



Photo courtesy of St. Petersburg Museum of History

## 100 YEARS OF BASEBALL OUR SPRING TIME HEROES

Dozens of great baseball stars have used St. Petersburg during spring training. Here are some of the highlights.

**The Father of Spring Training, Al Lang** - He came to St. Pete in 1910 for his health when, his doctor told him he had six months to live. Perhaps he chose the city because an article in a medical journal by Dr. Van Bieber proclaimed St. Pete the "healthiest place in America. We don't really know, but in any event, it worked. Al lived another 50 years, until he died of pneumonia at 89.

Lang, from Pennsylvania, attempted to get the Pittsburgh Pirates to train here in 1912, but was rebuffed by owner Barney Dreyfuss who was reported to say "You must think I am a damn fool to train in a whistle stop one tank town."

Undaunted, Al was successful in bringing the St. Louis Browns here in 1914 with an offer of free lodging. The first game against the Cubs, who travelled from Tampa by boat, was played in Coffee Pot Park. One hundred advertising signs lined the field and over 4,000 fans witnessed the beginning of St. Petersburg's spring training. Chicago won 3-2. Alas, after one year the Browns departed.

Undaunted, Lang persuaded the Philadelphia Phillies to train here for three years starting in 1915. This was a major coup. Al was named "Ambassador to Baseball" and elected Mayor.

In 1922, the Boston Braves were lured to the city by the construction of Waterfront Field, just north of today's Al Lang. The Braves stayed until 1937 when the St. Louis Cardinals came to town.

Perhaps Lang's greatest triumph was convincing Colonel Jacob Ruppert, owner of the Yankees, to move here in 1924 making St. Petersburg famous as the only city with two spring training teams. In addition, the area received extensive publicity from the New York media.

Throughout the years, there were many triumphs for our "Ambassador to Baseball" who attended every World Series until 1957. Lang was truly the "Father of Spring Training".

**Babe Ruth** - Perhaps the best player of all time, the Babe had 714 home runs and 99 wins as a pitcher. He held the World Series consecutive scoreless inning record until it was bested by Whitey Ford. Ruth spent spring training at the Vinoy, Princess Martha, the Rolyat, the Sunset and the Jungle Club. In addition he and Lou Gehrig each leased penthouses at the Flor-de-Leon on 4th Ave. NE.

**Stan Musial** - "Stan the Man" was the greatest player in St. Louis history. He was a 24 time All Star and won the Most Valuable Player award three times. In his career with the Cardinals, Musial had 3630 hits — fourth in baseball history.

**Joe DiMaggio** - The "Yankee Clipper" still holds the record of hitting in 56 straight games. A 13 time All Star, DiMaggio was the American League MVP three times. Joe was married to Marilyn Monroe for just nine months, but the celebrity couple were often sighted in the area.

**Bob Gibson** - One of the best Cardinal's pitchers of all time, Gibson had a record of 22-9 in 1968 along with a 1.12 ERA and 268 strikeouts.

**Lou Gehrig** - The Yankee first baseman played a record 2130 consecutive games, only recently eclipsed by Cal Ripkin, Jr. who also trained here. The Iron Horse won the Triple Crown and two Most Valuable Player Awards.

**Grover Cleveland Alexander** - This member of the Phillies, when they trained in St. Petersburg, had the third most pitching wins ever. Today, a complete game is a rarity, Alexander had 437 of them in his career.

**Yogi Berra** - The Yankees star catcher murdered the English language, along with American League pitching. Yogi was an 18 time All-Star and won the MVP Award three times.

There was also Tom Seaver, Mickey Mantle, Whitey Ford, Red Schoendienst, Steve Carlton — and the list goes on.

**CREDITS**



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We would like to hear from you. Is there something you would like to see included in this newsletter?

Tell us what you think at

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**ST. PETERSBURG DOWNTOWN NEWSLETTER**

We are always trying to include more of your news. People who live downtown, plus the Snell Isle and Old Northeast areas want to know what is happening in their area. That is why, if you have news or events, please contact us.

This newsletter survives on local advertising. Please tell your home suppliers such as pool companies, lawn care, electricians, etc about us. If you are a resident of our mailing area and advertise, you will receive a discount.

We produce similar newsletters in four other areas: Indian Rocks Beach, Clearwater Beach and Belleair. You can read this and other issues online at [StPeteDowntownNewsletter.com](http://StPeteDowntownNewsletter.com).

**SEE YOU AGAIN IN JULY!**



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**FIELDS OF SPRING DREAMS**

*Spring Training games have had a few homes in our area over the years.*

**Coffee Pot Park** - Developer Perry Snell agreed to lease the land near Granada Terrace for six years at no cost with the purpose of building a baseball facility. Officially named Sunshine Park, the field was called Coffee Pot Park by most people in town. The first spring game in 1914 was truly the beginning of an era.

**Waterfront Park** - In 1922, this ballpark opened in the approximate location of today's parking lot at Al Lang Field at Progress Energy Park. The president of the Boston Braves had promised Al Lang that he would train in St. Pete if a new facility was built. At the urging of city officials, local boosters paid for the stadium.

**Al Lang Field** -By the late 1930s, Waterfront Park was aging. Seating was inadequate and the wooden grandstands were considered a fire hazard. In 1940, a referendum to rebuild the stadium on the waterfront was approved by a wide margin. Because of the war, construction was delayed until it finally opened in 1947, 300 ft from Waterfront Park. Fittingly, it was named in honor of Al Lang.

**Al Lang Stadium** - In 1977, the first Al Lang was demolished and replaced with a new one built with federal and city funding. This is the stadium that exists today.

*By Robert Guckenberger - Resident of Snell Isle*

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## Did You Know...



**FOOD DRIVE** May 10th is the annual Letter Carrier's Food Drive Day. They ask everyone to leave sealed non-perishable food by your mailbox for your local mailperson to collect. All the food collected goes directly to organizations that

distribute it to their waiting membership. This food drive is a national event. Last year, our region collected more food than any other region in the US. Publix, ValPak and AARP for helping to sponsor the drive and are paying for some of the promotions. Look for a flyer and a plastic bag in your mailbox that week.

**TRAM TOURS AT BOYD HILL** Learn more about Boyd Hill Nature Preserve, history, alligators, gopher tortoises, birds and wild flowers Tuesdays through Saturdays on a guided Tram tour. The tours begin at 1pm and cost \$2. Boyd Hill Preserve is located at 1101 Country Club Way South. Visit [www.StPete.org/boyd](http://www.StPete.org/boyd) or call 893-7326.

**BOWLING IN THE DARK** This unique signature FUNraising event for Lighthouse of Pinellas (LHP) is Saturday, May 10, at Seminole Lanes. Enjoy an exciting afternoon of bowling, music and fun while helping make independent lifestyles a reality for those who are blind or visually impaired! Trophies will be awarded for the team with the best bowling shirts, those who raise the most money and those with the highest scores. For more information call Angela Pottinger at the Lighthouse of Pinellas, (727) 544-4433 extension 235, e-mail at [apottinger@lhpf.org](mailto:apottinger@lhpf.org) or visit [www.lhpbowl14.kintera.org](http://www.lhpbowl14.kintera.org).

**NEED ANOTHER COPY OF THIS NEWSLETTER?** Pick one up at the UPS Store at 200 2nd Avenue S. and in the Old Northeast area at 204 37th Street N. While you are there check out their range of products and services including printing, packing, shipping, and mailbox.

**SUNSCREEN RETURNS** The Sunscreen Film Festival returns to Muvico Theaters, in the new Sundial of St. Petersburg, May 1-4. Information about the schedule and who is attending at [www.SunscreenFilmFestival.com](http://www.SunscreenFilmFestival.com).

**GRAND PRIX** The St Petersburg's 10th Annual Grand Prix, now sponsored by Firestone Tires, was a success despite the washout on Saturday. The racing gods delivered great weather on Sunday and the race was seen on television worldwide. Show here is Mayor Rick Kriseman waving the green flag.



Photo credit: City of St. Petersburg

## The Simple Things in Life ...Are Often the Best

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and More...



Photo by Ofc. Robbie Arkovich

**THOSE THAT WORK TO PROTECT** Shown here are members of the St. Petersburg Police Department's 4th Relief Shift & Mounted Police Unit. They patrol the downtown entertainment district.

**MOVIE PRESENTATION** The Junior League of Clearwater-Dunedin is offering a FREE screening of the movie MISS REPRESENTATION at the Capital Theater on May 20. Written and directed by Jennifer Siebel Newsom, the movie exposes how mainstream media contributes to the under-representation of women in positions of influence in America, and challenges the media's limited, often disparaging portrayals of women and girls, spotlighting interviews with politicians, journalists, entertainers, activists, and academics. There will be a panel discussion, with some of the area's best know business women after the screening. Tickets are limited, you must RSVP at [www.JLCD.org/missrep](http://www.JLCD.org/missrep).

**NORTH SHORE POOL GOES GREEN** The Aquatic Complex is adding several environmentally smart projects involving a unique mix of renewable energies, combined with conventional energy conservation. The ten air-cooled electric pumps that heat the 50 meter pool are being replaced with geothermal heat pumps. This will help maintain the year-round temperature at 82 degrees. The cost of the changes is \$350,000 and they expect to save over \$20,000 per year..

**EXTRA FRUIT ON YOUR TREES?** Do you have more fruit on your trees than you can use? St Pete Abundance. holds monthly fruit picking events benefiting the St Pete Free Clinic.

They connect volunteers with residential property owners with have fruit trees. Abundance organizes the gleaning opportunities so that the fresh produce does not go to waste while people go hungry. The plan is to glean the first Saturday of every month (in season). Call Tracey Locke 475-0287 to volunteer or if you have fruit available on your trees. Get more information at [www.SaintPeteAbundance.org](http://www.SaintPeteAbundance.org).



**OUR NEXT ISSUE IS JULY** Read this, as well as other issues, online at [stpetedowntownnewsletter.com](http://stpetedowntownnewsletter.com)

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## Business Briefs...

**FIG MOVES** Fig Designs recently moved to the corner of 2nd Avenue and 1st Street North in the northwest corner of the Ovation Condo Building. Previously, Marte Kehoe's furnishings and accessories store was at 1545 4th Street North. Expect a big grand opening celebration soon.



**MUVICO SOLD** The theaters in the former BayWalk, changed ownership and names. They will now be called Muvico Sundial 19 and Imax. The theaters have remained open throughout the demolition and remodel of the complex. The new owners of the cinema company, Georgia company Carmike Cinemas, owns over 240 theaters. Find local movie selections at [www.carmike.com](http://www.carmike.com) or call local box office at 502-9565.

### RALPH'S ONE STEP AHEAD BARBER SALON OPEN

Owner Ralph DiFrancesco (far right) has teamed up with Joe Ferriolo (far left), Marleen and Joleen (formerly Allstars Cutting Team) to provide the best services for men and women in town. Stop in at 2525 4th Street N. and enjoy their warm, friendly atmosphere where you can get groomed, relax, have a beer and enjoy great conversation.



**BRUCE WATERS MOVES** The long time jewelry store on Beach Drive is moving, but not too far. They will relocate half a block to the south to where the Red Cloud Indian Arts store is at 208 Beach Drive. Their old building has been sold and will be razed. The Red Cloud is moving into the existing Trinity Gallery next door at 214 Beach Drive, whose owner Allen Abrams, is retiring.

**NOUVELLE BEAUTY BAR** Thuy Le, owner of the La V Vietnamese Restaurant, is opening a nail boutique on the same block at 479 Central, next to Moscato's Bella Cucina. The store is still under construction, but look for them to open soon.

**THE BICYCLE STORE** This new store at 124 2nd Avenue NE, rents and sells bikes and cool cycling and retail fitness apparel. "I wanted to give people the opportunity to truly experience the beauty of the city and the nearby neighborhoods," says owner Lisa Charest. They plan to support women cyclists and sport aficionados. Call Lisa at 823-4610 for more information.

**WINDOW TREATMENT STORE** A new window blinds store is under construction on Central Avenue. Blinds by Design hopes to open in late May. Three upscale, residential apartments are being built above the storefront at 465 Central Avenue.



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## More Business Briefs...

### BAYFRONT TOWERS REMODELS

The 28 story building with 255 condos, built almost 40 years ago, will be undergoing a \$10 million remodel inside and out. The building's dated aluminum screens around the parking garage will get a new look along with a new roof, new emergency generators, boilers and fans. A number of air conditioners will be replaced. Fire alarms will be upgraded and the fire sprinkler system will expand into the garage and the lobby. The rooftop will be enhanced with clear glass panels. Balconies will be updated to meet current codes with modern glass railings. Many residents are installing new hurricane-resistant windows. The plan includes updating the building's lobby and social areas but the much-loved lobby murals will substantially remain.



The project is being financed and owners will pay an average of \$98 more per month over ten years, based on their actual square footage. The average maintenance fee in the building now is \$730 a month.

**ROCK N ROLL B&B SOLD** The Rock & Roll Bed and Breakfast on 5th Avenue North is now called the House of Blues has a new owner. Located at 121 Fifth Avenue North, it was owned by Brent Bruns, star of reality TV show Doomsday Castle. He bought the house a year ago with the intent of creating a new Bed & Breakfast using a Hard Rock Café theme complete with autographed guitars and posters. Last month the house, and contents were sold at auction. The new owner plans convert it back into a residential house and sell it.

### MARBLESIDE TO REMODEL

The Marbleside building at 33 Sixth Street S. is being restored. Home to City Gym and Lab Corp, the upper floor spaces are pretty much vacant. The building was purchased by Maryann Lynch, owner of Times Square Properties and is under new management. Studio leases start at \$292 per month. The seven-story building is just north of Studio@620 and next to the 600 Block of Central Avenue. Lynch also bought the Stewart Building at 233 Third Avenue South.



### CLOSED

**Lithos Jewelry** - After 23 years, Lithos Jewelry owners Lornie and Rose Mueller closed their store at 100 Beach Drive when their rent was raised to a level they could no longer afford. Before closing, they were featured in "Trends and Clours", the most prestigious jewelry magazine in the world.

**Roco Traders** - Owners Durella and Mary decided to close their interior design and novelty store and retire after 12 years at 2115 Central Avenue.



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## STRANGE BASEBALL A ghost story

Baseball players are known to be superstitious and trust their intuition during ballgames. Cold, hard statistics, however, have become an integral part of baseball decision making by managers, coaches and general managers. With undecipherable abbreviations such as OPS, BABIP, VORP, and so on, the casual baseball fan who prefers the uncertainty of the outcome to the predictability of the science is left pondering the complexity of it all.

Perhaps it is those factors that are hard to measure - things like intuition, superstition and even the paranormal - that can have an effect on a game's outcome as much as the statistical analysis of every possible matchup.

In 2003, a strange event was reported by Scott Williamson, a pitcher for the Cincinnati Reds, who, along with other team members, was staying at the Vinoy Resort during a series with the Tampa Bay Devil Rays. He awakened in the middle of the night, saw a faint glowing light by the window, and had a strange feeling of someone watching him. Attributing it to a dream, Williamson rolled over to go back to sleep. Suddenly he felt a tremendous pressure pushing down on him as if someone was kneeling on his back. Alarmed, and sure he was not dreaming, Williamson rolled onto his back. What he saw shocked him. A man dressed as if from the 1930s, was standing by the window staring at him... and then abruptly the apparition disappeared.

Once the story got out, other ballplayers came forward and shared similar experiences they had while staying at the Vinoy. Some admitted that their poor game day performance was due to their inability to get a good night's sleep while staying at the Vinoy.

Baseball teams still stay at the Vinoy while in town to play the Rays, but reportedly, they no longer stay on the 5th floor in the old section of the hotel!

(St. Petersburg Ghost Tour departs nightly at 8:00 pm from Hooker Tea Company, 300 Beach Drive NE, St. Petersburg, FL 33701. Call 727-894-4678 or visit [www.ghosttour.com](http://www.ghosttour.com))

## LIBRARY FILMS HISTORICAL STORIES

To commemorate its 50th anniversary, the St. Petersburg Main Library is making a series of short films of the 1960s from residents who were living in St. Petersburg during that time. Pilot Moon Films of St. Petersburg collaborated with the library system to film citizens telling their 1960s stories. Fifteen residents were filmed telling their stories in February at The Mirror Lake Community Library and at Main Library. As a result, a series of short, 10-20 minute films will be produced on subjects such as: St. Petersburg Libraries, The Civil Rights Movement, St. Petersburg Flavor (music and culture) and Local Landmarks. The premier event is in May and will be free and open to the public. Many of the residents enjoyed discussing historical landmarks such as Webb City, the Million Dollar Pier and the Bayfront Center. We hope to see large crowds come out and watch as they remember what it was like in St. Petersburg 50 years ago.

## KENTUCKY DERBY

St Anthony's is hosting their annual Derby Gala featuring a live broadcast of the Kentucky Derby, fantastic hats and derby style activities, all for the benefit of The Memory Disorders Center at St Anthony's Hospital.

The Derby Gala is May 3rd at the USF St Petersburg USC Ball Room. Gates open at 5pm with dinner, dessert and dancing after the race. For more information, visit [www.StAnthonysFoundation.org](http://www.StAnthonysFoundation.org) or call 825-1461.

**CALENDAR OF LOCAL EVENTS**

**APRIL**

Good Friday	18
Schools Closed	18
Final Old Southeast Tour of season	19
Mainsail Art Show	19-20
Easter	20
Earth Day	22
St Anthony's Triathlon	25-27
Arbor Day	26
Final Historic Kenwood Tour of season	26

**MAY**

Sunscreen Film Festival	1-4
Movies in the Park	1
First Friday	2
Celebrate Sinatra The Coliseum	3
Derby Gala	3
Grand Central Flea Market	3
American Stage In The Park Ends	4
Ride to Keep Kids Safe Spa Beach	4
Movies in Straub Park	8

Eagles Concert Florida Orchestra	9
Taste of Pinellas Albert Whitted	9-10
Postal Workers Food Drive	10
Mother's Day	11
Stone Crab Season Ends	15
Movies in Straub Park	15
Safe Boating Week	17-25
Miss Representation Presentation	20
Movies in Straub Park	22
97X Backyard BBQ Vinoy Park	24
Corvette Show South Straub Park	24
Abilities Wine Tasting	24
Memorial Day	26
Movies in Straub Park	29
Saturday Morning Market ends	31
Florida Orchestra Concert	31

**JUNE**

Hurricane Season Begins	1
Last Day Public School	4
First Friday	6

75th Anniversary of Little League	6
Williams Park Summer Market	7
Grand Central Flea Market	7
Flag Day	14
Father's Day	15
Miss Florida Pageant	17-21
Miss Florida Gala Coliseum	21
Heritage Village Antique Fair	21
Summer Begins	21
Gay Pride Celebration	27-29
Gay Pride Parade	28

**JULY**

Independence Day	4
First Friday	4
Grand Central Flea Market	5
Downtown Side Walk Sale	17
Home Show Trop Dome	18-20
Cool Art Show The Coliseum	19-20
Van's Warped Tour Concert	25
Parents Day	27

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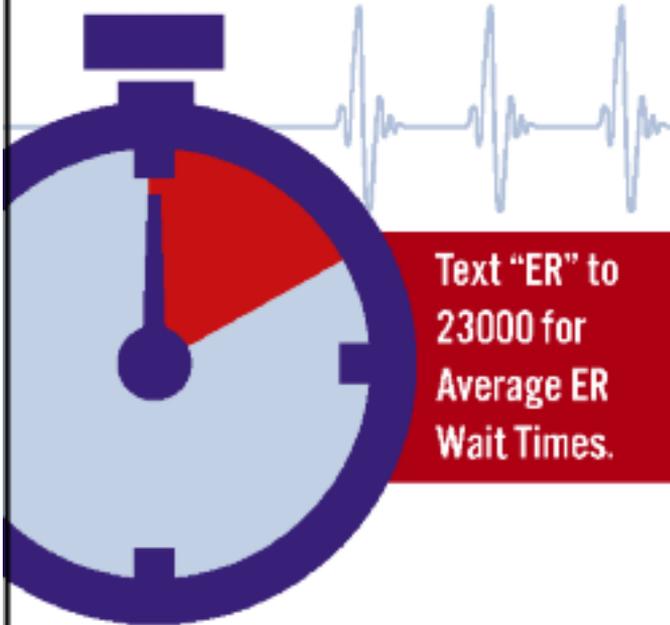
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## BE FLORIDIAN THIS SPRING Slow's The Way To Go With Fertilizer

Article provided by Tampa Bay Estuary Program

If you're planning to fertilize your lawn or flower beds this Spring, take it slow – as in slow-release nitrogen.

Slow-release products (also called controlled or timed release) feed your lawn or plants gradually, nourishing them for a longer period of time. They also help keep our environment healthy, as they are more likely to be absorbed by the plants and less likely to wash off your yard when it rains and pollute Tampa Bay and the Gulf of Mexico.

Garden centers throughout Pinellas and the City of Tampa are required to sell only fertilizers containing a minimum of 50% slow-release nitrogen from October-May. In other areas, calculate the slow-release percentage yourself using our quick formula at [http://tbep.org/help/fertilizer/florida-friendly\\_slowrelease.html](http://tbep.org/help/fertilizer/florida-friendly_slowrelease.html) It's very easy!

Look for products with no phosphorus – our soils contain plenty of phosphorous, so no need to apply more!

Even with slow-release products, you still need to be careful not to apply too much fertilizer. Knowing how big your yard is will make sure you give your plants the nutrition they need, without wasting your money or polluting our waters. Calculate the amount of fertilizer for your yard at [www.pinellascounty.org/environment/watershed/fertilizer-calculator.htm](http://www.pinellascounty.org/environment/watershed/fertilizer-calculator.htm)

The partners of the Be Floridian fertilizer education campaign also remind all True Floridians to follow the following eco-friendly landscape practices:

- Avoid weed and feed products, and be sure to sweep up any fertilizer spills from hard surfaces to prevent them from running off into our waters.
- Water wisely. Spring is typically a dry time in central Florida, so adjust your irrigation schedule based on current rainfall totals. Most landscape plants require 1/2"-3/4" of water each week. If you have an automatic irrigation system make sure you have a working rain sensor, or use a rain gauge to adjust your watering practices.
- Add 2-3 inches of mulch to hold in soil moisture during dry spring months. This will also help suppress weed growth. Choose eco-friendly mulches like pine straw, pine bark or eucalyptus chips. Don't bag those leaves that fall from your oak trees; use them as mulch instead!
- Prune spring flowering trees and shrubs after blooming. Prune after the last flowers fade but before new buds set in mid to late summer.
- Always remember to sweep grass clippings, leaves, and other landscape debris off of hard surfaces like sidewalks, driveways, and roads to prevent them from making their way to our storm drains, and then on to your waterways.
- Spring is a perfect time to embark on a Florida-friendly yard makeover. Try removing high-maintenance grass and replace it with a mulched bed of drought-tolerant, easy-care flowers, shrubs or groundcovers. Learn more and see examples of what you can do at [www.floridayards.org](http://www.floridayards.org). Follow a Tampa homeowners' "Extreme Yard Makeover" at [www.bayfriendly.blogspot.com](http://www.bayfriendly.blogspot.com)

Remember: Being Floridian is all about "Protecting Our Fun" – boating, fishing, swimming and all the other water activities that make living here so great!

# ST PETERSBURG DOCTOR TEACHES YOU HOW TO FEEL "TEN YEARS YOUNGER"

By Bob Griffin, Publisher

Dr. Steven Masley, a physician, nutritionist, educator and leading author, may be 59 years old, but if you met him you would think he is closer to 39. That is because he takes his own advice. Based on his personal brain speed, bone density and arterial age, his body is equivalent to someone between 38 and 42.

Masley lives in St. Petersburg and for the last 10 years has had a practice in nearby Carillon inside the Morton Plant building off Ulmerton Road. His recent book, "The 30-Day Heart Tune-Up" was released in February and immediately went to #1 in the health book category. A guide to the prevention of Heart Disease, it details lifestyle factors that affect your health and your life.

The heart affects most aspects of health. As we age, arteries can become clogged with plaque. "If your circulation improves, several things happen; mainly you feel better, you think clearer, your sex life improves and you prevent early death," says Dr. Masley. Heredity has less than a 10% impact on your heart and its condition," Masley continues. "and cholesterol is not a factor at all."

Over the past 15 years, Dr. Masley has helped hundreds of patients trim down and get fit, reverse Type 2 diabetes and

eliminate symptoms of cardiovascular disease through lifestyle changes. Keeping fit, eating fiber and watching body weight and body fat are some of the dominant things he discusses with clients.

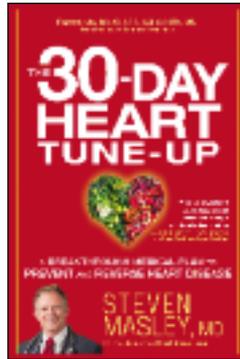
What are good foods and which are bad foods? He maintains watching your sugar intake is important and avoiding hydrogenated trans-fats. "Most people we see are basically unfit. They need to exercise more, in addition to adding the right kinds of foods and nutrients."

Masley seldom prescribes medicine. In fact, he works to help most patients to get off of their medication.

As a nutritionist, Masley's books are full of healthy recipes that you can fix for yourself. He was the nutritional advisor to Bonefish Grill when they recently made changes to their menu, adding more nutritional meals.

His patients come from all over the state for a one-day session with him that can cost between \$2,000 and \$4,000 depending on the number of tests he performs. If you don't have \$4,000, you can buy his book on Amazon for about \$25, or buy an e-reader version for even less. The book has consistently been in the Top 100 books sold on Amazon's list since it was released. You can read a lot of his advice on his web site, [www.HeartTuneUp.com](http://www.HeartTuneUp.com) for free.

Contact Dr. Steven Masley by calling 727-299-9222.



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# AREA SUMMER CAMPS

## ST. PETERSBURG

### Play Camp and Teen Camp

Many different camps are offered by the city at most of their Rec Centers with well-trained coaches and on-site supervision. They offer camps for grades K-6 and for teens grades 7-9. Costs range from \$650 to \$690 for the full ten weeks. Breakfast and lunch may be provided. Get all the details on the City's web site: [www.StPeteParksRec.org](http://www.StPeteParksRec.org).

### College For Kids

Coordinated by St. Petersburg College camps operate at seven different locations.

**Middle School Camps** - Curlew Creek and Fuguitt Elementary Schools (June 9 thru August 1)

**Specialty Camps** (Science, Art and Math) - Museum of Fine Arts, June 16 - 27.

Fees are \$95/week with after hours care offered for \$40 more. Four week sessions are \$389. Members of the MFA receive a discount for the Specialty Camps. Visit [www.spcollege.edu/c4k](http://www.spcollege.edu/c4k) or call Cecelia O'Dowd 341-3000.

### Dali Museum Junior Docent Program

The Dali Museum offers a one-week a Junior Docent Program for grades 3-5 that encourages students to express their ideas about Dali's art, while sharing knowledge gained about Dali. Students learn how to look and talk about art which builds self-esteem, enhances speaking skills, and brings families into the museum to share their accomplishments. Four sessions, limited to 20 students, are offered from June 16 to August 1 for 6 hours a day and costs \$200 for members and \$250 for non-members. Call Bethany Mead - 727-623-4730.

### Morean Arts Center

719 Central Avenue 727-822-7872

Summer Art Camp ages 5-6 & 7-10, Teen Art Camp ages 11-15, Teen Art Intensive ages 11-15, Summer Clay Camp ages 5-6 and 7-10, Teen Clay Camp ages 11-15, Summer Glass Camp ages 13-16.

### Creative Clay World Youth Camp

400 23rd Street South 727-825-0515

Art Around the World for ages 6-12 studies art from France, Turkey, Cuba and New Zealand. Classes are \$150/week from June 9 to August 1 and limited to 12 students.

Summer Studio for ages 13-22, is led by professional artists, and gives young artists the opportunity to learn, express, and sell their art. They work in drawing, painting, fiber arts, mixed media and ceramics at 1114 Central Avenue. The cost is \$100 / week.

### Rays Baseball Camps

727-825-3415

Kids 6-13 have the opportunity to enjoy a major league training experience including hitting, pitching and running the bases inside the Dome. Guest speakers include current and former players and coaches. Campers receive a T-shirt, hat and tickets. Cost are \$200 to \$250 with team discounts. The camps run weekly from June 16 to August 15th. Visit [www.RaysBaseball.com](http://www.RaysBaseball.com) or register in person at the Rays office inside the Dome.

### Great Exploration

1925 4th Street North 727-821-8992

Camps are designed to stimulate learning and imagination with themes ranging from space exploration to sea life for grades 1 through 5. The cost is \$175 - members; \$195 - non-members.

### Sailing Camp at the St Petersburg Sailing Center

250 2nd Avenue SE - Demen's Landing 727-822-3113

Five sessions are offered June 9 - August 15th. Morning camps begin at 8:30am with afternoon camps at 1pm.

### Eckerd College Florida Humanities Council

High School students explore the humanities including advertisement design, visits to the Salvador Dali Museum, creating videos, traveling to the big cat rescue, a beach trip, bowling and more. During free time, enjoy Eckerd's facilities including the swimming pool, tennis courts and sand volleyball. Participants live on campus in the school's dorms. Apply at [www.Eckerd.edu/SummerCamps/Humanities](http://www.Eckerd.edu/SummerCamps/Humanities). If accepted, you will be notified by May 8th.

### St. Anthony's Hospital Student Ambassadors

Each summer 50 teenagers, ages 14-17, are added to the St Anthony's Volunteer Army through their Student Volunteer Summer Program. This is intended for teens who plan health care careers and want to gain experience working along side St Anthony's team members. Applications are available at [www.StAnthonys.com/volunteers](http://www.StAnthonys.com/volunteers). You must register by May 5th. Call 825-1757 or email [Rutkowski@BayCares.org](mailto:Rutkowski@BayCares.org) for more information.

## CLEARWATER & SAND KEY:

### Clearwater Community Sailing Center

1001 Gulf Blvd in Sand Key 727.517.7776

The center's different camps, designed for all ages offer everything from learning to sail to windsurfing for children 5-17. Wednesdays are Pizza Day and Fridays are Ice Cream Day. They also have Camp Awesome, designed for children with special needs.

### Clearwater Marine Aquarium

Island Estates 727.441.1790 Ext. 270

Enjoy a summer camp with Winter and Hope, river otters and sea turtles. Their program is designed for ages K through 10 with half and full day programs offering snorkeling in sea beds and sand flats, kayaking through local estuaries, SCUBA, meeting and greeting the CMA's residents and discovering fascinating marine creatures in their natural habitat. Costs vary with age and program.

## SEMINOLE

### SPCA of Tampa Bay Kritter Kamps Pawsitive Impact

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727.586.3594

They offer three age appropriate Summer Camps for kids who love animals! The warm and fuzzy version called Kids & Kritters runs for one week in June (for 5-7). They offer unique animal adventures for pre-teens and teens with Camille's Summer Camp which runs for three weekly sessions Monday through Friday from 10am to 2pm (ages 8-11) and Animal Loving Professions Camp, two weekly sessions Monday through Friday from 10am to 4pm (ages 12-15). Camps vary in cost from \$150 to \$225 and begin June 9th.

## LARGO

### Heritage Village Junior Docent Camp

1909 125th St North, Largo 727. 582.2125  
[www.PinellasCounty.org/Heritage/Volunteering](http://www.PinellasCounty.org/Heritage/Volunteering)

Be a docent and learn about Pinellas History. Heritage Village encourages groups to visit their park during the summer, and needs kids, ages 12 to 17, to help by being guides. As this is a volunteer program, there is no cost.



## AMERICAN STAGE IN THE PARK

American Stage Theatre Company opened the 29th annual American Stage in the Park April 9 with the musical production of THE WIZ, closing on May 4. THE WIZ is about Dorothy who is going to the Land of Oz and she's walking on a road paved in rock, gospel, and soul!

With Music and Lyrics by Charlie Smalls, it is a retelling of L. Frank Baum's The Wonderful Wizard of Oz. Additional music by George Faison, Timothy Graphenreed, and Luther Vandross is included.

This beloved Broadway musical – winner of 7 Tony Awards (including "Best Musical") is a dazzling multi-cultural journey that will take you to the most fantastical places - and back home again. This is the perfect way for families and theatregoers to see American Stage under the stars during downtown St. Petersburg's cool spring tradition for almost 30 years.

This production includes 7 cast members, 6 ensemble members, a four-piece band and Toto. There are five cast members to make their debut at American Stage; Darryl Reuben Hall\* (The Wiz and Uncle Henry), Whitney Drake (Dorothy), Allyson Tolbert\* (Addaperle), Torrey Thomas (Scarecrow), and Chris Walker (Tin Man). There are four ensemble members making their debut at American Stage; Scott Daniel, Jesse Rodriguez, Rodner Salgado, and Allyson Tolbert.

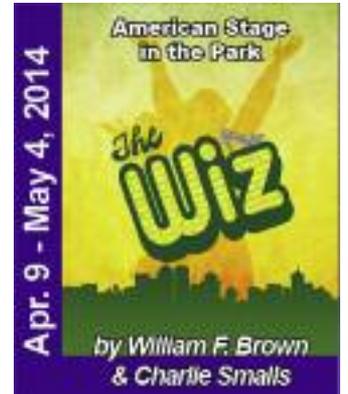
American Stage is excited to bring many familiar faces back for this year's American Stage in the Park. Two cast returning members are Sharon E. Scott (Aunt Em,

Evillene, and Glinda) and Sara DelBeato (Lion). There will be two ensemble members returning also Georgia Mallory Guy and Tia Jemison.

The four-piece band consists of: Michael Raabe (Musical Director and keyboards), Paul Stoddart (guitar), Joe Grady (bass) and Burt Rushing (drums)

Karla Hartley is the Director for The Wiz. She previously directed their Rocky Horror Show. Michael Raabe is the Musical Director for this production with Domenic Biseti Choreographing. Others include: Scott Cooper Scenic Designer, Mike Wood Lighting Designer, Jerid Fox Property and Set Dresser, Kyle Easley Sound Designer and Saidah Ben-Judah Costume Designer. Production Stage Manager, Garry Allan Breul will be celebrating his eleventh American Stage in the Park.

In addition, they are continuing their Theme Nights. To add to the park festivities, American Stage and Creative Clay will have an Instagram Contest called EASEL ON DOWN THE ROAD. This Instagram contest celebrates both artwork from Creative Clay's Artlink program and the 29th Annual American Stage in the Park production of THE WIZ.



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**MAINSAIL ART FESTIVAL**

This year's 39th Annual Mainsail Art Festival is April 19-20 at the Vinoy Park, Bayshore Drive & 7th Ave. NE. Featuring 250 juried fine art and craft exhibitors, live music, Young at Art student show, Kids Create art tent, culinary arts food court. Admission is free. Volunteers are still needed. The show is Saturday 9 am – 6 pm and Sunday 10 am – 5 pm.

The Mainsail Arts Festival started in 1976 when the city's Bicentennial Committee, the St. Petersburg Recreation Department and the new St. Petersburg Arts Commission joined forces to sponsor the "First Annual St. Petersburg Sidewalk Arts and Colonial Crafts Festival."

For the second show, the name was shortened. "Mainsail" was chosen in 1977 to convey the event's importance, its excitement and marina setting in waterfront Straub Park. For several years, a huge sail was hoisted prominently in the park as the festival's trademark logo, provided by a local yacht corporation.

Since the inaugural show in 1976, the festival has emphasized quality of art rather than quantity. Slides are submitted and each entrant's work is carefully pre-screened by a professional panel representing the arts community.

St. Petersburg Times' former art critic, Charles Benbow, described Mainsail (in 1976) as "... a knock out for the mind and eye, almost a digest of the best from the famed Winter Park and Gasparilla outdoor shows." According to Glenn Anderson of the St. Petersburg Arts Commission (in 1979), "Quality control has been the hallmark of Mainsail and artists have already learned that this is not an easy show to get into."

By its sixth year, Mainsail was gaining the distinct reputation as "extremely selective," "the important outdoor show for artists" and "strictly a quality professional exhibit for serious, competent artists to enter."

It has never been a large show, starting with 108 artists exhibiting that first year, from 180 applicants. To ensure high quality, the festival now averages about 220 exhibitors, which are juried from more than 650 applicants each spring. In 1993, 219 out of 662 applicants were accepted.

Early records indicate the festival offered less than \$4,200 in cash prizes the first five years; which increased to \$9,000 by 1982; \$13,500 in 1986; and as of 1993, cash awards totaled \$26,000.

Judging has since been done by the likes of Dame's Snite Museum of Art and Peter Brant Berlin Germany and Soho, New York.

Various additions have developed into tradition: a Closing Ceremony and Saturday evening barbecue to accommodate artists after a long day of work. Participating artists was a priority from the start. In the early 1980s, the "Vanguard" category was added as an area for artists whose works did not fall into a category unique to Mainsail and encouraged the participation of emerging artists.

Another traditional perk for the exhibiting artists was introduced in 1985. A "Purchase Award" consists of the purchase of a work by one of a dozen corporate sponsors. In addition, each exhibitor receives an extra \$100 cash.

Around 1985, the show moved to a larger block north of the original spot, to accommodate more tent, children's activity area and more food. Mainsail's nautical theme saw the arrival of a "Sail" category which is now a tradition on letterhead, park t-shirts, including t-shirts and an annual commemorative poster.

In earlier years, the festival offered five categories. Mainsail is open to all media and divided into categories: ceramics, fibers, glass, graphics, jewelry, mixed media, sculpture and wood. Originally, first awards were given in each category. In recent years, awards of excellence are given at the judge's discretion without regard to category.

From the start, festival organizers felt that the festival must go hand in hand at the show. The entertainment includes bluegrass, chamber music and children's theatrical performances and discussions on public art.

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## VISUAL - HOW IT BEGAN

of Dean Porter of the University of Notre Dame, internationally recognized artist of

performances over the past 18 years. The Awards in the park was added in 1978 to working outdoors. Catering to the start.

by was Mainsail's attention-getter, providing within traditional confines. Vanguard was participation of artists working in new media.

artist was established approximately in purchase of selected pieces of art by up to a each selected artist receives a ribbon award

location in North Straub Park, just one decade needs for a larger entertainment vendors.

the bright pink flamingo design in 1986, signage and souvenir merchandise narrative poster.

categories for judging the visual arts. Now into 11 specific categories, including metal, mixed media, painting, photography, and second place awards were given out in excellence, distinction and merit are given at category.

top notch visual arts and performing arts entertainment portion started with local eater. One year, it presented panel

For two years, Mainsail also sponsored a performing arts competition, requiring auditions, bringing in judges and offering prize money. Starting in 1987, the entertainment stage received a boost when a local bank joined in sponsorship to fund this vital element of the festival. Now, the performing arts stage traditionally hosts a national recording artist like Leon Redbone, Gamble Rogers, John Hartford or Dave Mason. The first big name headliner was Roger McGuinn, former folk/rock guitarist with the Byrds. In 1993, the festival presented Livingston Taylor, recording artist and brother of superstar James Taylor.

Area performers and groups round out the entertainment ranging from jazz and blues, steel drum, calypso and acoustic guitar to rock and strolling entertainment featuring mime, juggling, a minstrel and magic.

Major sponsors of the two-day event have changed very little over the years. In 1993, the top four sponsors included the City of St. Petersburg since 1976; the Junior League of St. Petersburg since 1977; the St. Petersburg Times since 1984 and The POINT 102.5 FM Radio station. Past sponsors have included the Arts Center of St. Petersburg for six years and a local bank for three years.

Mainsail is funded totally through contributions from these four organizations, artists' entry fees and park concessions during the two-day show.

One of the most valuable Mainsail features is the cooperation of many including city departments, high school clubs, contributing businesses and nearly 200 volunteers. Soda, beer and ice cream concessions in the park are manned by volunteers and in sometime citizens such as the Mayor, Councilmembers and city officials.

The waterfront festival consistently has drawn crowds estimated at 50,000 for the last several years -- as long as Florida's spring weather is cooperative. Rain plans were activated too many times in the 1980s, bringing artists and samples of their works to a central location for the awards competition, which takes place rain or shine. Since the show dates have been changed permanently to the first weekend in May, the weather has been remarkable.

As for this year, plans are underway to follow through on several suggestions from artists. But, after reviewing more than 70 comment forms from last year's artists, organizers found a consensus that "if it isn't broken, don't fix it."

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**THE ARTS SHINE HERE!**

*by John Collins, Executive Director of the St. Petersburg Arts Alliance and Old Northeast resident*

Our newly formed St. Petersburg Arts Alliance is demonstrating that an alliance of artists, arts and cultural organizations, creative businesses and government can work together and make a difference. This type of collaboration is essential to creative placemaking – the process through which innovative ideas, collaboration and arts-based employment can restore and grow the economy.

The arts are a significant economic generator here, and they identify our community as a cultural capital that attracts visitors and residents, and supports employee recruitment and retention. Together, a committed group of artists, arts and cultural organizations, and creative businesses are branding St. Petersburg as a City of the Arts, with five arts districts comprising one dynamic arts destination.

We now have Waterfront Arts, Central Arts, The Edge, Grand Central, and Warehouse Arts districts joining forces to expand their visibility and access. The St. Petersburg Arts Alliance has helped facilitate the five groups' creation of a place-based strategy, rebranding the Gallery Walk as the St. Petersburg Second Saturday ArtWalk, served by safe and social trolley transportation through five distinct districts that are not within walking distance of each other.

The event has become a well-attended citywide Opening Night as the studios, galleries and warehouses throughout St. Petersburg premier new work from 5 to 9 p.m.

For more information about the St. Petersburg Second Saturday ArtWalk and other arts information including our free e-newsletter, ArtBeat, visit [www.stpeteartsalliance.org](http://www.stpeteartsalliance.org).

**MOVIES IN STRAUB PARK**

Many say it is the best "small" event in the waterfront parks! The ever popular Movies & Music in the Park put on by St. Petersburg Preservation returns for its 5th year on Thursday evenings in May in N. Straub Park.

May 1 - **BUTCH CASSIDY & THE SUNDANCE KID** (1969) The film that has it all, a great story, Redford, Newman & Katharine Ross, 4 Oscars, incredible scenery and musical score including Rain Drops Keep Falling On My Head!

May 8 - **DIAL M FOR MURDER** (1954) A Hitchcock thriller & classic with the beautiful Grace Kelly (who would want to kill her?) and Ray Milland. Don't forget to be on the lookout for Hitchcock in the opening scenes.

May 15 - **WHEN HARRY MET SALLY** (1989) - with Billy Crystal & Meg Ryan. A film always near the top of the list of best romantic comedies with classic Gershwin love songs.

May 22 - **THE JERK** (1979) Another wacky, wild & crazy Steve Martin comedy hit, directed by Carl Reiner and also starring Bernadette Peters.

May 29 - **MEN IN BLACK** (1997) Will Smith & Tommy Lee Jones team up to try to stop the aliens from destroying earth! Sound track includes Chuck Berry's The Promised Land sung by Elvis!

Live music starts at 7 pm - movies start at dark in North Straub Park (Beach Dr. between 4th & 5th Ave. NE)

Movies are FREE! But they appreciate a donation. Come early and enjoy live music before the movie. Purchase food & drink from some Saturday Morning Market's vendors (or bring your own picnic). Limited number of folding chairs are available, or bring your own blanket or low seat.

Convenient parking available at the Pier parking lots or the Baywalk garage.

## HAPPY BIRTHDAYS, COURTESY OF THE LIQUID FACELIFT



By Stephanie Schlageter, Radiance Medspa

When you think of your next birthday, does the word "happy" come to mind? If the past few birthdays have left you feeling somewhat over the hill, get ready to reach your peak again. Turning back the clock is not as challenging as you might think thanks to a combination of injectables and fillers that can

take years from your face in just one short office visit. Uniting these treatments and including the newly-FDA approved volumizer Juvéderm Voluma will give you a minimally-invasive version of the traditional facelift, just without the downtime, expense or surgery. It's called the "liquid facelift," and it only takes about an hour, but results are measured in years.

To achieve maximum results, a liquid facelift combines an injectable like Botox that will smooth away fine lines and wrinkles, a dermal filler such as Juvéderm Ultra Plus and the volumizing power of Juvéderm Voluma. While each of these treatments can also be had separately, together they will get rid of crow's feet and forehead wrinkles, fill in lines around the mouth, plump cheeks and add definition to the chin and jaw line. Thus, the liquid facelift truly does lift the face. In fact, no one will believe how many candles you need on your birthday cake.

As you likely know, Botox is a trade name for a Botulinum toxin. It works by temporarily relaxing the contraction of muscles, which means wrinkles can relax too. Botox is typically used to eliminate crow's feet and wrinkles between the eyebrows and on the forehead. It can even be used to produce a beautiful natural-looking brow lift.

The dermal filler Juvéderm Ultra Plus is made of hyaluronic acid, which is a naturally occurring substance in the body. It has been used for many years to fill in smile lines, and hollow areas under the eyes.

A newcomer to the American market, but utilized for nearly a decade in Europe, Canada and Latin America, Juvéderm Voluma is the first and only product designed to add volume to all areas of the cheeks and can also plump the chin and jaw. This is the product that really puts the "lift" in the liquid facelift. Many people do not realize that the tired look they see in the mirror is actually a loss of facial volume. Juvéderm Voluma adds back that volume, restoring cheekbones and the shape of a youthful face.

These three treatments last for varying amounts of time. Botox requires a touchup about every three to four months, Juvéderm Ultra Plus will be visible for roughly a year, and Juvéderm Voluma lasts for two years. This means that once the initial "facelift" is performed, maintenance requires touch-up visits every one to two years, so retaining results is convenient and affordable. Even better, the downtime needed for any of these safe treatments is minimal – from no downtime at all to maybe a few days of redness or bruising at the injection site.

The combination of Botox, Juvéderm Ultra Plus and Juvéderm Voluma offers a simple, but effective alternative to a surgical facelift. With the help of these three treatments, you can make sure your next birthday is a happy one with reason to celebrate.

For information, contact Radiance Medspa at 727-518-7100 or visit [radiancemedspa.com](http://radiancemedspa.com). Radiance Medspa is in its 8th year at 2894 West Bay Drive in Belleair Bluffs.

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## Bar & Restaurant News...

### MOSCATO'S BELLA MOVED

Yolanda Tristancho moved her small Italian restaurant into the Kress Building on the same block. The new venue includes a downstairs lounge with entertainment, including jazz, swing and special events.

"We are excited that we renovated this historic building into something new and special," adds Yolanda.



**COMING SOON** Pom Pom's Teahouse and Sandwiches, is opening at 2950 Central Avenue. They already have a store in Orlando.

**MAHAFFEY NOW RECEIVES FOOD DELIVERY** In a partnership with Food Now, whoworks with over 40 nearby restaurants, Mahaffey Theater goers can have their favorite restaurant dinner delivered before the show. When attending a show at the theater, place your order at [www.727FoodNow.com](http://www.727FoodNow.com) or by calling 727-822-FOOD. When ordering online, click the ORDER NOW button and zip code 33701, indicated the date and time, and pick your restaurant. Delivery to Mahaffey is free when using promotional code "Mahaffey" when ordering. Your dinner will be delivered to the theater's reserved section in the Atrium overlooking the waterfront. Beer, wine, cocktails, soft drinks and coffee can be purchased from the theater.

**BEAKS OLD FLORIDA TAVERN NO MORE** The restaurant/bar has been sold to Lynn Butler and has reopened as Butler's Old Key West Bar & Grill.

**CAFÉ CEVICHE** The Pincho Café and Bar, next to Ceviche is closed and undergoing a major make-over. The city approved a new sidewalk café and outdoor bar for their corner of the Ponce de Leon Hotel. They plan to add 30 seats and hope to reopen this summer offering Ceviche's entire tapas menu.

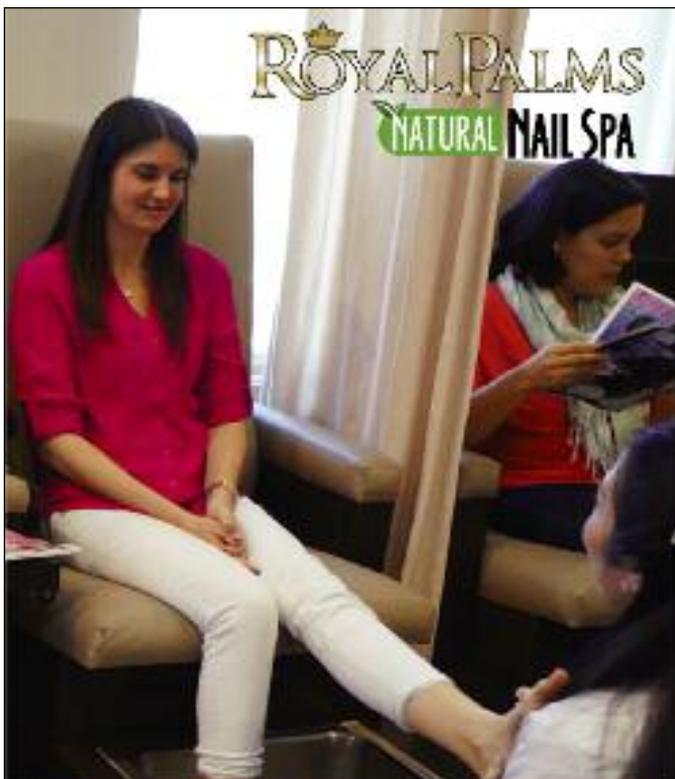
**FERG'S SPORT BAR - SOON TO BE THREE** Mark Ferguson, co-owner of Ferg's Sports Bar on Central Ave., opened a second Ferg's in Orlando last year. Now, he and partner Jay Mize plan to open another Ferg's in Tampa's Channelside, across from the Tampa Bay Times Forum at 490 Channelside Drive. "There is nothing around there now," says Ferguson. "It's the perfect place to meet before or after a hockey game." They hope open by August.

**MORE EXPANSION** Bella Brava announced they bought the Bruce Watter's Jewelry store building at 224 Beach Drive and plan to open a gastro-pub at that location.

**MICKEY'S IS BACK** Remember Mickey's Organics in the 200 block of Central Avenue? He move to Ulmerton Road, but after 15 months, Mickey Paleologos is back reopening at 318 Central Avenue. He specializes in organic meals. Visit [www.MickeysCafeAndOrganics.com](http://www.MickeysCafeAndOrganics.com).

**OPENING SOON** Sundial developer, Bill Edwards recently announced the Naples seafood restaurant Sea Salt, that has received national praise from Gourmet magazine, will be opening in the newly renovated center.

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## SLEEPING WITHOUT DRUGS

by Bob Clark

Though all the sleep-aid ads you see might suggest otherwise, the truth is that money can't buy you sleep.

Sleep experts frequently warn that medications might help in the short-run, but they don't do much to get at the root causes of insomnia. Improperly used, they can even cause rebound insomnia, making your misery worse.

Still, 60 million prescriptions for sleep-inducing drugs were filled last year — up from 47 million in 2006. As a nation we spend around \$7 billion a year on sleeping pills. Yet as many as a quarter of us, depending on how you measure it, have trouble regularly getting a decent night's sleep. Little wonder the U.S. Centers for Disease Control and Prevention have labeled sleeplessness "a public health epidemic."

### RELATED NEWS/ARCHIVE

But there is a growing consensus among experts that there are some simple, nonmedical solutions to our national sleep problem that are safe and inexpensive.

What's the catch? They require behavioral changes, and some are more difficult than others. Some may be impossible for you. Still, see how many you can manage, I've found that even a few changes can lead to a better night's sleep.

You can find them yourself online, but here is a "Top Ten" list I've compiled from my own search that may save you some time:

1. Get moving! Exercise for at least 30 minutes per day.
2. Cut the caffeine.
3. Eat healthy food, and don't eat for a couple of hours before bed.

4. Disconnect from the screen before bedtime. Explore some sacred writings or lose yourself in a great story.
5. Adjust temperature, noise and light levels as much as possible.
6. Dedicate your bedroom to sleep. Work and play somewhere else.
7. Boot the dog from your bed.
8. Don't ruminate or brood before bed if you can help it - and you can.
9. Meditate or pray before you turn in.
10. Be grateful. Develop the bedtime habit of gratitude.

I've test-driven all of the above and I can say that, taken together, they offer a powerful arsenal of sleep aids.

I can't always follow through on No. 3. No. 7 is onerous, but does help. But by far the most powerful for me are the last three. If you have trouble with No. 8, move on to 9 and 10. You'll find help there.

Stress and anxiety are major causes of sleeplessness for most of us. Meditation, prayer, the reading of sacred texts, or just the simple act of being grateful for what you have and what is going well in your life, all have an observable calming effect that can be just as effective, safer and cheaper than pharmaceutical solutions.

I don't believe calming your thought requires belief in a specific deity, just the intuitive sense that there is an accessible source of peace outside of and not dependent on any human condition or solution.

Bob Clark is a Christian Science practitioner from Belleair. Read his blog at [simplyhealthyflorida.com](http://simplyhealthyflorida.com).



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## A CENTURY OF OPENING DAYS

by James Schnur, *USF St. Petersburg*

On the last day of March, more than 31,000 fans filled Tropicana Field to participate in Major League Baseball's annual spring ritual, Opening Day. As the sun set, the downtown buzzed as a satisfied crowd celebrated the 9-2 victory of the Tampa Bay Rays over the Toronto Blue Jays.

Although the outcome did not favor the home team sixteen years ago, when the then-Tampa Bay Devil Rays lost to the Detroit Tigers in front of more than 45,000 fans at the first ever Opening Day at the Trop, a similar feeling of excitement gripped St. Petersburg and the Tampa Bay region. The early years of the Devil Rays had many forgettable moments, but the rechristened Rays have enjoyed six consecutive winning seasons and four years of October baseball since 2008.

Though longtime Rays fans may debate which Opening Day holds the best memories, residents of St. Petersburg and Pinellas County should always remember that it was another "opening day" of sorts, on February 27, 1914, that began our city's long love affair with professional baseball. This game featured a 'home team' that had endured 100-plus loss seasons three of the four previous years, and played its games outside St. Petersburg city limits on a tract of land near Coffee Pot Bayou.

Al Lang left Pittsburgh in 1910 for a warmer climate arriving in St. Petersburg when the Sunshine City had fewer than 3,500 residents. The Pinellas peninsula remained part of Hillsborough County until 1912. By 1913, Lang had tried to persuade his old boyhood friend, then the owner of the Pittsburgh Pirates, to move its spring training facilities to St. Petersburg, only to have his friend laugh at the proposal and remind Lang that Hot Springs, Arkansas, the Pirates' spring training site since 1900, offered far more amenities than the remote town in lower Pinellas.

Despite this snub, Lang redoubled his efforts. He led the civic efforts to create the St. Petersburg Major League and Amusement Company, that raised money with hopes of attracting a team for spring training during the 1914 season. Although the group briefly courted the Chicago Cubs, that team chose to stay in Tampa, where the Cubs had become the first team to play a series of spring training games in the Tampa Bay region during the 1913 season.

Lang found a partner in the hapless St. Louis Browns, the westernmost American League team at the time that often was found at or near the bottom of the standings. Branch Rickey, the Browns' general manager, wanted to find a new spring home to help his team forget their losing ways. The city offered a generous plan that not only covered team travel expenses, but also paid for five reporters from St. Louis papers to join the team during the exhibition games.

Clearing the site for the ballpark began in October 1913, as crews "blasted" trees and stumps along the mainland near Coffee Pot Bayou. Lang's group joined Snell and Hamlett, a development company, to prepare the site. By early December 1913, workers finished the infield and began to build bleachers and prepare the outfield.

Excitement filled the city of just over 7,000 residents in January 1914. Newspaper stories offered biographical vignettes of the players for the Browns. By early February, the team had finalized a slate of twenty games, ten home at Coffee Pot park and ten away. As players arrived on February 14, reporters traced every move of Rickey and his squad, filling columns of newsprint with nearly every conceivable fact and statistic possible. Most articles emphasized the positive, though a story on February 21 certainly raised eyebrows as

the headline said members of the Browns "Clamor for More Food" when Rickey reduced the meal provisions as a way of getting his farm boys that had fattened themselves during the winter into better shape.

As the exhibition game with the Tampa-based Cubs loomed on February 27, the small city prepared to enter the big leagues. Lang worked with all notable city merchants in St. Petersburg to have their stores close at noon. On game day, streetcars ran every ten-minute from downtown to the then remote area of Coffee Pot Bayou, as steamboats sailed from downtown into the Bayou with other fans. Special railroad service, an early form of mass transit, brought fans to the park via downtown from Tarpon Springs, the Belleview Biltmore, and many other whistle stops along the way.

Yes, fans even came from Tampa, though they were mostly Cubs fans who had watched the "Tampa Team" (the Cubs) beat Rickey's Browns in an opening game on February 26 at Tampa's Plant Park. In a twist of irony, no Tampa fans complained about the drive across the Bay for the game at Coffee Pot Bayou, because no bridge spanned Tampa Bay at this time. These die-hard Tampa fans came to St. Petersburg the old fashioned way, on muddy and rutted roads around the Tampa Bay through Oldsmar.

On February 27, 1914, two major league teams played the first regularly scheduled spring training game in Pinellas County when the Cubs and Browns met at Coffee Pot Park just north of St. Petersburg. At a time when barely 7,000 people lived in St. Petersburg, more than 4,000 people attended this game. Attendance was an 'issue' as the city's streets became vacant and thousands congregated amidst the pines in an area that remained largely undeveloped outside of these games until the land boom of the 1920s.

The Browns benefited from their year in St. Petersburg. They finished the season 71-82, fifth in the American League but notably better than in the recent years before. The true winner of the 1914 spring training season was St. Petersburg. Although the Browns went elsewhere in 1915 and Branch Rickey later played a role in breaking the color barrier by recruiting Jackie Robinson to the Brooklyn Dodgers three decades later in the mid-1940s, St. Petersburg would enjoy spring training baseball as a rite of passage for nearly the rest of the twentieth century.

Today, we know the St. Louis Browns as the Baltimore Orioles, rivals of the Rays in the American League East. Coffee Pot Park fell into disuse after serving as a training site during World War I, though graceful homes on subdivisions planned by Perry Snell transformed the area as St. Petersburg annexed it. By the early 1920s, Lang and others secured a new site on the current parking lot between present-day Al Lang Field and First Avenue South that became Waterfront Park, home to the Boston Braves and New York Yankees. The "original" Al Lang Field replaced Waterfront Park after World War II.

As large hotels transformed the city's skyline in the 1920s, spring training baseball had become an important tourist attraction for snowbirds and seasonal residents, as well as the locals. While outsiders unfamiliar with our long history of baseball occasionally question the long-term viability of the sport in this region, we know better; The history of St. Petersburg is shaped by baseball. Long before the Florida Suncoast Dome (now Tropicana Field) on January 5, 1987, and we courted other teams and celebrated the arrival of our beloved Rays, on a patch of land near Coffee Pot Bayou a century ago, the yelling of "Play Ball!" started it all.

*Editor's note: James Schnur, special collections librarian at the Nelson Poynter Library, USF St. Petersburg, also serves as president of the Pinellas County Historical Society.*



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as a 12 year old. Adam earned his State Contractor License at the age of 23 and he and his wife opened for business in 1998 at the age of 25. Adirondack Services is celebrating 15 years of business and currently has eight employees. Adirondack Services is a family owned and operated Air Conditioning, Heating, Refrigeration, and Appliance Repair company. We install and service all makes and models of air conditioners and appliances both residentially and commercially. We have serviced thousands of your neighbors, restaurants, offices, and commercial buildings in the area. We take great pride in our ability to consistently provide professional and individualized service. Adirondack Services is proud of their A+ rating from the Better Business Bureau as well as being an American Standard "Customer Care Dealer" with a 100% referral rate. Adam welcomes you to call for any Air Conditioning, Refrigeration and Appliance needs for your residential and commercial properties.

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## ART & MUSEUM NEWS

### SALVADOR DALI MUSEUM 823.3767

One Dali Blvd

[www.thedali.org](http://www.thedali.org)

"*Warhol: Art. Fame. Mortality*" ends its run April 27. The exhibit explores how Warhol learned from Dali's public visibility and was equally attuned to the images derived from mass culture.

**Picasso coming this fall** - The museum will host the international exhibition "*Picasso / Dali, Dali / Picasso*" from Saturday, November 8, 2014 through February 16, 2015. This landmark exhibition, promises to be an international blockbuster as it will feature rarely loaned works from more than 25 international art museums and private collections worldwide pairing works of these leading artists of our era.

### MOREAN ART CENTER

822.7872

719 Central Ave

[moreanartscenter.org](http://moreanartscenter.org)

The Morean is seeking artists who make dog-related art in all media for their first annual one-day ART OF DOG event June 14th. Artists selected for the event will be provided a 6-foot table and chair, either inside the galleries or on the sidewalk in front of the building. The artist is responsible for providing their own display items, ie: easels and table coverings. Entries must be received by May 1st. Visit their Web site for details.

### FLORIDA CRAFTSMAN GALLERY

821.7391

501 Central Ave.

[FloridaCraftsmen.net](http://FloridaCraftsmen.net)

Their present exhibition features fiber and ceramics. It runs through May 3.

#### Tapestry Visions X 4

Tapestry Weavers: Lynn Mayne, John Nicholson, Becky Stevens and Terri Stewart

The tapestries represent a commitment to expression and image making. The images and ideas, woven in the colorful textures of wool as well as silk, cotton and simulated computer wires, show a depth of color and textures available only in this medium.

**Tapestry Artists of Sarasota** is composed of four artists, together since 1997, that share interest of exhibiting and promoting the art of handwoven tapestry. Members Becky Stevens, John Nicholson, Lynn Mayne and Terri Stewart are studio artists pursuing the design and production of original tapestries. Some work is with realistic imagery, some is with abstraction.

Admission is free, Monday-Saturday 10am-5:30pm.

### GALLERY WALK- EVENINGS UNTIL 9PM

Happens the second Saturday of each month. Most downtown art galleries stay open later on these nights.



Terri Stewart

### MUSEUM OF FINE ARTS

255 Beach Dr NE

The Beer Project

Thursday, June 12 -Saturday, June 14

Experience the artistry of local home brewers in a Pro-Am competition inspired by the MFA collection. The Museum, in partnership with Green Bench Brewing, will present a three-day event pairing art and beer.

On Thursday, June 12, from 6 -8 p.m.

Portland's Beer Crafts author and marvel crafter Shawn Bowman will show what you can do with pull-tabs, beer cans, and bottle caps, as well as sign copies of his book. The event is free with Museum admission, which is 5 after 5 on Thursdays.

Green Bench Brewing will release two new beers inspired by the MFA's special exhibitions on Friday evening, June 13. The Beer Project's grand finale at the MFA on Saturday, June 14, from noon - 3 pm with a public tasting, demos, and awards. Tickets are only \$35 each. A People's Choice Award will be announced at 3 Daughters Brewing that evening at 6 pm.

For more information, visit [www.fine-arts.org](http://www.fine-arts.org), go to events, and scroll down to The Beer Project.

### FLORIDA HOLOCAUST MUSEUM

820.0100

55 5th Street South

[www.flholocaustmuseum.org](http://www.flholocaustmuseum.org)

*The Greatest Crime of the War The Armenian Genocide During World War I* - recounts the history of the genocide and the conditions which led to it. The exhibition also explores the legacy of the Armenian Genocide. Runs through June 15.

### THE CHIHULY COLLECTION

896-4527

400 Beach Drive

[www.moreanartscenter.org](http://www.moreanartscenter.org)

The new 2500 square foot Chihuly Collection Retail Store opened at the beginning of April. It features an expanded offering of merchandise ranging in price from \$1 to \$86,000 by Chihuly Workshop including the new 2014 Studio Editions, Marigold Persian, Sahara Basket Set, Maya Blue Persian, and Zinnia Macchia. A number of local artists will also be represented in the store along with Chihuly Collection custom products.

### THE STUDIO@620

895-6620

620 1st Ave. South

[www.studio620.org](http://www.studio620.org)

"*Harte and Marshall: An Art Exhibition*", April 18-27.

This is an exhibition of artwork by local painters John Harte and Cora Marshall, who were selected to exhibit their work after their participation in The Studio's "Members Only Art Show" in 2013. John works primarily in watercolor on paper while Cora paints in acrylics, oils and mixed media. An opening reception will be held on Friday April 18, from 6 -9pm.

896.2667

[fine-arts.org](http://fine-arts.org)



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**1700 Bayou Grande Blvd E**  
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**1600 Crescent Lake Dr \$750,000**  
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**1602 Crescent Lake Dr. \$675,000**  
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**165 18th Ave NE \$ 1,200,000**  
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**Clearwater: 1448 Bugle Lane \$219,000**  
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## Organizational News...

### DOWNTOWN NEIGHBORHOOD ASSOCIATION

Network with neighbors at their monthly meeting Porch Parties, \$10 for members or \$15 for non-members. It includes 2 glasses of beer or wine, plus appetizers. All meetings are normally held on the second Wednesday of each month, from 6-8pm. Their next meetings are May 14, June 11 and July 9.

The DNA represents residents and homeowners in the area between MLK Blvd. to the waterfront. Membership is \$15 a year and includes a quarterly newsletter. Call President, Gary Grooms at 404-667-3970 GaryGrooms@Gmail.com or visit www.StPeteDNA.org.

### GFWC ST PETERSBURG WOMAN'S CLUB

They are hosting a Trains and Miniatures Show, Sunday, June 25th at the Woman's Club. The cost is \$3 with children under 12 free with a paying adult. They are still looking for vendors appropriate for this type of event that can sell to the public. If you make any type of miniature, please call Laura Brock at 823-9258.

Save the date for the First Annual Food-Scape Competition July 19 and 20, also held being held at the Women's Club. For more information, call Judy at 822-4982.

The St Petersburg Woman's Club, with over 100 years of service to the community, is affiliated with the General Federation Of Woman's Clubs. It is a not-for-profit volunteer organization with members from 40 to over 100 years old. They are committed to serving the community through hands-on projects and fund raising as well as leadership development.

Their clubhouse on sparkling Coffee Pot Bayou, 40 Snell Isle Blvd NE, was built in 1929 on land donated by Perry Snell and is listed on the State and National Historic Registers. Proceeds from events held there help to maintain the property and allow members to give back through hands-on-service projects. It is available to rent for special events. For more information visit www.StPetersburgWomansClub.org or call Judy Zamanillo at 822-6659

### SECOND TIME ROUNDERS

They recently journeyed to Washington to march and play at the 2014 National Cherry Blossom Festival and Parade a long-standing Washington tradition

NOW is a GREAT time to join the Rounders if you've ever marched in a high school, college, or military marching band! The Rounders perform locally, nationally, and internationally. Their most recent performance was in the Conch Republic parade in Key West and most notably was the Macy's Thanksgiving Day Parade in 2008.

Ages 18-85, 32 years in the making, and about 450 members strong, the Second Time Rounders Marching Band is the first all-ages band in the country! The Band proudly supports arts and music programs in local schools. For more information on the Band, their 2014 trips or how to join, visit www.secondtimearounders.org.

### GRAND CENTRAL DISTRICT'S ST PETE PRIDE

St. Petersburg's Annual Gay Pride Festival is July 27-29. The big parade is now being held during the evening, on Saturday, July 28th. The festival continues Sunday, July 29th with a street party. For information on the Grand Central District Association, call Lauren Ruiz at 828-7006 or email her at GCDA@GrandCentralDistrict.org.

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Childs Park Recreation	493 10th Ave S	727-899-7462
Frank Flanco Recreation	7500 76th S	727-899-7731
Gladden Park Recreation	3901 20th Ave N	727-899-7458
Lebo Vista Recreation	1807 32nd Ave S	727-899-7244
J.M. Gate Recreation	2907 22nd Ave N	727-899-7751
Roberts Recreation	1245 50th Ave N	727-899-7784
Shore Acres Recreation	4330 Shore Acres Blvd NE	727-899-7758
Walter Fuller Recreation	7801 26th Ave SE	727-899-7443
Wilwood Recreation	1000 25th St S	727-899-7750
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## More News...

### **HISTORIC OLD NORTHEAST NEIGHBORHOOD ASSN.**

They are holding their first Roaring Twenties Gala at The Birchwood Hotel on Beach Drive on Saturday, April 26, beginning at 7pm. It will include a live jazz band, dancing, food and drink, a silent auction and more. Money raised benefits historic preservation and neighborhood non-profits, including Sunken Gardens, Great Explorations, the Palladium and the Waterfront Parks Foundation. Tickets are available on their Web site.

Their meetings are quarterly on the third Monday of the month (except for holidays). Visit [www.HONNA.org](http://www.HONNA.org) or call 342-0653 for events and voicemail. Peter Motzenbecker, President, can be reached at 248-9288 or email [PeterMotz@AOL.com](mailto:PeterMotz@AOL.com).

### **ROTARY CLUB OF ST. PETERSBURG**

A recent Rotary event held at 3 Daughters Brewery in St Petersburg, raised \$14,000 for the new Rotary House at the St Petersburg Free Clinic. These funds will be added to the multi-year \$60,000 pledge the St Pete area clubs have promised to donate to support the Free Clinic.

The Rotary Club of St Petersburg was founded in 1920. They meet every Friday at noon at the Orange Blossom Catering facility, at 220 4th Street N. For more information, call 822-3277 or see their web site at [www.SPRotaryf.org](http://www.SPRotaryf.org).

### **FRIENDS OF THE MIRROR LAKE LIBRARY**

They meet the first Wednesday of each month at 6pm, with the next meetings on May 7, June 4 and July 2. To get involved, call President, Wayne Finley at 813-767-5503 or email him at [Wayne.Finley@StPete.org](mailto:Wayne.Finley@StPete.org). The Mirror Lake Library is located at 280 5th Street N.

### **GRAND CENTRAL DISTRICT ASSOCIATION**

They hold a monthly Flea Market on the first Saturday of every month along the 2500 block of Central Avenue. For information on the Grand Central District Association, call Lauren Ruiz at 828-7006 or email her at [GCDA@GrandCentralDistrict.org](mailto:GCDA@GrandCentralDistrict.org).

### **ALBERT WHITTED AIRPORT PRESERVATION SOCIETY**

They hold monthly Pancake Breakfasts at Albert Whitted in the Hangar Restaurant which includes pancakes, eggs, meat, home fries, grits, orange juice and coffee. The next breakfasts are May 3, June 7 and July 5th, 8am - 11am. For more information on AWAPS, visit [www.Awaps.org](http://www.Awaps.org) or call Terri Griner at 822-1532.

### **DOWNTOWN RESIDENTS CIVIC ASSOCIATION**

This is an association of associations representing the interests of the residents of downtown St Petersburg. Membership is open to all downtown residential community associations in the area to the east of 10th Street, from 14th Avenue N. to 14th Avenue S.

They hold business meetings on the fourth Friday of the month in the Bayfront Towers. Next meetings are April 24, May 22 and June 26th. Please contact Marion Lee, President, at 894-9491 or visit [www.StPete-DRCA.org](http://www.StPete-DRCA.org).

### **SNELL ISLE HOMEOWNERS ASSOCIATION**

Scott Youngblood is the 2014 President. Contact him at [ScottYoungblood1@Hotmail.com](mailto:ScottYoungblood1@Hotmail.com).

See their web site for updated information on meetings and events. They meet at the Women's Club, 40 Snell Isle Blvd NE.

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at St. Petersburg

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or (727) 825-1086

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**OUTBACK BOWL T-SHIRTS  
FUND REEF PROJECT**

Thanks to Outback Bowl football fans and a pledge from celebrated marine artist and conservationist Guy Harvey, a check for \$2,564 was presented to Tampa Bay Watch, Inc. for its ongoing Honeymoon Island Oyster Reef Project in Tampa Bay.

The donation represented a campaign pledge through the Guy Harvey Ocean Foundation (GHOF) to give \$1 for each Guy Harvey designed Outback Bowl t-shirt sold.

The much welcomed funds, according to Capt. Peter Clark, president of Tampa Bay Watch, will be applied towards a community-based construction project to install a series of seven new oyster reef systems (approximately 7,633 square feet and 24 tons) offshore Honeymoon Island in Pinellas County. Tampa Bay Watch, a non-profit organization dedicated to the protection and restoration of the marine and wetland environments of the Tampa Bay estuary, is working in partnership with Florida State Parks on the Honeymoon Island Oyster Reef Project.

“Creation of these oyster communities will provide hard bottom habitats for fish and wildlife resources, promote water quality improvements in the Gulf of Mexico ecosystem and reestablish oyster communities in the area,” said Clark.

Clark said the location is adjacent to the Honeymoon Island Visitors Center and allows the opportunity for long-term educational opportunities for visitors, residents and youth program field trips.

This was the fifth consecutive year the Outback Bowl had chosen marine wildlife artist Guy Harvey to design the game’s official program cover and t-shirt. GHOF worked through Native Sun Sports, the Outback Bowl’s official merchandiser to market the t-shirts.

Guy Harvey is a marine wildlife artist and conservationist who earned a Ph.D. in Fisheries Biology. His depictions of marine life, especially of sportfish such as marlin, are very popular with sport fishermen and have been reproduced in prints, posters, t-shirts, jewelry, clothing, and other consumer items. Harvey is also a very vocal and active advocate for marine conservation, having established the Guy Harvey Research Institute at Nova Southeastern University of Fort Lauderdale, Florida as well as the Guy Harvey Ocean Foundation, an organization that funds marine conservation research and educational initiatives. [www.guyharvey.com](http://www.guyharvey.com)

## IS YOUR BRAIN FOGGY? HERE ARE 8 THINGS THAT CAN FIX IT FAST

by Dr. Stacey Robinson

One of the most common symptoms that I hear in my clinic is the complaint that “my brain doesn’t work like it used to”, such as mild memory loss (can’t remember names, lose the car keys, etc...), difficulty concentrating, “foggy brain”, and depressed mood. Most dismiss this as a normal part of aging; however, this is a sign that the brain is not getting what it needs; or, it may also be a symptom of chronic inflammation that can lead to the development of chronic disease. Pay attention to these signals of your body and take action now.

1. Exercise is the most powerful optimizer of brain function. It increases the size of the area of the brain that stores memory. Exercise improves memory, concentration and mood. Studies show it is one of the most effective ways to prevent and treat Alzheimers and is more effective than medication for the treatment of depression. If you are not exercising, it is imperative for your brain that you start now.
2. The brain thrives on healthy fats - every day you should eat healthy oils from plants (such as olive, coconut, flax, walnut and avocado oils), nuts & seeds (best for your brain are walnuts and pumpkin seeds), and oily fish (wild salmon, anchovies, sardines, mackerel and trout).
3. Challenge your brain with focused activities such as meditation, reading, crossword puzzles and memory games. If you don’t use it, you will lose it.
4. Sleep is the time when your brain repairs damage and creates new connections. Do everything in your power to

get 7 hours of sleep. Get out in the sun during the day and turn off TV and electronics well before you are ready to sleep. This signals your brain to maintain your circadian rhythms.

5. Cut sugar and flour from your diet. Excess sugar causes inflammation, which is the common link to dementia, cancer, heart disease and osteoporosis. A study from the New England Journal of Medicine showed that even slightly elevated blood sugar increases your risk of dementia. Ask your doctor to check your A1C level (average blood sugar) and your CRP (inflammation).
6. Eat a rainbow of veggies and fruits! Vegetables and fruits are packed with vital nutrients that protect the brain from damage. You should be eating at least 5 servings per day. Healthiest for the brain are greens (such as kale, spinach), cruciferous veggies (such as broccoli, cauliflower and brussel sprouts), avocados, and berries.
7. Consider a trial of a gluten free diet because some people have neurological symptoms such as brain fog when they consume gluten (any foods with wheat, barley, and rye).
8. Relaxation such as yoga, meditation, listening to music, spending time with family, reading and prayer can combat stress and promote brain optimal brain function. All of these activities reduce the chronic stress which can impair the memory and also increase inflammation.

*Dr. Stacey Robinson is a private physician practicing in downtown St. Petersburg and owner of Robinson Concierge Medicine. She can be reached at (727) 329-8859 or via [www.RobinsonMed.com](http://www.RobinsonMed.com).*

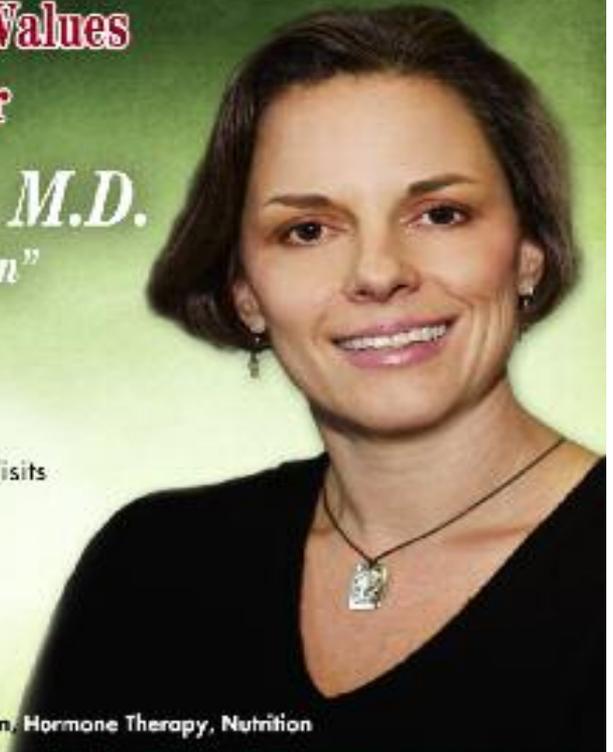
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by Dr. John Ferullo, DDS

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## NUMBER ONE DOG

While everyone has their own favorite, do you know which dog is the most popular breed in America? According to the American Kennel Club, it is the Labrador Retriever and has been for the past 23 years. That is the longest amount of time any breed has been ranked number one since they started counting in 1884 - 130 years ago!



The Lab is considered congenial, highly trainable and developed the ability to fetch hunter's game. "It does so many things well," says Lisa Peterson, AKC spokeswoman. "It excels as a family companion, it is an awesome hunting dog and it also has a great presence as a service and law enforcement search-and-rescue dog."

The German shepherd, golden retriever, beagle and bulldog round out the top 5. The Yorkshire terrier, boxer, poodle, rottweiler and dachshund make up the rest of the top 10.

For 22 years, before the Labrador retriever, the poodle was the most popular breed. Now, they are barely make the top 10.

The rankings reflect newly registered dogs, mostly puppies. The top 10 remains a testament to the variety of purebreds. But overall, in the last ten years, the AKC popularity rankings have leaned toward larger dogs. The Shih Tzu and Chihuahua have dropped out of the top ten while the Rottweiler and bulldogs recently entered the top bracket.

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## STILL TIME TO ENROLL IN JOURNEYS IN JOURNALISM PROGRAM FOR STUDENTS

For local elementary, middle and high school students, the idea of interviewing a community leader or celebrity might seem like a far-fetched dream. For students in the Journeys in Journalism program at Melrose Elementary, John Hopkins Middle and Lakewood High Schools, dreams become reality. Students in this Pinellas County Schools/Tampa Bay Times partnership program get first-class training from professional journalists and have the opportunity to design, write, photograph and produce a school newspaper and website and become fluent in social media while learning valuable, lifelong skills.

Through this program, students learn about reporting, photojournalism, multimedia/videography, podcasting and web design while producing a newspaper and news website (snntoday.pcsb.org; JHopTimes@pcsb.org; and ManateeMessenger.pcsb.org). High school students have the opportunity to be considered for an internship at the Tampa Bay Times and to earn industry certifications in Microsoft Office, Premiere and Photoshop.

Honored nationally every year since the program's inception for outstanding scholastic journalism, the school newspapers produced through these programs repeatedly have been named the "best school newspaper in the nation" for each of the school levels.

However, the most compelling reason to consider involvement in this program comes from the students themselves. "The Journeys in Journalism program is the best thing that ever happened to me," says Brandon Sweat, a junior in the Center for Journalism and Media at Lakewood. As a result of the program he plans to study photojournalism in college. Alexa Volland, Melrose program graduate and current University of Florida journalism major, says, "My participation in the program at Melrose helped me improve my writing, gain confidence and set my career path."

If you know of a student who could benefit from having strong professional role models, and wants to be involved in an engaging, hands-on, fulfilling program, contact Cynda Mort at 727-430-7773 or mortc@pcsb.org for enrollment information. Or visit, [www.pcsb.org](http://www.pcsb.org) to learn more.

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