

NEIGHBORHOOD

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Newsletter



“WHITE QUEEN OF THE GULF’S” LONG REIGN OVER

The demolition of the Belleview Biltmore Hotel will bring a final “gone for good” ending to its long and illustrious reign as the “White Queen of the Gulf.”

Many who have witnessed the Belleview’s ongoing decay the past few years have done so with great angst, seeing the full impact of losing a structure that played a prominent role in the development of Florida’s major industry, tourism.

The hotel’s beginning goes back to a time when Florida was known as America’s last frontier. It was the late 1800s when Henry B. Plant, along with his rival Henry M. Flagler, created a network of railroad and steamboat lines with first class accommodations to attract tourists to the Sunshine State.

The Belleview was Plant’s second grand hotel, which he built in 1896, following completion of his “Moorish castle” Tampa Bay Hotel (now University of Tampa). For its site, Plant chose a remote, undeveloped area on a high bluff overlooking Clearwater Bay near the Gulf of Mexico. In keeping with the surroundings, the Belleview style would be relaxed and informal, featuring outdoor amenities such as golf, bicycling, horseback riding and fishing.

The hotel was constructed entirely of wood – Florida heart pine – in the Swiss chalet architecture popular in American and European resort areas.

Despite its “get away from it all” appeal, The Belleview featured every modern amenity, including in-room electric lighting. Telephone and telegraph facilities were just off the lobby. An in-house orchestra even had daily performances.

Plant brought a spur of his railroad down from Clearwater right to the door of the hotel, assuring easy access for the gilded guests who often arrived in their private rail cars. He envisioned a planned community, called Belleair, to be developed around the hotel site.

The Hotel Belleview was an immediate success with its targeted clientele, who valued the getaway appeal combined with first class amenities. Names of the rich and famous populated the hotel’s guest list for years. The hotel became a must stop on the Grand Tour for the nation’s elite. Of the eight hotels in the Plant System, the White Queen of the Gulf was said to be Plant’s favorite. It was certainly the biggest, being advertised as “the largest occupied wooden structure in the world.”

The activities and amenities grew as the years passed. Golf was a favored sport, and the Belleview opened Florida’s first golf course, a six-hole affair, in 1898. In 1915, Henry Plant’s son Morton, who ran the hotel following Plant’s death in 1899, hired famed golf course designer Donald J. Ross to build two 18-hole championship courses. Golfing greats of the day frequented the courses, which were known for challenging and innovative play.

The hotel’s championship bike track was another big attraction. An Olympic sized swimming pool was inlaid with over one million ceramic tiles imported from Italy, and held 200,000 gallons of water. Fishing was a big attraction for many guests, and the surrounding bay and gulf waters were a bountiful source of sought-after species.

An excursion to the Belleview’s beachfront property at nearby Sand Key was a popular venue for guests. Boats left the hotel pier regularly to cross Clearwater Bay to the Gulf.

The planned town of Belleair envisioned by Plant developed on its own as an upscale community. Independent, yet closely associated and identified with its icon, the Belleview.

continued inside



Story and Photos by Wayne Ayers, historian and author of *Florida’s Grand Hotels from the Gilded Age*

CREDITS



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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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

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www.Indian-Rocks-Beach.com

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MAYOR/CITY COMMISSION . 517-0204

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2015 CALENDAR OF LOCAL EVENTS

JULY

Independence Day 4
Boat Club Island Party & Fireworks 4
Homeowners Happy Hour 9
Boat Club Caladesi Island Party 11
Parents' Day 26

AUGUST

Boat Club Island Party 3 Rooker Bar 8-9
Trim Notices Mailed 10
Community Clean Up Week . . . 10-12
Homeowners Happy Hour 13
Public School Begins 17
Geckfest 29
Pier Party Crabby Bill's 29

SEPTEMBER

IRB Public Safety Day 5
Grandparents' Day 6
Labopr Day 7
Patriots Day 11
Homeowners Happy Hour 10
Boat Club Intracoastal Clean Up 12
Bucs First Opening Game 13

IRB Boat Club Meeting Guana's 17
Clearwater's Blast Friday 25
Boat Club End of Summer Island Party 19
Autumn Begins 23
Clearwater Offshore Racing . . . 25-27

OCTOBER

City Occupational Licenses Due . 1
Blessing of the Animals Calvary . 3
MADD Walk on the Beach 4
Coffee with a Cop 6
Homeowners Happy Hour 8
Oktoberfest in IRB 10
Columbus Day 12
Stone Crab Season Starts 15
National Boss's Day 16
Clearwater Jazz Holiday 15-18
Coastal Clean Up 17
Country Jubilee Heritage Village 24
Pumpkin Carving City Hall 24
Haunted House City Hall 24
Halloween 31
Sea Turtle Nesting Season Ends . 31

NEXT ISSUE IS SEPTEMBER

Do you need another copy of this newsletter? Ask for them at USA Grocers CVS Drug Store or any Indian Rocks 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 Belleair Area, Clearwater Beach and Downtown St. Petersburg.

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



Time to get a few things off your chest

Ultherapy treats lines and saggy skin! Fraxel gets rid of spots!

The French have a lovely word for a woman's upper chest. It's called décolletage. Beautiful it is. And very feminine. But sun exposure can cause lines to form and sagging to occur in this area along with unflattering spots. Not so beautiful in swimsuits and low cut tops. Ultherapy uses ultrasound to lift, tighten and tone your skin while stimulating new collagen growth for a more youthful look. All without surgery. And our 3-step Fraxel Max laser process eliminates brown spots. Call or come in and let us tell you more about Ultherapy and Fraxel. See how we can transform your sun damaged upper chest to a youthful décolletage.

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Did You Know....



NEW PRINCIPAL Ann Welch is the new Principal at Anona Elementary. She comes to Anona from Odessa Elementary. Welch replaced Gaye Lively who retired after 30 years with the Pinellas County School System. Welch started her new job in April.

JUNIOR GOLF LEAGUE

Every Thursday evening at the Chi Chi Rodriguez Golf Club beginning a 5pm, the Club sponsors a junior golf league, open to kids 7-17. 9 holes are only \$10. Contact Cortez Love at 727.430.6262 or email tezlove1@aol.com for information. The Golf Club is located at 3030 N. McMullen Booth Road, Clearwater.

GET THE PINELLAS APP If you have an issue you would like to report to Pinellas County, like a pothole or burned out street light, report it using their FREE app. It even allows you to send them photos. Available for Android and Iphone users, find more information at pinellascounty.org/reportanissue or search for Pinellas County on Itunes or the Play Store.

HAUL PASS Pinellas Suncoast Transit Authority (PSTA) will haul your kids around again this summer with the Youth Summer "Haul Pass." The 15-week summer pass offers unlimited rides for youth 18-years-old and younger now through August, 31 2015, on all local PSTA and Jolley Trolley routes (excludes Routes 100X and 300X). You can go to the mall, the beach, or anywhere you like. Passes are available for purchase at PSTA terminals or on the PSTA website for \$35. All you need to board the bus with a Haul Pass is a PSTA Youth ID card, middle or high school ID, or government-issued photo ID showing an age of 18 or younger. Check out PSTA's real-time bus tracking at www.ridepsta.net.

DUMP THE PLASTIC

Americans use 100 billion plastic bags each year, made from 190 million barrels of petroleum products. Each is used for an average of 12 minutes before being discarded, but they remain in our landfills, oceans, parks and beaches for thousands of years as they never fully break down. Introduced by ExxonMobile in the 1970s, plastic shopping bags are costly, environmentally damaging and unnecessary. They may be free at check-out counters, but retailers spend \$4 billion a year on them and pass that cost on to you. They clog storm drains and damage infrastructure on their way to becoming ocean pollution where seabirds, whales, sea turtles and other marine life eat them and die from choking, intestinal blockage and starvation. What can you do? Switch to environmentally friendly and cost-effective reusable bags.





YOUTH SUMMER SAILING CAMP Session One had a full enrollment of Intrepid Sailors, Adult Volunteers, Junior/Youth Leaders. On hand to teach them important safety lessons were the duty crew of Engine 27 from Pinellas Suncoast Fire and Rescue who continue to check on them almost every day! Following some important classroom time, the kids have been on the water almost daily. Sessions Two and Three will be held at the Clearwater Yacht Club, July 13th through August 8th.

NO MORE BLOOD DRIVES One Blood, the local blood bank, announced they are discontinuing the Blood Mobile drives at the Indian Rocks Post Office. Donations here have dwindled to the point, that in June, they only had one donor. They will appear at special city events but not on a regular basis. Get more info on the local blood bank and their mobile locations at OneBlood.org.

JULY 26TH, PARENT'S DAY Parents, did you know you have a day, too? It is the fourth Sunday of July. Parent's Day was made official by President Bill Clinton in 1994, with a Congressional Resolution. Maybe your kids will surprise you with something or let you sleep in that day.

WHEN TO EVACUATE Pinellas County has a new Storm Surge App which offers a three-dimensional view of how far water will rise on your property at different evacuation levels. On your phone or computer, visit egis.pinellascounty.org/apps/stormsurgeprotector and type in your address.

PHOTO CAMP If your kids like taking pictures, enroll them in the Beach Art Center's Photo Camp, July 27-31. The introductory Photography course is designed to teach kids 10 to 14 a basic understanding of how a camera works, how to choose and capture a great shot, and explore creative opportunities. The course is taught by Dana Lafita-Smith, and costs \$93. Call 596-4331.

WANT TO RENT A KAYAK? John Bonner Park now has a kayak and Stand Up Paddleboard (SUP) rental service and launching ramp. You can rent kayaks for \$18 for a single or \$24 for a double. SUPs are \$20 for four hours. Located on the Intracoastal Waterway, Bonner Park is at 14444 143rd St N, Largo, about a half mile north of Ulmerton Road. For details call 518-3047 or visit www.LargoNature.com. You can also launch your own kayak or canoe there too, if you have one. It is FREE.



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

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Real Estate News

WE ARE GETTING YOUNGER Real Estate Botox

By Gordon Obarski, Broker Associate Doiron Realty on the Beach

The City of Indian Rocks Beach just turned 50! For most of us, that birthday is but a memory. The 2010 U.S. Census shows 54.4 to be the median age of residents in zip code 33785. However, an influx of younger, Generation-X home buyers are bringing the average age of Indian Rocks Beach and Indian Shores down significantly. American Community Survey (ACS) Demographic & Housing Estimates show our community's median age for 2013 down to 52.6 with this figure expected to get younger each year.

Who are these Gen-Xers, born 1965 to 1980, moving to the beach? They are much different from our "boomer" view of them when they joined the workforce over 20 years ago. Even though we—the boomers—outnumber them more than 1.5 to 1, these 35 to 50-year-olds showed us a thing or two! They are as affluent and stable (if not more!) than we, their parents, were at that age. Now approaching middle age, 82% own their own homes. Yes, they jumped into the workforce later than we did but they more than made up for lost time: Nearly 30% earn over \$100,000 and most are two-income households. Just over 40% have been with the same employer for a decade or more.

These "new kids on the block" want to retire at 62 but don't see it happening. So, they are relocating to the beach now. The plan: Brave the weekday gridlock to/from their pressure-cooker, executive jobs for the privilege of test-driving the "retirement-like" beach lifestyle on weekends and evenings. They haven't put as much into retirement plans as they should have, so they see buying waterfront or non-waterfront property NOW as a better return on their investment...with a whole lot more personal satisfaction than looking at an IRA statement every month. Smart! The median sale price of single-family homes in 33785 has soared over 30% in the first five months of this year compared to last year; condos are up around 4%. IRB/Indian Shores' real estate sales continue to blow the high-impact doors off every category. So far this year, the number of single-family home sales are up 48%; condo sales increased 17%.

Just as properties are getting scarcer by the nanosecond, these younger and more aggressive buyers have put even more stress on "good" inventory. Three years ago in January 2012, there was 11.2 months of inventory available for purchase. This January (2015), there was less than a 6-month supply.

These "too-busy-to-rehab" executives have kept "flippers" in business by gobbling up move-in-ready properties. Keep a good eye on these "younger folk," too, when making improvements if you're considering selling. Lose the Lumadome ceiling and opt for a high-end kitchen; trash the built-in entertainment center that once housed a refrigerator-sized TV; create dual-purpose rooms to maximize space; and invest in anything to reduce maintenance. Who says we aren't getting any younger!

Sources: My Florida Regional MLS, 2010 U.S. Census & 2013 ACS Demographic & Housing Estimates

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BELLEVIEW BILTMORE, continued

To accommodate an increasing number of guests, the Belleview was expanded several times during its early years. The first addition, made before 1905, extended the main corridor eastward. Another major expansion occurred around 1910, when the north wing was built and the Tiffany Dining Room expanded. In 1924, the addition of the south wing increased the hotel's capacity to 425 rooms.

In 1919, after Morton Plant's death, the Belleview was sold to John McEntee Bowman and added to the Biltmore chain. The name was changed to Belleview Biltmore.

The Belleview Biltmore prospered, along with the nation, during the giddy booming 1920s. According to the book "The Belleview Resort Hotel: A Century of Hospitality," the hotel was crammed with brilliant parties, corridors of famous guests, and the money spilled like vintage wine.

The good times ended with the stock market crash and the Depression years. Following Bowman's unexpected death in 1931, the Biltmore chain collapsed. The Belleview was leased to a series of operators during the 1930s, until purchased by Arnold Kirkeby in 1939.

The hotel was taken over by the military during the war years. In 1944, Kirkeby sold the Belleview Biltmore to Ed C. Wright. Two years later Wright sold the hotel to Bernie Powell but retained the property. Despite shortages of most items needed to operate a hotel, the Belleview Biltmore held a grand reopening on January 10, 1947. Restoration took place, but the hotel never achieved its former glory.

The postwar years brought a new generation of Florida tourists. The gilded guests who stayed for a season were largely replaced by baby boom families whose visits normally lasted a week or two. They traveled by car and preferred the drive-up convenience of motels, viewing larger, older hotels as old fashioned. The Belleview Biltmore continued to successfully operate, buoyed by corporate gatherings and group tours, but on a lesser scale.

In 1969, owner Wright's death brought about a fateful transaction that likely sealed the hotel's eventual demise. Wright's heirs sold the hotel's waterfront property on Clearwater Bay along with its two golf courses to U.S. Steel for \$10 million. The deal would deprive the hotel of the advantages of a water frontage, and take away ownership of what had been its most famed amenity – golf.

Guests were still permitted to use both courses until 1987, when U.S. Steel sold the course next to the hotel to the private Belleair Country Club.

The loses would take their toll over the coming years. Extensive renovations, including construction of a new lobby and a spa, and a decision in the mid-1980s to operate year round boosted the Belleview Biltmore's popularity and prestige for a time.

But a series of ownership changes and uncertainty with its future hastened the hotel's decline. The hotel closed in 2009, for extensive renovations that never happened.

Prospective owners came, made promises and left, while the hotel sat, unattended. Valiant efforts by preservation groups proved futile in the face of "demolition by neglect."

The Belleair City Commission, which had resisted teardown requests for years, finally approved a demolition permit sought by owner-developer Mike Cheezem in December.

Plans are to replace the 118 year old Belleview Biltmore with a condo complex styled after the hotel's design. A portion of the west wing will be preserved, the owners say, as a last reminder of what once was the "White Queen of the Gulf."

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ACTION 2000 NEWS



Submitted by *Tim Shears, Board Member*

On October 10th, it's the 14th annual Oktoberfest on the Beach, the signature event for the IRB community and A2K's major fundraising event. We count on the great community spirit and contributions to make this event a success. With over 6000 attendees, Oktoberfest is a fun family event and a superb promotional vehicle for your company product, service or hobby! If you would like to be a sponsor contact Tim Shears, (727) 238-6864, a Vendor contact Ed Hoofnagle (727) 400-6672 and for the Silent Auction Carol Sivyer (813) 230-5885. All the monies raised goes to Indian Rocks Beach community improvements that you often hear about in this newsletter.



The second Beach Library initiative, "Take a Book, Leave a Book," is now open on the 4th Ave. beach access. This has become very popular with residents and visitors and is an ongoing community project in conjunction with the City and the Library. A2K funds the beach access libraries, Bob from the City builds them and the Beach Art Center paints them!



Julie Hoofnagle, an A2K Vice President and resident Master Gardener, has been instrumental in creating two butterfly gardens with the help of loyal volunteers. The monarch butterfly is on the edge of extinction with declines being symptomatic of environmental problems that also pose risks to food production. Conserving and connecting habitat for monarchs will benefit many other plants and animals, including humans. To date A2K has funded and created a butterfly garden by City Hall, and a butterfly friendly garden at the 10th Ave mini-park. There are plans for one at the 17th/18th Beach Park.



Join us! Action 2000 meets at the Beach Arts Center on the second Monday of each month and everyone is welcome.



Come meet the wonderful group of volunteers making IRB a great place to live and work. Find information at irbaction2000.com or on Facebook Action2000IRB. Action 2000 - Where Action is the Attraction

ADDING VALUE AND COMFORT WITH CUSTOM DESIGNED FURNITURE

Custom furniture may sound expensive but with today's technology and computerized woodworking equipment that is no longer the case. Personalized furniture is now available at very affordable prices and offered in a wide array of attractive colors and finishes. Home organization has benefited greatly from this trend.

Custom closets are quickly becoming a standard option for homeowners. Improving the storage and organization in a closet can add as much as three times the usual capacity of the old standard rail and shelf. Beyond the benefits of extra storage, custom closets look great and can add value to the home. Additional benefits include finding clothes or accessory faster, space to keep clothes neatly pressed instead of crushed and additional room for new clothes.

With the high cost of construction utilizing the benefits of a wall bed can create the opportunity for dual purpose rooms. An underused guest room can become an exercise room, home office, media room or hobby room. With the Murphy bed, it can quickly convert back into a guest room. Today these beds feature easy lift mechanisms and use standard high quality mattresses that will offer the same great comfort as a standard bed.

Home offices or study areas can be designed to fit specific needs and accommodate one or more users. With many options such as book cases, drop down tables, built in filing and storage a highly functional custom business or work center can be a great addition to any home.

Your garage can be transformed with innovative storage solutions allowing enough room for the car to get back into the garage. Utility rooms including laundry rooms and pantries can all be made to accommodate more.

Today new homes feature many of these as standard options and if they were not included, become some of the first purchases by the new homeowner. Remodeled homes are also benefiting since many of these "must have" conveniences can be great additions and provide more space particularly if the home is a downsizing project.

A good place to see examples of these great ideas is the More Space Place. They have showrooms in Palm Harbor and St. Petersburg. At their showrooms skilled space designers can help turn custom concepts into reality. With 3-D design software the concept layout can be seen before it is purchased and installed by More Space Place's professional installers. If the preference is for a free in home consultations you can call 727-580-0405 or 813-654-1551. For the address of the showrooms or for additional information, visit www.morespaceplace.com.

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by Phil Wrobel, Florida Best Quote

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Cut tree limbs away from the house and remove dead limbs. Gutters should be cleaned out to allow for proper drainage. Secure or move light furniture or other outdoor features that could become airborne with a good gust of wind.

Inventory your household. Take a video, or still pictures, of all

rooms-including contents of drawers and closets. Save an electronic copy in a secured area (Safety Deposit Box or "the Cloud"). If an insurance claim is made, you will be asked to itemize losses and this is a nice reference tool.

Look at your Insurance Policy and know your Hurricane, Windstorm and Hail deductible, the difference between a 5% and a 2% deductible can be quite substantial when making a claim. To get the lower deductible coverage may be a very small increase in premium. It is never too late to make changes to your policy. For help with your policy review, please call Phil Wrobel, a Certified Agent, at Florida Best Quote Insurance (727)-596-9999, or stop by. We are located at 500 2nd street, Indian Rocks Beach. Florida Best Quote is the only P&C agency on IRB!

HOME GROWN BUILDER MIKE CHEEZEM, JMC COMMUNITIES

By Bob Griffin, Publisher

Mike Cheezem, and JMC Communities, has been in the spotlight lately. The company recently acquired the historic Belleview Biltmore property. JMC has received approval to build a multi-family project and has already started demolition of the hotel.

Who is Mike Cheezem, the person behind JMC? Before we can talk about Mike Cheezem, we need to mention his father, Charles (Charlie) K. Cheezem, whose local residential projects date back to the late 1940s. Charlie was a Civil Engineering student at Clemson when WWII broke out. "His entire class was called to serve in the war," says son Mike. "My dad was involved in the Battle of the Bulge and helped build bridges in the reconstruction of France."

"After the war, Dad moved to Florida in 1948 and started a home building business. He always did things in a big way," Mike explained. "He started a company and built homes and condominiums before people knew what a condo was." He built projects in Seminole (Ridgewood Village) and in St. Petersburg's Northeast (Thunderwood Homes). He was one of the first condo builders in Pinellas County and built the Sea Towers on Duhme Road in Madeira Beach, buildings in Sand Key and other major projects.

Then the oil embargo of 1974 hit...and things changed. Sensing there would be more opportunities in South Florida, he built some large projects in Miami's Key Biscayne and South Beach. Charlie sold Cheezem Development Company in 1985.

Mike was raised in Pinellas County. He went to St. Pete High, Northeast High, then FSU and UNC-Chapel Hill where he received his Masters in Finance and Real Estate. He lives in Snell Isle with his family and has an office at 2201 4th Street N in St. Petersburg.

One might think Mike just walked in and took over the family business. That is not exactly how it happened. "I worked for my father starting from when I was 12," Mike reflects. "I helped around the construction sites digging footers and laying sod."

Mike got tired of working as a laborer with his dad's company and asked his dad how to get more involved in the business. His dad said, "Go build something." So he did. While in college, he bought land and built a simple eight-unit apartment building in

Madeira Beach. "Me and my buddies did most of the work ourselves. We sold it and made a small profit. That got me motivated," he remembers. In Tallahassee, while at FSU, he built his first single family home. He continued to work for his dad during the summers in Pinellas and Miami.

In 1978, after he completed his Masters degree, Mike started JMC Communities, a development company.

He has teamed up with partners to build some of the largest and best-known multi-family condos in Pinellas County.

Here is a list of JMC's area projects:

- St. Petersburg: Ovation, Florencia, Bacopa Bay, Dolphin Cay, Winston Park Northeast, Rowland Place
- Clearwater Beach: The Sandpearl Resort, JMC Resort Properties, Belle Harbor Condos, Mandalay Beach Club
- Sand Key: The Grande, The Meridian
- South Pasadena: Harborside & Pasadena Cove
- Tampa: The Bellamy on Bayshore
- Bradenton: Pinebrook & Wood Park at Desoto Square
- Dunedin: Victoria Place, a mixed-use project under construction on Main Street.

So what is planned for Belleair? JMC plans to build approximately 132 living units on the multi-acre Biltmore site in a community to be called Belleview Place. There will be 28 townhomes and four six-level buildings with 26 units each (for a total of 104 condo units) and a small inn called the Belleview Inn.

The main road into the development, the Grand Boulevard, will lead to the Belleview Inn, which is being created by saving and renovating the hotel's original lobby, along with 33 adjoining rooms. The areas to the north, south and west are where the new structures will be built.

"We have cleared all the approvals with the city and other boards," says Mike. The Belleair Planning and Zoning Board voted unanimously to



recommend the zoning change for mixed-use. The Commission gave preliminary approval on May 20. A second and final hearing, and vote, is scheduled for June 17.

"Most of the residents understand that a 400-room hotel is not viable on this site anymore," says Mike. "The original hotel was built in 1897 by Henry Plant. People went there by train and horse-drawn carriages. It is not on the beach and not on any major roadway. Times and habits have changed."

Demolition of part of the hotel has already begun, and construction of the project is planned to begin soon. It is estimated to take three years with an estimated cost of \$125 million.

In addition to saving and renovating the original lobby, which will become the Belleview Inn, "we will salvage and reuse many of the items from the old hotel elsewhere on the property," Mike says, "such as the Tiffany glass in the ballroom, wood floors, bricks, moldings and some doors."

In the Inn, JMC plans to restore the grandeur of the original building built by Plant, with a gracious lobby, meeting rooms, and exhibits on the walls that will share the history of the hotel through the years.

"We hope our development and inn will continue to make the Belleview Biltmore the "social center" of the Town of Belleair," Mike says. "We work very hard on each of our communities to create a unique and special sense of place utilizing historic precedence and timeless architecture. We feel like we are not only giving our owners a spectacular home, but that we are giving back to our communities."

Get more information on JMC Communities on their web site at www.JMCCommunities.com.



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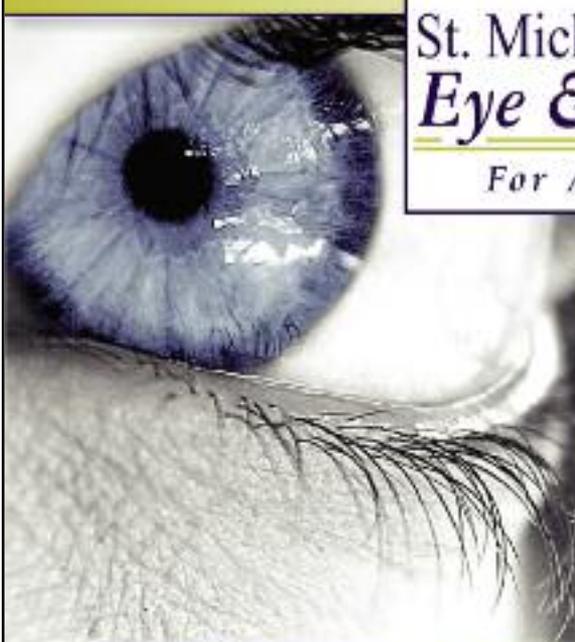
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PLUMLEE GULF BEACH REALTY –25 YEARS IN INDIAN ROCKS BEACH

by Bob Griffin

Pat Plumlee, owner of Plumlee Gulf Beach Realty, was born in New York and grew up in Brooklyn, where for many years, her father Jack Collins was the Business Manager for the Brooklyn Dodgers. She remembers her dad writing Jackie Robinson's contract. Not long before the Dodgers moved west, Collins and family moved south, first trying Vero Beach, where the Dodgers spent time during Spring Training, before moving to Clearwater Beach.

Out of baseball, Collins purchased land and built the Sands Point Motel on the south end of Clearwater Beach. It is still there, surrounded by large hotels and condos. He also got a real estate license, which was easy to do then.

"We lived in Clearwater Beach before they built the fourth finger in the south end of the beach," Pat recalls. "It was before there was a Sand Key Pass Bridge. If you wanted to go to Sand Key, you either took a boat or drove all the way to the Belleair Beach Causeway. I caught the school bus to Clearwater High School at Pier 60," Pat goes on. "It made two stops, one at the pier and one further north."

"We lived at Sands Point. That is where I first learned the rental business. We only had six units but it was my job to take the guests anything they wanted — from towels to ice. It was important to keep our guests happy," Pat remembers.

Jack Collins opened his Collins Realty office on Highlands Avenue. In the mid-1970s, the Indian Shores' Sand Castle 1 developer wanted him to manage sales from a sales trailer on the lot. When Pete Sterling built Sand Castle 2, Collins opened a the permanent Jack Collins Realty office in Indian Shores in the La Concha Shopping Plaza.

After graduation, Pat's dad encouraged her to go into real estate, so did. "I remember my first sale," Pat recalls. "My first customer lost her job after the sale, so I gave her back my commission. Since I obviously 'cared too much for my clients,' my mother said that I would not be any good at real estate," she laughs.

Pat met Ernie Plumlee, owner of Plumlee Plumbing Supply. After they married, she managed the plumbing business and was their bookkeeper for awhile.

Ernie and Pat saw a need for plumbing supply catalogs, and began developing pricing books used by plumbing wholesalers like them. The next thing they knew, they were in the printing business. They bought a warehouse and a printing press. "We had 25 employees," Pat says proudly. "We had clients all over the U.S for 25 years."

"Once again my dad, kept pushing me towards real estate. In 1984, he suggested I get my broker's license. I had two kids and a publishing company, I didn't have time for it; real estate was more of a hobby. But, I took the Bert Rodgers Real Estate course and drove to Orlando for the test."

In 1987, Macmillan Publishers offered to buy the publishing business and they sold. Ernie happily retired, buying a townhouse in Sand Key with a boat. "What was I going to do?" Pat asked. "I don't fish, so I went back to real estate."

In 1990, Pat found the Indian Rocks Beach office they still use. She purchased it with partner. "In the beginning, I focused primarily on rentals, maintenance and a few sales. When the partner moved out, we took over the entire building," she recalls. Pat also printed Vacation Rentals brochures. Ernie distributed them as far away as the Georgia state line until in 1994, when with complications from a kidney transplant, Ernie passed away.

Pat had already been buying commercial properties around

their office. She bought the two-story building across Walsingham Rd. on 2nd St. She bought the bank building to the east on 2nd St., now used for vacation rental check-ins. She bought Doe Doe's Ice Cream Shop from Crabby Bill's (now Plumlee's office building,) the Welcome Center on Walsingham Road, donating its use to the Gulf Beaches Chamber of Commerce and finally the Sand Dollar Building on the corner of Gulf Blvd at Walsingham Road.



"In 1995, after working with my parents for four years, I had a chance to be a tour manager/marketing director for the band Sister Hazel. I formed Moon-Shadow Merchandising, working with bands around the world," son Todd recalls. "Mom called in 2004 and said she was planning to retire in a few years. Was I was interested in transitioning to take over the business? In 2005, I sold my company, came home and ten years later she still has not retired." he said with a grin.

In 2001, Plumlee had become a Century 21 franchise. That lasted exactly 10 years. "Being a part of that group did not bring new business, so in 2011 after 10 years with them, I decided to return to independence, as Plumlee Gulf Beach Real Estate and Vacation Rentals," Pat explains.

The Plumlee family now owns over 30 Indian Rocks Beach properties, some residential and some commercial. Clearly, they are one of the city's largest taxpayers, based on real estate, sales and bed tax payments.

Plumlee Vacation Rentals manages 250 vacation rental properties, from Sand Key to Madeira Beach. Their main office is in Indian Rocks Beach, with two satellite Indian Shores offices. They service 6,000 families per year.

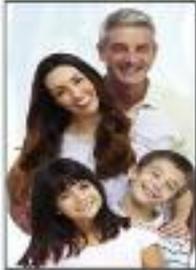
Todd, who earned a marketing degree from USF, is very involved in the business as the General Manager. With his own real estate license, he focuses on the vacation rental side of the business, as well as managing their web site, social media and IT support.

In addition to his company focus, Todd is proud of his efforts to create and maintain the Hands Across the Sands awareness. "We started that event six months before the Horizon / BP oil spill, and it continues five years later. He has also served as a Tampa Bay Beaches Chamber of Commerce executive board member.

Todd and his wife Cris have been active supporters of COTI School, which recently transitioned to Country Day IRB, with Cris serving as an Executive Board Member. They helped create the Indian Rocks Beach Greenfest, as well as serving as board members with the Church of the Isles.

"I have been approached by many companies to be bought out," Pat says with a smile. "But this is a family business. Todd runs things and my daughter Sandy, whose husband recently retired from 30 years in the Army, joined the company as my Executive Assistant. I am proud to have helped build this into a successful real estate company, and hope that it continues for the next 25 years."

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FRIENDS OF THE IRB DOG PARK

Friends of IRB Dog Park (FIRBDP) is the newest pack in town. The suggestion for such a group originally came from Commissioner Terry Hamilton-Wollin who passed it on to Betsy Schoepf and other regular attendees at our local dog park. The popularity of the dog park has grown by leaps and bounds in recent years.



Not only do Indian Rocks residents use it, dogs and their owners come from surrounding communities. Many winter visitors reserve lodgings in nearby condos and cottages just to be near the Dog Park. There they can not only exercise their four-legged family members, but enjoy meeting locals and visitors, get information on local restaurants, bars and shopping and make new friends.

The FIRBDP has been formed primarily to support the city wherever possible in maintaining the park and dealing with park related issues. They are looking forward to much-needed projected improvements to the fifteen year old park. They plan to interact with local rescues and animal welfare agencies to help promote rescues, adoptions and to help provide needed supplies for both.

This non-profit group is communicating over Facebook (Friends of IRB Dog Park on Facebook) and via email (IRBdogpark@gmail.com). Memberships are available for a \$10 annual fee. The newly established board includes Gil Abernathy, Steve Aussem, Gwen Baldwin, Sherri Crews and Betsy Schoepf. The IRB Dog Park is located in the Nature Park between 9th and 10th Avenue on Gulf Blvd.

BOAT CLUB NEWS

80 people attended the Boat Club's first ever Fish Fry. Members had a great fish dinner, supplied by Crabby Bill's. They spent a fun afternoon in the park enjoying the food, games and a raffle of boat related raffle items.



JULY 11: CALADESI ISLAND PARTY ON THE GULFSIDE
This popular beach event is moving back to the original location on the Gulf side of the island. Look for the Banner.

AUGUST 8 & 9: THREE ROOKER ISLAND PARTY While the Club has been going to Three Rooker for years, they are trying something different. You can come Saturday or Sunday to play in the water. Those that want, can spend Saturday night and play for two days.

SEPTEMBER 12: INTRACOASTAL CLEANUP

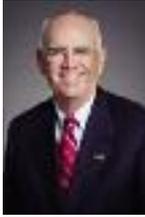
SEPTEMBER 17: MEETINGS RESUME

The IRB Boat Club is based in Indian Rocks Beach but anyone can join and membership is STILL FREE. Meetings will resume in September at Jimmy Guana's in the Holiday Inn Harborside. Anyone wanting to join can call Bob Griffin at 517-1997 or e-mail bob@IRBboatclub.com Find details or download a calendar at IRBboatclub.com.

TO TAKE SOCIAL SECURITY OR NOT, THAT IS THE QUESTION

by Ray Ferrara, ProVise Management Group

As you approach the minimum Social Security age of 62 you may wonder whether to start as early as possible, wait until full retirement age (currently 66), or delay as long as possible to get the maximum benefit (age 70). Are you still working and eligible, or are you getting ready to retire and need to replace income?



Are you divorced? Have you reached full retirement age AND have children under the age of 18? Should you take a spousal benefit, and delay your benefit until 70? What if you are ill and your life expectancy is short, or you need the cash just to survive? What are the best strategies? By some estimates, there are over 85 different opportunities in filing for Social Security.

Unfortunately, most people believe it is a simple straight forward decision about when and how to start Social Security. Nothing could be further from the truth. Further, when you call Social Security for advice, they are well intentioned, but often not aware of your personal financial circumstances. Thus, at best, the advice is not totally informed.

If you are in poor health, or have limited financial means, it is often in your best interest to file as early as possible. On the other hand, if you are still working and have not reached full retirement age, or if you have reached full retirement age, are still working, and don't have a need for the additional income, especially if you are in good health, then you are likely leaving money on the table over your and your spouse's lifetime by taking the money earlier than age 70.

Yes, we understand that many folks want to start as soon as possible as they do not trust the government, want to get their money back, have heard the benefits could change in the future, etc. Most of this is idle chatter by talking heads on TV or in the press that need to sensationalize any issue to get your attention. As is usually the case, much of the truth lies somewhere between "everything will turn up roses" and "Social Security is going bust".

If you are age 55 or above, we encourage you to work with a Certified Financial Planner™ at ProVise to help you determine when, where, and how you can potentially maximize your Social Security benefits. We use a very sophisticated software program to help work through the many nuances of Social Security. So much depends on your personal circumstances that without this analysis you might be making a personal financial mistake that is irrevocable.

When you mention this article, we will prepare the report and provide a one hour consultation to explain the results for only \$100. If you are not completely satisfied, we will refund 100% of your payment. Kindly call 727-441-9022 and ask for Evelyn at extension 204 to start the process.

ProVise Management Group, LLC, is located at 611 Druid Road E., Suite 105 in Clearwater. You can reach me at (727) 441-9022, or via E-mail: info@provisemgmt.com

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WE BUNDLE!

CHEZ COLETTE'S FRENCH BISTRO A Restaurant Review by The Love Chef

The French have landed in Belleair Bluffs. The Denis family, son/chef Nicholas, mother Colette and stepfather Bernard are now the proprietors of what was Le Petite Bistro, now proudly named Chez Colette's French Bistro.

This personable and charming family relocated from the South of France's Avignon. They followed their dream of coming to America and bring their experience in French Bistro dining to our neighborhood! Boys and girls we are the BENEFICIARIES!

With my "Princepsa" in tow, we arrived unannounced. The adorable space, more improvements coming, has that real Parisian Bistro atmosphere. Our evening, we found French speaking customers at the Bistro's Bar. (Wine/beer only)

Colette and experienced waiter Justin worked their magic in the dining room. We started our meal with the Chef's Duck Foie Gras at \$17 a plate and one of their several available French wines by the glass.

Impressed, Princepsa asked, "Can we order more of this for dinner? It is first rate!" But we must taste other items for our devoted readers and fans, I say!

I order the pate' at \$5 a plate, followed by Onion Soup at \$7.50. Both were worthy of their French origins.

Each night the chalkboard features a special Chef's Dish. I love lamb and my Braised Lamb Shank at \$19.50 a plate, replete with onions, carrots, mashed potatoes and green beans screamed flavorably Paris Bistro.

The Beef bourguignon at \$19.50 was slow cooked in red

wine with the traditional carrots, onions and bacon served with mashed potatoes and green beans. It brought big words of praise from my "Princepsa".

Devotees of Duck Leg Confit at \$21 a plate will want to make this their "go to place." The dish rivaled or surpassed the Confit we had on our last visit to Paris.

The menu also features Salmon Provence at \$19. The pan seared filet was prepared in the traditional style with garlic, parsley, tomatoes, herbs and white wine and served with rice and green beans.

Dinner Crepes (French style) at \$15-\$17 are also offered and are served with a salad.

As far as dessert, their Crème Brulee at \$6 is a must have. Succulent and flavorful, it is a special labor of love from Chef Nicholas. Dessert Crepes are always great to share. Try my favorite - Suzette at \$10 with butter, sugar, orange, and Grand Marnier all done in a flambé!! It is Wow!!

There are many good changes to come. Shortly, music will be reintroduced on weekends. Already there's a sense of "Joie de vivre!!

Chez Colette's French Bistro is located at 796 N. Indian Rocks Road in Belleair Bluffs. They serving lunch on weekdays and dinner Monday - Saturday. They are closed on Sundays. Come in, enjoy, meet this lovable family and tell them The Love Chef sent you!

Francis Anthony "The Love Chef" Is an author, TV celebrity chef and local resident. You can find his "Cooking With Love" cookbooks on Amazon.com or visit his website www.thelovechef.com. "Cooking With Love" and "The Love Chef" are reg. trademarks.

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DR FITZ TIPS: SKIN SINS & SMARTS

By Dr. G. Joseph Fitzgerald

Summer is your skin's worst enemy. As a doctor, I see all kinds of skin sins. The worst, of course, is ignoring a mole, or failing to prevent skin cancer by not using sunscreen. Beauty is skin deep, and so is health. Here's my advice:

Skin Sin: Bronzed Beauty, Beware The Ides of Summer

Yes, you get vitamin D from the sun and that's good. But too much unprotected time in the sun, increases your risk of getting melanoma. Get your moles checked annually and call your doctor if you detect any changes.

The most dangerous form of skin cancer growths develop when unrepaired DNA damage to skin cells (most often caused by ultraviolet radiation from sunshine or tanning beds) triggers mutations (genetic defects) that lead the skin cells to multiply rapidly and form malignant tumors. These tumors originate in the pigment-producing melanocytes, in the basal layer of the epidermis.

Melanomas often resemble moles and some melanomas develop from moles. The majority of melanomas are black or brown but they can also be skin-colored, pink, red, purple, blue or white. Melanoma is caused mainly by intense, occasional UV exposure (frequently leading to sunburn), especially in those who are genetically predisposed to the disease. Melanoma kills an estimated 9,940 people in the US annually!

If melanoma is recognized and treated early, it is almost always curable. However, if melanoma is not caught in time, the cancer can advance and spread to other parts of the body where it can become hard to treat and even cause death. It is the leading type of skin cancer causing death.

Skin Smarts: Age Is Just A Number With PRP Treatments

Platelet rich plasma (PRP) therapy is a minimally invasive cosmetic procedure developed on the proven premise that the body often is its own best healer.

The procedure involves drawing 12mL of blood from a patient, then centrifuging the blood sample to separate the plasma containing the platelets and the stem cells. The skin surface is micro-needled, making it ready to receive the plasma (liquid gold) and all of its benefits. Some deep needling of the plasma into the tissues is also performed.

The procedure helps jumpstart your healing mechanisms to stimulate skin recovery. There's virtually no chance that your body will reject or react negatively to the injection because it immediately recognizes the substance as its own cells.

Clinical studies have documented that PRP stimulates new collagen growth and can soften, or even eliminate the visible effects of sun damage and aging in your skin. Wrinkles are diminished, scarring is minimized, hollows are plumped and skin texture is smoothed. The natural healing process takes time and the results appear gradually over a four to six week period.

The entire PRP procedure, including preparation, collection and separation of platelets, micro-needling and deep injection is done in under two hours. Down time is minimal (24-72 hours). PRP facials are administered in a series of three treatments, from two to four weeks apart, and require minimal maintenance (one to two treatments per year).

Dr. G. Joseph Fitzgerald, Owner/Medical Director of PureLife Medi-Spa, has been practicing family practice medicine for 20 years. He is on the Largo Medical Center staff and Director of Oak Manor Nursing Home & Wright's Health Care Rehabilitation Center.



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FEARLESS HEALTH

by Bob Clark, Belleair Christian Science practitioner

You know things are bad when "phobophobia" (fear of fear itself) becomes one of 530 documented phobias now on record.

Many medical doctors agree that a large percentage of disease is rooted in fear and anxiety. These are also the biggest drivers of over diagnosis and overtreatment, which are two chief causes of the upward spiraling cost of healthcare. Gilbert Welch chronicles and analyzes this phenomenon in his 2012 book *Overdiagnosed: Making People Sick in the Pursuit of Health*.

Here are some ideas I've found helpful in battling the fear of disease that surrounds and sometimes overwhelms us:

1. **Tune out.** We can be selective about what we take into thought through the media, especially TV. Tuning out negative advertising can help eliminate the fearful expectation of disease. Images of painwacked actors on drug commercials, descriptions of disease and dysfunction, often stay with us mentally and create fear and suffering. Researchers call this the "nocebo effect", where negative expectations or fear can actually cause symptoms. The New Yorker of March 29, 2013 featured an article titled "The Nocebo Effect: How we worry ourselves sick" which said, "After the 1995 Aum Shinrikyo sarin nerve gas attack in Tokyo, for example, hospitals were flooded with patients suffering from the highly publicized potential symptoms, like nausea and dizziness, but who had not, it turned out, been exposed to the sarin."

2. **Pray.** I find daily prayer a powerful way to counteract

fear. I often start by quietly affirming the presence and power of God as divine love. On this basis, consistent, proactive prayer helps me replace mindless fear with a God derived sense of calm, and this has often brought me physical healing, too.

3. **Recognize and confront the fear of disease.** Christian healer and teacher Mary Baker Eddy, encouraged her patients and students to "master fear, instead of cultivating it" and to "take antagonistic grounds against all that is opposed to the health, holiness and harmony of man, God's image". She went on to explain: "When fear disappears, the foundation of disease is gone." So we have a choice here. We can fear disease and its consequences, or we can research and contemplate the spiritual source and nature of health. We can learn for ourselves how the body is affected by replacing fear with the spiritual confidence that God's love for us is truly substantive and practical.

4. **Love.** Love is the greatest fear buster of all. The Bible tells us that "love contains no fear—indeed fully developed love expels every particle of fear" (1 John 4:18, JB Phillips translation). Developing our innate spiritual ability to love fully and unconditionally is a powerful antidote to all fear, including the fear of disease.

We don't ever need to be overwhelmed by the fear of disease. We can all live a healthier life by identifying and confronting the fear of disease with courage and wisdom...and love.

Read Bob Clark's blog at simplyhealthyflorida.com.

Good Times Key West Style

Why Limit Your Birthday To One Day?

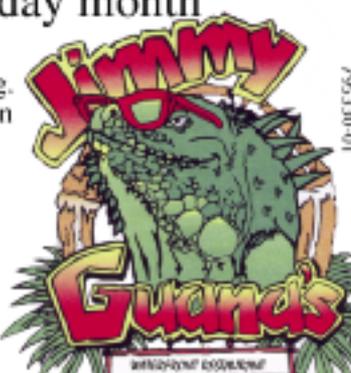
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**INDIAN ROCKS BEACH
HOMEOWNERS
ASSOCIATION NEWS**



Homeowners Happy Hours continue at the following restaurants:

July 9th at JD's
August 13th: Guppy's

These FREE Happy Hours are from 6-7:30pm and are held on the second Thursday of each month. Visit www.IRBhome.com or visit our Facebook page for details.

Submitted by Joe McCall, President

UPCOMING COMMUNITY EVENTS:

IRB Scavenger Hunt: Upcoming again this fall, this is a great civic fundraiser and a chance to meet all your local businesses that make Indian Rocks Beach the great small town we love to call home. Last year's event funded donations to IRB Food Pantry and Morton Plant. Stay tuned to upcoming Press Releases and the HOA Facebook Page for details on this years format and how to register.

WITH YOUR SUPPORT THE HOA RECENTLY FUNDED THE FOLLOWING CIVIC PROJECTS AND DONATIONS:

New Installation: Lighting at Keegan Clair Park completed
Community Donations: Sponsorship of the Flag Retirement Ceremony

CURRENT PROJECTS:

City Art Project - The beautiful metal artwork designed and sculpted by IRB resident artist Mark Wabol of Hot Metal Designs was unveiled at the Indian Rocks Beach 60th Anniversary Party.

10th Avenue Outdoor Workout Facility: According to Dean Scharmen from the City of Indian Rocks Beach, some final improvements to the park need to be finalized and they will be ready to move forward with installation during July. We thank the city and their employees for their assistance with this project.

New Bus Stop Bench: The HOA approved and the city is working on installing a new bench on the west side of Gulf Boulevard between 10th and 11th Avenue

The Indian Rocks Beach Homeowners Assoc. is always looking for the next great project to fulfill our association's mission and enhance our community. If you are an Indian Rocks resident and have an idea or project in mind for our community, please email us with a description at irbhomeowners@gmail.com

Finally, we can not thank the Indian Rocks Beach Homeowners board members and its many volunteers enough for all the time and effort they donate for our fundraising efforts that make these projects and donations possible.

Visit www.IRBhome.com or visit our Facebook page.

Indian Rocks Beach Homeowners Association is a 501(c)(4) non-profit corporation to promote community unity. Our mission is to unite residents and businesses for the preservation, beautification and enjoyment of our small beach community. To accomplish this mission we provide opportunities for residents and local businesses to meet and get better acquainted in a friendly and informal manner during adult and family social events throughout the year. All proceeds generated by our major annual events help fund worthwhile projects and causes that directly benefit our city.

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Bert Valery *info@valeryagency.com* **Doug Valery**



FERTILIZERS: AN ENVIRONMENTAL THREAT

In the quest for the perfect lawn, people apply fertilizers and pesticides to their yards each year, priming their grasses for potentially serious ecological and human health consequences. These chemicals run off lawns into local springs, streams, lakes and rivers every time it rains, eventually washing in the Gulf of Mexico. The resulting process causes more than half of our water pollution, thus harming our waterways and the plants and animals that thrive in aquatic habitats.



Pinellas County's fertilizer ordinance prohibits residents from fertilizing lawns during the rainy season. From June 1 to Sept. 30, fertilizers containing nitrogen and/or phosphorus cannot be applied to lawns or landscape plants. Fertilizers are not plant food. They sometimes can be used to supplement sugars that plants make through photosynthesis.

If you decide to use a fertilizer, use it properly. It's easy:

- Make fertilizer selections based on need. Decide which nutrients will give you the result that you want for your lawn, and then buy only those.
- Use fertilizers sparingly to reduce nitrate levels. More is not necessarily better. Read and follow all instructions of the package.
- Do not fertilize when storm events are forecast. This will help reduce the level of nutrients washing into water systems during and after the storm.
- Select slow-release fertilizers. They are kinder to the environment and are usually more cost effective. Look for terms like "time-released," "slow-release", or "water insoluble nitrogen" on the fertilizer's package.
- Remember to fertilize only when needed. Do not apply more than one pound of nitrogen per 1,000 square feet of grass.

Do your part to preserve our water, coastlines, and wildlife – the very things that help make our area so wonderful. For more information about fertilizers or how to protect our waterways, visit watermatters.org or bfloridian.com.

NO WINE TASTING

The 2015 Abilities Wine Tasting event has been cancelled. This popular annual food and wine tasting event, held at the Tropicana Dome for 25 years and then at the Armed Forces Museum last year, will not be held this year, but may return in the future. The event, one of the largest in Pinellas, has netted Abilities over \$4 million over the years. The Abilities Foundation is shifting from special events to focused partnerships. Even their name is changing to Service Source Florida and Frank de Lucia will remain the Director of Development. They will continue to stage wine and food events, but in smaller venues. For information, visit ServicesSource.org.



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Restaurant News....

WRAPPED

Crabby Bill's has a new look for their outside bar. The Loading Dock bar on the north end of Crabby Bill's Seafood was "wrapped" with a large vinyl graphic that was applied directly to the bar, courtesy of Nate and Illuminate Graphics. The wrap material is printed with a beach scene including clouds, water, sand and birds. Check it out next time you are at Crabby's. Nate at Illuminate Graphics can be reached at 686-7665.



GUPPY'S CHANGES TIP POLICY For many years, the restaurant has automatically added a 15% service charge to each check. They, along with their other restaurant E & E Stakeout, recently discontinued this practice. You will no longer see automatic service charges on your bill.

GREAT CHANGES Aqua Prime is back to full speed with new owner Steve Wesphal who has made some changes. They are now open for lunch seven days a week, offering an Early Menu and Happy Hour from Noon to 6pm daily. Live music is back on the patio! Music will be available Thursdays and Fridays 6-9pm, Saturdays 3-6pm and Sundays 1-4pm. They tweaked their menu, too. Aqua Prime has added wedding packages, to their services. Call for the details. They are located at 311 Gulf Blvd. See www.AquaPrimeFlorida.com for more information.

NEW MENU The Sandbar has a new menu. They no longer feature Greek inspired cuisine and have added requested items such as \$5 Cubans, burgers and nachos. Not everything has changed, they kept some of the more popular items. They have some more changes in the works. Join on Tuesdays when they host Trivia Night or on Sunday when they feature their \$3 Bloody Mary Bar. The Sandbar is located at 1309 Gulf Blvd.

JIMMY JOHN'S OPEN A new Jimmy John's Gourmet Sandwiches store opened in the Wal-Mart Neighborhood Shopping Center, where Blockbuster was. They offer delivery to IRB from the Dog Park south. Find them at 13801 Walsingham Road. For delivery call 614-9902

NEW CHEF Mark Thomas is Belleview Biltmore Golf Club's new chef. He comes to the Club with a diverse background that includes being Executive Chef of Lake Jovita Golf and Country Club, as well as a sous chef for the Belleview Biltmore Hotel. Thomas received his degree from the Florida Culinary Institute and has opened four restaurants. The Belleview Biltmore Golf Club's Sunday Brunch now has unlimited mimosas from 10am to 2pm.

VENUS CONTRIBUTES Nick Mitsides, owner of Belleair's Venus Restaurant, looks forward to May each year when he feeds about 200 kids from The ARC (previously called UPARC) at the Clearwater Yacht Club's annual Fun Day Event. The day included the cookout, music by John Johnson, and searching for dolphins on boats supplied by the Clearwater Marine Aquarium. Mitsides supplies everyone's hamburgers and hot dogs each year.

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City of Indian Rocks Beach

Jul/Aug 2015

www.indian-rocks-beach.com

City Commission

R. B. Johnson	Mayor
Phil Hanna	Vice Mayor
Terry Hamilton-Wollin	Commissioner
Cookie Kennedy	Commissioner
Jim Tabadie	Commissioner

Administration

City Manager	Brently Gregg Mims
City Attorney	Jay Daigneault, Esq.
City Clerk	Deanne B. O'Reilly

1507 Bay Palm Boulevard
727/595-2517

2015 CALENDAR

Fri	07/03		Independence Day - City Hall <i>CLOSED</i>
Tue	07/14	4:00p - 6:00p	City Commission Work Session (CIP)
Tue	07/14	7:00p	City Commission Meeting
Thu	07/16	6:00p	Planning & Zoning Meeting
Tue	07/21	7:00p	Board of Adjustments & Appeals
Wed	07/22	5:00p - 6:00p	Finance & Budget Review Committee
Thu	07/30	4:00p - 7:00p	City Commission Workshop - <i>BUDGET</i>
Thu	07/30	7:00p	City Commission Workshop - <i>BUDGET</i>

M-W	08/10-08/12		Community Clean Up
Tue	08/11	7:00p	City Commission Meeting
Tue	08/18	7:00p	Board of Adjustments & Appeals
Thu	08/20	6:00p	Planning & Zoning Board

SOLID WASTE COLLECTION

Residential garbage collection is twice per week. Residential collection days are either Monday and Thursday or Tuesday and Friday - depending on your address. Please have trash curbside in your city-issued can by 7:00 a.m. on pickup day.

Larger bulk items, such as furniture, appliances, etc., can be picked up as well but may incur a service fee. This can be arranged by contacting the Public Services Department at 727/595-6889. There are also four *FREE* pick-ups per year of bulk items.

Please do not place paints, chemicals, electronics or other hazardous wastes in the trash. These items are to be disposed of properly at Pinellas County's HEC3 Center, phone: 727/464-7500, or access the website: pinellascounty.org/recycle.

Pick up of recycling and yard waste is on Wednesdays. Single family homes and multi-family dwellings of less than ten units

should have their recycling bins curbside by 7:00 a.m. Multi-family dwellings of ten units or more should also have their 96-gallon carts curbside or accessible by 7:00 a.m. Materials do not need to be separated in your bin. The City's processing contractor utilizes a "Single Stream" process whereby the materials are sorted upon arriving at the Materials Recovery Facility.

Yard waste should be placed curbside, cut in four foot lengths, in piles not to exceed four feet in height and eight feet in width. Loose yard waste, such as leaves and grass clippings, should be containerized but not bagged. Only vegetative matter should be included as the City transports this material to a mulching facility.

STORM PREPAREDNESS GUIDELINES

Once A Storm Has Been Named

- Do not cut down trees or do major yard work.
- Do not begin construction projects that produce this type of debris.

- Once a storm watch or warning has been issued, do not trim vegetation of any kind.
- Do not take materials to the curb, transfer stations or landfill during a watch or warning period. Services may be suspended and facilities closed early to prepare for the storm.

After The Storm Has Passed Please be patient!

- Keep household garbage, recycling, vegetative and/or construction storm debris in separate piles.
- The number one priority is the collection of household garbage.
- Securely containerize all household garbage in the city-provided cans on your scheduled pickup day.
- Do not place any debris near or on a fence, mailbox, power line equipment, poles, transformers, downed electrical wiring, water meters or storm drains.



City of Indian Rocks Beach

Jul/Aug 2014

www.indian-rocks-beach.com

- Be prepared to repair possible damage to yard areas from the specialized equipment used to collect storm debris.
- Re-establishing normal household garbage and commercial waste collection is our first priority.
- It may be several weeks before the first collection of storm debris (vegetation and building material) is provided depending on the severity of the storm.

STORMWATER POLLUTION GUIDELINES

As stormwater flows over driveways, lawns and sidewalks, it picks up debris, chemicals, dirt, and other pollutants. Untreated stormwater flows into wetlands, the coastal watershed and into the water bodies we use for swimming, fishing and providing drinking water.

By practicing healthy household habits, homeowners can keep common pollutants like pesticides, pet waste, grass clippings and automotive fluids off the ground and out of the stormwater.

Vehicle and Garage

- Use a commercial car wash or wash your car on a lawn or other unpaved surface to minimize the amount of dirty, soapy water flowing into the storm drain and eventually into your local water body.
- Check your car, boat, motorcycle and other machinery and equipment for leaks and spills.
- Recycle used oil and other automotive fluids at participating service stations. Don't dump these chemicals down the storm drain or dispose of them in your trash.

- Make repairs as soon as possible. Clean up spilled fluids with an absorbent material like kitty litter or sand, and don't rinse the spills into a nearby storm drain.

Lawn and Garden

- Use pesticides and fertilizers sparingly. When use is necessary, use these chemicals in the recommended amounts. Avoid application if the forecast calls for rain; otherwise, chemicals will be washed into your local stream.
- Select native plants and grasses that are drought and pest resistant.
- Sweep up yard debris, rather than hosing down areas. Compost or recycle yard waste when possible.

Home Repair and Improvement

- Before beginning an outdoor project, locate the nearest storm drains and protect them from debris and other materials.
- Sweep up and properly dispose of construction debris such as concrete and mortar.
- Use hazardous substances like paints, solvents, and cleaners in the smallest amounts possible, and follow the directions on the label. Clean up spills immediately, and dispose of the waste safely.
- Clean paint brushes in a sink, not outdoors. Filter and re-use paint thinner when using oil-based paints. Properly dispose of excess paints through a household hazardous waste collec-

tion program, or donate unused paint to local organizations.

- Reduce the amount of paved area and increase the amount of vegetated area in your yard. Use native plants in your landscaping to reduce the need for watering during dry periods.
- Consider directing downspouts away from paved surfaces onto lawns and other measures to increase infiltration and reduce polluted runoff.

Pet Care

- Remember to pick up the waste and dispose of it properly. Flushing pet waste is the best disposal method. Leaving pet waste on the ground increases public health risks by allowing harmful bacteria and nutrients to wash into the storm drain and eventually into local water bodies.

Swimming Pool and Spa

- Drain your swimming pool only when a test kit does not detect chlorine levels.
- Whenever possible, drain your pool or spa into the sanitary sewer system.
- Properly store pool and spa chemicals to prevent leaks and spills, preferably in a covered area to avoid exposure to stormwater.

The information above was derived from the ***WatershedED Newsletter***



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IT'S SUMMER, TIME FOR SOME FUN IN THE SUN

By Pinellas County Commissioner Karen Seel

Whether you think a good time is kayaking, camping, going to the beach or enjoying a picnic with family and friends, Pinellas County has plenty to offer for a fun-filled summer.



If your idea of a fun day (or week) is swimming, hiking, kayaking or just basking in the sun – then Fort De Soto Park may be just the place for you. Recently named one of the best beaches in Florida by USA Today, Fort De Soto Park is comprised of five small islands, just south of St. Petersburg. The park also has campgrounds, meaning the fun can go on for more than just one day. You can even camp with your pet! When you spend an evening at the park, be sure to watch the beautiful sunset from North Beach. More information on camping is available online at www.pinellascounty.org/park/camping.htm.

If the beach and sun are nice, but you would rather strap on your blades, sneakers or helmet, why not head over to Walsingham Park in Largo? While rollerblading, jogging or biking the six mile trail, you will have the chance to view native plants and animals, including hawks, turtles, ducks and butterflies. Fitness fanatics can take advantage of additional exercise by trying out the ten station fitness area. Walsingham Park also offers a more relaxed set of options, including fishing and boating, with a picnic area for lunch, and grills if you want to cook what you catch. Make sure you do not forget to take Fido along, the park is home to a large dog park.

If one of your favorite pastimes is being up in the sky to get a bird's-eye view of the world, then take a trip this summer to Boca Ciega Millenium Park in Seminole. The 35-foot observation tower offers a panoramic view of Boca Ciega Bay and the many birds that call the park home. The park is one of the stops on the Great Florida Birding Trail and owls and bald eagles are often spotted. In addition to the observation tower, the park is great place for picturesque canoeing or kayaking.

Whatever you choose to do this summer, make sure you take some time to enjoy the fresh air in the paradise that is Pinellas County. If you would like more information on these parks or any of the other wonderful parks throughout Pinellas County, visit www.pinellascounty.org/park. I hope to see you out there enjoying our beautiful county, perhaps while I am rollerblading through one of the parks!

SAIL FOR THE HUNGRY

The Indian Rocks Family Sailing Association, Clearwater Yacht Club & Calvary Episcopal Church invite you to "Sail for the Hungry" at the Inaugural Ted Irwin Memorial Sailathon on Saturday, December 5, 2015

This event is a Youth Sailing version of a "Walkathon" and will be a fun event enabling kids who love to sail to take what they love and "pay it forward" for those in need.

The four hour Marathon Sail is open to all youth sailors and all classes of sailing dinghies. Proceeds benefit the Beach Community Food Pantry. Registration fee is 4 or more cans of food and completed Sponsors Document. Email frbob.wagenseil@gmail.com to register.

Sailing will take place in the protected coves located between the church and ICW

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BEACHSIDE FRESH MARKET

by Tammie McCall

Thank you Indian Rocks Beach for the warm welcome to your community and to our great first 120 days! As we have discussed with many of you, your feedback is essential to building the local community market you can be proud of. To date, one of the most requested items has been for a Deli sandwich Menu.

Ask and you shall receive!

In May, Beachside Fresh Market launched the Beachside Fresh Express Sandwich and Salad Menu in all price ranges.

When making our sandwiches, we use fresh locally baked breads, high quality Amish meats and cheeses, and all natural toppings grown and produced locally in Tarpon Springs. Salads are prepared with the freshest fruits and vegetables possible.

To place orders, simply order online at www.beachsidefreshmarket.com or call 727.222.3378.

For other convenient fresh prepared meal options, we carry Eat Fresco (www.eatfrescofoods.com) all natural chef prepared dishes.

There will be more additions to come, such as fresh fruit smoothies, juices, as well as our buyers club featuring organic fruits and vegetables. So watch us as we grow!

For additional information, please visit our website at www.beachsidefreshmarket.com or follow us on www.facebook.com/beachsidefreshmarket for updates.

OR come see us at 1511 Gulf Boulevard (next to Centruy 21 Beggins/Chicagoo Jaqx).

EMERGENCY ACCESS PERMITS

Do you have your Emergency Access Permit yet? Odds are you don't. To date, only 1430 permits have been issued in Indian Rocks Beach to 41 businesses and 1070 of the nearly 3,000 residences. That translates to about 36%.

The Pinellas Sheriff's Office created the special automobile Hang Tags for residents and business owner's vehicle to identify them as belonging on the beach after an evacuation.



The objective is for every home and every business to have the hangtags. Two are allowed per household. (Business may apply for up to 10 of them). Get yours by coming to City Hall and showing a driver's license with an IRB address or other proof of residency. You will need one of these to re-enter the beach after an evacuation.

Here are a few FAQ:

- Where do I get one? At city hall, 1507 Bay Palm Blvd.
- What do I need? ID and proof of residency with an IRB address; a utility bill or Florida State ID will work.
- How many can I get? Two per household or 10 per business will be issued.
- Where is my re-entry point? Walsingham Rd. Bridge, only.
- How will it work? The permits have a bar code that officers will scan. Only if you are at your re-entry point though, you will be allowed in. Those without the access permit will undergo a longer manual process.
- Can I drive to other beaches? No, there will be check points at city limits.
- Need more information? Call City Hall, 595-2517.

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Business News....



FLORIDA BEST QUOTE OPENS OFFICE ON THE BEACH The newest branch office of Florida Best Quote Insurance is now open in Indian Rocks Beach at 500 2nd St, at the corner of 2nd Street and Walsingham Road. Stop in and say hello to Phil, Erica, Pete and Jane for all your Insurance needs. Yet another reason you do not have to cross the bridge!

EIGHT YEARS ON THE BEACH Larry Garrison bought the Island Surf Shop in 2007 and moved it to 309 Gulf Blvd, near Slyce Pizza Bar. He carries a complete line of summer fun ware, including logo shirts and sunglasses. He sells and rents skateboards, skim boards, surfboards and SUPS. His popular summer Skim Board camp continues through the end of July.

AT THE BEACH BOUTIQUE

This new ladies wear store opened on the beach in The Plaza at 1401 Gulf Blvd in May. Owned by Cynthia Clark, the store carries women's apparel and accessories like hats, sandals, purses and jewelry. Clark says her prices are discounted 20% on all items, all of the time. She receives new merchandise weekly.



NEW LOOK FOR PUBLIX

Because until 7 years ago the Publix grocery store in Belleair Bluffs was an Albertsons, it lacks the "Publix look." They are fixing that by giving the inside of the store a facelift. The work is being done at night, but during the day, you will notice plastic covering some of the construction. The pharmacy will move to the front right with customer service in the front middle. The area where the greeting cards were will be offices. The bakery and deli areas are getting a redo too. Manager Mariam Odum says it should be done in September.

WOMEN'S BUSINESS ENTERPRISE Florida Freight Lines owned by Indian Rocks Beach resident Marie Mazzara received national certification as a Women's Business Enterprise by the Women's Business Development Council of Florida. "We are proud to count Florida Freight Lines as one of the 11,500 certified women business enterprises in the U.S." said G. Nancy Allen, President and CEO of the Women's Business Development Council of Florida. Florida Freight Lines specializes in refrigerated and special handling freight. Known for outstanding customer service, currently Florida Freight Lines is a preferred vendor for Produce, Plants, Sports Equipment and Construction Industries.

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GOOD YEAR

More Business News....

PROGRESS AT THE HOLIDAY INN

The Holiday Inn Harborside started construction on two buildings with 200 rooms last September. "We have topped out at 8 floors and are now working on finishing the rooms," says Supervisor Mike Primiani, of Wickman Contractors. "There are 8 floors in the east building along the water and 5 floors on the west side facing Chick-A-Si Park. We expect to be done and open by this fall. Over 150 workers including subcontractors are on site daily. The guys love the nearby restaurants," Mike goes on. "Personally, I love Guppy's and Jimmy Guana's (of course)." says Mike. Wickman Contractors is based in Tampa. They are also currently building The Guest House in Clearwater Beach, next to the Holiday Inn.



MOVED Roadside Attraction, a retro-tropical department store, has moved from Antique Alley in Belleair Bluffs to a larger location in Largo at 13836 Walsingham Road. It is next to the Hammock Hardware store. Get more information at www.RoadsideAttractionVintage.com.

TAPAS PROPERTY COMING DOWN Steve Luper, the owner and developer of the property where the Tapas Restaurant was, has announced his plans for the property. The two buildings next to CVS are being torn down to make way for 13,000 square feet of retail space in possibly five different stores. The largest store will be a beachwear store owned and operated by Luper who owns two nearby Surf Style stores. The hope to have the project completed by the end of the year

RON JON'S SURFER GIRL Clearwater's Ron Jon's has a new member of the family. The large surf shop located below Hooter's added a second smaller shop a few steps north on Mandalay Avenue. It only sells women's clothing.

JEWELRY PATTERN RECOGNIZED BY NATIONAL MAGAZINE

Bead & Button magazine, a respected international publication, selected local entrepreneur Colleen Ewart's "Deco Egyptian Bracelet" design pattern for inclusion in their August issue. Ewart is an owner of IRB's *Island Cove Beads & Gallery*, a growing jewelry-supply business and local art gift shop in the Keegan Plaza. A lifelong artist, Ewart submitted the original art deco Egyptian themed bracelet design to the magazine's editorial board in 2014. "This bracelet was inspired by my love of art deco patterns. The many 2-holed beads available today lend themselves to the geometric patterns that remind me of that era," explains Ewart. Deco Egyptian bracelet classes will be held on Saturday, July 25 and Friday, August 7. Visit island-cove.com for more information.





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30 UNDER 30 JUSTIN HELMUS

Justin Helmus only opened his small real estate office in Belleair Bluffs in 2013, and already he is one of the Top 30 realtors nationally under the age of 30.



The 30 UNDER 30 program is a nationwide competition among registered realtors sponsored by the National Association of Realtors. Helmus,

now 27, had to apply to be considered for the list. There were originally 400 applicants, then they narrowed the search to the top 50. When Helmus made that list, he had to answer more questions and prove his 2014 sales figures which were over \$16 million in sales.

A panel of judges in Chicago reviewed the list of applicants and narrowed it down to the Top 30. Helmus was one. In fact, he is the only one in the Tampa Bay area and one of only three in Florida.

Two years ago, Helmus opened his office in the old Farm Store building at 305 Indian Rocks Road with partner Scott McNay. The real estate company first was called Homes and Estates Realty, but in November the name was changed to The Gulf Life Realty Group.

"There are a lot of realtors out there, but it takes a lot of drive to reach the top," Justin admits. "My previous experiences taught me three things: 1) No matter what, be in the office early and be prepared before you get there. 2) Always look for opportunities. 3) Put yourself outside your comfort zone. What is the worst that can happen?" he adds.

Helmus, a native of Pinellas County, attended Central Catholic High School, and then Florida Gulf Coast University where he earned his BA in marketing and MBA in Finance. Until recently he lived in Harbor Bluffs, but after getting married in January, he and his wife moved to the Town of Belleair in May.

See his web site at www.TheGulfLifeRealtyGroup.com or call Helmus at (727) 507-1993.

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BELLEAIR BLUFFS' EIFFEL TOWER

by Bob Griffin, Publisher

In the 1980s and '90s, Belleair Bluff's Le Petit Bistro, was the Eiffel Tower Restaurant owned by Annie and Marcel Sebban. Annie Sebban (then 40) moved to Belleair Bluffs from her Paris, France home in 1982. She leased a former ice cream shop at the north end of the small shopping center at 796 Indian Rocks Road N. and with the help of family opened a small, authentic French restaurant, called The French Bakery and Restaurant. They changed the name to first La Tour Eiffel and later to The Eiffel Tower Restaurant.

Annie and Marcell, started the restaurant from scratch.



Annie had always cooked, but she never ran a restaurant. Food service though ran in her family. Her brother, Joel Normand, was a chef in the Paris President's Palace, cooking for Charles DeGualle and Jacques Chirac.

In the beginning, they opened for lunch, dinner and brunch on Sundays, plus offered bakery items on a walk-in basis. Later, the bakery items were just for dining customers.

They offered French appetizers, salads, and desserts. Entrees, all priced at \$6.95, included Beef Bourguignon,

Chicken Provencal, Steak Bordelaise, Chicken Marengo, Papillotte, Crepes, Quiche and Puffed Pastries.

Their 1982 menu, included a warning on page 1: "Please be patient with us. We prepare our authentic French recipes with great care and it takes a little longer. Enjoy yourself. Have a glass of wine, beer, cup of coffee or an aperitif."

"We started this restaurant in 1982 with the hope that our area would appreciate having a French family restaurant," says Annie regarding her menu. "It amazed us to see how people enjoyed French home-cooking and how many French speaking citizens visited us here. Our Steak au Poivre and Le Orange Duck quickly became our most popular menu items."



The décor included murals of Paris on the walls. There was a large pillar in the middle decorated with French posters and placards, just like you would see in France.

Annie loved gardening and brought in flowers from her home garden each day. "Every table had a small Eiffel Tower shaped vase," she remembers. The flowers were always red, white and blue, adding to the French feel.

Around 1992, the owner of the strip center approached the Sebbans and offered to sell them the building. As he liked them, it was a very good deal, so they accepted.

Annie and Marcel retired from the restaurant business about 10 years ago and leased their small café to others. The restaurant has remained a French restaurant first as Le Bouchon, followed by Le Petit Bistro. At the end of 2014, Colette and Benard Pommel, and son Nicolas, acquired the restaurant. In June, the name again changed, this time to Chez Colette's French Bistro.

Marcel passed away in 2011, but Annie still reminds us though "a good bottle of wine is a special occasion by itself."

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RONALD MCDONALD HOUSE - 35 YEARS OF SERVICE

by Bob Griffin, Publisher

Nearly everything relating to Ronald McDonald House uses the phrase *A Home Away From Home*, because that is what it is. A child's struggle with a serious illness can be one of the darkest periods in a family's life. A Ronald McDonald House is a welcome respite from the sterile and scary hospital environment families endure.

The first Ronald McDonald House began with Kim Hill, the 3-year old daughter of Fran and Fred Hill, a Philadelphia Eagles football player. For three years, Kim was treated for childhood leukemia, requiring Fran and Fred to spend many a night camped out at the hospital. They watched other families doing the same thing and learned many had traveled countless miles and could not afford hotel rooms.

Hill knew there had to be a better way and gained the support of his teammates and Eagle's GM Jim Murray. An advertising agency handling the local McDonald's franchise got involved and helped launch a *Shamrock Shake* (green colored milkshake) promotion on St Patrick's Day. Funds raised purchased an old house near the hospital. Thus, in 1974 the first Ronald McDonald House was born as a "home away from home" for families of sick children. With the help of local McDonald's restaurants and NFL teams, the concept spread. By 1979 there were 10 more houses. By 1984 there were 60.

Today, nearly 350 Ronald McDonald House programs operate in 38 countries around the world, providing families with comfort and a place to stay while their children are being treated

There are several Ronald McDonald Houses in Tampa Bay due to the efforts of a few key people: Dennis Sexton, Lloyd Horton and Ed Ameen. Sexton was the President of All Children's Hospital, and Horton was the VP of Development. Ameen was a local McDonald's franchise owner. Sexton approached Ameen to help build Florida's first Ronald McDonald House in St. Petersburg, which was only the 17th Ronald McDonald House in the nation

They found an old house on the edge of Roser Park, costing \$30,000. When it first opened 35 years ago on June 24, 1980, it only had 11 bedrooms. In 1983, the house was expanded to 18 bedrooms to accommodate more families in need. There are separate living areas for bone marrow transplant families requiring a more germ-free environment.

Horton and Ameen realizing they needed help, formed a committee of influential business people and community leaders. The members read like a 1980s Pinellas County "Who's Who".

They officially incorporated June 27, 1979 as the Suncoast Ronald McDonald House, Inc. This group quickly expanded and formed committees for Legal, Finance, Construction, Interior Design and Public Relations. Press conferences were scheduled and even a 30-minute documentary was produced and aired on area TV stations.



Donna Young,
first house manager

A house manager, who could live on site and be on call 24 hours a day, was needed. Rich and Donna Young were unanimously selected. In the beginning, Donna, a registered nurse by trade, was the only paid employee. She stayed for 33 years, eventually running four houses, before she retired in 2013. Worldwide, she is the

longest employed person in the Ronald McDonald House organization.

In 1992, a second house was built in Tampa offering 14 bedrooms to families with children being treated at Tampa General, St Joseph's, and Shriners's hospitals. With the house in Tampa, the Board of Trustees expanded to include members from both sides of the bay. The name was change to the Ronald McDonald House Charities of Tampa Bay.

In 1996, a much larger second St Petersburg house opened with 34 rooms. It is still their largest and busiest house. The first house was purchased for \$30,000. By comparison, the second house cost \$1.9 million.

When All Children's Hospital opened their new and modern building next to Bayfront Medical Center in 2010, it featured a fourth Ronald McDonald House inside the hospital, called the Central House. With 14 bedrooms, it is reserved for critical care children's parents. Families visiting for the day may use its facilities for free snacks, showers and naps.

Today, Ronald McDonald House Charities of Tampa Bay offers 80 bedrooms via their four houses to comfort and care for visiting families. Criteria for staying is usually travel distance; families traveling more than one hour or with transportation issues, qualify to stay.

The cost of operating a room today is \$80 per day. Families are asked to contribute \$10 per day, although it is not mandatory. Many cannot afford anything with their overwhelming medical bills and time away from work.

By 2014, the local Ronald McDonald House Charities had served approximately 48,000 families, with an average of 2,000 overnight guests. In addition, Central House served an additional 3,000 day-use families.

The houses would not exist without the 350 volunteers in the four houses doing everything from checking in, orientation, answering phones, laundry, room maintenance and clerical duties, all while providing emotional support to the families. Volunteers work 10am to 9pm in four-hour shifts.

The community meal program provides daily hot meals. Extra meals are frozen for use when no group meals are planned. There is a pet therapy program that brings dogs to the St. Pete East House to provide a welcome distraction for those in residence. Other programs include arts & crafts, hair dressing and massage services.

Here are some 2014 local statistics: The house has a 74% occupancy involving 20,677 room nights costing \$1.6 million (at \$80/night). 1,837 families stayed overnight, and 3,182 families were served with day use. The average stay was 9 days. 1,194 meals were prepared. 325 volunteers worked 19,563 hours (54 were teens working 1,639 hours)

Today, Ronald McDonald House Charities' operational budget is over \$3 million. 70% of this comes from public support and donations. If you would like to volunteer, call Lise Fields at 727-767-8166 or in Tampa call Maggie Somerville at 813-254-2398 Ext 317. Get more information on the Ronald McDonald Houses nationwide at www.RMHC.org or locally at www.RMHCTampaBay.org.

Thanks are extended to many people who helped develop this article, including Janice Davis, Alison Barrick, Roy Adams, Lisa Suprenand, Ann Seidenstricker, Ed Ameen and Sherwood White.





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NEWSPAPERS - A FAMILY AFFAIR

First thing in the morning, most of us walk to the end of our driveway, and find a newspaper laying there, waiting for us. We don't think that someone picked it up from the printer, put it in a bag, drove it to your house and threw it in your yard. Meet Rodney Sheaffer (41). He is Indian Rock Beach's Tampa Bay Times paper boy.



Gone are the days of kids on bicycles with large cloth bags dangling over the handlebars, delivering papers before school. Sheaffer drives a GMC truck and he starts work at 2 am.

Each morning, Sheaffer sets his alarm for 1 am so he can be at the loading area, near the intersection of Ulmerton and Starkey Roads, at 2 am when the papers are dropped off. The first step is to fold and stuff the papers into plastic bags. He only has a few hours to do it. There may be inserts (normally Wednesday through Sunday.) Sunday is the big day for inserts. If so, he puts the inserts in the papers. If it looks like rain, the papers are double bagged.

Around 4 am, Sheaffer starts delivering. The route takes two to two and a half hours and he is normally done by 6:30 am. That can change though if the papers are late arriving to the loading area or there are many inserts. The Bay Magazine is inserted monthly. That really slows him down.

Sheaffer, his wife Candy and his mother Lori all deliver zip code 33785 (Indian Rocks and Indian Shores). Candy and Lori work on Indian Shores while Rodney delivers all of Indian Rocks Beach by himself.

On a normal day, he may throw 500 papers in Indian Rocks, about 20% of the households. On Sundays, it may be as high as 700 papers. They deliver a similar number in Indian Shores.

They are paid 15¢ per paper Monday through Saturday; and 25¢ per paper on Sundays. Indian Rocks numbers vary with the time of year and the day of the week. If a paper is not delivered or is lost and a subscriber calls, they are back charged \$1 per paper and \$1.50 on Sundays. They are charged \$2 per paper if it is wet.

"Sprinklers are our biggest problem," says Sheaffer. "Some people have their sprinklers hitting the road and driveways. When we deliver they are not on. They turn on, the paper gets wet and we get charged for a wet paper."

Sheaffer is bonded and has keys to many condo buildings so he can deliver inside. He even has a client on a boat at the Holiday Inn. They walk out on the dock and drop the paper near his boat slip.

They see a lot of things out there in the pre-dawn hours. "It's amazing how many people are out at that hour walking dogs or jogging," says Sheaffer. "You see guys collecting metal to recycle. I pick up some metal too, if I have time."

"If we see something suspicious, we call the cops or stop a Sheriff," Sheaffer says. "We see drunks, homeless people, and domestic disputes. One time, I saw a car run into the palm trees in front of the 900 building on Gulf Blvd. and I called the Sheriff."

Sheaffer normally gets home around 7:30 am, about the time you are collecting your paper. He takes a nap from 11 am to 2pm, then goes to bed around 8 pm so he can wake up at 1 am to do it all over again.



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NEW SHOW AT THE DALI

The Dalí Museum will electrify audiences again, presenting another celebrated artist this summer as they open Escher at the Dalí on August 22. The show will highlight M.C. Escher, a renowned artist, whose visual illusions puzzle and delight audiences worldwide, and is best known for his “impossible constructions” and use of tessellation. Coming on the heels of exhibitions from famed artists including Picasso, Warhol and da Vinci, Escher at the Dalí adds yet another inspiring perspective for visitors, and will run through Jan 3, 2016, just prior to the Museum’s grand opening of Disney & Dalí: Architects of the Imagination.

On loan from the Herakleidon Museum in Athens, Greece, this robust exhibition will feature 135 works covering Escher’s entire artistic career. The show includes an array of the artist’s famous works such as “Drawing Hands,” “Reptiles” and “Waterfall” alongside rarely exhibited early drawings of family members, panoramas of exotic landscapes and historic architecture of Italy and Spain, original preparatory sketches, mezzotints and more.

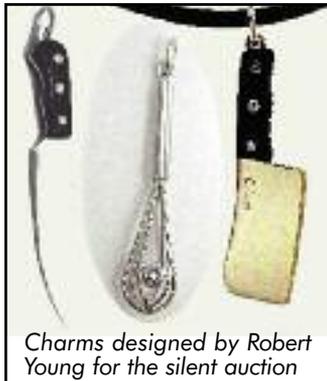
Through July 26th, visitors still have the chance to view the Museum’s current exhibition “Dalí and da Vinci: Minds, Machines and Masterpieces.” The exhibit features reproductions of da Vinci books and paintings; original and reproduced Dalí manuscripts, prints, paintings and sculpture; and the reimagined invented objects both da Vinci and Dalí proposed in advance of their times. This engaging show allows visitors of all ages to explore the fantastical inventions and creations of these two great minds. A free audio tour was recently added, providing an in-depth explanation for viewers.

RYAN WELLS FOUNDATION

On Saturday, May 21st, over 400 guests attended the 10th Anniversary of “Evening with the Chefs” at the Sheraton Sand Key Resort in Clearwater in support of The Ryan Wells Foundation, a non-profit dedicated to improving the culinary arts and hospitality education of Pinellas County students. Guests dined on the culinary masterpieces of eleven of the best chefs in the area. Each chef partnered with students from Pinellas culinary programs to serve the night’s cuisine. In addition to the gourmet fare, the evening also featured libations, a live and silent auction with custom jewelry created by Belleair’s Robert Young and music. Since 2011, Tampa Bay Magazine has named the fundraiser the “Best Culinary Event”!

Proceeds support the annual Ryan Wells Foundation student scholarships and donations to culinary programs. Twelve students will receive a combined \$80,000. 95 students have received scholarships worth over \$500,000 from the foundation. Participating culinary programs were awarded \$4,000 each, helping school donations surpass the \$300,000 mark.

The foundation is named after Palm Harbor student Ryan Wells, an Eagle Scout and an aspiring young chef who died over 10 years ago in a auto accident. For information on The Foundation, call 727.787.7863, visit www.RyanWellsFoundation.com or email info@ryanwellsfoundation.com



Charms designed by Robert Young for the silent auction

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BEACH ART CENTER'S FACE LIFT

The Beach Art Center has come a long way since George King almost single handedly opened it in 1978.



Jo Ann King at a recent show opening in the Beach Art Center

In the beginning, the building was the home of Indian Rock's American Legion Post. With their permission, George held occasional art classes in the old building, but as interest in the classes increased, he approached the American Legion about renting more space. They rented him the entire building for \$1 a year, plus the cost of utilities. It did not hurt that George was also a member of the Legion.

At the time, the building was half the size it is today. It had the big room to the south and a small kitchen. The room had the old windows running from 3' to 5' above floor - not very conducive to hanging art or lighting it.

About 1980, the Beach Art Center modified the south gallery, removing the old-style windows and adding the new gallery to the north. After George's death, they renamed the new gallery "The George King Gallery."

Now, 35 years later, it is time for some better display space. Plans call for modifying the walls, hanging systems and electricity in the George King Gallery. The project is estimated to cost \$11,000.

The project has been in the works for awhile and the Art Center had saved \$4000 for the project when Jo Anne King, George's widow, stepped up and donated \$5000 to fast track the project.

The Art Center has launched a drive to fund the remaining \$2000. "We really want to raise the quality of the shows here at the Beach Art Center," says Anna Kuhlman, Director of the Beach Art Center.

Construction, scheduled to begin on August 17, immediately after Summer Camp is over, includes:

- Remove the carpet and "popcorn" effect on the walls
- Install new drywall
- Install new trim around the bottom and sides
- Paint all new walls and trim
- Install wood framing around the windows
- Install metal railing and trim for new hanging system.
- Paint hallway & Grey Gallery

Please consider making a tax deductible donation in support of the King Gallery Renovation Project. Call the Executive Director, Anna Kuhlman, at 727-596-4331 or visit www.BeachArtCenter.org.

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HURRICANE SEASON TEN YEARS AGO

By Bob Griffin, Publisher

Hurricane season began June 1st. In Florida, it is a lot like living the movie Groundhog Day. Here we go again.

We hear how Florida has been spared over the last 10 years. Those that were here though remember the 2004 season 11 years ago, when four major hurricanes (Charley, Frances, Ivan and Jeanne) struck different areas of Florida. But, do you remember the next year, 2005? That was the most active hurricane season on record?

Hurricanes are given names beginning with A through Z. In 2005, with a total of 27 named storms, we ran out of names forcing the hurricane center to use the Greek alphabet with names like Alpha, Beta, Gamma, Delta, Epsilon and Zeta

That season was unprecedented for another reason, death and destruction from the 2005 storms was record setting. 15 tropical storms became hurricanes. Four major hurricanes made landfall in the United States, with three of them becoming a Category 5 storm.

On August 29, Katrina struck. Approximately 80% of New Orleans was flooded after the surge forced breaks in levees, releasing water from Lake Pontchartrain. Hurricane Katrina was the deadliest hurricane in recorded history and the most costly. The storm serves as a reminder that storm surge poses the greatest loss of life during a hurricane.

On September 26, while the New Orleans clean-up was underway, Hurricane Rita threw a second punch at the region. At one time, it was a Category 5 with the fourth lowest central pressure on record in the Atlantic Basin. It weakened to Category 3 before it hit near the Texas-Louisiana border. Rita produced a major storm surge that

devastated coastal communities in southwestern Louisiana. It caused fatalities and damage from Texas to parts of Alabama. It also caused storm surge and flooding in portions of the Florida Keys as it passed by.

Then, it was Hurricane Wilma's turn. For 10 days, it was in the northwestern Caribbean Sea. It had the lowest central pressure of any Atlantic basin hurricane. After sitting and churning over the small Mexican island of Cozumel as a Category 4-5 storm for a day and a half, devastating the northeastern Yucatan Peninsula, it turned northeast and headed towards South Florida. It made landfall near Naples as a Category 3, then traveled east along Alligator Alley. Winds decreased to about 95 mph (a Category 2) by the time it reached the Ft Lauderdale area.

The numbers are in for the 2015 season and luckily, professors at Colorado State University are forecasting one of the least active seasons since the middle of the 20th century. They are predicting only three hurricanes (the average season is six or seven.) The forecast is for seven named storms, while the average is normally twelve.

Phillip J Klotzbach, head of the research center at Colorado State, predicts only one storm will be a Category 3 or above and at least one storm will make landfall somewhere along the U.S. coastline.

Pinellas County Emergency Management reminds us though, despite the below-average predictions, it only takes one hurricane to make it an active season for you.

Just because the predictions are low, don't become complacent. It is just like buying a lotto ticket—it only takes one. In this case, it only takes one to lose.

Visit www.PinellasCounty.org/Emergency for information.

The old Indian Rocks Bridge



The swing bridge standing open, ca. 1923

The first automobile bridge from the mainland to the Sand Key barrier island was built at this site in the Narrows in 1916.

The community of Indian Rocks developed around the bridge, first on the mainland side, then shifting to the beach in the 1940s.

The swing style bridge defined a slower-paced time when people enjoyed watching the hand operated bridge open, and mixing with friends at the general store.

After 42 years in service, the bridge had deteriorated and needed to be torn down. But the community spirit that began in those early days still exists in Indian Rocks Beach today.



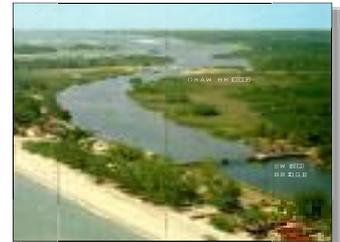
The bridge tender turned a giant key to swing the bridge open for boats to pass through.

Fast Facts:

- Opened November 1916
- Built by McMullens
- Cost \$7,000
- Manually operated; 10 minutes to open
- Never was motorized
- Sold to Pinellas County in 1938
- Tolls collected until '38
- Torn down 1958



The 15-foot wide bridge was fine for Model T's but the wider cars of the 1930s ran side-by-side, leaving to some tense motorists. The drive was as noisy as cars run over wooden planks.



This 1958 photo captures the last days of the old swing bridge. Less than a half mile north stands the brand new draw bridge on Vlietingham Road.

Photos courtesy of Indian Rocks Historical Museum 203 4th Avenue



This is a copy of a sign that is being installed this summer on Gulf Blvd. by the old swing bridge's location. It is a joint project between The Indian Rocks Historical Museum and Action 2000. A second different sign will be one made and installed at the site of the Indian Rocks Pier at the same time.

IRB ROTARY PARTNERS WITH BEACH ART CENTER "Service on the Rocks"

By David Kline

The Rotary Club of Indian Rocks Beach (RCIRB) has partnered with the Beach Art Center to support BAC's Kreative Kids Summer Art Camp, held for 10 weeks from June 8 through August 14 at the Beach Art Center (BAC).

The \$2000 provided by RCIRB will assist 23 children, who otherwise would not be able to attend due to financial hardship, in being able to attend the Camp by offsetting one week's tuition and the cost of supplies.

The Summer Art Camp offers over 50 camp sessions, which, in addition to standard art classes, includes digital photography, watercolor, paper and acrylic painting, claymation, comic art, jewelry, puppetry and more. The goal of the Kreative Kids Art Camp is to provide high quality art instruction in a warm nurturing environment to any child that is interested regardless of their ability to pay. For information on the Summer Art Camp or any BAC project, contact the Beach Art Center at 727.596.4331 or email arts1515@gmail.com.

The mission of BAC is very much in line with the passion of our past president, John Todia III, who passed away a few years ago, but whose legacy lives on in the John J. Todia III Scholarship Program, which was created to perpetuate John's love of art and music, especially as it relates to children's education.

IRB ROTARY WELCOMES NEW OFFICERS

As the Rotary fiscal year comes to an end June 30th, our club wishes to thank our outgoing officers and board members, who perpetuated the 110 year Rotary tradition of

"Doing Good in the World".

2014-2015 president Pat Marzulli, fellow officers and staff oversaw a year of record Super Bowl Raffle fundraising and continuing progress of our "Art & Ale" and "Rocktoberfest" programs. Thanks, Pat for your "Service above Self!"

RCIRB donated to many organizations over this past year, including Beach Community Food Pantry, Habitat for Humanity, Ridgecrest Elementary Field Trip and Ridgecrest YMCA, Rotary's 3rd Grade Dictionary Project, ALS Ice Bucket Challenge, Navy Seal Foundation and other causes.

It is through community support of our fundraisers that we are able to continue providing help to those less fortunate. For that support our club is sincerely grateful! Please continue supporting us so that we all can continue to "Do Good in the World."

We also want to extend a warm welcome to 2015-2016 RCIRB President Claire English along with her new officers and board.

Claire is an IRB resident along with her husband Jim and daughter Gwynne and has been a Rotarian for a number of years. Our club is excited as we look forward to Claire's leadership starting July 1. Welcome aboard, Claire!!

If you have an interest in learning more about our small but mighty club and the fellowship and satisfaction that comes with serving the local and global communities, we invite you to visit us at our weekly meetings, held every Wednesday from 7:15 – 8:15 am at Jimmy Guanias in the Holiday Inn Harbourside. Please also visit our website at www.indian-rocks-rotary.org for more information.

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NEW BAIT HOUSE COMING TO BELLEAIR BEACH CAUSEWAY

Before the construction of the new Belleair Beach Causeway, there was a bait house at the Belleair Beach Causeway Boat Ramp. But when the ramps were closed during bridge construction in 2006, the bait house was torn down with plans to rebuild in the future. Now, the Pinellas County Commission has approved the budget to rebuild it and the contract for the design and construction was awarded to Largo's Caladesi Construction Company. Construction began in January.

Plans call for much more than just a bait shop. The new structure will be similar to a convenience store. It will have over the counter food and snacks in addition to bait and fishing supplies. There will be a second level deck facing west, with seating for about 20, where you can watch sunsets when the shop is open.

The structure is raised to meet floodplain requirement with the shop located on the second floor. The first floor will be open-air with space for live bait wells and an ice machine. There is an elevator and everything is wheelchair accessible.

The cost of the project is \$675,000 and will be paid for out of the Capital Improvement Program funded by the Penny for Pinellas sales tax. Construction is scheduled to be done by July 8th, but it will not be open to the public until later in the summer.

YOGA FOR THE TURTLES

Beach Yoga Pinellas and The Clearwater Marine Aquarium have teamed up to start a donation based yoga class on the beach with a portion of the proceeds going to support the sea turtles. The classes are every Tuesday & Thursday from 8:30am-9:30am on Indian Rocks Beach at the 11th Ave beach access. Parking is available on the street or a few blocks down at the nature preserve.

You may register in advance at BeachYogaPinellas.com or just drop in. Please bring a cash donations (suggested \$15) and hand it to the instructor before beginning class. The classes are perfect for everyone, beginners, advanced and even kids! For more information, call 727- 222-6476

MANHATTAN SWIM

IRB Swimmer and resident Pat Marzulli (66) is participating in the annual Manhattan Island Marathon Swim, a 28.5 mile swim around the Island of Manhattan.

Approximately 40 swimmers will attempt the swim on various days. He travels to New York to make his attempt on July 30th. Marzulli is dedicating his swim to raising funds for The Navy Seal Foundation and Swim Free.

Donate to his cause by visiting his fundraising link crowdrise.com/manhattanislandswim/fundraiser/patmarzulli or emailing Marzulli at Pat.Marzulli@Colliers.com.



BEAT THE HEAT WITH COOL MEDSPA TREATMENTS

By Stephanie Schlageter, Radiance Medspa

Has the summer heat got you weighed down? Cool off and lighten up at the same time with no-downtime medspa treatments that slim, tighten and firm. Have you heard about the fat-reducing capabilities of CoolSculpting? This completely non-invasive treatment literally freezes fat under the skin to allow your body to naturally eliminate it during the next few months. Using two applicators, or "Dual" CoolSculpting, Radiance Medspa eliminates stubborn fat on trouble spots in one office visit. All you have to do is sit back and chill out.

CoolSculpting is an FDA-approved treatment for fat reduction that delivers controlled cooling below the surface of the skin. Through a process called cryolipolysis, your fat cells are cooled and crystalized, while the surrounding tissues are not affected. During the next 12 weeks, the damaged fat cells are eliminated by the body as your treated trouble spots fade away. Best of all, as long as you maintain a healthy weight, the results are permanent.

During a Dual CoolSculpting treatment, applicators are attached to the areas you would like to improve, and you'll quickly feel intense coldness. As the treatment progresses, the area becomes numb, and you no longer feel anything, which means you just relax and enjoy the air conditioning. A typical treatment lasts one to three hours, depending on which areas are treated. With the Dual applicators, Radiance Medspa cuts the typical CoolSculpting appointment time in half. There is no downtime, although you may have slight bruising or tenderness on the treated areas for a few days. You can return to work and working out as soon as your treatment is done.

Results from Dual CoolSculpting appear within two to three weeks of the treatment, and maximum results are typically achieved in approximately 12 weeks. About 20 to 25 percent of the fat in the treatment area is eliminated with each treatment, and CoolSculpting can be safely repeated on the same area until your desired results are achieved.

CoolSculpting isn't the only way to refresh your appearance this summer. Radiance Medspa can also help you lift, smooth and tighten with treatments like Juvéderm Voluma, Ultherapy and BOTOX. If you seem to look tired even after a summer siesta, you could be suffering from a loss of facial volume. Injectable Juvéderm Voluma is the only FDA-approved mid-face and cheek filler that will lift your entire face and reverse sagging around the mouth and jawline. With the ultrasound technology of Ultherapy, Radiance Medspa can tighten loose or sagging skin in hard-to-treat areas like your neck, eyelids, chin, jowls jawline, knees and more. To complete your I-just-took-a-long-summer-vacation look, the world's most popular cosmetic treatment BOTOX will give you a bright-eyed brow lift and erase crow's feet as well as worry lines on your forehead and between your eyes.

Each of these treatments produces no downtime and can be safely performed by experienced aesthetic nurse practitioners and physicians. Escape the dog days of summer, and chill out at Radiance Medspa. Dual CoolSculpting will send your stubborn fat on a permanent vacation, and no-downtime treatments will have you looking fresh even on the hottest days. And you'll know you are in good hands because award-winning Radiance Medspa is the #1 provider of CoolSculpting, BOTOX and Juvéderm in Tampa Bay, and in 2015, Radiance is celebrating nine wonderful years in Belleair Bluffs



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