nationwide release September 12.



Filming of *Dolphin Tale 2*

Coincidentally, last month on July 4th, another injured dolphin was rescued in Redington Beach. Could this be *Dolphin Tale 3*? (At this time, a third movie and the new dolphin do not have a name.)

The CMA cares for more than just dolphins. They house river otters, sea turtles stingrays, nurse sharks, white pelicans and fish such as gag grouper, hogfish and drums. Each permanent resident was rescued and is unable to be released due to injuries or impairments.

Looking back, Yates says the CMA was close to closing when he arrived. "I expected to have to move on in two to three years. But Winter changed that," Yates says. Their problems were not just money, The FDA and FWC were threatening to revoke their licenses. Filters did not work, the equipment was in dire need of repair and they



Yates before *Dolphin Tale's* release

were losing money. Yates remembers, "We were the laughing stock of the marine industry."

In only 2 years, he turned things around. "This is a non-profit, but it has to be run like a business or it will not exist," Yates explains. "It takes a tremendous amount of money to support the facility, even as a non-profit. It has a large paid staff. And yes, I am paid a salary. I am the CEO. The difference between being a CEO of a non-profit and a for-profit is non-profit executives have no ownership position. Non-profit are self-owned."

"30% of our expenses are in salaries," Yates continues. "The industry standard for similar non-profits is 35-55%. Tampa's Florida Aquarium spends 50% of their revenue in salaries. 70% of our expenses involves caring for the marine animals and public education. Every dollar goes back into capital improvements or operations."

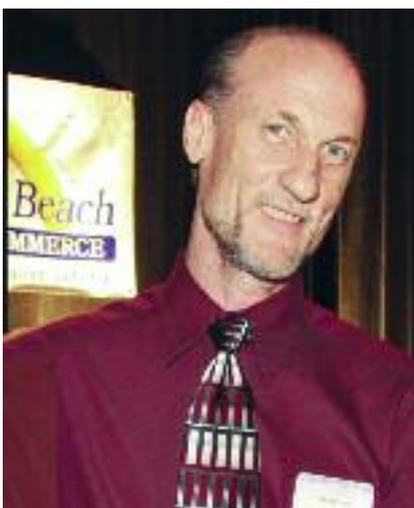
Five years ago, CMA was ranked in the bottom 5% of all non-profits by national non-profit monitoring organization Charity Navigator. Now they are in the top 1% nationwide.

The CMA though was built on its extensive pool of volunteers. They park cars, sell tickets, clean tanks, direct visitors, run the gift store and operate the tour boats. In total, between 900 and 1,000 volunteers are on staff.

When asked what they do at the CMA, Yates explains, "We offer fun inspiring education, but we are not SeaWorld or even the Florida Aquarium. CMA, with the help of Winter and Hope, has become a phenomenon and a worldwide inspiration to millions," says Yates with a smile. Every day they receive hundreds of letters from people inspired by the movie. People including many Wounded Warriors come to see Winter, the real life dolphin with no tail because, "if she can do it, so can I."

photo courtesy of Clearwater Marine Aquarium

photo courtesy of Warner Bros



## DAVID YATES...AS WE KNOW HIM

"We are so proud of the Clearwater Marine Aquarium! David Yates, as the CEO, has provided a great vision and fantastic results. With his wonderful staff and board of directors, David has set the standard for saving marine life and honoring our disabled citizens. Every day, the CMA is making a difference in our lives and our community. We look forward to the premiere of Dolphin Tale 2, giving hope to many more people." *Karen Seel, Chairman, Pinellas County Commission.*

"He is a visionary...plain and simple." *Frank Chivas, Owner & Operator Baystar Restaurant Group*

"The Clearwater Marine Aquarium is a longtime fixture for many of us here in Clearwater. We have watched the sea life hospital grow into the most amazing attraction while they continue to rescue, rehabilitate and release injured sea life. David Yates is very much responsible for this transformation. He has always had a strong vision of the marine hospital and his talents have proven the popularity of the aquarium today. David has turned rescued dolphins Winter and Hope into movie stars and their stories are now being told worldwide. The most important factor that stands out to me is how many lives have been touched and the human interest story behind each rescue." *Darlene Kole, Clearwater Beach Chamber of Commerce*

"David Yates took over the Clearwater Marine Aquarium in 2006 when the financials and organization was literally "in the tank" and next to insolvent. It appeared to be an insurmountable task to float the aquarium back to health. David had a unique vision for this 501 (c)(3) non-profit that many not for profits don't have. He realized that because we were animal oriented that if an economic downturn occurred, people would curtail their donations (which primarily fund traditional non-profit institutions) for animal causes and re-channel gifts to assist with human needs. His thought was to build business model that would fund operations and use donations to expand our capacity to do our work. He also had another vision. Winter's story was so inspiring, he felt by using the media to spread the story of Winter's will to survive, it would inspire others as well. With Winter appearing on leading TV shows and in magazines, her story was noticed by an author of children's books. He was so interested that he authored Winter's Tail. From there, the movie industry became interested in the story and the rest is history.

It was not that easy a journey though. There were many obstacles and skeptics at the time who were involved with the aquarium and who did not think a book would be published much less a movie. However, David stayed the course and remained optimistic. Through David's vision and perseverance, we have built a solid and professional team at CMA and the future remains bright *Frank Dame, Executive VP / COO, Clearwater Marine Aquarium*

## Primary Election August 26, 2014



### Five things you need to know to be election ready –

1. **Florida is a Closed Primary State:** Only voters registered with a political party may vote in that party's primary. Registration deadline - July 28 for new registrations and party affiliation changes.
2. **All voters can vote by mail.** All eligible mail ballots are included in final election results. To vote at your convenience, request a mail ballot by visiting [www.votepinellas.com](http://www.votepinellas.com) or by calling (727) 464-VOTE (8683). Ballots can be returned by mail or dropped off at any drop-off location, but must be received by 7 p.m. Election Day.
3. To avoid delays, **bring photo and signature ID** to the polls and make sure the Elections Office has your current name, address and signature
4. **Early Voting is available at any Elections Office**

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August 16 – 24

10 a.m.-6 p.m. Monday-Friday, 9 a.m.-5 p.m. Saturday-Sunday

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315 Court St., Room 117, Clearwater (Courthouse)

501 1st Ave. N., St Petersburg

5. On Election Day, voters must vote in the precincts in which they live. Precinct, voting districts and polling place information can be found on your current voter information card or online by selecting "Find Your Precinct" at [www.votepinellas.com](http://www.votepinellas.com).

Deborah Clark

Pinellas County Supervisor of Elections

## TALKING TO KIDS ABOUT MONEY

When children edge toward adulthood, how do you make sure they have the knowledge to make smart financial decisions?

It's critical to recognize that becoming financially independent is a journey—one that may take longer in today's uncertain economy. Fortunately, there are ways that allow parents to ease the journey to financial autonomy. Here are six ideas for providing education about money matters.

- 1. Share information.** Children often learn a family's values best by observing those principles in action. It can be helpful to ease into sharing elements of financial strategy. Rather than revealing your entire investment portfolio, perhaps start by reviewing a college savings account once each quarter.
- 2. Explain the importance of budgeting and saving.** Parents can foster solid financial habits in their children by asking them what they are saving for right now and what that goal is going to cost. Sit down and discuss the basics of money management, or if there's resistance to your involvement, bring in your Financial Advisor. They can help kids create a budget, learn basic skills and discuss planning their financial future.
- 3. Use philanthropy as a teaching tool.** You can learn important skills — researching, decision making and accountability — through philanthropy. Also, it's a great way for siblings to learn how to make joint financial decisions. For example, children can be allotted a giving budget and charged with jointly evaluating charities and deciding which ones to support.
- 4. Introduce investing.** Investing smaller sums with limited consequences is a great way to learn about making informed choices and managing risk. One option is to open custodial accounts and let your child work with your Financial Advisor to create and evaluate a small portfolio. Explain that it's not about never making a mistake; it's about learning from those you make.
- 5. Let them falter.** Whether it's a bad investment or a splurge, a misstep is bound to happen. When one occurs, resist the urge to rescue your child financially. If you take away the consequences, you do your child a disservice. Instead, talk it through and work out a way to solve the problem together, whether that means cutting back on spending or getting a part-time job.
- 6. Offer selective support.** There are some expenses it may make sense to fund, such as medical insurance or continuing education. Making sure your child has health insurance is not an indulgence. Be clear about what you will fund and what the expectations are when fund expenses.

Every family will have its own idea about what assets to give the next generation and when. But the most valuable things to give your children may be the knowledge and skills they need to spend, save, invest and share their income responsibly.

For more information, contact your Merrill Lynch Financial Advisor Erin Emmett of the Clearwater office at 727.692.1084 or erin.emmett@ml.com.

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## PUTTING PARTISANSHIP ASIDE AND MAKING TOUGH CHOICES

By Congressman David Jolly (FL-13) and Patrick E. Murphy (FL-18)

Whenever we're home in Florida, our constituents always ask us about the country's finances. The American people instinctively know that running mindless deficits and carrying an unsustainable debt load hurts our country and their families. They also know that a balanced budget cannot come without tough choices. Unfortunately, history has shown that Congress refuses to make those tough choices. But some choices don't have to be tough. There are simple, common sense solutions to cut our deficit now.

Democrats and Republicans should put partisan bickering aside and come together on things we do agree on: government should be more efficient, taxpayer dollars must not be wasted, and abuse of power must not be tolerated. That is why we, along with 10 other bipartisan Members of Congress, including 8 members of the United Solutions Caucus, have introduced the third bill in the Savings, Accountability, Value, and Efficiency (SAVE) Act series. Our latest bill will slash government spending by over \$100 billion by implementing such simple solutions as buying software in bulk, preventing the Overseas Contingency Operations from being used as a slush fund, and denying taxpayer-funded pensions for corrupt bureaucrats convicted of federal criminal charges.

Committing ourselves to finding savings wherever they may be also means merely turning off government computers for four hours a night, improving the energy efficiency of our postal fleet and federal buildings, and fixing a system in which duplicate health payments are made in exchange for no added care or benefits. Fundamentally, these fiscally responsible measures are similar to actions taken by millions of Americans every day. To save money, we shop around and buy in bulk. We turn off electronics that are not in use. We set a household budget and we stick to it. These actions improve the financial health of families nationwide – it is only proper the federal government does the same on a wider scale.

Combined with the provisions in the first two SAVE Acts – which alone would eliminate about \$230 billion – Congress could save the federal government a third of a trillion dollars. This is enough money to fund our military's salaries, healthcare, and retirement benefits for over 4 years. Cutting \$332 billion in waste, fraud, abuse, and inefficiency would show the American people that Congress is serious about the tax dollars it has been entrusted with. By passing the SAVE Acts, we could demonstrate that both Democrats and Republicans in Congress, despite gerrymandered districts, a 24-hour news cycle, and a never-ending campaign cycle, can come together on behalf of the American people.

We are proud this bill is represented by every corner of the United States and viewpoints on the left, right, and center. Gridlock, bickering, and shouting do nothing for the American people, but coming together to develop common sense solutions is what the public demands of its leaders. There is no arguing that Washington is a mess, but as we work together on bills like the SAVE Acts, we can give the American people optimism that the government they deserve is closer to reality than they think.

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## OH SAY CAN YOU SEE?

September marks the 200th anniversary of the penning of the lyrics of the poem, later known put to music as "The Star-Spangled Banner." The lyrics are:

*Oh, say can you see by the dawn's early light  
What so proudly we hailed at the twilight's last gleaming?  
Whose broad stripes and bright stars thru the perilous fight,  
O'er the ramparts we watched were so gallantly streaming?  
And the rocket's red glare, the bombs bursting in air,  
Gave proof through the night that our flag was still there.  
Oh, say does that star-spangled banner yet wave  
O'er the land of the free and the home of the brave?*

The national anthem of the United States, "The Star-Spangled Banner," uses only the first stanza of *The Defense of Ft. M'Henry*, a poem written by Francis Scott Key in 1814. He wrote it when he was 35, after witnessing the bombing of Baltimore's Ft. McHenry during the War of 1812.

On September 3, 1814, after the British had attacked and burned most of Washington while raiding Alexandria, Francis Scott Key and John Stuart Skinner set sail from Baltimore to secure an exchange of prisoners. On board the HMS *Tonnant*, they had dinner with British Major General Robert Ross where they overheard details of the British's plans to attack Baltimore. The British then held them captive on the ship until the battle was over.

From the ship, they witnessed the British gunboats attack Baltimore and then the British being turned away by the cannons at nearby Ft. Covington, the city's last defense. It was a rainy night and Key observed during the attack, the fort's small storm flag continued to fly. It wasn't until dawn that he learned how the battle ended. By then, the smaller flag had been replaced by a large American flag.

Francis Scott Key was inspired by the victory and the sight of

the large American flag with 15 stars and 15 stripes flying. Still aboard the ship, he wrote a poem on the back of a letter in his pocket. On September 16th, they were released and returned to Baltimore where Key completed the poem which he titled, *Defense of Ft. M'Henry*.

Key's brother-in-law, Judge Joseph Nicholson, realized the words fit a popular melody by John Stafford Smith that was the official song of the Anacreontic Society, a London amateur musicians club. The next day, Nicholson took the handwritten poem to a Baltimore printer for its first printing.

On September 20th, two newspapers, *The Baltimore Patriot* and *The American*, printed the song with the note "Tune: Anacreon in Heaven." The song quickly became popular. Soon, Thomas Carr owner of Baltimore's Carr Music Store, published the words and music together with the title "The Star-Spangled Banner." Its first known public performance was that October in a local tavern.

The song gained popularity throughout the 19th century. On July 27, 1889, then Secretary of the U.S. Navy Benjamin Tracy signed an order making "The Star-Spangled Banner" the official tune to be played while raising the flag.

It was first played at a Philadelphia baseball game in 1897. In 1916, President Woodrow Wilson ordered it be played at all military occasions. Then, the song was played during the seventh-inning stretch of the 1918 World Series. The tradition of performing the national anthem before every baseball game didn't begin until after World War II.

On March 3rd, 1931 President Herbert Hoover signed into law a bill adopting "The Star-Spangled Banner" as the national anthem of the United States.

The original Star-Spangled Banner flag was sewn by Baltimore's Mary Young Pickersgill and is now on display at the National Museum of American History at the Smithsonian.

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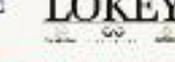
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This project was sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture.

## HISTORY OF UPCOMING HOLIDAYS

### Labor Day - September 1, 2014

Labor Day, a national holiday, always on the first Monday in September is a celebration of the American labor force. First promoted by the Central Labor Union and the Knights of Labor in 1882, the first Labor Day parade was held in New York City. 32 states officially celebrated Labor Day before it became an official U.S. holiday when President Grover Cleveland signed the 1894 Pullman Strike legislation making it a national holiday.

A form of Labor Day is celebrated around the world on May 1st and is synonymous with International Workers' Day or May Day. That day marks the 1886 Haymarket Affair in Chicago, where police shot and killed several demonstrators fighting for an eight-hour workday. Over the next several years, people across the globe began demonstrating on May 1, and in many countries the day became an official holiday. Government officials and politicians realized that a holiday honoring workers was necessary, but didn't want it associated with the shooting.

Today, Labor Day is known for parades, festivals, speeches and picnics. It is also considered the unofficial end of summer (unless you live in Florida) and the beginning of the school year. In high society, it once was considered the last day of the year when it was fashionable to wear white shoes, but that has changed.

Labor Day is considered an important retail sales weekend. Some consider it one of their highest sales revenue days of the year, second only to Black Friday, the day after Thanksgiving.

### Grandparents Day - September 7, 2014

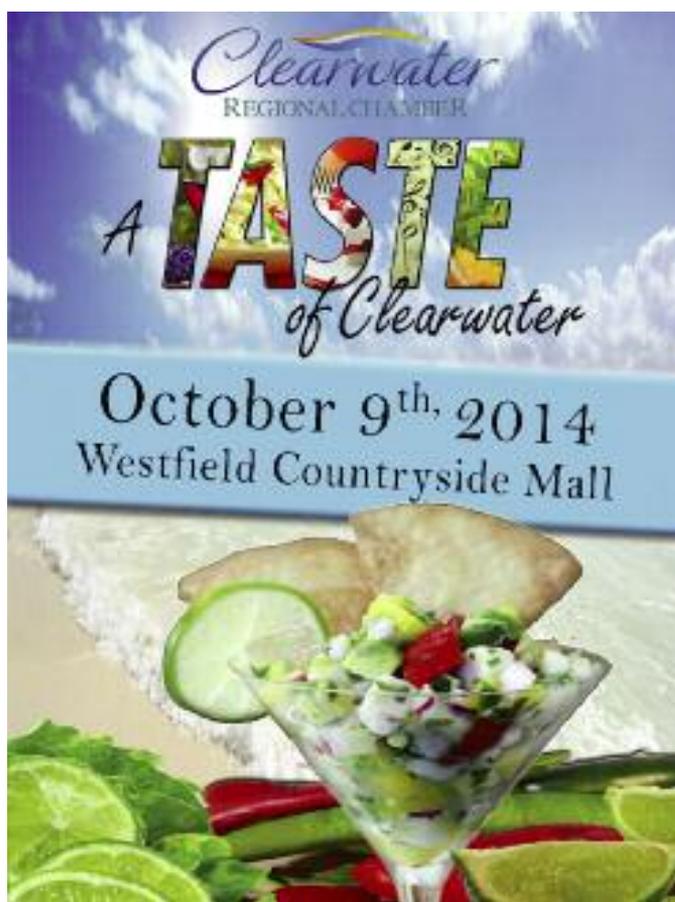
Grandparents' Day is a secular holiday celebrated in the U.S. since 1978 and is slowly being recognized in other countries. It is always the first Sunday in September following Labor Day.

There are two theories of its person of origin. Some consider it to have been proposed by Michael Goldgar in the 1970s after visiting his aunt in a nursing home. Over seven years, he spent \$11,000 of his own money, making 17 trips to Washington DC to meet with legislators while he lobbied to have the day officially recognized. At the same time, West Virginia housewife Marian McQuade made it her goal to educate the community about the important contributions seniors have made throughout our history.

August 3, 1978 the senate introduced a joint resolution declaring the date in September as National Grandparents' Day. When President Jimmy Carter signed it, McQuade received a personal phone call from the White House.

The purpose of the day is "to honor grandparents, to give grandparents an opportunity to show their love for their children's children, and to help children become aware of the strength, information and guidance older people can offer." It also is an opportunity for grandchildren to show their love and appreciation for their grandparents.

The official song of National Grandparents Day is "A Song for Grandma And Grandpa" by Johnny Prill. The official flower is the Forget-Me-Not, which ironically blooms in the spring not in September.



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## DISCOVERING CLEARWATER BEACH

My name is Chloe. Really it is Clotilde but that was too hard for people to pronounce, so I go by Chloe here in the United States. This summer I had the opportunity to come to Clearwater Beach from my home town of Paris, France, and intern in two local businesses. I lived among you for over two months.



But let's start at the beginning. When I went through the immigration office and I could finally say "Here I am," I was found I was facing my first Wendy's of my life. This was my first time in the United States, and I was noticing everything was so different from France. It is an everyday surprise. Once we passed through the door of the airport, it was like we were in a parallel universe.

One of the first things is that I had so many small talks with people I only met once. You are curious about my accent, why was I here, and if I like it here. I was so amazed that I could talk to everyone for hours. If I needed some help or if I was lost, people were really nice and were happy to help me.

Secondly, all is bigger than expected. The shops are spacious, business presentations look like TV shows. American people want to have a spectacular life, and that is how French people feel when they come in America. "Live Amplified" is the new marketing message of the Visitor's Bureau and that says it all!

As French people, we like to complain (a little bit). That is why I am going to talk about the bus system. This is a great system; the buses are on time (compared to France), and when we ask the driver to help us they are as always friendly and helpful. But, we do not understand how it works! In France they do not have a real schedule - they are planned in frequently, so if you wait long enough a bus will show up.

As I was intern during the summer, I saw the most shocking difference between the United States and France - business competition. Americans are aggressive. Before making a profit, they want to be the first in the market. In France, everyone tries to make profit first and after that, they try to beat the competitors.

Now I understand most American's experiences when they come to my country. It can be very confusing! As a conclusion, I want to thank all of you Americans, for your warm welcome. Everyone I met was great, and because of your smiles and kindness, I want to come back to your country one day.

## GOLF TOURNAMENT

Take Monday October 20 off from work and join the Clearwater Beach Chamber of Commerce for their annual 19th Annual Golf Tournament & Hospitality Challenge at Countryside Country Club. It is a day of fun and networking and you might even win something in their great raffle. The tournament is a scramble and a lot of fun. Register your team today by calling the Chamber office at 447-7600.

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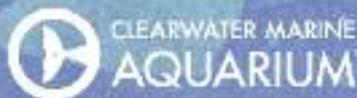
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## BRIDGING THE BAY WITH THE SUNSHINE SKYWAY BRIDGE

By Nevin D. Sittler, St. Petersburg Museum of History  
Parades are fun. Meeting famous entertainers, politicians and beauty queens is pretty neat. But riding in a brand new convertible across the bridge you named is — priceless.

Sixty years ago on Labor Day, 1954 Virginia Seymour basked in her 15-minutes of fame as she was rewarded for her entry in a nationwide contest to name Florida's engineering marvel that crosses the entrance to Tampa Bay; The Sunshine Skyway Bridge.

The Junior Chamber of Commerce received permission from the state highway department to organize the contest to name the fifteen-mile long connection between southern Pinellas County and Manatee County.

The promotion received a surprising amount of attention. More than 20,000 entries from every state in the Union, the District of Columbia and Canada were submitted. Tourist agencies and travel clubs added the "spectacular" two-lane bridge to their lists of "must see" places to visit. The judges chose Virginia Seymour's idea, noting the fact that of the top 25 finalists, ten used "skyway" as part of the name. Adding the name of Florida's primary product, "sunshine," made the perfect combination.

The socially prominent young woman and her husband lived at 18610 Gulf Boulevard in Indian Rocks and were at one time involved in operating a small specialty newspaper. Virginia claimed her winning idea, "just came out of the blue." Cecil M. Webb, chairman of the State Road Board made the formal presentation.

Her reward included a bouquet of roses, an assortment of discount coupons from publicity-savvy area merchants and publication of her picture in the official 100-page Sunshine Skyway commemorative book.

According to several friends, the key to the city presented to Virginia by St. Petersburg Mayor Samuel Johnson, was prominently displayed in her home throughout her life. She also earned a ride across the span in a Convertible Caravan, coordinated by promotion-hungry area Dodge dealers, as the special guest of Congressman Courtney Campbell and his wife. Campbell himself would later have a Tampa Bay causeway named in his honor.

The Sunshine Skyway was actually comprised of five bridges, ranging in length from a 336-foot structure at the northern tip of Terra Ceia Bay to the main 864-foot steel girder center span. The total length exceeded 22,000 feet and could withstand hurricane winds of all known measurable intensities. Annual traffic volume predictions of 750,000 were quickly surpassed, reaching twice that figure by 1957.

On the toll-free opening day thousands of cars waited for hours to travel over the \$22-million passageway. The lineup brought traffic to a standstill along 34th Street, Lakeview and Tangerine Avenues. All of these drivers and passengers would lay claim to being the 'first to cross.' By the end of the day, tollbooth operators had counted more than 15,000 vehicles. At 11 p.m., the free rides were over and the tollbooths got down to business. St. Petersburg resident Donald Davis, on his way home from Bradenton, was the first to pay the \$ 1.75 crossing fee at the Manatee station.



photo courtesy of St. Petersburg Museum of History

The Sunshine Skyway moniker stuck for 16 years. However, in 1970 the Florida legislature approved a bill introduced by a Clearwater legislator to name the 4.3 mile bridge section after long-time state engineer W.E. "Bill" Dean. A sign bearing the name of this nationally renowned pioneer in concrete bridge construction was positioned over the original main span and a bronze plaque was placed in the park at south end of the causeway.

The next year, 1971, a second "twin" span was completed and opened to the public. Florida Department of Transportation (FDOT) records indicate that the new structure actually had no name, just a project and inventory number. It was this bridge that was badly damaged in the deadly collision of the freighter Summit Venture in 1980. Thirty-five people were killed; the entire state was stunned.

Traffic once more reverted to single-lane, two-way traffic on the original 1954-built bridge. And almost immediately plans got under way for funding the third generation iconic structure that today towers over the bay.

Opinions over the "correct" names were varied and led to some opinionated, if not heated, comments. When interviewed in the mid-1980s, a 73-year old Virginia Seymour insisted, "My bridge was and always will be the Sunshine Skyway Bridge." She never did approve of the W.E. "Bill" Dean recognition.

Pursuing an engineering interest similar to his father's career, William L. Dean had his opinion on the matter as well; but was more willing to compromise. The younger Dean was employed by the firm responsible for dismantling the old bridges following the Summit Venture accident. He told reporters that because his dad was as much of an avid fisherman as he was a bridge building expert, a more appropriate tribute might be to name one of the Skyway fishing piers in his father's honor.

Following his 1962 retirement, the senior Dean worked as an engineering consultant for FDOT. Three years later he suffered a fatal heart, while inspecting the Hathaway Bridge in Panama City. As recently as 2012, FDOT includes a Bridge Engineering Award in honor of him as part of their annual employee recognition program.

Today, the golden cable-supported structure is officially known as the Bob Graham-Sunshine Skyway Bridge, recognizing the efforts of the former Florida Governor and U.S. Senator who led the way in funding for the project. But, for clerical clarity in its 215-page bridge inventory, FDOT simply lists the Sunshine Skyway Bridge as number 150189.



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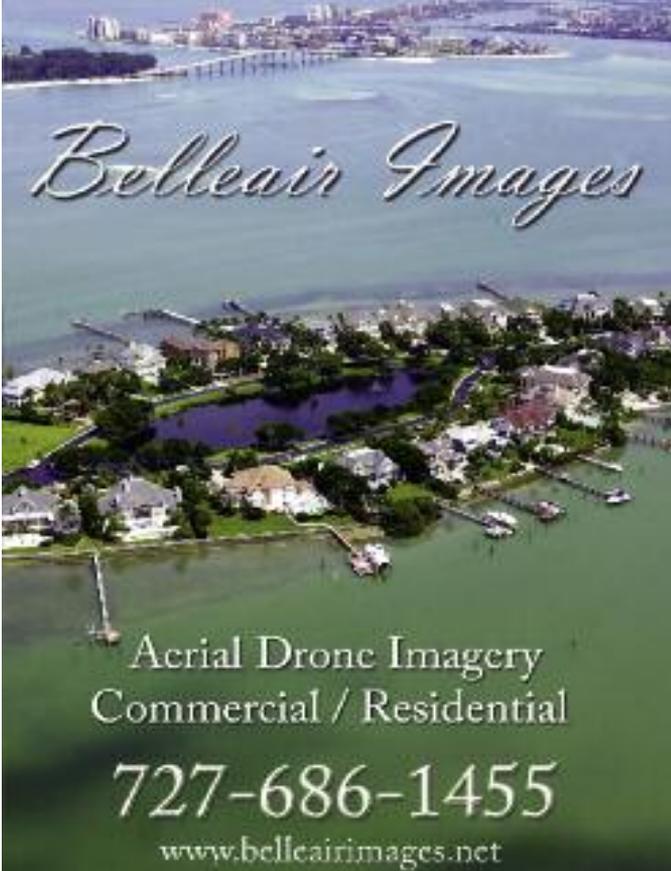
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30: HOOK /PG

### SEPTEMBER

5: TEENAGE MUTANT NINJA TURTLES /PG-13  
6: THE AMAZING SPIDERMAN 2 /PG-13

12: HOODWINKED /PG  
13: DRAFT DAY /PG-13

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26: PLANES /PG  
27: GODZILLA /PG-13

See the complete schedule online at [www.SunsetsAtPier60.com](http://www.SunsetsAtPier60.com)



## CHAIRS ON THE BEACH

By Bob Griffin, Publisher

How would you like to set up 800 chairs on Clearwater Beach?

Michael McIntosh (50) does just that, and has every day for 18 years.

The Barefoot Beach House, owned by Steve and Lisa Chandler runs the concession that rents chairs, cabanas and umbrellas around Pier 60 and south to the jetty. Michael works for them.



"In the beginning, we only had about 75 sets," says Michael. "But now we have 400 sets of chair. That's 800 chairs. We start at 7:30am with a team of about 10 to get it done. Then, we pick them up again after 5pm. We are here until about 6:30pm"

"I started work with Steve and Lisa 19 years ago, when they owned The Beach Diner. I mainly waited tables. But I love doing this," Michael continues. "It is a long day, but I love the atmosphere. I love the fish, the boats. I mingle a lot and meet lots of great people. Plus I have two great bosses, Steve and Lisa."

"Visitors from England tend to be the nicest," he explains. "They seldom complain; they are here to relax."

"Michael is part of our extended family. His loyalty and dedication to our business and to the visitors of Clearwater Beach is invaluable," says Lisa Chandler.

"There have been very few accidents," Michael says. "We watch the weather on radar, and shut things down if a storm approaches. I have however, seen as many as 20 umbrellas go airborne at one time."

A full set up – a cabana and 2 chairs, is \$25 for a full day 9am to 5pm, half days are discounted. You can pay with cash or a credit card, directly on the beach.

This may be Michael's last year. "You can only do this kind of work for so long," he says. "But I'll find something else to do. Who knows, maybe I'll sell ice cream."

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