

NEIGHBORHOOD



Griffin Productions, Inc. / 727.517.1997

Newsletter

Indian Rocks Beach's City Hall while being built



IRB CITY HALL - OLDER THAN OUR CITY

At a time when neighboring beach communities are building expansive (and expensive) civic centers, Indian Rocks Beach has chosen to renovate their city hall and community center, which dates back to the early 1950s.

The city values its historic structures and connections. A quarter million dollars is being spent from the city's Penny for Pinellas funds to expand the historical museum. Around \$30,000 has been allocated in this year's budget to start the city hall update, with work continuing over the next several years.

The building predates the city's incorporation, which was in 1955. The Auditorium, as it was called, was originally owned by the Civic Association and was built with the aid of its president, civic benefactor Charles (Mac) Kolb. (Kolb Park, across from city hall, is named in his honor.)

Kolb personally collected \$9,500 of the \$12,500 needed to begin construction, according to an article by historian Hazel Geissler in the St. Petersburg Times. Prodded by Kolb, a good portion of the labor was provided by local businessmen, and most of the materials were donated at cost. Additional funds were generated by community fish fries, donations for memorial windows, and a bond issue.

Kolb personally supervised the building's construction, "hovering over the auditorium like a doctor at the birth of a child," according to news reports. In appreciation for his help, Kolb's friends collected enough money to purchase one of the auditorium's large windows in his name.

The city's roots are intertwined with the city hall/civic auditorium building. Following incorporation in 1955, city officials shared rented space there with the police department and St. Jerome's Catholic Church, which

held Sunday services in the building.

The city purchased the building in late 1958 for a permanent city hall and auditorium. City offices were constructed on the south side of the building and the library on the north side. Most likely this is when the large memorial windows on both sides of the auditorium were removed.

Through the years the auditorium has been an active center for community events. Some of the noted activities included fashion shows where "Charlie Potter sang and was accompanied at the piano by Al Reinzo, while residents of the Indian Rocks area modeled."

The Englandettes, from the England Studio of Dance, often performed at events such as the policemen's ball, held at the auditorium.

For many years the Civic Association held a children's Christmas party, featuring Bob Zubrod as Santa. That tradition is continued today, with a party in the auditorium after the annual Christmas street parade.

Indian Rocks Beach's famous fish fries, hosted by the "fishfrying musketeers" Dick Thomas, Fire Chief Wayne Luce and fish camp owner Wyllys Ransom, were held at the city hall auditorium during the '50s and '60s. The events often attracted more than 1,000 people and raised thousands of dollars for local organizations.



Story & photo by Wayne Ayers, Indian Rocks Historical Society. Indian Rocks Beach, a book from Arcadia Publishing, is available at the Beach Welcome Center.

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This newsletter is published by GRIFFIN PRODUCTIONS, Inc. and is mailed to every occupied residence and business in Indian Rocks Beach We are not officially associated with the City of Indian Rocks Beach.

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Residents of Indian Rocks Beach

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SALES

727-517-1997

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IRBNewsletter.com

Is there something you would like to see included in this newsletter? Please send all comments to **bob@griffindirectories.com**

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CITY NUMBERS

CITY HALL 595-2517
1507 Bay Palm Blvd
www.Indian-Rocks-Beach.com

CITY MANAGER - Chuck Coward
MAYOR/CITY COMMISSION . 517-0204

MAYOR - R.B. Johnson
COMMISSIONERS —
Terry Wollin Vice Mayor • Cookie Kennedy
Phil Hanna • Jim Labadie

City Manager, 595-2517
Chuck Coward

Building Department: 517-0404
Don Weigner

Planning & Zoning: 517-0404
Danny Taylor, Dir.

Public Services: 595-6889
Dean Scharmen, Dir.

IRB LIBRARY 596-1822
Next to City Hall

M-F 10-5pm, Tu-Th 7-8:30pm, Sat 10-1pm
IRB HISTORICAL MUSEUM . . . 593-3861

Across from the Post Office
IRB HOMEOWNER ASSOC. . . . 517-3131

Becky Griffin, President - IRBHome.com
Bob Griffin - Boat Club 517-1997

BEACH ART CENTER 596-4331
Next to City Hall, 1515 Bay Palm Blvd

POST OFFICE / IRB. 596-2894
204 4th Avenue 33785, Near Crabby Bill's

Mon-Fri 8:30A-4:30P; Sat 9A-12:00P
IRB ROTARY

www.Indian-Rocks-Rotary.org
Meets at Jimmy Guana's every Wed. 7:15AM

Bruce Sobut, Past President . . . 403-4060
ACTION 2000

Eric Meyer 744-0123
Meets 2nd Monday Each Month Beach Art Ctr

BEACH FOOD PANTRY 517-2534
1615 First St. M-W-F 10 am-12 pm

4H CLUB 582-2597

LITTLE LEAGUE 735-4574
CHAMBER OF COMMERCE

Gulf Beaches. 360-6957
Clearwater Beach 447-7600

AA & AL-ANON MEETINGS . . 595-1038

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PHONE (Business) 800-483-5000

WATER 464-4000

CABLE (Bright House) 329-5020

SEWER / IRB 595-6889

TRASH / IRB / Pick Up 595-6889

EMERGENCIES: 9-1-1

SHERIFF NON-EMERGENCIES 582-6200

SHERIFF DISPATCH 582-6177

IRB FIRE STATION 595-1117

COUNTY INFORMATION 464-3000

COMMISSION OFFICES 464-3377

Karen Seel 464-3278

STATE:

Senator Dennis Jones 727-549-6411
Republican, District 13

8940 Seminole Blvd, Seminole 33772
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125 Indian Rocks Rd, Belleair Bluffs
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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:

Rep Bill Young 727-394-6950
9210 113th St, Seminole, FL 33772

www.house.gov/young

CALENDAR OF LOCAL EVENTS

SEPTEMBER

- Boat Club to Gulfport 1
- Labor Day 3
- Chemical Cleanup Largo 8
- Bucs First Home Game 9
- Grandparents Day 9
- Homeowners Happy Hour 13
- Public Schools Closed 14
- Centennial Celebration 15-16
- Sand Key Triathlon 16
- Boat Club Meeting 20
- Boat Club Island Party 22
- Autumn Begins 22
- Schools Closed 23
- Clearwater Offshore Racing 28-30
- Garage Sale History Museum 29

OCTOBER

- City Occupational Licenses Due 1
- Blood Drive at the IRB Post Office 5
- MADD Beach Walk 5
- Calvary Blessing of the Animals 6
- HOA Poker Run 5

- Columbus Day 8
- Homeowners Happy Hour 11
- Boat Club Intracoastal Clean Up 13
- Oktoberfest 13
- Coastal Clean Up 13
- Stone Crab Season Starts 15
- Clearwater Jazz Festival 18-21
- Boat Club Meeting 18
- Schools Closed 19
- Stone Crab Event Keegans 19-21
- Country Jubilee Heritage Village 27
- Komen 3 Day Walk for Cancer 25-27
- Pumpkin Carving City Hall 27
- Haunted House City Hall 27
- Clearwater's Stone Crab Festival 26-28
- Johns Pass Seafood Festival 26-28
- Halloween (Wednesday) 31
- Sea Turtle Nesting Season Ends 31

NOVEMBER

- Property Tax Bills Mailed 1
- Taste of IRB (Saturday) 3
- Daylight Savings Time Ends 4

NEXT ISSUE IS NOVEMBER

Do you need another copy of this newsletter? Ask for them at USA Grocers or any IRB realtor's office.

This newsletter is printed every other month and survives on local advertising. Please support the people advertising here. If you are an IRB resident wanting to advertise, you get a discount. We also offer discounts for advertising in our other issues, Madeira Beach, Belleair Area Downtown St. Petersburg and our Clearwater Beach.

To advertise in the next issue, call us. Read this or our other issues online, at BeachNewsletters.com



TURTLE WATCHING

by Suzanne Thayer, Indian Rocks Beach Resident and CMA volunteer

This year, I am volunteering for the Clearwater Marine Aquarium as a member of their Turtle Patrol in Sand Key Park with other CMA volunteers. There are 18 loggerhead nests in the Sand Key area and we hope there will be more to come. Tropical Storm Debby washed out nests along our beaches, but the adult turtles survived and are coming back to nest the park.

The job of a turtle volunteer is to babysit the caged nests from nine PM until one AM each evening. This is when most loggerhead turtle nests hatch. About forty five days after a nest is laid, a plastic mesh cage is placed over the eggs. This is not to keep the eggs safe from predators as most people think, but to keep the hatchlings in the cage until they can safely be released into the water.



When a nest begins to hatch, the nest volunteer notifies the CMA captains on duty that it is hatching. The hole gradually opens to about the size of a softball and the hatchlings crawl out like ants, filling the cage. The captain counts the turtles, placing them in a bucket, and documents all the relevant conditions. Meanwhile, the volunteers dig a shallow trench six to eight feet long leading to the beach waterline. The turtles are then released into the trench so they can crawl into the water on their own. The helpers and volunteers assist the captain to block the light in order to protect the hatchlings from swimming back to shore. This allows the hatchlings to imprint in the sand. Adult female turtles will return to the same area they were born, when it is time to lay their eggs.

Watching the hatchlings made me realize the importance of having no lights on buildings and streets. All of the light along Sand Key's beach confuses the hatching turtles and if left alone, many would not make it to the water. We have also found that noise will delay the hatching, so we need to make sure the area is dark and quiet.

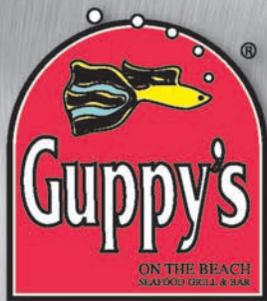
It is estimated one in a thousand wild hatchlings will survive to adulthood. Hopefully, our assistance in releasing the turtles will improve their chances of reaching adulthood. Our goal is to eliminate lighting issues and return the beach to a more natural hatching environment so that we do not have to protect them from the obstacles that we have put in their way.

I enjoy helping with the turtles and being on the beach under the stars, listening to the waves. So far this year I have seen one nest hatch which was a wonderful experience. Also, I have met new friends who are both volunteers at CMA and our neighbors.

Note: Since 2005, CMA's staff and volunteer team have released more than 60,000 sea turtle hatchlings. As of press time, 186 nests have been found in Pinellas County, 26 of which are in Clearwater Beach or Sand Key

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Did You Know....

REPRESENTING OUR BEACHES AT THE OLYMPICS

Zack and Paige Railey, "sailing siblings" who live in the Clearwater area, both competed in the 2012 Olympics. They started sailing at the Clearwater Yacht Club and later out of the Clearwater Community Sailing Center on Sand Key. They are the first brother-sister siblings to ever compete at the same time in Olympic sailing. While neither won a medal, they both had strong finishes.



CLEARWATER SUPER BOAT RACES This year's event is Sept. 28-30, with the two main races on Sunday, noon and 2pm. Saturday enjoy an all day Seafood Festival at the Baystar Race Village in Coachman Park, with a star spectacular concert. Visit ClearwaterSuperBoat.com.

INDIAN ROCKS LIGHTED BOAT PARADE This year's parade will be December 15th. Do you hold or attend a party that night? Do you want to see a great Lighted Boat Parade this year? If so, please help fund the prize money by sending a donation - \$5... \$10... \$25... \$50... or even more to the Executive Committee c/o Joan Johnstone, at City Hall, 1507 Bay Palm Blvd, Indian Rocks Beach, FL 33785. The larger the amount of prize money, the more boats we will attract.

DONATING \$2 FOR EACH PIZZA. The Beaches Food Pantry needs money and is planning a series of fundraisers. During the month of September, TJ's Gourmet Pizza has agreed to donate \$2 to the Beach Food Pantry from each Gourmet Pizza sold. TJ's is in Indian Rocks Beach at 1515 Gulf Blvd. Their phone number is 596-1515. See their menu, HalfPricePizza.com

DALI NAMED ONE OF THE MOST BEAUTIFUL MUSEUMS IN THE WORLD Based on its architecture, Flavorwire included the St. Petersburg's Dali Museum as one of the 20 most beautiful museums in the world. This puts the museum in the same class as Paris' famous Louvre and New York's Guggenheim Museum. The museums are located in 16 different countries, with five in the United States. Russia and France are the only other countries to have more than one museum included on the list.

MORE GARDENS

The Florida Botanical Gardens Foundation and Pinellas County Parks Department are expanding the Florida Botanical Gardens to include a Vinery and another Children's Trail stop. The project area will increase the formal gardens by 8,000 square feet. Located at 12520 Ulmerton Road, Largo, the new area should be finished this fall.



CIRQUE DU SOLEIL RETURNS KOOZA™ is the latest show for Cirque du Soleil being presented in the parking lot of St. Petersburg's Tropicana Field November 8 - 25. The show combines acrobatic performance and the art of clowning. The show will be held in The Grand Chapiteau tent, which has a seating capacity of approximately 2,500 and is entirely climate controlled. The entire site will take 8 days to set up and 3 days to deconstruct. Tickets are now on sale at cirquedusoleil.com.



FAMILY CAMP OUT The annual Bonner Park Family Campout will begin at 6pm on October 5 and continues until 8am Saturday. The cost is \$10 per person and includes dinner, breakfast, activities, a night hike, drum circle, smores and a special animal presentation. Bonner Park located a half-mile north of the Walsingham Bridge, north of Largo Intercoastal Marine. This requires advance sign up and space is limited.

OCCUPATIONAL LICENSE RENEWAL TIME If you operate a business in the City of Indian Rocks Beach, even if it is in your house, you must have an Occupational License. All active licenses expire September 30th with renewal due before October 1st. If you need more information, call Joan Johnstone at City Hall at 517-0404.

YOGA ON THE BEACH Sramana Yoga is starting Sunset Yoga classes on Indian Rocks' beach. Class and times vary. The next session starts September 18th at 6:30pm. If interested, call Daniela, 365-2219.

MADD WALK The Second Annual Pinellas Walk Like MADD and MADD Dash 5K, including Kid Zone, Teen Scene, Parent Corner, Tribute, Food, Prizes, Marine Demonstrations, Karate Demonstrations, SWAT & K-9 Demonstrations, is Friday, October 5th. It is being held in Indian Rocks Beach at the 17th Avenue Beach Park. Registration opens at 5. All ages are welcome - youth, families, seniors. Register at WalkLikeMadd.org/indianrocks. The \$20 cost includes a t-shirt, food, entertainment & fun.



GOLF CART GATHERING Sept. 26 will be the first ever IRB Golf Cart Meet, at Kolb Part from 6:30 - 9pm. It is free and everyone is welcome, even if you don't have a golf cart. They are planning a people's choice cart award and an award for the best decorated cart. Come meet your neighbors and have some fun. For additional information, contact Hippy Laramée 727-424-7760.

OUR NEXT ISSUE IS NOVEMBER Read this, as well as other issues, online at BeachNewsletters.com.

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Real Estate News

MUCH TO ADO ABOUT NOTHING
ALL QUIET ON THE HOMEFRONT

*By Gordon Obarski, Broker Associate
Doiron Realty on the Beach*

Other than the scarcity of properties for sale in Indian Rocks/Indian Shores, there isn't much to talk about on the local real estate scene. Those who assume this "peace and quiet" is bad news or that tranquility makes for boring reading should think again.

Historical analysis shows that before a housing recovery can begin, a period of stabilization must occur. On average, a housing crash takes 6 years to bottom out. Since home prices locally hit their peak in 2006, the bottom may have already quietly arrived according to this timetable. The housing crisis associated with the Great Depression followed the same "6-year bottom out" pattern. It began in 1926, prior to the stock market crash, with a marked rise in foreclosures. The freefalling ended in 1932 after which the market held steady for a few years, and then began its long climb out of the cellar. The biggest difference between then and now: Less than 50% owned their homes in the 1920s and 60% of them had no mortgages.

Statewide in June, every Florida housing indicator was positive...except inventory. The sheer number of sales in 33785 remains very brisk: 193 properties sold so far this year versus 222 sold ALL OF LAST YEAR with 4 months' sales yet to rack up before 12/31. On August 1 in 33785, there were 143 properties available—mostly condos and ONLY 24 SINGLE-FAMILY HOMES! While new listings remain on par with last year, this year's "good listings" are going to contract in about half the time--an average of 62 days as opposed to last year's 125-day process. It remains a challenge to find homes for those actively shopping; however, at least 1/3 of properties listed have been on the market for 6 months or longer. These generally involve properties over-ambitiously priced above appraisal value, which automatically excludes those seeking financing.

Zillow, a leading producer of real estate data, reported a .2% price increase in 2nd Quarter—the first year-over-year increase nationally in 5 years. While that isn't the case in 38 of the top 50 U.S. metros, the average sale price in IRB/IS agrees with Zillow, posting nearly an 8% increase from last year to this year. This may be further evidence the market has reached the bottom of the downward, hands-in-the-air rollercoaster spiral of the last five years and has started to chug back up the hill.

Foreclosures and negative equity remain the big "if" and the huge "when" of recovery. Only 3.4% of the current 33785 listings are short sales, foreclosures, etc. In 2011, 1/4 of all listings (25%) were on distressed properties. The forecast is for more foreclosures to be released later this year. Even if that were to materialize, less than a blip is anticipated since foreclosures this year sold CLOSER to the asking price than non-foreclosures. (Foreclosures: 96% of asking price; non-foreclosures: 93%.)

A boring market is a healing market. Yawn and embrace the ho-hum as an indication the bleeding has stopped long enough for the market to at least "consider" a rebound.

Source: My Florida Regional (MFR) MLS

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SHELTER AGAINST THE STORM

by Commission Chair Karen Williams Seel

When a hurricane threatens, one of the most important concerns is where to take shelter. Wind-driven storm surge can flood a good portion of the county depending on the hurricane's size and high winds can batter even the most stoutly built structures. It's proven that simply sheltering in a well-built structure with protected windows and door, outside the affected evacuation zone, dramatically improves your chances of survival during a hurricane.

How do you find the shelter that's right for you? First check your evacuation level at pinellascounty.org/emergency, click on the Know Your Zone image. You can also call (727) 453-3150 and enter your home phone number. Armed with this information, you can begin making your plans.

If your home is in a non-evacuation zone or a zone that's higher than the evacuation order and your home is a substantially built structure, plan to stay put. Shutter your windows, brace your doors (especially your garage door) and bringing in your yard furniture. Not only will you be riding the storm out in familiar surroundings, you will also be in your own neighborhood after the storm passes, keeping you close to the resources that are known to you.

If you live in a lower-level evacuation zone, you should plan to evacuate. When a hurricane watch is given 48 hours before the expected impact of a storm, get your important papers, food, water, medication and essentials ready. When the hurricane warning is issued, start moving to safety.

If your home was built after 1994, the new wind standards



would have been used (built to withstand Category 1 and Category 2 hurricanes). But those standards don't account for winds above 110 mph, or impacts your home could sustain from older homes coming apart and flying/falling debris (carports, screen rooms, sheds, trees).

Your first shelter option should be a friend, relative, coworker or acquaintance that is not in an evacuation area. Your shelter will be considerably more comfortable, and you can choose a scenario that fits your needs. Are you a pet owner? Find someone who can accommodate you and your pet. Have children? Another family with kids would have plenty of opportunity to keep them entertained.

You can also choose a hotel in Pinellas County that is outside of the evacuation area. When you look up your evacuation zone at the bottom of the page is the three closest hotels and their evacuation zone, and a link to a list of all the county's accommodations. During an evacuation the website will only list facilities outside of the evacuation area. You can also choose a hotel outside the county. If you plan to leave the area, do so early, as roads will quickly become crowded after an order is issued.

Your last option should be a public shelter. While these shelters are safe places to ride out a storm and may be your best option if you have no other option, they will be very crowded. You will be allotted ten square feet of space for you and your belongings. That is an area five feet long by two feet wide. That's smaller than a twin size mattress. Remember – you won't be getting a mattress, either. If you don't bring your bedding or chairs, you will be on the floor.

The most important thing you can do is to plan now for what you will do. This prudent step will help you avoid the pressure of an approaching storm reducing your options.

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LIPOSONIX: THE LATEST INNOVATION IN NON-SURGICAL FAT REMOVAL

By Stephanie Schlageter, Medspa Director



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

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

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

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

IRB RESIDENT ALMOST SANG IT

Singer/Songwriter Erica DiCeglie (36), a resident of Indian Rocks Beach and a mother of two, almost sang the National Anthem at Tampa's Republican National Convention. The RNC conducted a contest and Erica, one of 18 who submitted videos, entered. Initial voting was on FaceBook. She made the cut to 10, and again when a group of judges narrowed the field to 4. She auditioned in front of hundreds of volunteers at the Tampa Convention Center, who chose a man from Seminole.

"I have sung the national anthem many times in many places including at the Trop for a Rays game," says Erica. "It was an honor to have even been considered."

Erica has sung at the Indian Rocks Beach's Annual Christmas Tree lighting and she is an assistant music director at St Jerome's Catholic Church. She also sings in a small Jazz band when she can. Erica recently released a CD, "The Way Here" available at www.ericadiceglie.com. She lives on 12th Avenue with husband Nick, and their two kids.

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www.WaterFrontTampaBay.com

WALKING IN PINK

October 2011, over 1,500 men and women walked 60 miles in three days during the Susan G. Komen Breast Cancer walk. The Tampa Bay event raised \$3.9 million dollars for breast cancer. Here is how IRB Resident Karen Snyder remembers it:



"This was my first Breast Cancer 3-Day Walk. I was fortunate enough to go through this journey with my sister Carol and my daughter Kelly, a nurse on their medical crew. My training started six months before, in April. I met a lot of wonderful men and women along the way.

The first day started at 6am when my sister and I arrived at the Sand Key Park. The day started cloudy and rainy with a slight chill, which made walking interesting.

We started by crossing the Sand Key Pass Bridge and then Clearwater Memorial Causeway, followed by a lunch stop at Largo's Taylor Park. That was followed by a walk over the Walsingham Bridge to IRB's Chic-A-Si Park. There they provided us with snacks and medical services if needed. We ended the day at the Walter Fuller Complex in St Pete's Tyrone area, where our bags were waiting so we could set up our campsite. Dinner was followed by the "decorating of the tent" in animal prints to go with our theme, "Take A Walk on the Wild Side".

After a night of rain, Day 2 started chilly, but we were excited and ready to get started. Our path led us past the VA Hospital, through Seminole, and back around to the beach, where we walked through John's Pass Village, over the bridge and through Treasure Island. Day 2 was filled with a lot of supporters along the way cheering us on and passing out drinks, snacks and candy. There was a large pink crane on Treasure Island that was there for us to sign. The day ended with dinner and a dance party, followed by a rain free night in our tent.

By Day 3 exhaustion had definitely set in, but the excitement in the air kept us going to finish the last 20 miles. We followed 22 Ave., crossed 66th Street and kept going all the way to the water near Coffee Pot Bayou. We stopped and when I got water, I saw my daughter, which gave me the boost I needed to complete the final mile and a half. The walk ended at Spa Beach in downtown St Pete. The closing ceremonies were followed by a 'sneaker salute' in honor of all the breast cancer survivors.

It was an amazing feeling knowing I had kept walking and what I had accomplished. Reunited with my family, I headed home, where I was happy to experience indoor plumbing and my warm comfy bed.

This amazing experience would not have been possible without the support and donations of friends and family. I would like to take this opportunity to thank everyone who helped me meet my fundraising total of \$2,435.00. I look forward to making the journey again this year. But, my memories of the 2011 Breast Cancer 3 Day Walk will remain with me for a lifetime."

Karen Snyder, Indian Rocks Beach Resident

NOTE: 2012's 3-Day Walk is October 25-27. Visit www.The3Day.com for information or call 1-800-996-3DAY. If you would like to reach her, Karen's phone number is: 432-9683.

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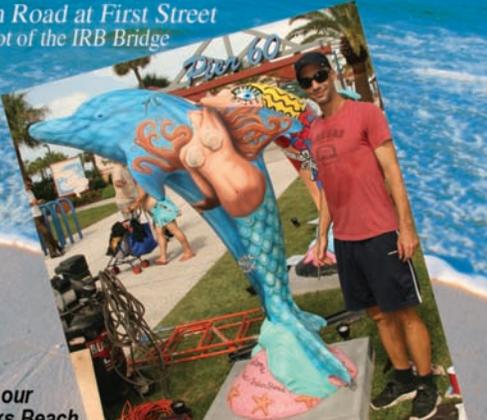
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Restaurant News....

FOX 13 LIVE Fox 13 and the Love Chef, came to Indian Rocks Beach on August 6th, to feature the food of Café de Paris. Xavier and Valerie de Marchi welcomed Charlie Belcher of Fox News 13 and Love Chef Francis Anthony who showed viewers how authentic French crepes are made. Café de Paris won the Reader's Best Breakfast award in May, a contest coordinated by this newsletter.

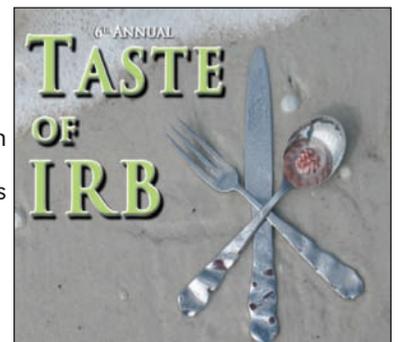


KEEGAN'S STONE CRAB FESTIVAL The Schonowski family, who bought Keegan's Seafood Grill four years ago, plan to celebrate the opening of Stone Crab season with their annual three day Stone Crab Festival October 19th - 21st. They will also offer U-Peel-Em steamed shrimp, while supplies lasts.

DONNIE'S OPENS Finally, Donnie's Coastal Café opened after numerous delays. The small café is a family project by Donnie Aplin, wife Tiffany, his mother and father and two year old son Peyton. They moved from Macon, Georgia just to start this new business. They serve breakfast and lunch, including burgers and salads. They plan to deliver too. They are open 6 days a week and closed on Sundays. Their phone number is 278-9559.



TASTE OF IRB RETURNS The Taste of IRB, now in its sixth year, will be presented by the Indian Rocks Beach Homeowners Assn. and the City of Indian Rocks Beach on Saturday, Nov. 3rd, from 4-10 pm in Chic-a-Si Park, behind Crabby Bill's. 20 local restaurants will be participating including Guppy's on the Beach, Slyce Pizza Bar, Red Lion Pub, The Pie Factory, The Pub, Island Fish, Pajano's Pizza, Stefano's Italian, Crabby Bill's, Le Bouchon Bistro, Cafe de Paris, Marlin Darlin, Keegan's Seafood Grille, Tapas Garden & Wine Bar, IRB Sushi, Delectable Edibles, Kooky Coconut, Coasters Bar & Grille, Havana Harry's and On The Rocks. Bring your beach chairs or blankets and spend the evening listening to live music, while you enjoy great food, beer and wine! Admission is Free!



100 YEARS AND COUNTING An Interview with Dolly McCoy

By Bob Griffin

Dolly McCoy has seen a lot of things change in the 100 years since she was born in Michigan, August of 1912. William Taft was President. It was an election year and they had Republican National Convention that year too. They re-nominated Taft, but he lost to the Democrat's candidate Woodrow Wilson.

In 1932, she married Robert McCoy who worked for J.C.Penny and later Sears Roebuck. They had two sons. Their favorite aunt and uncle lived in Indian Rocks Beach, so they visited here regularly.

In 1970, when Dolly was 58, they moved here to help care for their relatives. They lived on Gulf Blvd between 22nd and 23rd Avenues. There was one house on the Gulf, and another one faced the two-lane road. There was not much else in that block back then, but today they are surrounded by large condos, including Scopello's.



"We were members of the Church of the Isles. We loved that little church. Back then, the preacher was Pastor McCollough. My husband was an usher. I sang in their choir for 20 years. Then, it was a much bigger choir than it is today. 'Jesus Loves Me' is still my favorite church song." (She sang it to me during this interview.)

"My aunt was one of ten ladies that helped start the church, fifty years ago. They pooled their money and bought the lot. The first building was metal, that men hauled in and put on the lot. Later, we built a block building. After it was built, my husband and I donated \$1,000 for a stained glass window on the east side. There are six windows total, three on the east side and 3 on the west. When my husband died, we spread his ashes in Coti's Garden of Memories near the stained glass window we donated."

"After my husband died, I went go to Sandy's Restaurant every day. I did not like to eat alone. They would save my seat calling it "Miss Dolly's seat". I would help prepare silverware and they did not charge me for my lunches. They used to make the best pies around."

"I still own the house on Gulf Blvd. My son and daughter-and-law maintain it. We rent the cottage on the beach sometimes. The taxes today are terrible."



Miss Dolly now lives in Pinecrest Apartments in Largo, but attends Church of the Isles services every Sunday morning. Every Sunday!

The church of the Isles turns 50 years old in December. Four members turn 100 this year. They had a centennial celebration for all four August 26th.

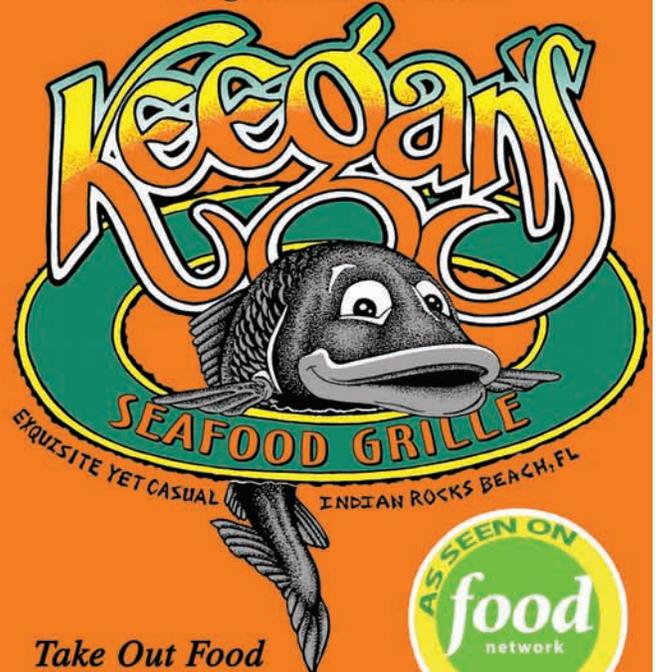
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Business News....

YOGURT SHOP OPENS

Ready-Set-Yo, a yogurt shop and coffee bar, recently opened in Largo by owner Mia Corrales, daughter to Matt and Maria Loder with Crabby Bill's. They specialize in all types of yogurt including gluten free, low-fat and lactose free. This is a self-serve store where you make your bowl add desired toppings and then pay for it by the ounce. They also stock many gourmet coffees, including Joffrey's. While drinking your coffee, you can enjoy their many baked goods and surf the net on their free Wi-Fi. The store is at 13819 Walsingham, just behind McDonalds. They are open from 7am to 10pm. Get more information at www.Ready-Set-Yo.com.



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UNDER CONSTRUCTION

Finally the plans to remodel Surf & Turf, in the Belleair Shopping Center have been approved and work began last month. Manager Michael Walguarnery says they will remain open during the remodel, which will last until the first of November. Many things are being done. The store will have a completely new look, seating for an inside café, and be expanded to allow for more product display.

CHASE OPENING

SEPTEMBER 12. Chase's new Branch Manager Kim Whalon has been a banking professional for over 26 years. Banking has changed significantly during that time, but one thing never changes - the importance of great customer service. Chase looks at your entire experience to make it great in every way, whether it is by offering new technology allowing you to deposit a check from your phone or by giving you a warm welcome with a smile when you visit the branch. Kim and her team are excited to be in our market and are anxious to welcome IRB residents to their bank. Come in during their grand opening to say "hi" and get a personal tour of the new branch. They are located at 13819 Walsingham Road, where Angelino's used to be.



SHOPPES OF SAND KEY SOLD

RNJ Sand Key LLC from Boca Raton, purchased the center for \$9.1 million. Property Manager, Neal Hamuy, told us they plan to continue operating the center with some remodeling, and an upgrade to the tenant mix. But it is already 90% occupied, including The Columbia Restaurant, Backwaters Café and smaller merchants. The owners also own stores in Johns Pass Village in Madeira Beach and in Key West. The sale was handled by Pinellas Realtors Klein & Heuchan. Mark Klein was quoted as saying, "The Shoppes of Sand Key represent a fantastic opportunity for future high density redevelopment." President of the Sand Key Civic Association Dick Jackson hopes, "If the shops prosper, Sand Key will have saved its only shopping center, and everyone will be happy."

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ROTARY NEWS "SERVICE ON THE ROCKS"



The Rotary club of IRB celebrated this year's theme, "Peace through Service", 1960s style. Dressed in a tie dye shirt with a peace sign Tom Busboom, the incoming president, and his wife Diana, wearing a maxi dress, hosted the installation & awards dinner. Everyone dressed for the occasion in 1960 fad style clothing. Special city guests included Mayor R.B. Johnson, City Commissioners Cookie Kennedy and Jim Labadie, Action 2000 President, Eric Myer and his wife Diane and founding A2K members Mike and Carol McLaughlin. In addition Rotary District Governor, Jamy Mick facilitated the ceremonial taking of oath by the officers Tom Busboom – President, Dan OrRico - Vice President, Lynn Johler - Treasurer, Paul Burns – Secretary, Louis Gregor – Sargent At Arms and the Board of Directors : Bill Atkinson, Jan Gorissen, Frank Hartzell, David Kline and Brigitte Miner.

The "Service Above Self Award" was presented to Bruce Sobut, a Rotary two-time past president and the newly nominated Rotary Assistant Governor of Area 2. This award is the Rotary's highest honor recognizing Rotarians who have rendered exemplary humanitarian service with an emphasis on personal volunteer efforts.

BUY YOUR BIG GAME RAFFLE TICKETS NOW! The Club is raffling two tickets to Football's Biggest Game held in New Orleans on Feb 3rd 2013! The package includes two game day tickets, lodging in the New Orleans vicinity and \$1000 cash. Purchase tickets online: indian-rocks-rotary.org/fundraisers.html or contact David Kline @ 727-418-1673. The raffle drawing is Dec. 2nd at Beef O' Brady's, 13847, Walsingham Rd. Largo.

WALK LIKE MADD 5K October 5th – The Club donated \$1000 to sponsor 60 participating local high school students. Rotary Team IRB is walking in the event. For more information call MAAD (Mothers Against Drunk Drivers) at 813-935-2676 ext. 5 or register online at www.walklikemadd.org/indianrocks

OKTOBERFEST October 13th - Rotary and Action 2000 members have been busy planning this 11th anniversary fun, family event. There will be arts & craft vendors, a children Kinderfest, a silent auction, food vendors and the Rotary Club will be selling the traditional Bratwurst and sauerkraut. There will be a raffle for an IPOD4 with internet access service and a limited raffle for a trip to Key West that includes two airline tickets.

THE RIDE TO DEFEAT ALS November 3rd – Rotary Team IRB will participate. This cycling event, beginning at Walsingham Park -12615 102nd Ave. N. Largo, at 8am, is designed for everyone. There are three routes to choose from; a 62 miles ride, a 25 mile ride or a 5 mile ride. This event supports those with ALS (Amyotrophic Lateral Sclerosis) also called Lou Gehrig's disease. Contact Michael Schulz at 727-415-7916 to ride. Parking volunteers needed, to help call Dan OrRico at 727-410-3636.

The Rotary club of Indian Rocks Beach funds numerous community and international programs. If you would like to attend a meeting, call (727) 403-4060 or visit www.irbrc.com. We invite you to attend any Wednesday morning at 7:15am, Jimmy Guanas at the Holiday Inn Harbourside. Help us make a difference. "Your first breakfast is on us!"

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FROM THE DESK OF SHERIFF BOB GUALTIERI

School Safety 2012

It is hard to believe that summer break has ended and the 2012-2013 school year is already underway. Thousands of Pinellas County students are making their daily trip to and from school in one of the largest school districts in our state. Whether traveling by car, bus, bicycle, or on foot, students may face some challenges as they make their way to and from school in the coming months.



We always encourage parents to talk to their children about safety. Remind kids to cross the street in marked crosswalks or at intersections, and to make eye contact with drivers of vehicles that are stopped to ensure that they are seen before crossing. If no sidewalk is available, pedestrians should walk facing traffic and bicyclists should ride with the flow of traffic.

As always our School Crossing Guards will be at their posts at various area schools to assist the students in getting to their destinations. Remind children to remain aware of their presence and follow their instructions.

Children who are enroute to school in the very early mornings when it is still dark are encouraged to place retro-reflective tape or stickers on their clothing, backpacks or bikes in order to make themselves visible to motorists. In order to increase traffic safety as well as personal safety, we also recommend kids refrain as much as possible from being on their cell phones, or any electronic devices that

may impair their hearing or delay their reaction time.

Parents are asked to help their children familiarize themselves with the safest routes to and from school, before they allow the kids to go at it alone. Remind your kids that taking shortcuts through unknown or desolate areas can be dangerous, and that they should always take well traveled and familiar routes.

Drivers can also expect some changes in their daily commutes. The addition of more cars and buses on our roadways each morning and afternoon will certainly result in increased traffic congestion near schools and bus stops. School zones will require reduced speeds and brief stops as the crossing guards assist younger students who negotiate busy streets while walking to school. Plan ahead and add a few extra minutes to morning and afternoon commutes, exercise patience and take extra care when driving near schools, crosswalks and bus stops.

Florida law requires that drivers bring their vehicle to a full stop when approaching any school bus displaying a stop signal. Motorists must then remain stopped and are prohibited from passing the bus until the signal has been withdrawn. This law also applies to motorists driving in the opposite direction of a stopped school bus unless there is an unpaved space of at least 5 feet, a raised median, or some other type of physical barrier.

By obeying traffic laws and remaining alert for children near our roadways, we can prevent serious injuries or deaths related to traffic crashes during the upcoming school year. By following the law and these simple suggestions you can help us to achieve our goal of "Leading the Way for a Safer Pinellas."

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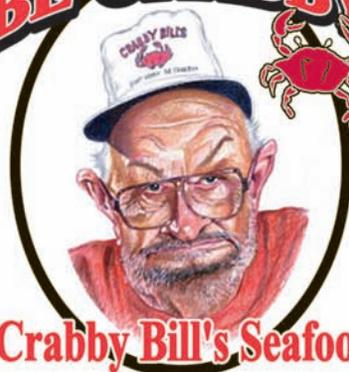
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Members of the Boat Club enjoyed an island party and fireworks July 4th.

IRB BOAT CLUB

Their annual End of Summer Island Party is Saturday, September 22. Held on the small island at the north end of Indian Rocks Beach, the event gets started around 4pm and goes until you want to leave. This year they are planning to have live music.



MEETINGS - They meet at Jimmy Guana's (Holiday Inn Harborside) on the third Thursday of the month. There is no meeting in August, but they will resume again September 20th at 6pm.

NEXT EVENTS AT A GLANCE:

- September 22: End of Summer Island Party
- September 30: Clearwater Beach Boat Races
- October 13: Intracoastal Cleanup

See the complete list of Boat Club events, pictures and more at IRBHome.com or follow us on Facebook.com/IRBhomeowners. Call Bob Griffin at 517-1997 or email BoatClub@IRBhome.com.

CHASE BANK OPENING NEAR INDIAN ROCKS BEACH

Chase Bank continues to expand its network in Pinellas County with the newest branch located across the bridge from Indian Rocks Beach on the



corner of Walsingham and Indian Rocks Rd. The branch is scheduled to open September 12th and will introduce exciting new technology to its customers. The branch offers safe deposit boxes, a walk-up and a drive-up envelope free ATM, night deposit, instant issue debit cards, drive-up tellers and some of the most convenient banking hours in the area to include every Saturday until 3pm.

The Walsingham Team members are seasoned Chase professionals hand selected for this location to deliver a great experience to Chase customers. The team includes on-site specialists including a Small Business Specialist, Mortgage Loan Officer and Financial Advisor to provide expertise locally to their customers.

The grand opening celebration will run during the first two weeks featuring special offers for new Chase customers, both individuals and businesses. For all veterans, the Chase Military Banking Program is always available to give you the value you deserve. It all starts Wednesday, September 12th with an Open House Day - all are welcome to tour this impressive facility, try the new technology, meet the friendly team members and enjoy some refreshments. The lobby doors open at 9am!

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THE MAN BEHIND CITY HALL'S FACELIFT

When the City decided to give City Hall a facelift, they turned to Indian Rocks residents and City Architect firm Holmes Architects, owned and operated by Dwight Holmes, FAIA and his son Scott, AIA.



Last year, the city approved establishing a local architect firm to work on small projects without going through a bidding process each time. Holmes Architects was selected and given a three year contract. They did the design work for the Historical Museum expansion and are working on a possible plan to redirect traffic in the business triangle south of Walsingham Road. They are also developing an Urban Design plan that includes changes to area sidewalks with directional signage, to make our city more pedestrian friendly.

Dwight was born in Ashville and went to college at Georgia Tech, in Atlanta, where he met his wife Mary Rose, one of our local Plein Aire Cottage Artists. They moved to Tampa in 1962 and he started his architectural firm, specializing in large contract jobs, such as schools and government buildings. Holmes Architects opened an office on Gulf Blvd two years ago. Dwight and Mary Rose live in a cottage on Beach Trail, Scott and his wife Ann live on Bahia Vista.

City Hall was built in the 1950s. The building has been modified many times. It is developing noticeable cracks and there have been problems with leaks. Not to mention, it basically needs a facelift. The city approached Holmes to address these problems and to update the building by making it look more "beachy" to fit in with the surrounding homes.

"After we hired a geotechnical engineer, we determined that there is basically nothing structurally wrong with the building," says Holmes. "There were some cracks in the south wall and the stucco was in bad condition on the north wall near the library. Cosmetically though it has problems."

The project will happen in three phases:

PHASE 1 - \$96,000: a new canopy will be installed over the front door, Library, and Administration entrance. The building's cracks and stucco problems will be addressed.

PHASE 2 - \$150,000: The Library will undergo a small expansion and storage will be created for various city departments including the Library and Public Works.

PHASE 3 - \$50,000 to \$60,000: The interior will be remodel, focusing primarily on the auditorium. A new sound system and LED projection system is planned.

"We are 99% finished with the drawings and will make a presentation to the City Commission in September," says Dwight. "Then it will go out to bid."

In July, The American Institute of Architects selected Dwight as one of 23 recipients of the Award of Honor for Design. He was honored at a dinner at the Breakers in Palm Beach. "Dwight Holmes and other recipients have provided an inspiration to their colleagues," was the proclamation that night. The award is the highest design award the AIA can bestow on a member.

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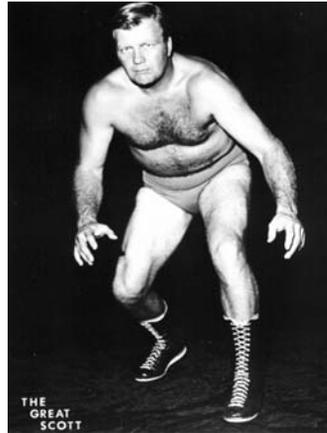
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THE GREAT SCOTT, LIVING IN INDIAN ROCKS BEACH

One of wrestling's biggest names has been living in Indian Rocks Beach, and many don't even know it. While he may have wrestled in thousands of matches, he is still one of the nicest guys in the city. George Scott (83) married to former City Commissioner Jean Scott lives with their two little dogs on Harbor Drive South. Now retired, he enjoys a life away from the ring and close to the beach.



George, whose ring name is "Great Scott", was born in Dalmeny, Scotland but moved to Hamilton, Canada at a young age. Through the local YMCA, he was introduced to wrestling when he was 12. He also enjoyed lifting weights which helped his wrestling. At 19, he made his professional debut in Wasaga Beach. He gained valuable experience from the veteran wrestlers there when he faced "Nature Boy" Buddy Rogers and "Gorgeous George" several times early in his career.

In 1952, during a Tampa match against Buddy Rogers, he broke his back and it looked like at 23, he would never wrestle again. He was shipped by train to a Toronto hospital, close to his parents, where he stayed almost paralyzed for six months.

After he recovered, his parents urged him to retire, even suggesting a law enforcement career. He was a bouncer at a local bar for a short while, but in 1954 returned to active competition in Stu Hart's Stampede Wrestling.

In the meantime, George began helping his younger brother, Angus (Sandy Scott), break into the wrestling business. George teamed up with his brother in the Stampede Wrestling and later they won the NWA Canadian Tag Team Championship in 1954. They became known as 'The Flying Scotts' and were one of the top tag teams in the Toronto/Buffalo area during the late 1950s. George and his brother traveled to the Carolinas, regaining the Stampede Tag Team Competition in 1963 and won the IWA World Tag Team Championship three times between 1966 and 1968, becoming one of the most popular tag teams in Western Canada.

Great Scott also had a very successful singles career with Stampede Wrestling promotions in the 1950s and 1960s. But by the 1970s, with major injuries to his back and neck, he became a full time promoter booking wrestling

promotions first for other promoters and then later for himself.

In the early 1970s, working for Stu Hart and Jim Crockett, George gained a reputation as one of the industry's leading bookers. Later, when he assumed control of the Jim Crockett wrestling events, he brought in names like Johnny Valentine, Wahoo McDaniel, the Super Destroyer, Superfly Jimmy Snuka, Roddy Piper, Rick the Dragon, and Nature Boy Rick Flair.

In 1983, Scott was working with Vince McMahon Sr., owner of the World Wrestling Federation (WWF) who had a Saturday Night time slot on TBS. While promoting a match in Atlanta, Scott met Jean Manning, a blonde bombshell in her mid-30s with a heavy southern accent. Jean worked for local sports radio station WGST-AM. She loved wrestling, conducting many promoter and wrestler interviews herself.

Soon after the interview, George called Jean for a dinner date. She turned him down - 6 times! They finally began dating in 1984 and married two years later.

By 1984, the WWF was grossing almost \$4 million a weekend. George began planning some of WWF's biggest events including WrestleMania 1 and 2, and NBC Saturday Night's Main Event working closely with NBC producer Dick Ebersol. WrestleMania 1 included Hulk Hogan & Mr T against Rowdy Roddy Piper & Paul Orndorff with a special appearance by Muhammad Ali.

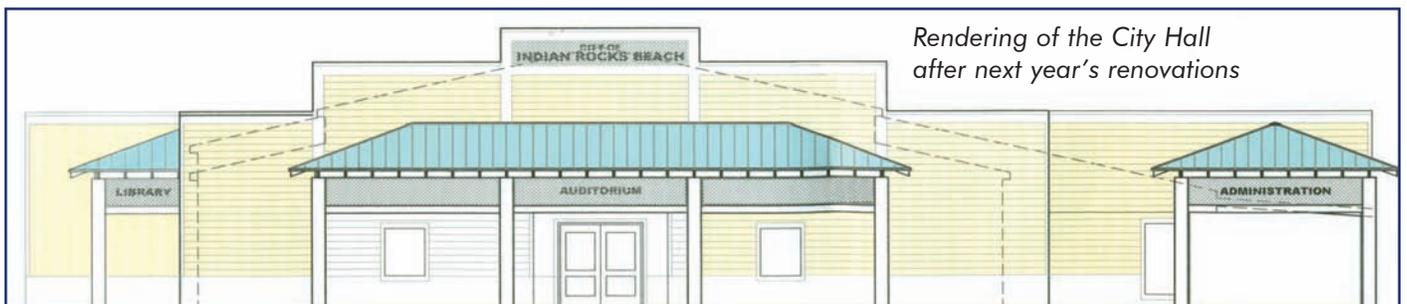
In addition, Scott started the South Atlantic Pro Wrestling Association in the Carolinas in 1990.

George who previously wrestled in Tampa, had stayed with friends on the Pinellas Beaches. He liked Indian Rocks and made a few investments in beachfront condos in the late 1970s. He and Jean relocated here in 1987 when he retired from the wrestling business. Though, he continued to be involved in charitable events. He is most proud of helping to establish the Eblen Foundation in Ashville, NC, which helps under privileged families.

George has worked with some of the biggest names in the business - Andre the Giant, Buddy Rodgers, Lou Thez, the Brisco Brothers, Tony Atlas, Rick Flair, Ricky the Steamboat Dragon, Randy Savage and Hulk Hogan. But he will quickly tell you, "Jean is the best thing that ever happened to me."



Rendering of the City Hall after next year's renovations



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INDIAN ROCKS BEACH HOMEOWNERS ASSOCIATION NEWS



2012 HAPPY HOURS

Homeowners Happy Hours continue at the following restaurants:
Sept 13: Marlin Darlin Oct 11: Jimmy Guana's
These FREE Happy Hours are 6-7:30 pm the second Thursday of the month. Visit IRBhome.com for info.



UPCOMING SEPTEMBER FOOD DRIVE September's happy hour at Marlin Darlin's will include a food drive for the Beach Food Pantry. We are encouraging everyone to bring canned or boxed food items or to make a donation.

Shirt front

POKER RUN REGISTRATION NOW OPEN This year's Poker Run, sponsored by Plumlee Realty will be Saturday October 6. In conjunction with the event, the HOA will raffle a Beach Bike donated by IRB Cycles. Raffle tickets will be available at happy hours leading up to the Poker Run and at IRB Cycles, 1401 Gulf Blvd. Plan to once again visit your favorite IRB restaurants and bars, followed by the after party at Crabby Bill's Loading Dock. A limited number of T-shirts are available for \$10 each. 12 bars and restaurants are participating. This year's proceeds will be split between the Morton Plant Foundation's uninsured patient Mammogram Voucher Program and the Beach Food Pantry. Over 400 people participated in this fun event last year. Register and order your shirt at www.IRBhome.com or at our September Happy Hour.

Shirt back
12 Bars? You Have To Be Joking!

Slyce Pizza Bar
P.J.'s Oyster Bar
Los Mexicanos
Red Lion Pub
Coaster's Bar & Grill
Cuso's Cantina
On The Rocks
JD's Restaurant
Jimmy Guana's
Keegan's Seafood Grill
Tapas Gardens
Crabby's Loading Dock

Sponsored By **plumlee** gulf beach realty

TASTE OF IRB Sponsored by Century21 Beggins, this annual food event will be held November 3rd. Once again, 20 local restaurants will be offering their specialties while you listen to the live music of Espre deKor. New this year - We are closing 2nd Street to give us more room. Once again we are selling raffle tickets for a chance to win over \$600 in participating restaurant gift certificates. If you are interested in being a participating vendor or sponsor, or would like to volunteer to serve beer or wine, please email info@irbhome.com.

KEEGAN CLAIRE PARK Once the docks and the park's infrastructure are complete, the Homeowners Association is planning to fund other park improvements including new picnic shelters and low level lighting along the sidewalks.

FOLLOW US ON FACEBOOK get all the news, photos, see what your neighbors have to say, find out about events and more at Facebook.com/IRBHomeowners or visit www.IRBhome.com.

INVENTORY IS FALLING – WE NEED MORE PROPERTIES TO SELL!

Buyers are purchasing properties faster than we are listing new properties for sale. So the number of listings available is declining,

Our local markets continue to provide a much more stable environment for purchasing homes and investing in real estate than other markets nationally. In fact, our current listing inventory is declining and multiple offers are being seen on existing properties for sale. "Now is the time to start your home search and get your property listed in our markets,"



"For sellers who have been waiting for the market to come back to sell their properties – this is the RIGHT TIME to list your property."

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2. De-Personalize.
3. De-Clutter!
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5. Rent a Storage Unit.
6. Remove/Replace Favorite Items.
7. Make Minor Repairs.
8. Make the House Sparkle!
9. Let there be Light.
10. Check Curb Appeal.

Scott Russell Realtor

I offer a FREE one-hour consultation for buyers and sellers. Contact me at (727) 515-9114 or via email at

srussell@smithandassocaites.com for more information

Smith & Associates Real Estate
716 N Indian Rocks Rd.
Belleair Bluffs

PINELLAS CENTENNIAL WEEKEND

There will be many activities at Heritage Village in Largo to celebrate the county's 100th Anniversary September 15-16. Some of the Events are in Heritage Village, with others in the Botanical Gardens and The Florida Gulf Coast Center for Fishing, next door. The celebration is from 9am to 5pm Saturday and Noon to 5pm on Sunday. The events are all free.

HISTORICAL MUSEUM NEWS

Saturday, September 29, 9 am to 2 pm, the Historical Museum is having a Garage Sale. Now that the museum construction project is complete, they are "cleaning house" and renovating displays. You are sure to find some treasures among the items.

As they upgrade, they need a few things! Please consider donating items on their **WISH LIST**: Computer & Printer (& someone to install it), Office Desk, Rattan Bookcases, 1950s Console TV (Does not have to work), Refrigerator (frost free) - preferably one that looks retro), 50s style Stove - doesn't need to work. Someone who can tune their piano. Call Donna Valery at 517-0517 or email us at info@irbmuseum.com for further information.

SICK?

Whether you're here for the winter or a year-round resident, health needs don't take a break. From simple over exposure to the sun to major health issues, our doctors have got you covered. With convenient locations serving the beaches and our new Urgent Care Center, we can meet all your healthcare issues.

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MID-LIFE INVESTING

Making the Most of Asset-Building Years

By: Noelle Daniel, CFP®

As you move through your peak earning years, you'll probably see your net worth steadily rise. At the same time, you'll still have some work to do before you realize your financial goals. That's why it's important to have a solid plan in place. Here are some steps to help keep your portfolio on track.

Organize your portfolio. Asset allocation is a straightforward and effective strategy whereby you divide your portfolio among the major asset classes of equities, fixed-income securities, and cash equivalents. The division should be based on your goals, your tolerance for risk and your time horizons. Generally speaking, the larger the equity portion of your portfolio, the greater the potential for growth and the greater amount of risk. On the other hand, the more fixed-income securities you include, the greater the potential for income and preservation of principle. There are also risks associated with fixed income investments, however, generally speaking, they incur less risk than equities. You may need to periodically rebalance your portfolio — to remain consistent with your original allocation — or modify it as you come closer to realizing your goals.

Don't overlook tax planning. Chances are your income tax bracket is higher now than it was during your early years and than it will be when you retire. Consider maximizing pretax contributions to your employer-sponsored retirement plan or making deductible contributions to an IRA (if you're eligible) to help reduce current income while providing tax-deferred savings opportunities. Also, keep in mind that short-term capital gains are taxed as income, while long-term capital gains and dividends are taxed at lower rates. Finally, explore the potential benefit of including tax-exempt bonds in your portfolio.*

Protect what you've accomplished. As your wealth continues to increase, it's important to preserve what you've accumulated and safeguard your future. That's why estate planning and life insurance are two of the cornerstones of a sound financial plan. A qualified legal professional can help you implement an estate plan that is best for your situation or review an existing plan to ensure it is still consistent with your goals. Also, be sure you have enough life insurance in place to help cover any liabilities — such as your mortgage — and protect your family's financial future. At Noelle Daniel Wealth Management, every relationship begins with a financial plan; call my office today to schedule a review of your plan. We are located at 1201 Gulf Blvd. Suite 101, Indian Rocks Beach or visit our website www.ndwealthmanagement.com.

Financially speaking, mid-life shouldn't be a time of crisis. Instead, it's a time to take advantage of some of your most productive years. In the long run, you may be in a better position to enjoy the fruits of your labor.

*Some tax-exempt investments may be subject to the federal alternative minimum tax as well as federal or state capital gains taxes.

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LARRY AHERN WANTS TO REPRESENT YOU IN THE FLORIDA HOUSE



Larry Ahern has lived in our community for 35 years - running a successful small business, raising a family and volunteering for his church and non-profits.

With seven brothers and a sister, Larry learned early on the value of responsibility, discipline and hard work. After serving in the United States Air Force, he chose Pinellas County as his home.

•Larry knows what it takes to create jobs because he has done it in our community. He started his pool company at the age of 26 and grew it to more than 20 employees and 600 clients. As your voice for District 66, Larry will help create jobs by cutting red tape and streamlining regulations.

•Larry's commitment to you is to make government more efficient, effective and affordable. Larry will keep families and small business taxes low, bringing real accountability for how the government spends your hard-earned money.

•Larry will ensure our children and grandchildren receive a world-class education by putting more dollars in the classrooms and giving parents more choices. He voted for more than \$1-billion in new education funding without raising taxes.

Larry and his wife, Maureen Byrne Ahern, have three grown daughters. For information about Larry, visit www.larryahern.com or call the campaign office at 727-851-9877.

Political advertisement paid for and approved by Larry Ahern, Republican, for Florida House District 66.

SCHOOL CLOTHING NEEDS

First day of school was August 20th and Clothes To Kids is providing needed school clothing to Pinellas students on the free and reduced lunch program. Clothes To Kids has a critical need for elementary boys clothes and shoes and middle and high school boys shorts, pants and shoes. Uniform pants and shirts white, blue and light blue are needed to support the 32 schools requiring uniforms. Clothes To Kids will serve more than 3,000 needy students during the Back To School Time.

Please clean out your closets or have a neighborhood clothing drive and help Clothes To Kids build their clothing and shoe inventory for Back To School.

New or gently used clothes and shoes can be dropped off between 9 a.m. and 5 p.m. Monday-Friday in Clearwater at 1059 N. Hercules Ave. Cash donations are also needed for purchasing clothing in short supply and new underwear. Volunteers always welcomed.

Clothes To Kids, a nonprofit organization provides free clothing to low-income, school-age children in Pinellas County, free of charge. For more information, please call 441-5050 or visit our website at www.ClothesToKids.org.

18TH ANNUAL BLESSING OF ANIMALS

The Blessing will be Saturday, Oct. 6th at 10 am at Calvary Episcopal Church, 1615 1st Street Indian Rocks Beach. There will be a Special Demonstration by Pinellas County Sheriff's Office K-9 Unit. Pet food donations will be gratefully received for the Beach Community Food Pantry's efforts to assist needy families with pets.

Presented by:



IRB Action 2000, Inc.



Rotary Club of Indian Rocks Beach



City of Indian Rocks Beach

INDIAN ROCKS BEACH



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• Wife Carrying Contest

• Keg Throwing Contest

• Silent Auction 11:00 am to 5:00 pm

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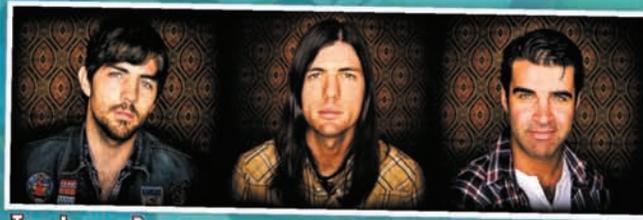
All proceeds go back to the community through IRB Action 2000 & Rotary Club of IRB

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ACTION 2000 NEWS



ACTION 2000 HELPS WITH TEMPORARY BEAUTIFICATION AT THE CORNER OF WALSINGHAM AND 5TH While the City continues its plans for a beautification project on this signature corner of IRB, Action 2000 has helped in the interim providing fill dirt, and sod for the corner lot, improving the view for everyone traveling on Gulf Blvd and Walsingham..

LANDSCAPE LIGHTING PROJECT FOR THE NARROWS READY TO PROCEED In cooperation with the City, Action 2000 has consulted with local IRB Company, Wired Island, to provide lighting on the palm trees in the Narrows, alongside the intercoastal. We hope to be able to enjoy the view this fall.

SATURDAY, OCTOBER 13 OKTOBERFEST ON THE BEACH

We are looking for sponsors, vendors and silent auction items, please visit our website oktoberfestonthebeach.com or call Rebecca Sacra, 727-953-7857, or Diane Flagg, 727-612-9454 for information. It is not too late to support Action 2000 and make a donation, become a sponsor, or be a volunteer. Your support makes our beautification projects possible.



EVENT HIGHLIGHTS

Music and entertainment throughout the day

Kinderfest for the children from 11am - 2pm - FREE

Oktoberfest Adult Games in the afternoon

Great Food & Vendors.

Silent Auction, chair Jo Nocera is looking for items for the event. Each year we have over \$10,000 in items to bid on. Great fun and activity under the gazebo all day long. Bidding closes at 5PM and the lucky winners can claim their prizes.

Seacoast Airlines donated two round trip tickets to Key West for the very popular raffle of the day. We are very appreciative of their participation again this year. Only 250 tickets are available, so your chances are great for winning this awesome trip.



See You At Oktoberfest on the Beach,
Eric Meyer, President IRB Action 2000, 727-744-0123
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