

NEIGHBORHOOD



Griffin Productions, Inc. / 727.517.1997

Newsletter



WSUN—A Bright Spot in Our Radio History

A new AM radio station was created in July of 1927 when as partners, the City and the St. Petersburg Chamber of Commerce bought half ownership in a station owned by the Clearwater Chamber of Commerce. St Pete's half was named WSUN-AM, which unofficially stood for "Why Stay Up North." Clearwater's half became WFLA-AM.

The sales agreement called for a crazy "shared" broadcast arrangement. WSUN and WFLA would each operate three nights per week and alternating Sundays. Both stations used the same transmitter and frequency, but had separate offices and studios.

WSUN-AM began broadcasting on 590 kHz — with its own identity—on November 1, 1927. The inaugural 4-hour broadcast from 7:30 -11:30 pm originated from their new \$40,000 studios on the second floor of the St. Pete Municipal Pier—a.k.a. the Million Dollar Pier and Casino. Excited crowds surrounded the station listening over the outside speakers.

Due to a major reshuffling of Florida radio frequencies, the station moved to 580 on the dial in January 1928 and to 900 in November before finally settling at 620 in 1929.

In 1932, the stations installed a directional antenna near the Courtney Campbell Causeway. It became the first directional antenna system used in commercial broadcasting in the United States. The tower configuration of two relaying towers, straddling

what is now Route 60/Gulf-to-Bay Blvd., overlooking Tampa Bay, are today on display in the Smithsonian Institute in Washington D.C. as they literally revolutionized AM radio engineering.

The dual WSUN/WFLA relationship lasted through decades of costly infighting between the St. Pete Chamber and the St. Pete City Manager, until 1941 when the City of St. Petersburg acquired "both halves." WFLA moved to 940 kHz (and later to today's 970). WSUN stayed on the 620 frequency and began broadcasting full-time.

This was radio's Golden Age...the early days before television. WSUN, as part of the NBC/Blue Network (later ABC), and aired *The Adventures of Ozzie and Harriet*, *The Green Hornet*, *The Lone Ranger*, and *Ted Mack's Original Amateur Hour*. By the mid-1950s with the growth of television, radio wisely began focusing more on music. WSUN turned its attention to St. Petersburg's senior citizen crowd, airing music-oriented shows and local programming hosted by its own staff DJs.

"You could go anywhere in St. Pete or Tampa or Clearwater at 5:45 in the afternoon and hear Amos 'N Andy coming out of every radio," a WSUN employee told the *St. Petersburg Times* in 1957. National commentator Paul Harvey even made a surprise visit to the station in the early '60s.

In 1966, after nearly 40 years, the City of St. Petersburg sold WSUN to Detroit broadcaster Hy Levinson. The same year, the Municipal Pier, where WSUN had broadcast from for decades, was closed and demolished and WSUN moved their studio and offices to 201 2nd Avenue North, across from today's Sundial.

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BELLEAIR AREA NEIGHBORHOOD NEWSLETTER

Inside, you will find articles and local information about the nearby area inside. We call it a Neighborhood Newsletter because it is about your neighborhood. It is mailed to the entire Belleair Area - a total of about 8,000 households - six times a year.

Do you need another copy of this newsletter. You may pick up additional copies of this newsletter at all City Halls, Wildfield Marketplace, Panara Bread, UPS Store and the Belleair Market. Call 517-1997 if you need more than a few.

We hope you enjoyed our newsletter. We want your input. Did you like this issue? What suggestions do you have for future articles? Call or email us with your comments, or take our online survey at beachnewsletters.com.

Thank you for reading, Bob & Becky Griffin, 727-517-1997 bob@griffindirectories.com

SEE YOU AGAIN IN APRIL

CITY NUMBERS

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www.belleairbluffs.org
2747 Sunset Blvd City Hall: 584-2151
Fire Dept: 587-6714
Sheriff: 582-6200

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COMMISSIONERS — Joseph A. Barkley, III • Suzy Sofer
Jack Nazario • Taylour Shimkus

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www.cityofbelleairbeach.com
444 Causeway Blvd City Hall: 595-4646
Fire Dept: 595-1117
Sheriff: 582-6200

MAYOR - Leslie Notaro
COMMISSIONERS — Julie Chandler
Wanda Schwere • Jeril Cohen
Mitchell Krach • Pamela Gunn
John Pietrowski

TOWN OF BELLEAIR SHORE

www.belleairshore.com
1200 Gulf Blvd, Belleair Shore 593-9296
Fire Dept: 595-1117
Sheriff: 582-6200

Mayor: Robert E. Schmidt, Jr.
COMMISSIONERS — Ray Piscitelli
Dorothy Niewlarowski • Deborah Roseman, Vice Mayor • Ray Piscitelli
Steve Bloom

TOWN OF BELLEAIR

TownofBelleair.com
901 Ponce de Leon Blvd, Belleair 588-3769
Public Works: 588-3795
Police Dept: 588-3769

MAYOR - Gary H. Katica
COMMISSIONERS — Michael Wilkinson
Karla Rettstatt Deputy Mayor
Tom Shelly • Tom Kurey

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www.Largo.com
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Police: 586-7427

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VICE MAYOR - Curtis Holmes
COMMISSIONERS — Michael Smith
John Carroll • James Robinson
Samantha Fenger • Donna Holck

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SHERIFF DISPATCH 582-6177

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BELLEAIR SOCIAL CLUB 585-9633

BELLEAIR BRIDGE GROUP 669-5283

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JoAnn Bruner 544-4433 x222

BELLEAIR WOMENS REPUBLICAN CLUB

President 595-1791

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Marjorie Rose 238-8691

BELLEAIR GARDEN CLUB

Laura Katz, President 735-7574

BELLEAIR BEACH LADIES LUNCHEON CLUB

Lois O'Donnell 595-1349

BLUFFS BUSINESS ASSOCIATION

Bonnie Trembulak 686-8797

CLEARWATER GARDEN CLUB

Maggie Cluster 488-8705

TOWN OF BELLEAIR CIVIC ASSOC.

Roz White, President 462-2674

CLEARWATER SAILING 517-7776

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COMMISSION OFFICES 464-3377

Karen Seel 464-3278

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Dist. 22 3637 Fourth St. N., Ste 101 St. Pete

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Republican, District 66

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Governor Rick Scott

Rick.Scott@myflorida.com

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Marco Rubio 202-224-3041

www.Rubio.Senate.gov

Bill Nelson 202-224-5274

www.BillNelson.Senate.gov

AREA UNITED STATES REPRESENTATIVE:

Charlie Crist 202-225-5961

696 1st Ave N., Suite #203, St. Pete

www.Crist.House.Gov

CALENDAR OF UPCOMING EVENTS

FEBRUARY

- Ground Hog Day 2
- Paint & Sip Party 2
- Super Bowl 4
- Bluff's Business Assn Mixer 8
- Florida State Fair Opens 8
- National Pizza Day 9
- Rays Fan Fest 10
- Beach Art Center Valentine Gala 10
- National 2-1-1 Day 11
- Boat Club To Island Way Grill 11
- Sunday Concert In Belleair 11
- Bridal Show Coliseum 11
- Ash Wednesday 14
- Chinese New Year 16
- Winter Fest Calvary Episcopal 17
- Susan G. Komen Race For The Cure 17
- Seminole Chemical Recycling Home Depot 17
- Nature Hike McGough Park 17
- Heritage Village Lecture Series 18
- President's Day Public Schools Closed 19
- Florida State Fair Closes 19
- Blast Friday 23

- Bay Rays Spring Training Begins 23
- Beach Art Center Reception 23
- Clearwater Garden Club Antique & Craft 24
- Sea Blues Festival 24-25
- Eco Fun Festival 25
- MARCH**
- Fashion Show Of Belleair 3
- Boat Club To Caladesi Weekend 3-4
- Sunday Concert In Belleair 4
- Women's Day 8
- Bluff's Business Assn Mixer 8
- Belleair Bluff's Garage Sale 10
- Antique Alley Spring Showing 10-11
- Largo Chemical Recycling Event Home Depot 10
- Reds, Whites & Bites Dental Clinic 10
- St Petersburg Grand Prix 10-11
- Daylight Savings Time Begins 11
- Hurricane Make Up Schools Open 12
- Shamrock Run 16
- Family Camp Out Bonner Park 16-17
- St Patrick's Day 17
- Great American Clean Up 17
- Spring Begins 20

THE WEISS FAMILY, DOCTORS AND MUCH MORE

Most of the people who knew the Weiss family, who moved to Belleair from Philadelphia in 2004, knew them for their work outside their medical careers.

Drs. Mitchell Weiss and wife Leslie, daughter Hannah (19) and son Ari (16) died in a small plane crash on New Year's Eve, while vacationing in Costa Rica. Eight others also died in that crash including the pilot. The cause of the accident has not been released. The planned flight was from Punta Islita on the northwest of Costa Rica to San Jose. In total, 12 people died.

Dr. Mitchell M Weiss, MD practiced at Morton Plant Hospital for more than fifteen years. He was head of Interventional Radiology for Radiology Associates of Clearwater.

Dr. Leslie Weiss, MD was a pediatrician at Morton Plant Hospital and since 2004 had served as a neonatal hospitalist. She was employed by Pediatrix Medical Group, which is a part of MEDNAX, Inc., a national health group solutions group.

Hannah, 19, who previously attended Shorecrest Prep in St. Petersburg was earning a joint degree at Columbia University and List College, an undergraduate school of the Jewish Theological Seminary of America. She was studying sustainable development and Jewish ethics. "She was driven by a real sense of social justice," said her dean Shuly Rubin Schwartz.

Ari, 16, who attended Shorecrest, was a dedicated singer and actor who audiences loved to see at school venues. "He was such a good person, everybody loved him," said a friend at Shorecrest.

"Our hearts are very heavy now. They were all very nice people," said St. Petersburg Mayor Rick Kriseman, whose daughter attended Shorecrest with Hannah.

The whole family was very active in their church, the

Congregation B'ai Israel of St Petersburg, where they worshiped. "It is a tragedy and a horrible loss," said Rabbi Jacob Luski. "They will be missed."

A spokesperson for Morton Plant Hospital released the following statement: "We were deeply grieved to learn of the deaths of two beloved members of our team - Drs. Mitchell and Leslie Weiss," said Kris Hoce, president Morton Plant Hospital. "Their lives and medical skills have touched so many in and around our community, and we are forever grateful to them. Our sympathies go out to their extended family and many friends who are also trying to process this tragic news."

"The sudden loss of Leslie, our colleague and valued team member, leaves all of us grief stricken," said Douglas Koppang, director of operations, MEDNAX. "No words will ever express how much we will miss her compassion and talent she displayed as she served others."

"Mitch was a tremendously skilled interventional radiologist who will be sorely missed by his partners, his medical team and the patients whose lives he touched. It was an honor to practice medicine with him," said John Fisher, MD, president, Radiology Associates of Clearwater. "We all grieve for the tragic loss of not only Mitch but his wife Leslie and his children Hannah and Ari."



Drs. Mitchell and Leslie Weiss

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Did You Know



WATER AWARDS
 Belleair's Water Department received two prestigious awards for their commitment to excellence and water quality. First, Belleair was recognized by the Florida Department of

Health's Public Health Dental Program as one of thirty two State of Florida public water systems to maintain twelve consecutive months of optimal fluoridation levels in 2016. This honor was only granted to three Pinellas County water systems.

Second, the Town's Water Department was recognized for 50 years of membership with the American Water Works Association for consistently meeting their high standards for water quality and maintenance.

Congratulations to Director of Water Utilities, David Brown, and his team for these well-earned awards.

POSTAGE PRICES INCREASE It hasn't been well publicized, but the cost of a stamp went up, again, January 21st. Now that the post office sells "Forever Stamps," people lose track of the cost - until you have to buy more. A regular stamp increased from 49¢ to 50¢. A single piece flat is now \$1, up two-cents. That may not seem like much to you—but when you are mailing 8,500 newsletters to Belleair, like we do, you really feel it!

SUNSTAR FIRSTCARE AMBULANCE MEMBERSHIP
 The enrollment period for Sunstar FirstCare Ambulance Membership is underway for Pinellas County residents who want to save money on medical transportation costs.

This is not an insurance plan, it is a Pinellas County government program that works with an individual's insurance company to cover out of pocket ambulance expenses. Annual membership fees are \$66 for a single membership and \$101 for a family membership. It is estimated that the average cost of a single transport is \$731. For more information, call (727) 582-2008 or visit www.pinellascounty.org/firstcare.

FLAMINGO FESTIVAL
 Show your love for flamingos and celebrate the Sunken Gardens flamingo flock's birthday on February 25. There will be activities for kids and live music for all. Beer and wine will be available for purchase. Wear pink and receive \$1 off your admission.

Sunken Gardens is located at 1825 Fourth Street N. Admission is \$10 for adults, \$8 seniors, and \$4 children. Visit www.StPete.org for information.



and More...

ADOPT, DON'T BUY

Would you like to have a new cat or dog? Why not adopt a pet from Pinellas County's Animal Services? They have hundreds looking for a home. For a small fee you can choose a dog or cat to be part of your family that has already been vaccinated and sterilized. Animal Services, located at 12450 Ulmerton Road in Largo is open Monday-Friday 9am to 5:30pm and Saturdays 9am to 1pm. Call them at 582-2600 or visit www.PinellasCounty.org/AnimalServices. Remember, pet adoptions make everyone smile.



LOOK - LIGHT - LOCK In order to prevent vehicle burglaries, the Belleair Police Department started a new initiative in December called "Look, Light, Lock!" The program reminds residents to "look" for suspicious activity and report it immediately to 911 or dispatch at (727) 582-6200, "light" up the exterior of your home, and "lock" your vehicle doors at all times. Since starting this initiative, Belleair officers have been able to close at least four vehicle burglary cases, and would like to ask residents to stick to the "Look, Light, Lock!" program. It is good advice no matter where you live.

MOBILE COLLECTION Mobile Collection Events are convenient ways to safely dispose and recycle chemicals and electronics, such as old computers, TVs, paint, fluorescent bulbs, and fertilizer. These events and collection sites are FREE to Pinellas County residents. Staff will remove items from your vehicle. The next nearby Mobile Collection events are: February 17, Seminole Home Depot, 10550 Park Blvd, Seminole and March 10, Largo Home Depot, 10689 Ulmerton Rd., Largo. These events run from 9am to 2pm. If you have any questions about what to take and what not to take, visit pinellascounty.org/solidwaste/mobileoptions.htm.



SAILING AWARD Mika Schulz, son of German Motors owner Michael Schulz, was named the Clearwater Yacht Club's Commodore "2017 Junior Yachtsman of the Year." He received the award from Father Bob who founded the Indian Rocks Family Sailing Association in 2001 at the Calvary Episcopal Church Indian Rocks Beach. The program, now offered at the Clearwater Beach Yacht Club, offers a variety of opportunities to learn to sail for children and adults.

OUR NEXT ISSUE IS IN APRIL Read this issue, and others, online at BeachNewsletters.com.

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WSUN's old studio and offices at 201 2nd Avenue North was a RE/MAX METRO real estate office for about 10 years. It recently reopened as the 2nd and Second Café.

WSUN, Continued

Without notice, one morning in 1974, loyal listeners awoke to Johnny Cash coming out of their radios, instead of Lawrence Welk. Pough Broadcasting had bought the station and rebranded it Sun Country. The station ultimately became one of the most successful AMs in Florida.

During the mid-80s, better sound quality lured music audiences to the FM band. After a brief period of ownership by Taft Broadcasting, CBS bought WSUN in 1985 and unsuccessfully flipped it to all news, eventually reverting back to Country. It was under Cox's ownership in 1990 that WSUN switched to a "Hot Talk" format with the "Ron & Ron" syndicated morning show. During most of the '90s, the station format bounced back and forth between Country (AM 620 WSUN Country Classics) and News (News/Talk 620 WSUN). Very briefly, the station simulcast their LA and Miami sister stations, carried Miami Dolphins' games and became the flagship station of the Tampa Bay Lightning. For a short time in 1998, the station adopted a satellite-fed Adult Standards (Sinatra, etc.) format.

In late 1998, the WSUN's call letters were moved from AM-620 to Plant City's AM-910 with 1950s satellite music. The 620 became WSAA all news; today that is the home of WDAE Sports Radio. Religious broadcaster, Salem, acquired the Plant City station and changed the call letters from WSUN to WTWD...effectively wiping the WSUN calls letter off the AM dial.

In January of 1999, WSUN resurfaced as an FM station and went on the air at 97.1 mHz broadcasting from studios in north St. Petersburg. Today it is 97X-The New Rock Alternative. Although WSUN-FM are the 97-X's official call letters, you will rarely hear it said on the air except for the FCC-required station ID at the top of each hour.

You might also be surprised to know there was once a WSUN-TV. It too, was owned by the City of St. Petersburg and broadcast from first floor of the Pier in a 35' X 46' space that was once a trolley turnaround. It signed on in 1953 (Channel 38) as Tampa Bay's first TV station and one of the first UHF's in the country. It was the first station to deliver live programming using a microwave link when it broadcast the 1954 World Series. For two years, it was Tampa Bay's only TV station on the air as the others waged a battle over frequency allocation. Amid new competition and unable to afford competitive programming, the City of St. Pete sold WSUN-TV to Hy Levinson, along with WSUN-AM, in 1966 and the TV station went dark in 1970. ■

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RULES OF THE ROAD

Bicycles, Walkers and Drivers, this means you! This topic was suggested by a local Sheriff Deputy. "The main violation I see in our area is people riding bicycles and motorcycles while wearing headphones," he said. "It is not only against the law, it is so dangerous. While wearing them, you cannot hear cars, bicycles coming up behind you, sirens or even horns."

There are many other rules of the road for bicycles, pedestrians and cars. Here are just a few.

CYCLISTS - A bicycle is considered a vehicle. Therefore, a bicyclist has the same rights and responsibilities as motorized vehicles, and can also receive traffic tickets. That means cyclists must slow down at yellow lights and stop at ALL red lights and stop signs. Cyclists are allowed on sidewalks, except in designated areas where they may pose a risk to pedestrians, such as in a busy downtown area.

While on a sidewalk, cyclists must yield to pedestrians. They also need to make sure they look for turning motorists, stop at driveways, all intersections and parking lots.

Bicyclists should travel on the right side of the street, with traffic, and if there is a designated bike lane, they should use it. A cyclist traveling slower than the normal speed should ride close to the right curb area.

In a group, cyclists should ride in a single file, unless the bike lane or roadway is significantly wide enough to ride side by side. Cyclists should never ride more than two abreast except on paths and roadways designed for that. This applies even to the early morning hours when there may be less cars to compete with.

For riders 16 years and under, helmets are required by law. For those over 16, helmets are highly recommended.

PEDESTRIANS - Pedestrians, walkers, joggers and runners have rights too, and in most cases they must be given the right of way. But pedestrians must understand that they have responsibilities, too.

If there is no sidewalk, pedestrians must be on the left side of the road, facing into oncoming traffic. When on a sidewalk, it is OK to walk on either side of the road. If a sidewalk is available, pedestrians must use it, and are not permitted to walk in the street. This includes runners.

Pedestrians may cross the street mid-block, unless there are traffic signals at each end of the block. If they are crossing mid-block, the pedestrian must yield to oncoming vehicles, whether they are motorized or non-motorized. If there is a crosswalk, they must use it.

MOTORISTS - At crosswalks, motorists must STOP if a pedestrian has signaled an intent to cross, whether there is a blinking light or not. Everyone must stop, as soon as the person steps one foot off the curb. Motorists emerging from an alley or driveway that crosses a sidewalk are required to yield to pedestrians.

If the road is too narrow to share, drivers must give cyclists the right of way. When a road narrows, cyclist must be given the time and space to merge left and get in front of the driver. Florida law requires that a motorist keep a safe distance when passing a cyclist. This means at least 3 feet of clearance. Drivers may cross the center line in a no-passing zone to pass a cyclist.

For more information, see www.dot.state.fl.us/Safety.



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TO TRUST OR NOT TO TRUST

by Ray Ferrara, ProVise Management Group

Estate planning is an essential part of every financial plan. A cookie cutter approach doesn't usually work well and some of the decisions can be complicated. Do you want to leave the money out right to the children where they are left to their own devices, or is it better to leave the money in trust for them? For those who want to rule from the grave, leaving the inheritance in trust allows one to do so. But there is so much more to consider.



Do the beneficiaries have the time, talent and inclination to manage the inheritance? Does a beneficiary have a special need? Are the beneficiaries going to be happily married forever? Could there be a current or future problem with drugs? Do you want to protect the inheritance from the beneficiaries' creditors? Do you want the inheritance to pass down your bloodline over multiple generations? Answers to these and other questions may help guide your decision about creating a trust with an attorney.

One of the most important decisions to make will be about the trustee of the trust. Often people will want a close relative to oversee the money. However, this can put the relative in an awkward position with the beneficiaries and it assumes that they have the ability to properly manage the assets. Who will take over when they become sick or die?

There are benefits to naming a corporate trustee, including their expertise in trust administration with set policies and procedures. They are impartial when dealing with beneficiaries. Finally, they provide a great deal of continuity and permanence. The beneficiaries should have the right to fire the trustee and to hire a new corporate trustee, but not a friend down the street. Sometimes the beneficiaries can act as co-trustees, but without a power to disburse funds to themselves.

But aren't corporate trustee's expensive? But consider the potential cost of not using a professional trustee? While one often thinks of big banks as a corporate trustee, there are less expensive and equally competent independent trust companies. In working with our clients we look at their needs and desires and then match those against multiple trust companies to determine the best fit.

If you would like to learn more about independent trust companies and their benefits, please schedule a complimentary meeting with us.

V. Raymond Ferrara, CFP®, Chairman and CEO
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FIVE 2018 LANDSCAPE TRENDS

By Randy Lee



1. Edible Gardens. People want to plant, grow things and get their hands dirty. We are designing areas in the yard for fruit trees, gardens and raised beds. We have seen a large demand for specialty fruit trees and a large demand for raised beds for growing herbs and vegetables. Popular fruit trees include citrus, avocado, mango and star fruit. As the trees

produce, they make great gifts for friends.

2. Drought Tolerant- Low Maintenance Landscapes. People are requesting landscapes that require less maintenance and less water. We have seen an increase for plants that grow slowly like evergreens, succulents and holly. Also, many clients request less sod areas and larger planting areas for the landscape. Florida friendly landscapes are very much the trend towards a "greener" landscape.

3. Outdoor Living Areas. People want to be outside more and be able to utilize their yards more effectively. We have seen a huge increase in large custom pools, fire pits and fireplaces, cabanas and decks. These hardscape areas however drive the landscape budget up! These areas extend the living space outdoors especially when weather is ideal.

4. Landscape Lighting. Most of our clients request landscape lighting. Most of the lighting now is LED. The size of your property dictates how many lights to use- 10 to 100. We light both the landscape and architectural features of the home. They are also a great security feature, as most are on automatic timers that come on nightly and when you are out of town. These low-voltage systems are energy efficient and can be used for new construction or a landscape renovation.

5. Kid/ Pet Friendly Landscapes. Many of our designs include designated areas for both pets and children. Sport courts and playground areas are now designed into the landscape. We are also designing dog runs- sometimes they are on the side of the house where they are less visible. Two points here- sharp objects and poisonous plants. Be aware of what plants are poisonous- they can harm children and pets. Also be aware of sharp plants and palm trees that may have sharp fronds and thorns. Palm trees should be taller than eye level (upon installation) to avoid the thorns.

These are the top five landscape trends I see for 2018 - Enjoy!

February/March Checklist:

- Clean gutters, pressure clean
- Watch for freezing temperatures
- Fertilize trees, shrubs and lawns in March
- Plant herbs, flowers and vegetables at this time
- Remulch landscape beds in March
- Prune freeze-damaged plants and trees in March

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211 Tampa Bay Cares is a non-profit organization, whose mission is "Creating connections through the power of information, innovation, and hope." It provides the only free, confidential, multi-lingual, 24-hour dialing code 2-1-1 for access to information, assessment, referrals, crisis intervention and connections to health and human services.

211 specialists provide information and help you access a multitude of services including but not limited to basic human needs such as food banks, clothing, financial assistance, utility assistance, employment support, physical and mental health resources, crisis intervention services, support groups, counseling, drug/alcohol intervention, children's health insurance programs, support for older Americans and persons with disabilities, support for children, youth and families, volunteer opportunities and donations.

211 Tampa Bay Cares is accredited with the National Suicide Prevention Lifeline that answers suicide calls. 211 Specialists are certified by the Florida Council Against Sexual Violence to answer sexual assault calls. 211 Tampa Bay Cares also is accredited by the Alliance of Information and Referral Systems.

You can access a 211 specialist in the following four ways: you can dial 211 on your phone, text your zip code to 898211, download the "211 Connects" app and search the 211 database, or search the 211 center database of local charities at 211tampabay.org and select "Need Help" for services.

211 relies greatly upon the contributions from of generous supporters and partners to achieve their mission of providing information and referral resources to the community. There are several ways for you to support their mission, such as donating, volunteering, sponsorship and attending our annual events. Visit www.211tampabay.org for more information.

SOUTHEASTERN GUIDE DOGS' WALKATHON

Southeastern Guide Dogs lets the dogs out for its 32nd annual Walkathon on February 24, 2018 at St. Petersburg's Vinoy Park. All well-behaved dogs and their two-legged friends are invited to this family-friendly event. This is their biggest fund-raiser of the year.

Since 1987, Southeastern Guide Dogs has held a Walkathon to raise funds for its superhero dogs, provided at no cost to the extraordinary visually impaired and veterans who need them. Why should the community participate? As one of the most respected guide dog schools in the United States and the only guide dog school in the Southeast, Southeastern Guide Dogs provides all of its dogs and services at no cost to recipients. Yet it costs tens of thousands of dollars to create and support a single guide dog team, including breeding, raising, and training the dogs; purchasing equipment; housing students for in-residence training; and lifetime follow-up for the teams. Walkathon is the major fundraiser that contributes to Southeastern Guide Dogs transforming the lives of people with visual impairments and veterans.

For information or to sign up, and set up Walkathon teams, visit www.guidedogswalkathon.org or call 941-729-5665.

SPEAKING OF HISTORY

Heritage Village (Largo) is offering a series of free presentations by local historians. Join them for a presentation on Sundays at 2pm followed by cookies and punch. Here are the next three: February 18: Belleview Biltmore Hotel, March 18: Underwater Archeology, April 15: McMullen Family Members.

Heritage Village is located 3 miles east of the Indian Rocks Bridge where Walsingham Road meets Ulmerton Road. If you are interested, please call 582-2125.

FROM THE DESK OF SHERIFF BOB GUALTIERI This Valentine's Day Remember Love is Never Destructive

This month, we celebrate Valentine's Day, and love is in the air. Most would agree love is a beautiful gift, but it isn't always easy. Love can be difficult. Love can be stressful. Love can be heartbreaking. But love is NEVER destructive.

In 2016, Florida law enforcement agencies received 105,668 domestic violence reports, according to the Florida Coalition against Domestic Violence. State of Florida data shows that there were 6,829 reported domestic violence offenses in Pinellas County alone, averaging 18.7 domestic violence offenses a day.

Sadly, these reports reflect only a fraction of the domestic violence that actually took place. Many domestic violence victims do not report their abusers due to shame, fear, or abuser interference. In 2016, about 19% of reported domestic violence offenses in Florida were between spouses, while 29% were between co-habitants, according to a Florida Statistical Analysis Center's uniform crime report.

These previously formed, seemingly positive relationships between victims and abusers make it easy for victims to justify the abuse as an accident or a one-time occurrence and to accept pledges that "it will never happen again" and promises of love. But remember: Love is NEVER destructive.

This is not to say that intimate relationships – be they spousal, parental, sibling, child, etc. – will not experience their ups and downs. However, it is important to know the difference between healthy occasional discord and the physical and emotional volatility that characterize abuse.

Domestic violence is defined as a pattern of abusive behaviors, such as intimidation, physical violence, emotional degradation, or economic manipulation, to establish power and control over an intimate partner. Its effects on victims extend beyond the

obvious physical bruising and emotional scarring.

In the U.S., intimate partner violence costs exceed \$8.3 billion per year, including \$5.8 billion in health care expenses and \$2.5 billion in lost productivity, according to Forbes. This likely relates to the fact that among homeless mothers with children, more than 80% previously experienced domestic violence, and 22-57% of all homeless women reported domestic violence was a leading cause of their homelessness, according to a Family and Youth Services Bureau report. Physically abused women are 80% more likely to experience a stroke and 70% more likely to have heart disease, according to a Centers for Disease Control report.

Pinellas County offers various free and confidential services for domestic violence victims, including victim advocate services, like those provided by the Pinellas County Sheriff's Office, a statewide domestic violence hotline (800-500-1119), and two local domestic violence shelters: Community Action Stops Abuse (CASA) and The Haven of RCS.

CASA services southern Pinellas County, offering a 133-bed emergency shelter, support groups, and courtroom advocacy as well as operating the 24-hour hotline: 727-895-4912. The Haven provides similar services for northern Pinellas County, including its own 24-hour hotline: 727-442-4128.

CASA and The Haven, both 501(C)3 charitable organizations, are always in need of donations and volunteers. Visit their websites for information on how you can help.

As always, if you or someone you know is ever in immediate danger, call 9-1-1.

Spend this Valentine's Day celebrating the love in your life, eradicating unhealthy relationships, and learning to recognize the difference between the two.

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BELLEAIR BLUFFS

Business Briefs



PET SUPERMARKET OPENS Belleair Bluffs' new Pet SuperMarket is now open. They have more than pet food. They also sell supplies, such as cages and toys, offer grooming and dog bathing. Veterans receive a discount.

Built on the site of the old Belleair Bluffs City Hall, they are located at 2630 West Bay Drive, across the street from Publix. Pet SuperMarket is based in Sunrise, Florida, near Ft. Lauderdale. Visit PetSuperMarket.com.

SHEPHARD'S DONATES TO CANCER FUND Shephard's Beach Resort donated \$4,500 to support a local charity that financially assists Pinellas women with cancer - the "Love Your Neighbor Fund." Money was generated in conjunction with their 40th Anniversary Celebration held in October.

The mission of the Fund is to provide financial assistance to female cancer patients who are in active treatment and recovery. The non-profit's goal is to assist patients with financial needs so that they can focus on healing and recovery.

"This donation will have a direct impact on the lives of hundreds of women," says Winna Morrin, a cancer survivor and President of the Love Your Neighbor Fund. "We are touched by Shephard's incredible generosity."

BIG MAN'S MOVING CELEBRATES 1 YEAR One year ago, we introduced you to local newlyweds Josh and Brooke Anderson, who used their marriage gifts to partially fund their first 26' moving truck and start Big Man's Moving Company. After successfully completing nearly 500 moves during their first year, the Andersons would like to thank the community for its support. "We are so fortunate to live in a community where the residents support each other! Many read our story in this newsletter, saved the article, and called us when they were ready to move."



What's next for the couple? In 2018 they hope for continued growth. They know, the most important part of any business is customer service, and recognize their employees are an important part of that. "It's all about finding the right movers with good attitudes," Josh says. Big Man's is licensed for local and out of state moves. E-mail info@bigmansmoving.com, call 727-772-3458, or visit Bigmansmoving.com for information.

Business Briefs



THIRD BELLEVIEW PLACE CONDO BUILDING NOW FOR SALE Belleview Place's first of four buildings of Mid-rise condominiums has been sold and is "topped off." The second building is under construction with more than 60% sold. The Sunset building, the third of

the mid-rise condominium buildings is now selling and about 25% sold. The first three buildings of Carriage Homes are well underway, and the first model will be completed this spring. Stop in at 275 Belleview Blvd., Belleair, visit belleviewplace.com or call 727-469-7070, for information.

MARINEMAX AIDS RECOVERY Clearwater's MarineMax, the nations largest boating retailer and operator of MarineMax Vacations in the Caribbean, announced they will donate a portion of new charter booking fees to the rebuilding of the British Virgin Islands. "The destruction caused by Hurricane Irma was significant. There continues to be a lot of work ahead as we prepare for the 2018 charter season," says Brett McGill, COO of MarineMax. "We want to help the businesses and residents there rebuild their homes and livelihoods." MarineMax's national headquarters is in Clearwater.

GOLF COURSE STATUS Work on the Pelican Golf Course, formerly known as the Belleview Golf & Country Club, started demolition in mid-July.

"We are now going vertical," says Johnny Patronis, Supervisor for Triton Building Group LLC. "We are well passed demolition and working on the infrastructure and the Grill and Pro Shop. We are also making progress on the actual golf course. We plan to start planting grass this month. The Golf Course is projected to open next Spring."



SUPPORTING COMMUNITY LAW ENFORCEMENT The Financial planning team of Rogan & Associates was honored to become a business member of the Florida Sheriffs

Association, a self-sustaining, charitable organization, that helps to foster the effectiveness of the Office of Sheriff. It is made up of the 67 Sheriffs of Florida, approximately 3,500 business leaders and 70,000 citizens throughout the state. This dedicated organization has been supporting our sheriffs in their mission to protect and serve Florida's citizens and visitors since 1893.

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Business Briefs



60 YEARS OF SHOPPING

The Plaza Shopping center opened in 1958. 60 years ago, though it was much smaller. In the middle was an A&P Grocery

Store, that became a Kash N Karry in 1977. E&E Stakeout didn't exist, but there was a restaurant at the other end where AAA Travel is today. The Plaza was then, as it is today, the center of Belleair Bluffs.

SPRING INTO THE ALLEY The Alley (formerly known as Antique Alley) will be holding their Spring Event on March 10 and 11, the same Saturday as Belleair Bluffs Citywide Garage Sale. There will be shopping, food, and drinks at the Alley's twelve stores with twenty-five additional vendors on site. Get more information on their FaceBook page (The Alley at Belleair Bluffs). Call 813-416-4971 to be a vendor.

CLOSINGS At one point, this column ran in every issue, but in the last few years there have been very few closings to report. However, the first of the year brought a rash of them.

WILD FIELDS: This gourmet grocery store next to Panera Bread closed December 25th. They first opened as Surf & Turf 10 years ago, then changed became Wild Fields in 2013. The store lost all their perishable inventory during the power outages following Irma and financially couldn't recover

PERFORMANCE TRAINING: 730 Indian Rocks Road N., they closed their doors in late 2017.

BELLE'S OLIVE BRANCH: Located on the north end of The Plaza, it opened about a year ago and closed last month.

COOK'S COTTAGE (previously known as Beans About Cooking) closed in January. They too were located in The Plaza Shopping Center. Owner Pam will be managing the Wildflower Market/Take-out side. She will be stocking the market with Cook's Cottage favorite goodies including their Coffee beans, Caspari Napkins, and greeting cards. The Wildflower Cafe and Market are located at 1465 S Ft Harrison Ave, Clearwater.

Dave Berolzheimer, The Plaza's owner, says he is already talking to businesses interested in the empty storefronts.

NEW STORE IN THE ALLEY Just before the holidays, the Lemon Tree Vintage Market opened its own store in The Alley at 596 Indian Rocks Road in Belleair Bluffs. The store offers refreshed antiques, painted furniture, salvaged goods, home décor and gifts. With over 15 years in the design and home décor business, owner Amy Lemons McDermott is excited to be joining The Alley.

BLUFFS BUSINESS ASSOCIATION The next Mingles are: February 8, Antique Alley by Laura Katz. March 8, Janna Fine Consigner's Social Hour begins at 5:30pm. To get involved, call Bonnie Trembulak at 686-8797 or visit BluffsBusinessAssociation.com.

NEWS WANTED If you have news or suggestions for this newsletter, please contact us. E-mail news to Bob@GriffinDirectories.com or call 727-517-1997.

MUNICIPAL ELECTION NEWS

The upcoming Municipal election is March 13. Voter Registration Deadline is February 12. Mail in ballots for voters who have requested them will be mailed February 6th. They must be received by March 13th. The municipalities having elections have chosen not to conduct early voting for this election as provided in Florida Statute.

Belleair Beach

Belleair Beach has six candidates seeking to fill four council seats. It is an eclectic group and includes former Mayor Rob Baldwin, who won his current seat in a coin toss, Glenn Gunn running hoping to replace his wife Pamela who is not seeking re-election, former council members and some newcomers. Residents will vote for four of the six candidates.

Four of the candidates, Behm, Pavouris, Gunn and Shirley live in the Belleview Estate neighborhood, where residents have been outspoken on undergrounding of the utilities.

Only one candidate running in this election has served a full term on the council – Julie "Jewels" Chandler. She is running for her second term. Mitch Krach is not seeking re-election. On the ballot will be:

Incumbent Rob Baldwin who won a coin toss to gain his seat in November when the council was deadlocked in their choice to replace the late Jeril Cohen. He feels there is a clear danger that the agenda of a few, could hijack the resources of the city and wants to make sure "each of us has an equal voice."

Incumbent Julie "Jewels" Chandler says she brings "experience, honesty, and integrity, as well as an open mind. I have considered, and will continue to consider, all the facts, and the interest of all the residents, not just small groups."

Marvin Behm, a former council member sees this as an opportunity for change in Belleair Beach. He looks forward to "creating new plans to move the city forward."

Glenn Gunn believes the city is failing to keep pace with other communities. He "represents a group of residents who call for an entirely new council with strategic vision, better stewardship of their tax dollars, and greater accountability."

Dr. Nicolas Pavouris wants to "encourage and facilitate a positive conversation that produces meaningful results. The time is right for a unique perspective to reflect the needs of the city.

Jody Shirley, who lost the coin toss to Baldwin, wants to focus on quality of life issues, such as utility undergrounding and better maintenance to give the city "more curb appeal."

Belleair Shore

Commissioners Steve Blume, Dorothy Niewiarowski and Roymond Piscitelli all are running unopposed and will begin their new two-year term in March.

Town of Belleair

Incumbant Gary H. Katica and Spencer Connerat are both running for Mayor.

Katica has been mayor of Belleair for the past 12 years and served on the commission before that.

Connerat, who has lived in Belleair since 2011, says he is running to provide competition for the job as campaigns should be a platform to discuss and solve community issues.

Commissioners Karla Rettstatt and Michael Wilkinson will both be re-elected unopposed.

Belleair Bluffs

Incumbents Taylour Shimkus and Joe Barkley ran unopposed.

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IT'S TIME FOR THE NATIONAL FOOTBALL LEAGUE'S SUPER BOWL

By Bob Griffin

Super Bowl Sunday is not an official holiday, but most people celebrate it in some form. Even if you don't watch football, it is a great excuse to get together with family and friends for some good sports food and great television commercials.

This year's Super Bowl, LII, otherwise known as #52, will be played in Minneapolis, Minnesota's new U.S. Bank Stadium, which holds 66,200 people. This is the second Super Bowl to be played there and only the sixth to be played in a cold weather city.

The game is only played in American cities that have a National Football League (NFL) team. Since 2002, it's been on the first Sunday in February, now known as "Super Bowl Sunday." The game starts shortly after 6 pm (EST) and is over by 10 pm. This year it will be broadcast on NBC. The teams are yet to be determined, but as always, it will be a championship game between the American Football Conference (AFC) and the National Football Conference (NFC).

Professional football has been played since 1920. For four decades, the NFL fended off rival football leagues. However, in 1960, the AFL became a significant competitor in the world of professional football. The competition for fans and media led to a merger, just prior to the 1966 season. The NFL and AFL agreement took effect in the 1970 season. In the meantime, the champions of the two leagues agreed to meet and play a championship game, aptly titled "AFL-NFL Championship Game" at the end of their seasons. The first of four, was in 1967 between Green Bay and Kansas City. It was played in the Los Angeles Memorial Coliseum. Green Bay won 35-10. They won the second championship game, too, in Miami against the Oakland Raiders.

Today, the winning team receives the Vince Lombardi Trophy, named after the famed head coach of the Green Bay Packers probably because he won those first two championship games. The trophy was first awarded to the Baltimore Colts in Super Bowl V in Miami. There have been 51 Super Bowls. The NFC has won 26 and the AFC has won 25. New England

Patriots, an AFC team, won the last one, Super Bowl #51.

Lamar Hunt, the owner of the AFL Kansas City Chiefs, first used the term "Super Bowl" to refer to the NFL-AFL championship game in 1966. That year, he wrote a letter to NFL Commissioner Pete Rozelle and suggested they call the game the Super Bowl. But, the league owners went with "Championship Game" instead. That same year, when the Kansas City Star quoted Hunt as preferring "Super Bowl," the media quickly picked up the name, and it stuck. "Super Bowl" became official with the 1969 contest between the New York Jets and Baltimore Colts. (Remember Joe Namath?) They decided to refer to the games with Roman numerals beginning with the fifth game in 1971.

FUN FACTS

The Pittsburgh Steelers have won the most Super Bowls—six out of eight appearances. The New England Patriots, Dallas Cowboys and the San Francisco 49ers have each won five.

New England has had the most overall appearances with nine. The Miami Dolphins have the only perfect season winning seventeen games including the Super Bowl.

Four NFL teams have never appeared in a Super Bowl - Cleveland, Detroit, Jacksonville and Houston. Thirteen teams have never won the Super Bowl.

The attendance in the last Super Bowl, in Santa Clara, California was 71,000. The largest ever attendance was 103,900 in 1980 in Pasadena, California.

The highest scoring game in a Super Bowl was in 1995 with a combined score of 75. San Francisco had 49 vs San Diego's 26. Our own Tampa Bay Buccaneers in 2003 share the #2 position with 69 combined points (Tampa 48 vs Oakland 21).

All four dominate networks have carried the Super Bowl. CBS has aired the most games at 19. NBC at 18 (this year's game will make 19). Fox carried 8 and ABC 7. The first Super Bowl simultaneously broadcast on CBS and NBC.

John Madden is the only person to broadcast a Super Bowl for each of

the four networks. He did five on CBS alone.

Three cities have hosted the Super Bowl the most. New Orleans (10), Miami Area (11) and the Los Angeles area (7).

Tampa has hosted four Super Bowls: 1984, 1991, 2001 and 2009. We are scheduled to host again in 2021 (#55).

HALF TIME

The Super Bowl Half-Time Show is the most watched TV entertainment event in the world. This year's audience is expected to top 150 million when Justin Timberlake is, once again, the headliner. He previously starred in two other Super Bowl Half-Time shows (#35 and #37). Pepsi, for the sixth year, is the half-time sponsor.

Unlike normal NFL games, the Super Bowl's half time may last more than 30-minutes. Originally, the Super Bowl had typical high school and college bands play at half time. Later, famous artists were added. 1993 was the first Super Bowl to feature a single performer - Michael Jackson. It still ranks as one of the most-watched half-time shows in Super Bowl history.

Last year, the half-time show featured Grammy Award-winner Lady Gaga. She previously sang the national anthem at Super Bowl 50.

The Top 10 Rated Half-Time Shows?
10 (2001) Aerosmith, Britney Spears, N' Sync & Mary J. Blige

9 (2014) Bruno Mars & The Red Hot Chili Peppers

8 (2005) Paul McCartney

7 (2012) Madonna with MIA

6 (2002) U2 & A Tribute to the Victims of 9-11

5 (2015) Katy Perry with Lenny Kravitz

4 (2004) Janet Jackson with Justin Timberlake, P. Diddy & Kid Rock

3 (1993) Michael Jackson

2 (2013) Beyonce & Destiny's Child

1 (2007) Prince

COMING NEXT

The next four Super Bowls will be in:

#53 Atlanta, GA

#54 Miami Gardens, FL

#55 Tampa Bay, FL

#56 Inglewood, CA



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DIY WORKSHOP AND CREATIVE EVENT SPACE OPENS IN LARGO

Pinterest lovers, rejoice! Aerie Lane, a Do-It-Yourself Studio and Creative Event Space has opened a location in Largo. The new studio and retail boutique, located at 1901 West Bay Dr. #17-18, is

owned by Renee Lee, entrepreneur with a background in retail, marketing, and event planning. Aerie Lane offers all kinds of gatherings - DIY craft workshops, custom birthday parties, gifts and their original concept, The CRAFT Bar. The CRAFT Bar is fully supplied with all you need to create one of their monthly themed project kits on your own time or with other crafters. You can also bring in your own project and use their supplies and support. Their amazing staff - The Crafty Chicks- will be there to provide step-by-step directions, encouragement or conversation!



Their boutique is also full of charming gifts - many created by local crafters. They have created a space where members of the community are able to sell their handmade gifts year-round instead of being limited to seasonal craft fairs.

"I wanted to create a place in this busy world where people are able to gather and create with their friends. We have both a passion for people and relationships - the crafts we do, though beautiful home décor, are just a vehicle," says owner Renee Lee. "We've found that people don't care as much what they are doing, they just want to spend time together. We love being able to provide that experience and see them leave with a beautiful finished project."

Project offerings will vary throughout the year, but individuals can view the full workshop schedule on their website at www.Largo.AerieLane.com.

Aerie Lane will be hosting a Grand Opening celebration sometime in the Spring tht will offer refreshments, giveaways, and specials on upcoming workshops.

ART IN THE PARK

The City of Largo is seeking artists for a new interactive and visual arts event in Largo Central Park. Art in the Park, held March 31 from 10am to 2pm is a partnership with The Beach Art Center, Creative Pinellas, Excalibur Consultants and Largo High School. It will include live music, food and more. Largo is looking for photographers, performance artists, painters, crafters, musicians or any original hand-crafted artist. Please register before February 16. The cost to participate is \$30 for residents, \$45 for non-residents. (Students may be free.) Contact Christina DeVoe at CDevoe@Largo.com if you are interested. Register at www.LargoEvents.com.



WATERFRONT HOMES.... WHY THE INTRACOASTAL?

By Tom Smith Owner of GHD Construction Services

When most people think of a beautiful waterfront home, right away their minds turn to a beachfront home. With lots on the beach now averaging almost \$2,000,000 and a beach home costing maybe another \$2,000,000 - \$3,000,000, the thought of investing \$5,000,000 to live on the sand becomes out of reach. That's a lot of savings being spent when there are alternatives that offer even greater rewards at sometimes only 25% of the cost to live on the beach.

There are many vacant waterfront lots and a great many 60 year old tear-down homes where a beautiful new waterfront home can be constructed for about \$1,250,000. (Home & Lot!). Beautiful waterfront opportunities are available in all of the beach municipalities between Clearwater and St. Pete Beach. The older housing stock is now being replaced by FEMA compliant newly designed homes, that are energy efficient, meet 150mph hurricane requirements, and have all the amenities and luxuries of new homes today. Literally every week I hear from customers that believe there are no housing opportunities on the beautiful intracoastal, yet that simply is not true. Yes, no new homes exist for sale that conform to FEMA requirements, but building a new home is an opportunity for that piece of the "American Dream" at a price point that is acceptable for many families.

Many additional misconceptions prevail about an intracoastal waterfront home versus a home constructed on the beach. Let me outline my reasoning, and why I personally believe intracoastal waterfront homes are a superior opportunity, at the greatly lower cost. Here's my analysis of this opportunity today:

► **Much Better Water View:** Sorry, but looking out at the west horizon over the gulf really doesn't offer much. On the intracoastal, every day there are dolphins and boat activity, fun to watch from your balcony.

► **Better Hurricane Protection:** The big storm will eventually hit Pinellas. A great deal of extra protection will be realized on the intracoastal due to seawall protection. Sure, the waters will rise, but your new home will be many feet above FEMA requirements protecting all living area.

► **Keep Your Boat At Home:** Why have your boat in a high and dry that you have to drive to instead of in your own back yard when you want to fish or boat?

► **Boat to Your Favorite Restaurant or Beach Bar:** Don't fight the road traffic on Gulf.

► **Much Lower Real Estate Taxes:** Definitely. Why pay the much higher taxes each year.

► **No Late Afternoon Sun:** Some people flock to beach lots for the view only to realize they have to close the blinds as the west afternoon sun beats the windows. Very hot! Most intracoastal lots have east orientations, so an afternoon can be spent around a pool shaded by the home.

► **Lastly, No Sand Blowing Into the Pool and Patio:** Enough said.

How long will this opportunity exist for affordable waterfront homes with all the positive features listed above? Nobody knows that, but the facts are these costs are increasing between 10% and 15% annually, so the opportunity will become out of reach of many families if they wait. Come by our furnished model and see just what this waterfront lifestyle offers!

GHD Construction Services, Inc. has constructed 6,500 homes since 1971, and has the new 2018 "Key West" home at 239 144th Ave. N, Madeira Beach. If you have any questions pertaining to new home construction, call (727) 954-8345, or email tweisser@ghdcsi.com. Meanwhile, visit www.GHDcoastalHomes.com.



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CASA'S SOUP-ER BOWL: FOOD DRIVE NEEDS YOUR HELP

CASA provides food to the approximately 133 people at their domestic violence center. No one will ever be forced to go hungry while staying at their emergency shelter, no matter how expensive it gets... and it gets very expensive!

They recently converted one of their two kitchens into a service kitchen. That allows them to cook and serve more nutritious home-cooked meals, while keeping the second kitchen available for people who prefer to cook for themselves.

The new service kitchen program is doing the expected things—more produce/fresh ingredients, less food waste, improving the communal living situation—but also surprised them with a major therapeutic benefit. The casual family atmosphere is leading to deeper conversations and healing. That is why this year's Soup-er Bowl is especially critical. The food and funds we raise will make a major impact on the physical and emotional health of our participants!

They need your help to sustain its emergency shelter, provide nutritious food, and continue programs healing the soul, healing the pain and giving people tools to attain financial independence. Help out by participating in CASA's Soup-er Bowl Food Drive for a Safe Home!

Help them reach their goal of eight months of nonperishables, plus financial resources to provide 8 months of fresh food and vital health initiatives! Visit www.casa-stpete.org/SouperBowl or e-mail Mo Venouziou at info@casa-stpete.org.

BELLEAIR PILOT HELPS LOCAL RESCUE SAVES PUPPIES



Six rescued puppies were given new hope through a collaboration between local charities Racing 4 Rescues and The Helping Project. The rescue was coordinated by Racing 4 Rescues President Danielle Yoho and volunteer Michele Murray.

The Helping Project partnered with Racing for Rescues by arranging for local pilot Michael Lally to safely transport the puppies by plane from Jacksonville, FL to Clearwater. Three of the six puppies were abandoned near a train track in Georgia and three others were saved from a neglectful situation in Suwannee county.

The puppies were immediately placed into safe foster homes and will be available for adoption soon. To adopt, foster or donate, please contact Racing 4 Rescues at www.racing4rescuesinc.org.

Racing 4 Rescues Racing, Inc. was established in 2012 to help the ever growing need of homeless animals in our community and beyond. It is a foster home based rescue dedicated to helping animals and educating the public on the importance of spay neuter, micro chipping, and heartworm prevention.

FREE BOAT INSPECTIONS

Start the year by having your boat inspected - FREE. Clearwater's Coast Guard Auxiliary provides Free Vessel Safety Checks monthly at the Seminole Boat Ramp in Clearwater and the Belleair Beach Causeway Boat Ramp on the first Saturday of every month. The next opportunity for inspection is February 4, March 3 and April 7. For more information, call 469-8895.



100 WOMEN WHO CARE

100 Women Who Care of Pinellas County presented Caregivers Support Network a donation of \$11,400, January 11th. The mission of Caregivers Support Network is to bring the community together to recognize youth caregivers as heroes, as well as to provide scholarship funding for youth who sacrifice their educational advancement to care for a loved one.

100 Women Who Care of Pinellas County is a philanthropic group that provides an avenue for women to join together to bring financial support to local, charitable organizations that have a 501(c)(3) status. Members commit to attending four meetings a year (one per quarter) and pledge to donate \$100 to an elected charity at each meeting. The members have the opportunity to nominate any organization, three of the nominated organizations are then randomly selected to give a 5-minute presentation, a vote is taken, and checks are written directly to the winning charity.

Since February of 2013, they have given \$159,300 to local charities. The next meeting is 7-8:00 pm, Tuesday, February 20th at Cove Cay Golf Club at 2612 Cove Cay Drive in Clearwater. There is a social time from 6-7 pm at the Cove Cay restaurant, where drinks and snacks can be purchased.

Pictured above left to right: Brenda George (100 Women Who Care Co-Leader), Malyna Reed (volunteer caregiver), Julie Webster (100 Women Who Care Co-Leader), Volunteer representatives and donors to Caregivers Support Network: Margie Ratcliff (volunteer coordinator), Robin Nellis, Debbie Truche (event coordinator), Dianna Slutzker, Tammy Perez, Melodie Vorhees, Tammie Williams, Pete Zeher, Teresa Vanderkool, and SP Singh.

For information, contact Brenda George at 727-515-1868 or on Facebook at 100+ Women Who Care- Pinellas County.

HIRING LIFEGUARDS

If you have always wanted to be a lifeguard, now is your chance. The City of Clearwater is looking for a few lifeguards on Clearwater Beach. Though be warned, competition is tough and preparation is tougher.

Applicant must be at least 17 years of age or older. Completion of USLA site specific lifeguard training as well as a USDOT 1st Responder course is required within 6 months of hire. You must possess certifications in First Aid and Basic Life Support for Healthcare Providers. Additional requirements include:

- Ability to pass a lifeguard skills test consisting of a 500 meter swim in less than 10 minutes, and a one mile run in 18 minutes or less combined.
- Skilled in surf swimming in dangerous currents and conditions.
- Possess a valid Florida Drivers License.
- Pass an annual vision test.

For more information, contact: Patrick Brafford, Water Safety Supervisor, City of Clearwater Beach's Patrol Beach Lifeguard Station 727-462-6963.

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Bar & Restaurant News



MORE BEER WITH YOUR PIZZA

Largo's Pizza Shack turned 35 last year. To celebrate, they expanded their beer selection—a lot. Now, they carry 26 beers

with twelve of them on tap. Plus, they expanded their wine menu to 21 selections. Of course, Pizza Shack has pizza too—and lots more. They have a complete Italian menu. Find them at 11963 Indian Rocks Road, across the street from Publix. Call 596-6780 for pick-up and find their menu at PizzaShackItalianGrille.com.

FOR NOW MARKER 34 IS STILL AVAILABLE Marker 34, known to long time residents as Brewmaster's Steak House closed January 20, 2011—eight years ago. It was the restaurant at the north end of Indian Rocks' Holiday Inn Harbourside, and is visible from the Walsingham Bridge.

"We are re-thinking the use of that building," says Jeff Keierleber, owner of the Holiday Inn. "It is still for lease as a restaurant, but the space is 20,000 square feet, more than most restaurateurs want or need. We are considering cutting it into two, or maybe converting it into more hotel rooms or even condos. Now that the new condos and water park are done, we can turn our attention to the closed restaurant."

XONE A NEW SPORTS BAR XONE (pronounced Zone) is now open in Largo, in the same space previously occupied by Bent Elbow #2. The space was totally, completely remodeled from top to bottom with a new bar and bathrooms. Owners Tony and Amy Marzano have poured their heart and soul (and money) into this new restaurant and bar and it shows.



The former bar did not have a restaurant, but Tony added a complete multi-faceted menu. It is not just typical bar food, although there are wings and nachos, but so much more. Tony originally from Youngstown, Ohio has "The Burgh" Italian sandwich with three different meats, great boneless country ribs, and massive XONE burgers.

If you like sports, they have twenty-five flat screen TVs; ten are 70 inches. Naturally they show all the sports—football, Super Bowl, basketball and hockey, and more.

Xone features music with dancing almost every night, DJs during the week, and live bands followed by DJs on Friday and Saturdays.

This is now a non-smoking establishment, but there is an outside patio with TVs too, for the smokers.

They are open for 11am to 3am most nights, and serve lunch, dinner and late night. Get food until after 2am.

Xone is located, near Hungry Howie's Pizza, at 14219 Walsingham Road, Largo. Visit XoneSportsBarandGrill.com.

Bar & Restaurant News



MAGGIE MAE'S CELEBRATES ANNIVERSARY Maggie Mae's has been in Belleair Bluffs for nine years now. Allan and the gang want to thank you for your support these last nine years and for allowing them the pleasure of serving so many of your breakfasts and lunches. Find them in the Bonfish Shopping Center.

STONE CRAB SEASON OFF TO A SLOW START Florida's stone crab season got off to a slow start last year. Since it opened October 15, crabbers reported below normal harvests. State wildlife officials say the crabs are affected by cold fronts and there weren't any significant ones during the holidays. Hurricane Irma did not help, either. Everyone is hoping the strong January cold fronts will improve the catch. Stone crab season runs until May 15th. Only time will tell if the harvests return to normal.

COCO CORONADO CAFÉ

This new walk up bar on the south end of Clearwater Beach is owned by Peter Karamountzous, whose family previously owned Greek Town. They have many great Greek related dishes and sandwiches. The menu includes pitas, sandwiches served with potato sticks, burgers, quesadilla, salads, spreads, crepes and of course Spanakopita that great spinach pie and dolmades (stuffed grape leaves). But their claim to fame is having one of the best burgers on the beach!



Coco Coronado is located at 317 Coronado, across from the Surf Style building and next to the new Spring Hill Suites Residence Inn. Drop by for a drink and some great food. Call ahead for pickup at 281-9977.

CRABBY'S IS TASTE OF IRB WINNER AGAIN During November's Taste of IRB, attendees voted Crabby Bills Seafood the Best of the Taste of IRB. This was only the second time the contest was held, and Crabby's won both times. They received 24% of all the votes.

Caddy's Pub in Indian Shores came in second and the new Vie's Waterfront Restaurant at Shipwatch was third. For more information about Crabby's and their menu, visit www.CrabbyBillsIRB.com.

CADDY'S AT THE PUB When The Pub was sold a year ago, it was announced there would be cosmetic changes, which are now underway. The entire inside bar and dining area was under construction in December. Next, they will move outside, then to the north deck. A new sign out front is coming too.

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SECURE COAST HOME WATCH EARNS NATIONAL ACCREDITATION

Secure Coast Home Watch, which serves Clearwater, Belleair, Indian Rocks and all of Pinellas County, has earned accredited member status from the National Home Watch Assn. (NHWA) for the third consecutive year. NHWA was formed in 2009 to establish industry standards for absentee homeowner services throughout the U.S. and Canada.

Secure Coast Home Watch is a service that "keeps an eye on things" while you are not in residence. Owners Victoria and John Hill understand secondary homeowners needs because they lived in Canada and had a second home in Florida. They experienced the same concerns all secondary homeowners do, and their experience can help protect your home.

John's 32 years as a Captain on Toronto Fire Service, has given him the skills and trained eye for identifying a home's potential problems.

A vacant, unchecked home is vulnerable! This is something insurance companies are becoming keenly aware of. Not only will Secure Coast Home Watch check your home and alert you to property damage, they could help you avoid insurance claim denials. Many companies want professional, documented home check reports, if a home is vacant more than 30 days. Secure Coast's reporting system provides a 30-point checklist with pictures, emailed after each visit, and it is GPS enabled, proving they were at your home.

"This summer, I left my house in the care of Secure Coast Home Watch. As Hurricane Irma approached, they put up my hurricane shutters, and after took them down. I engaged them to clean the yard and they started my car weekly. Since the power was out for a week, they cleared out my refrigerator and partially restocked it for my return. Great job! I would highly recommend their services." G.T., Clearwater, Florida.

To schedule a free quote, call (727) 455-4171, or visit securecoasthomewatch.com.

BELLEAIR REC NEWS

Youth flag football - Evaluations (2/7), Season (3/7-5/2). Games on Wednesday nights from 5 - 8:30pm. Ages 5-13. Players of all skill levels are welcome. Registration now open.

Youth basketball - Evaluations (2/17), Season (3/17-4/28). Games on Saturdays from 9:30am - 4:30pm. Ages 5-18. Players of all skill levels are welcome. Registration now open.

Presidents' Day Camp - (2/19). With school out, the Belleair Rec is the best place to drop your kids off to have some fun. Be sure to come ready for an action packed day of activities, games, friends, crafts and so much more. It's also another opportunity to hang out with the awesome counselors. Camp runs from 8am - 4pm for children in grades K-7.

Summer Camp Registration Dates - Belleair Only Residents start registering for camp on 3/7. Open Registration begins on 3/19. Planning has already begun for the summer camps. The Belleair Rec staff is excited about the upcoming summer. Be sure to check out what both Morning Camp and Specialty Camps have to offer. We are your place for fun and entertainment all day, every day, all summer long. Camp runs from 8am - 4pm for children in grades K-7. Camp starts May 29 and ends August 10. We look forward to seeing everybody at camp this summer.

Spring Break Camps - Week 1 (3/26-3/30) & Week 2 (4/2 - 4/6) Sunshine and warm weather is quickly approaching. The staff is planning fun activities, games, competitions, crafts, and so much more for both weeks. Camp runs from 8am - 4pm for children in grades K-7.

BEACH ART CENTER CELEBRATES 40 YEARS WITH A FUNDRAISING GALA

"We've made a miracle happen here...and the days ahead are not going to be easy." This quote from Jean Blair, Director of the Holiday Isles Chamber of Commerce was spoken in May 1978, when she and George King - artist and founder - were presiding over the opening of The Beach Art Center, now a community fixture.

George King, a long-time Indian Rocks Beach resident, founded the Beach Art Center in what was then American Legion Post #128. King had a dream to enhance and advance public knowledge of the visual fine arts. He used some of the American Legion's space for art classes. The remainder of the space was used as the Legion's gathering place, but in 1978 Legion membership had dwindled, and the building at 1515 Bay Palm Blvd was purchased for The Beach Art Center.

Now forty years later, works created by George King and many Beach Art Center founding members are on display at the Beach Art Center. The on-loan collections will remain through mid-February.

Art is healing. Anyone who has held a brush or a pencil or shaped a bit of clay, transforming those elements into something of their own creation, has experienced this healing effect. Local art centers like the Beach Art Center bring the arts to people where they live. The mission of the Beach Art Center is "to inspire lifelong learning, empower the individual, and engage the community of all ages in the creative arts." For almost 40 years, they have accomplished this by offering weekly classes in watercolor, oil and acrylic painting, water-media, drawing, pottery, photography and the list goes on and on. In addition to these regularly scheduled courses, the talented artist-instructors offer "Art on the Rocks," single, social, three hour sessions, where all materials are included and you walk away with a finished piece of art of your own making! This is an excellent time to gather with friends, have fun and create.

Beach Art Center instructors, incredible artists in their own right, encourage their students to develop their own talents. Some people come in saying, "I can't draw a stick figure" and leave with a piece of their own art they can be proud of. They also have children's programs including the "Kreative Kids Summer Camp" offering week-long programs during the summer. Find a course schedule and instructors at www.beachartcenter.org.

A 40th Anniversary Fundraising Gala, a Benefit for the Beach Art Center titled "Rubies & Roses," will be held Saturday February 10th at the Beach Art Center. This magical evening will see the Beach Art Center transformed and includes music, dancing, and a cocktail buffet provided by the Original Crabby Bills. Guests will also have an opportunity to bid on original works of art donated by members of the community.

As foretold by Jean Blair, keeping the art center open for 40 years has not been easy. Events like the Rubies & Roses Fundraising Gala are critical to keeping George King's vision alive. Many people falsely believe the Beach Art Center is a city service, paid for with taxes, but that is not true. Although it neighbors city offices, The Beach Art Center is a 501c3 Non-Profit corporation with no sources of outside funding. It relies on membership dues, class enrollment, commissions on art sales, donations and sponsorships to keep its doors open to the community.

Rubies and Roses, a 40th Anniversary Fundraising Gala to Benefit the Beach Art Center, will be held on Saturday, February 10th, from 7-10 pm at the Beach Art Center, located at 1515 Bay Palm Blvd, Indian Rocks Beach. Tickets are limited and are available for \$65 per person. They can be purchased at the Beach Art Center or by contacting Donna Valery at 727-517-0517.

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IT'S COOKIE TIME!

by Bob Griffin Publisher

It's that time again - time to buy your Girl Scout cookies.

The Girl Scouts were started Savannah, Georgia 106 years ago by founder Juliette Gordon Low. They were first called as Girl Guides, but changed their name to Girl Scouts in 1913.

Girl Scout cookie have been selling cookies for over 100 years. The sales are the local scout troops' major fund-raiser. Cookie sales were started by a troop in Oklahoma. In 1922, the Girl Scout magazine, "The American Girl," suggested cookie sales to other troops and provided recipes. The girls baked their own sugar cookie cookies and then sold them. In 1933, the Girl Scouts organized an official sales effort, selling homemade cookies through the windows of local utilities. In 1933 each box held 44 either vanilla or chocolate cookies and cost 23 cents. Customers were limited to two boxes per family. In 1936, to keep up with demand, they started licensing commercial bakers to produce their cookies in mass production.

In 1944, due to World War II rationing of flour, sugar and butter, Girl Scouts sold calendars as an alternate method of raising funds.

In the past, Girl Scouts sold cookies to relatives, friends, and neighbors. In recent years though, because of safety concerns, an increased emphasis has been placed on cookie booths, allowing girls to sell cookies from tables in public areas under the supervision of adult troop leaders or parents, rather than going door-to-door.

Each Girl Scout Council operates its own cookie sale. Approximately 70% of the proceeds stay in the local Girl Scout Council, including a portion that goes directly to the group selling the cookies. Revenues at all levels are used to pay for Girl Scouts events and activities, maintenance of the councils, Girl Scout camps and other things.

Today, Little Brownie Bakers (owned by Keebler, who is owned by Kelloggs), and ABC Bakers, a subsidiary of InterBake Foods, make and box most of the cookies nationwide.

Thin Mints make up 25% of their sales. Other cookies in order of popularity are Samoas®, Caramel deLites, then it's Peanut Butter Patties®, Tagalongs®, Peanut Butter Sandwich and Do-si-dos™. Debuting last year, Girl Scout S'mores® became the most popular flavor to launch in the 100 years of Girl Scouts selling cookies!

This type of fund-raising is intended to teach Girl Scouts valuable skills in planning, teamwork, finance, organization, communication and goal setting. Nationwide, the Girl Scouts sell over 200 million boxes per year. Many troops send cookies to our troops overseas.

The Tampa Bay area is part of the Girl Scouts of West Central Florida. If you want to join the Girl Scouts locally, go to www.GSWCF.org or call 1-800-881-4475.



WINE WALK RETURNS

The Bluffs Business Association will host the Bluffs Wine Walk on Saturday, March 24 from 4 to 8pm. Guests will pay \$20 in advance or \$30 day of event for the opportunity to taste wine and appetizers at over 50 businesses in the Belleair Bluffs community.



Guests check-in is at one of three sponsor locations: Belleair Market at 510 Indian Rocks Road, Creative Design Team at 321 Indian Rocks Road, or Radiance Medspa at 2894 West Bay Drive. There, guests will receive a souvenir wine glass, 25 wine tasting tickets, a wristband and a map showcasing all of the wine walk stops. The Jolley Trolley will shuttle guests to participating merchants on Indian Rocks Road between West Bay Drive and Mehlenbacher Road and on West Bay Drive from Indian Rocks Road west to Sunset Blvd.

Wine walk tickets are only available for purchase in advance online at BluffsBusinessAssociation.com. Tickets may be purchased the day of the event with a credit card only at the Creative Design Team check-in location. Free parking is available at several locations throughout Belleair Bluffs. See the map on the website for the wine walk stops and parking locations.

The mission of the Bluffs Business Association is to help businesses connect with the community and each other through involvement in local events, business to business networking opportunities and cooperative advertising programs. For more information, visit BluffsBusinessAssociation.com.

ECO FUN FESTIVAL

Pinellas County Solid Waste will be hosting the Eco Fun Festival on February 25, from 11 am until 4 pm, at Bridgeway Acres Commons at the solid waste facility, located at 11418 34th St. N., in Clearwater. The event is free and open to the public. Free parking will also be provided.

This family-friendly event will feature tours of Pinellas County's Solid Waste Facility, environmentally-themed exhibitors, equipment demonstrations, giveaways, food vendors and the ever-popular Touch-a-Truck exhibit in the park-like atmosphere of the newly-designated Bridgeway Acres Commons—a dedicated green space within the facility.

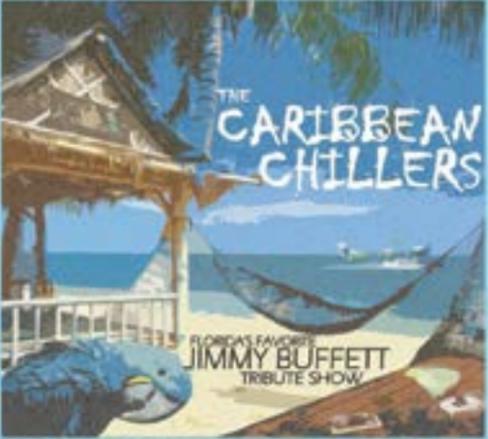
The goal of the Eco Fun Festival is to showcase the many options residents have to make positive environmental changes in their lifestyle, homes, and community. These positive changes can add up and have a big impact on preserving our local environment. Visit pinellascounty.org/ecofunfest.

FASHIONS OF BELLEAIR

Plan to attend the third annual fashion show by the ladies' boutiques of Belleair. Held at the Belleair Country Club on Saturday, February 24 at 11am, it is a luncheon followed by the Fashion Show. This show features the fashions of nine local boutiques. Tickets are \$40 each. All monies go to the Abilities Guild and Veterans Mall to support Home Starter Kits for veterans.

Marsha Uhler of Cassi's and Company is organizing this event for the third year running. Reservations can be made at most local boutiques or by calling Jean Rascher at 585-2478. Reservations are required.

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TURTLES GET COLD, TOO!

by Julia Anderson, Clearwater Marine Aquarium

The weather has been very chilly over the last few weeks, with temperatures dropping into the twenties here in Pinellas County at times. Humans are warm-blooded, so we're able to regulate our own body temperature, despite the outside temperature. We can put on hats, gloves, sweatshirts and coats to stay warm, but sea turtles aren't able to do any of that.

Sea turtles are cold-blooded, meaning their internal body temperature is reliant on their external surroundings. As the temperature outside drops, the turtle's body temperature drops also. When sea turtles are exposed to frigid water temperatures over several days, their circulatory systems slow down and the turtles become lethargic - floating in the water or washing ashore, unable to swim or function properly. These cold temperatures can lead to shock, pneumonia and sometimes even death. For turtles that are already immunosuppressed or sick. For turtles with Fibropapillomatosis (FP), these symptoms can set in quicker than in healthier turtles. This is often why we see the turtles with FP wash up during cold weather events before healthier turtles. FP is a disease specific to sea turtles. The condition is characterized by benign but ultimately debilitating epithelial tumors on the surface of biological tissues.

Almost all the turtles we've had strand over the last couple of weeks have not been cold-stunned, but rather are considered to be just "cold." To be cold-stunned, their body temperature needs to be lower than 50 degrees Fahrenheit, which we mostly have not seen recently.

In 2017 Clearwater Marine Aquarium had a total of 80 live sea turtle intakes all year. So far in 2018, we have already had 75 live sea turtle intakes from Pinellas and the surrounding counties. Most of the intakes were due to the cold weather. Clearwater Marine Aquarium's goal is to rehabilitate these turtles for a hopeful release back in to the wild.

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Are you ready for some baseball? Here is a short list of some of the games being played in the nearby area by The Rays, Phillies, and Blue Jays:

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- Mar 7: At Yankees (Tampa)
- Mar 26: At Yankees (Tampa)
- Mar 31: At Phillies (Clearwater)

PHILADELPHIA PHILLIES Played in Clearwater

- Feb 25: Yankees
- Mar 22: Yankees
- Mar 30: Yankees
- Mar 31: Tampa Bay Rays

TORONTO BLUE JAYS Played in Dunedin

- Feb 26: Phillies
- Mar 2: Phillies
- Mar 3: Yankees
- Mar 5: Yankees
- Mar 11: Phillies
- Mar 16: Yankees
- Mar 18: Rays
- Mar 27: Phillies
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Visits are provided only by owner Salina, a six year resident in Belleair Beach. A trusted nearby neighbor, she is available for those last minute emergencies.

Personal touches are provided such as preparing for your return by stocking groceries, fresh flowers and linens. Bills from maintenance companies are given directly to the owner. Services are simply managed as they are needed after the customer's direction. "I used a service to manage my rental properties years ago. They managed not only the rents that came in but also performed all of the maintenance services. It did not take long to figure out that they were making a lot of profit off my repairs; which I questioned if some were even necessary. I don't believe that is a good business practice. It creates an inherent conflict of interest," Salina explains.

Salina has a degree in interior design. As a bonus she is able to help you stage your home to sell or rent. She owns several rental properties she purchased and renovated. She purchased her Belleair Beach home that was thought to be a tear down. She saw a diamond in the rough and completely redesigned it while keeping the integrity of the home.

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PETER'S TAILOR SHOP - 25 YEARS OF ALTERATIONS

by Bob Griffin, Publisher

Peter Veresan brought his personal, small tailoring business to Belleair Bluffs in March of 1993 by way of Yugoslavia (now Serbia), Paris, and Detroit—25 years ago. Peter, now 67, works alone in his small shop at the north end of Belleair Bluffs simply called Peter's Tailor Shop, where he has been since moving here. Over the years, he has served the needs of men and women of all ages and sizes, including being the personal tailor to more than a few well known people.

Veresan was born into a family of tailors in Yugoslavia. His Romanian mother had three brothers—all tailors. When he was 9, Veresan's family moved to Paris, which is where he later learned his trade and practiced the art.

When Veresan speaks, you know he comes from somewhere exciting, as his accent is distinct, but not identifiable. That is probably because he speaks five languages, and is fluent in Romanian and French. "I keep up on Romanian because that is what my kids speak," Veresan explains.

In 1977, he left Paris and moved to Detroit, Michigan where he set up a shop in the suburbs of Birmingham. He worked there for 16 years.

"I had a good business in Detroit, and served many well-to-do clients," says Veresan. "One of my clients was Michael Ilitch, the owner of Little Caesar's Pizza, the Detroit Tigers and Detroit Red Wings. "When he would call, I would go to his home for personal service."

Another of his well-known clients was the President of Chrysler - Lee Iacocca. Locally, he has served John Trovoluta, Tampa Bay Buccaneer Mike Alstott and previous Lightning GM Phil Esposito.

"Most of my business is repeat business," Veresan says with pride. "I have had many customers for all my 25 years here. I have a lot of snow bird customers who I only see once a year. I have watched my customer's children grow from babies and many are now my customers. Fewer people are getting their clothes tailored these days. But the people who buy more expensive suits and dresses have me make adjustments instead of donating them to a thrift store."

Business has its ups and downs. "I am very busy when school is in session, but not so busy June through August. That is probably because they are all away on vacations," he says.

Veresan lives in Sand Key. A widower, he has two daughters, one lives in Michigan and the other lives in Tampa's Wesley Chapel. You can find Peter's Tailor Shop at 778 Indian Rocks Road North, just south of Chez Collette's French Restaurant. You can call the shop at 559-8919.



MARCH 1993 NO NAME STORM - 25 YEARS AGO

by Bob Griffin, Publisher

Where were you 25 years ago, March 13, 1993? If you lived in Pinellas, and near the beaches, you probably remember. It was the night that while everyone slept, a big storm hit our area. It was not a hurricane, but it sure felt like one with wind speeds of 100 MPH in many parts of Central Florida and 110 MPH in the Florida Panhandle.

It put a 7 to 9-foot flood surge into low-lying neighborhoods from Tarpon Springs to Pass-A-Grille.

I had moved to Indian Rocks Beach six months earlier. Most of the homes and streets on the east side of Gulf Blvd were flooded. It is certainly more flooding than I have seen since, in my 25 years of living here.

In a state where bad storms get names such as, Andrew, Charley, Opal, Wilma and now Irma, you would expect this storm to have a name. Nope. Since no one knew what to call it, in Florida it is for ever known as the "NO NAME STORM of 1993."

The storm covered the entire Eastern Seaboard, so other parts of the country gave it be different names including: "The Storm of the Century," "The '93 Super Storm," "The White Hurricane," "The March Blizzard," and "The Great Blizzard of 1993." The last big storm to earn a similar name was "The Great Blizzard of 1899."

Technically, it was a Subtropical Derecho or Cyclonic Blizzard, more commonly called a Nor' Easter. It formed on March 11th when a northern arctic high collided with low pressure moving north out of the Gulf of Mexico, and turned into a massive storm over the central United States. At its peak, the storm stretched from Canada to Central America. It lasted four days, before it dissipated over the Atlantic Ocean.

This storm was the first time forecasters had computer models that were able to predict a storm five-days in advance. The problem was—weathermen did not believe those computer models. None of them advised people to evacuate.

Thousands of people were isolated by record snowfalls. For the first time, every major east coast airport was closed. All interstate highways north of Atlanta were closed. The Coast Guard rescued 160 people in the Gulf of Mexico and the Atlantic Ocean and a freighter sank in the Gulf.

Florida temperatures were typical for early March. Many local TV news stations were reluctant to broadcast the extreme, and many thought unbelievable, forecast predicted by their computers models. But in the end, the computers were right.

Besides producing record low barometric pressure, and one of the nation's biggest snowstorms, the front produced a potent squall line that moved into Florida and Cuba around midnight, producing straight-line wind gusts up to 100 MPH throughout Florida. Wind gusts were 96 MPH in the Tampa Bay area.

A substantial storm surge from 9 to 12 feet above normal started in the panhandle continuing to south of Tampa Bay. Many Pinellas coastal residents were awakened to the sound of water lapping at their doors and the Gulf of Mexico rushing into their homes.

The storm surge was higher in Northern Florida. Apalachee Bay (near Tallahassee) and most of the Nature's Coast, reported tides 11-12 feet above normal. Cedar Key had 9.5 feet, Hudson 9.0 feet. Tarpon Springs recorded 6.5 feet and Indian Rocks Beach recorded 7.0 feet above normal. Offshore, waves were reported to be over 60 feet.

Behind the front, six inches of snow fell in the Florida Panhandle during hurricane force winds. Record low temperatures were recorded in the Tampa Bay area with an immediate drop of nearly 30 degrees. All of the area's power companies experienced power failures due to increased demand, and high winds. Thousands were left without power for a few days.

In total, the storm killed 270 people with nearly 50 people reported missing or lost at sea. Florida's death toll was 44, seven of which were attributed to storm surge. In addition to wind damage and flooding, The No Name Storm also produced eleven serious tornadoes, which killed dozens. Locally, tornadoes struck in Treasure Island, Largo and Tampa, killing seven and injuring nearly 80.

This storm following Andrew in 1992 led the State of Florida to change many



Clearwater Beach



Madeira Beach



Indian Rocks Beach

insurance programs and support systems including creating joint underwriting associations - the forerunner of Citizens Property Insurance. The state fortified their Hurricane Catastrophe Fund and added an additional annual surcharge of \$2 on homeowners' and \$4 on commercial insurance policies to help hire and train local emergency managers and to buy related equipment.

The storm affected 26 states and about 50% of the nation's population. Total damage (both insured and uninsured) exceeded \$6 billion, making the No Name Storm the fourth costliest storm in U.S. history.

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STEVE MILLER, 40 YEARS OF HEATING AND COOLING

by Bob Griffin, Publisher

Indian Rocks Beach resident Steve Miller, owner of Indian Rocks Heating and Cooling, grew up in Bradenton in the late 1960s. At the end of high school, when his draft number told him he was not going to Vietnam, he registered for trade school to learn a little something about air conditioning.

Miller met his wife Gail, while attending that trade school. She was 19; he was 21. They married and moved to Pinellas County, then to the Indian Rocks. They lived on Bay Drive for 13 years before moving to Harbor Drive North, where they have lived for close to 30 years.

He started his A/C career about 1973, by himself. "I just printed up some business cards, and started handing them out," Miller remembers. "Pretty soon, people started calling me—a lot. I figured I better get some real training, and got certified in the business."

Miller officially started Indian Rocks Heating & Cooling in 1978—40 years ago.

"Ralph Finke was the mayor of IRB when I first started. He hired me to do some work for him and had a small warehouse in town at the corner of 23rd Avenue and 1st Street," Miller explains. "So, I opened up my first shop in his warehouse."

Over the years, Indian Rocks Heating and Cooling has grown and prospered. "We have thousands of customers, many right here in Indian Rocks Beach," Miller says. "We have grown to the point that now we always have six to seven service men. Two other employees work in our office."

Miller has worked for many of the city's area businesses including: Three Palms Vacation Rentals, PJ's Restaurant,



Yellow Banks Groves, Goodyear Tires, Church of the Isles, Calvary Episcopal, The City of Indian Rocks Beach, the PSFRD Fire Station, Pueblo Village, Pajano's Pizza, Hubbel Funeral Home, The Pub Restaurant, Holiday Inn Harbourside, Jimmy Guana's Restaurant and others.

"Even though we have many corporate customers, our base of business is really in residential service," adds Miller. "We have a lot of repeat business from our existing customers. All our work is in Pinellas, from Palm Harbor to St. Pete Beach."

"I worked with Steve in the business for 14 years," Gail adds. "Indian Rocks and the A/C business have been very good to us."

Steve and Gail have two kids, son Kyle (32) and daughter Casey (30). Kyle, who is also certified, works for the company, too. Miller isn't slowing down much, even after 40 years, but enjoys having some younger guys around. "Come July, I don't have to go in those hot attics much anymore," he laughs.

"Steve is great to work for," says Joanne, his office assistant for the past 22 years. "He is really good to his people."

You can reach Indian Rocks Heating and Cooling by calling 727-596-1785.

WHAT REALLY IS IN YOUR WATER

By Lara Milligan, Natural Resources Agent UF/IFAS Extension Pinellas County

Every day when we turn on the tap to get a drink, take a shower, or wash our hands, most of us probably aren't thinking about what is in the water besides, well, water. Some say they can smell chlorine when they run their faucet, while others contemplate the pros and cons of fluoride. The reality is the water we drink goes through an incredibly complex, scientific, chemistry-filled process to ensure our drinking water is safe and meets state and federal standards. But, what exactly are these standards?

I am not going to go into detail on laws for water quality, but I do want to point out that not all the chemicals we may want to be removed from our water actually are during the treatment process. It's no fault of the treatment facilities, these chemicals are not regulated. PPCPs or pharmaceuticals and personal care products include many of the products we use daily for personal health or cosmetic reasons. More specifically, PPCPs include products such as prescription and over-the-counter drugs, perfume, lotions, body wash, makeup, etc.

These products all contain a list of ingredients which you can see right on the label, but many of us (including me) don't read that label like we might a nutrition label on a food item. Also, many of the drugs we use daily do not fully metabolize or get taken up by our bodies and thus what remains, is excreted by our body. Whether you wash your hands with antibacterial soap, scrub your face with micro beads, or flush small amounts of unabsorbed medicine down the toilet, this water gets sent to a water treatment facility (unless you have your own well). Once treated, our water is either used as reclaimed water or is dumped into a local water body, which ultimately connects to the ocean.

So you may be wondering...what is the big deal with PPCPs? Is it so bad that I want to stay clean and healthy? Well no, but you may want to reconsider what you are washing with and how you dispose of your medicine. Studies are now showing that some PPCP ingredients are being found in water bodies such as lakes, ponds, and oceans as well as in drinking water supplies. More and more studies are beginning to show the potential ecological harm these chemicals can cause as they accumulate in aquatic organisms, and a multitude of studies have already been conducted to suggest the impact of certain PPCP ingredients to human health. One of many problems is that water treatment plants are not currently designed to specifically remove PPCP ingredients because they are not considered regulated contaminants. Currently, concentrations are so low that the human health risk of PPCP ingredients in water bodies and drinking water is unknown but, many are concerned that small amounts of antibiotics may lead to more and more people building a resistance to these helpful drugs. The number of PPCP ingredients found in water is growing, but more studies still need to be done to determine long-term impacts. We can wait for these studies, or be proactive about reducing these ingredients in our water resources.

So, I will leave you with this...There are thousands of personal care products out there, some might be healthier for you and the environment than others, but it is up to you to decide which ones to buy. It is a lot to consider with all of the decisions we make every single day, but you might find that it is research worth doing. For example, one additive found in certain personal care products is polyethylene (AKA plastic). You can start your search for products containing polyethylene and find out more about a variety of these chemicals and products which contain them at: <http://householdproducts.nlm.nih.gov/> And, next time you clean out your medicine cabinet, please consider participating in the county's drop-off program to ensure they are safely disposed. You can find the nearest drop off location at: <http://www.pinellasdrugabuse.com>.

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Organizational News...

BELLEAIR ROTARY

Their 12th Annual Wine & Tapas Extravaganza will be Monday, April 30th, at the Belleair Country Club beginning at 6pm. Tickets are \$75. Call 518-8584 now.

The Rotary in the Town of Belleair meets every Thursday at 12:15pm at the Belleair Country Club. The third Thursday of every month is the general assembly and Board meeting. They have events throughout the year and proceeds benefit many local charities including Belleair Elementary, Upper Pinellas UPARC, the Salvation Army, Polio Eradication, the Rotary Foundation and many other local causes. Reach President John Funk at 599-3864 or email him at BelleairRotary2017@Gmail.com. Their web site is www.BelleairRotary.org.

BELLEAIR WOMEN'S REPUBLICAN CLUB

February's guest speaker is Peter Schorsch, a political consultant to several of the state's largest governmental affairs and public relations firms. He is also the publisher of some of Florida's most influential news media websites.

They meet monthly on the first Friday, with issue appropriate speakers. Meetings are for lunch at 11:30am at the Belleair Country Club, and normally cost \$22 (pay at the door; no credit cards). To RSVP for meetings, call Mary Miskin at 453-2630 or Nina Pilon at 726-8782. Visit BelleairWomensRepublicanClub.com.

BELLEAIR SOCIAL CLUB

They meet every Tuesday morning at 9am in the back of Panera Bread. They meet for dinner at different restaurants on the first and third Sunday at 6pm, and for lunch on the second and fourth Wednesday.

Membership is open to all seniors and there are no dues. Couples are encouraged to join their fun. They would like more male members. They plan monthly social meetings, pot-luck get-togethers, dinners, movie nights and visits to area attractions. Call Marilyn Daminato 585-9633.

MILITARY ORDER OF THE WORLD WARS

The Clearwater Chapter of the Military Order of the World Wars meets for lunch on the first Tuesday of each month at the Belleair Country Club. Social hour begins at 11:30am followed by lunch and a program. Members are retired active duty Military Officers and their spouses or widows. They welcome new members. To RSVP for lunch or to join, call LTC. George Smith at 786-5578.

BELLEAIR GARDEN CLUB

Their Fifth Annual Orchid Extravaganza will be Wednesday, February 7th at 1pm. Michael Polen of Art Stone Orchids and Statuary will be the guest speaker. A variety of orchids will be available for sale. Afterwards, English tea and cookies will be served. Call 585-0452.

The next regular meeting is February 14th, at 9:30am. The topic is The History of the Garden Club.

From October through April, the club features a monthly tea & informational meeting on the first Wednesday of the month at 1 pm. Horticulture programs happen on the second Wednesday of the month at 9:30 am, both at the Belleair Garden Club, 903 Ponce de Leon Blvd in Belleair.

Annual membership is \$50 per year per person. Couples pay \$75. Seasonal members \$30. Guests are welcome. Contact Kathleen_Hardwick@MSN.com or visit BelleairGardenClub.com.

BELLEVIEW INN UPDATE

It has been over a year since JMC Development moved the 120-year-old original Belleview Biltmore Hotel's 38,000-square-foot lobby and 35 guest rooms 320 feet to its current location at the heart of the Belleview Place community. The historic treasure, once the largest occupied wooden structure in the world, the Belleview Inn is filled with tales from secret stairways to ghost stories, to weddings and presidential and celebrity visits. It will reopen in the fall 2018.

The longest continuously operated hotel built by Henry B. Plant, the Belleview Inn will be an amenity to Belleview Place residents, but also will be open to visitors with 35 guest rooms, a resort-style pool, grand lawn, Tiffany function room, Masie's market and history room dedicated to the hotel's storied history and fascinating artifacts.

JMC invested \$13 million to renovate and move the Inn to its new location. The Inn's new foundation was built once it was moved, then the steel beams used for the move were removed. A brick "skirt" made from the original hotel's bricks will be placed on the outside of the foundation. Damaged wood has been removed and replaced, the exterior siding will be painted using aerial lifts. Cribbing piles were created to provide structural support to the 120-year old building during its 320-foot move, but were removed once the Inn was stabilized.

The scaffolding has been removed and work has begun on the roof. 14 layers of roofing tiles, stacked on top of each other over the years, were removed and are being replaced with new roofing material and insulation. Green Roof tiles are being installed now and should be completed in the next few weeks.

The Chimney work has been completed. Over time, weathering and decay caused voids in the joints between the masonry bricks, allowing the water to enter. About 85% of the new, insulated windows are installed; the lobby's will be added last.

Sanding and stripping of the historic staircase began in mid-December and should be nearing completion. A new staircase is also being built, for a total of three staircases. In some cases, the historic scrollwork and trim woodwork was so damaged that it could not be used. Local craftsmen have been hired to replicate the original scrollwork.

A local art glass expert is reviewing each of the 9 cases of Tiffany-era glass panels to determine which panels can be restored, cleaned and reused in the new Belleview Inn.



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SUSAN G. KOMEN HOSTS 19TH ANNUAL RACE FOR THE CURE



The Susan G. Komen Florida Suncoast 19th Annual Race for the Cure will be held Saturday night, February 17th, at Vinoy Park in beautiful downtown St. Petersburg.

They believe no one should die of breast cancer because they lack access to care or treatment. The Race is their single biggest fund-raiser each year that helps Komen Florida Suncoast bridge the gap for uninsured and under-insured women and men in the Florida Suncoast service area. Komen Florida Suncoast's goal this year is to raise over \$500,000 to support women and men in the six-county service area for life saving breast health services.

Participants can walk, jog, run, volunteer or donate to help Komen Florida Suncoast save lives and provide critical care and support. Komen Florida Suncoast has funded over \$14 million into local breast health services and has invested over \$6 million into global research grants to find treatments, therapies and cures to fight breast cancer on all fronts.

For more information on Race for the Cure, FAQ's, registration or donations visit www.suncoast.info-komen.org/RACE

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Belleair Beach: This renovated 5 bedroom, 4.5 bath coastal contemporary home featuring 4,350 sq. ft. is a perfect home for those who enjoy entertaining. \$1,699,000. Steve Kepler, 727-647-6696.



Belleair Beach: Stunning newer construction Key West-style 4 bedroom, 4 full and 2 half bath waterfront home consisting of 3,734 sq. ft. with wide open views. \$1,690,000. Laurin Evans, 727-641-8563.



Clearwater Beach: Enjoy premier southwest views from every room of this luxurious 2 bedroom, 2 bath, 1,497 sq. ft. unit on the 11th floor of The Grande. \$795,000. Petra Will, 352-207-0830.



Largo: This contemporary 5 bedroom, 3 bath, 2,500 sq. ft. pool home features a main floor master with brand new en-suite, updated kitchen, and a stunning backyard oasis. \$515,000. Erin Edwards, 727-330-4774.

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Organizational News...

NEWCOMER CLUB

Are you an area newcomer and just have not been able to meet people? This is a social club to help relocated residents develop new friends, but you do not have to be a newcomer to join. The ladies meet monthly at different locations for lunch with guest speakers. Leisure activities vary from card games to field trips and theater shows.

February 6 they are hosting a luncheon at Island Way Grill at noon. The guest speaker will be Ben Montgomery with the Tampa Bay Times, who has written many books and was a finalist for the Pulitzer Prize in reporting and won the Dart Award and the Casey Medal.

The March 6th meeting will be at the Bayou Country Club. Please RSVP with Ginny by calling 365-3493 or Mary Jane at 352-263-5518. Visit WelcomeNewComerClub.com.

CLEARWATER GARDEN CLUB

February 9: Guest speaker member Kathy Thomas, Award Winner in Floral Design, will focus is on using seasonal flowers. Donation \$10.

February 17: Gardening on Saturday. This is the Building Wood Totem Workshop. There is a materials fee of \$5 for members (\$8 non-members). Please pre-register by calling 316-5504.

February 24: Antique Fair and Craft Show, in cooperation with Depression Glass. This fun filled day will have hundreds of vendors displaying jewelry, woodcrafts, foods, vegetables and more. (Booth space is still available.) The Fair is 8am to 3pm at The Garden Club, 405 Seminole Street, Clearwater.

They meet twice a month (October through May) in Clearwater at 405 Seminole Street. They also hold demonstrations on the third Saturdays of the month. Garden Club members get in free at the Francis Wilson Playhouse on final rehearsal nights.

For information, email ClearwaterGardenClub@gmail.com, call 316-5504, or visit ClearwaterGardenClub.org.

GREATER BELLEAIR YOUNG WOMEN'S SOCIETY

The largest and most active social group in the area, this is their 38th year in Belleair. Their purpose is to meet, to know, and to grow—forming friendships through social activities.

Various activities include: Girl's Night Out, Lunch Bunch, Bridge, Culinary Critics, Scrabble, Artsy Outings, Bunko, Canasta, Mah Jongg and other adult activities including couples parties, cruises and girls nights out.

For info visit GBYWS.org, contact President Carol Frecker at 386-5806 or email GBYCommunication@gmail.com.

DEMOCRATIC WOMEN'S CLUB OF UPPER PINELLAS

Established in 1940, the Democratic Women's Club of Upper Pinellas County (DWCUP) has the distinction of being one the first Democratic Women's Club in the U.S. Meetings are generally held on the fourth Monday of the month, with dates adjusted for holidays and other special events. Monthly meetings start at 11:30 am, with the business segment and presentations starting approximately at noon. A light lunch is available for \$5. Bring your unused hotel toiletries you have collected to a meeting and they will deliver them to the women at the Haven by RCS

They announced their 2018 Board and Donna Dennis will continue as President.

CLEARWATER YACHT CLUB

Chartered in 1911, this is one of the oldest Yacht Clubs and is known as the most fun, family friendly Yacht Club in the area. If you would like to join, you do not need to own a boat. Half of their members don't have one. Most of their social activities center around parties in their own restaurant or at their waterfront Tiki-Bar. Learn more at Clwyc.org, e-mail Office@CLWYC.org or call 447-6000.

DAUGHTERS OF AMERICAN REVOLUTION (DAR)

They meet monthly at 11:30am on the third Friday, at Belleair Country Club for lunch. Call Linda Mintz 488-1068.

BELLEAIR BEACH LADIES LUNCHEON CLUB

They are celebrating their 60th anniversary this season with 86 members from Belleair, the Bluffs, Largo and the Belleair Beach area. The February 13th meeting will be held at Alfano's Restaurant, starting with social hour at 11:30. Speaker Kiffie Hester will discuss the practice of Ayurveda, which in Sanskrit means "The Science of Life." It is knowledge originating in India more than 5,000 years ago and is often called "The Mother of All Healing".

The March 13th meeting, held at the Island Way Grille, will feature a fashion Show by Lisa Pattinson, a stylist for the "Cabi Collection." Come find the looks you will love.

"Women With A Purpose" is this season's club charity. It provides assistance to Tampa Bay area women with families who need help coping with the diagnosis of cancer.

Guests are welcome. For reservations and information please contact Lois O'Donnell, President, 727-595-1349 or Sue Edmunds, Treasurer, 727-596-5710.

BELLEAIR BEACH ISLAND GARDEN CLUB

They normally meet the third Wednesday of the month (October thru April) at the Belleair Beach Community Center. Membership is \$20 per year and guests are welcome. Call Mary Carey, President, to RSVP these events at 596-5981. E-mail Marjorie Rose at RoseMarjorie38@yahoo.com or Mary Carey at MLCKC@aol.com for club information.

CLEARWATER COMMUNITY WOMAN'S CLUB

Belleair Women are welcome to join the Clearwater Community Woman's Club. Part of the General Federation of Women's Clubs, it is a volunteer service club established more than 40 years ago. Their motto is "Making A Difference." General Meetings are held the third Tuesdays of each month, starting at 11am, at the Clearwater Downtown Library. Get information at ClearwaterCWC.org or call Martha Hickey, 813-765-6219.

CLEARWATER COMMUNITY SAILING CENTER

They are hosting the following events:

FEBRUARY

2nd - 9th, Contender Mid Winters
22nd-25th, Laser Mid Winters (at Clearwater Yacht Club)

MARCH

9th - 10th, Windsurf Mid Winters
18th - 20th, Snipe Mid Winters
23rd - 25th Clearwater Junior Sailing Open

APRIL

2nd - 8th, Feva World Championship
21st - Clark Mills (Clearwater Yacht Club)

They are located on Sand Key, just north of the Marriott Hotel, at 1001 Gulf Blvd. Call 517-7776 or visit ClearwaterCommunitySailing.org for more information.

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 FEB. 24-25, 2018

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 SUPER DOPPLER
 THE STEELWATER BAND
 GEORGE WINTHROP

SUNDAY, FEB. 25, 2018
 ANA POPOVIC
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Clearwater Sea-Blues Festival logo



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VALENTINES, IS COMING SOON - WEDNESDAY FEBRUARY 14TH

If you planning that special gift for your Valentine, here are a few ideas from the immediate Belleair area.

FLORIDA STATE FAIR

February 8-19. Believe it or not, the Fair is a very popular place for "date night" or to be on Valentine's Day. It is always crowded, but still a great time.

BELLA VINO WINE MARKET

Here are a few suggestions from owner, Brian: Chocolates by Lake Champlain, Valrhona, and Toffee To Go. Premium Cigars, fresh caviar, artisan cheeses and meats. They have a large selection of fine wines and champagnes, of course and gift baskets, too.

Their Wine Bar will be open until 8pm on Valentine's Night. Call 584-5552

BELLEAIR MARKET (Belleair Bluffs)

They carry lots of items your Valentine will love. From a great selection of fine wines, champagne, cigars and craft beers, to gourmet cheeses, and candy there is much to love here. Maybe put it all together in a custom-made gift basket? Let Chris help you choose from their large selection of fine cigars & cigar gifts. Or, stop by and talk to Julie about putting something together for that special someone and have it delivered. Call them at 584-3697 or visit belleairmarket.com.

CARLSON WILDWOOD FLORISTS

Nothing says I love you like sending your lover flowers. Why not be different this year and send something other than red? They can include a coupon for "Breakfast in Bed" or "Dinner and a Movie" at no extra charge. Just ask. Please call 446-4610 to order, 48 hours ahead of time. Delivery is \$10 extra.

CASSI & COMPANY (The Plaza)

Violets are blue; Roses are red; Pajamas are great—for snuggling in bed. And they have a great line of lounge wear that would make a different kind of Valentine gift. Call 585-2011

FRAME FACTORY (Largo)

For a personalized gift, bring in a special photo and let them frame it. It is the gift of a great memory. They are on East Bay, half mile east of Seminole Blvd. Call 581-0322

GALLERIA MISTO GALLERY (The Plaza)

They have lots of great gift ideas including: Sterling Silver Jewelry Available with Semi-Precious Stones, Hand Blown Glass Hearts and Flowers, Mantra Candles and Bracelets, Small Original Artworks, Russian Glass Miniature Animals or Hand Blown Vases, perfect for those red roses!

Open 11-7pm Tues-Sat. Come in and Browse. Call 559-7767

HAIR DESIGNS BY SUE

Give a new 'do for Valentines. Hair designer Sue Thibeault inside Sydney & Company, 205 Indian Rocks Road can get your hair ready for that special day or you can buy a gift certificate for your lovely lady. Call Sue at 401-480-6823

JANNA'S FINE CONSIGNER

Shop to your heart's content, where the prices are always sweeter, the coffee is always on, and the shopping is fun. Find Janna's at 268 Indian Rocks Road N., next to Robert Young Jewelers. Call 584-9222.

MERRY MAIDS

Perhaps your spouse would just like to come home to a clean house! It is always better when someone else does it. Merry Maids will fit the bill, call 528-4526

NEW APPROACH SALON AND SPA

Give your girl a gift certificate from New Approach Salon and let her pick from their many services. She will be oh, so happy. Located next to Bonefish Grill, call 584-8664

PANERA BREAD

Let them eat cookies, valentine cookies that is. Panera Bread has cookies in the shape of hearts for \$2.49 in different colors. They are only 99¢ each with the purchase of a meal.

PURE LIFE WOMEN'S CENTER

Buy your sweetheart a \$100 gift certificate and Pure Life will add another \$25 free to that. (Can't be combined with any other discounts or promotions.) Call at 595-3400 or visit www.PureLifeMediSpa.com.

ROBERT YOUNG JEWELERS

Custom made jewelry is always nice, but if you need something special, he can make it, now. Get more information at www.RobertYoung.com. Or call 584-1110

RADIANCE MED SPA

Treat that special person or yourself, to a "Valentine Makeover." Buy a Radiance gift certificate. Purchase a \$100 gift certificate for any product or service, and get a \$20 bonus card FREE, through February 28. Not combinable with other offers. Limit one per person. Visit RadianceMedSpa.com or call 518-7100.

SHOES BY BEVERLY

Do you need red shoes for your Valentines Day outfit? Buy them and a purse, too. The Sacha London red low heeled flat with tasseled ankle ties comes in a beautiful red brushed leather, only \$159. Wear them with passion. Visit ShoesByBeverly.com or call 584-7755

SUZETTE'S ON THE ROCKS

Get a free Brighton Valentine tote bag with any \$100 Brighton purchase. It is crafted of study cotton canvas, 15" x 15" and 8" deep. It boasts study cotton webbing straps and a handy zipped pocket inside. Great for wives, mothers, daughters and girlfriends. Find them at 400 Indian Rocks Road, north of Sun Trust Bank. 595-8700.

THE SILVER QUEEN

For Valentine's Day they have Godiva Chocolates, Valentine Cards and, of course, jewelry. They also offer gift cards. Find them at 1350 West Bay, just west of the Pinellas Trail. Visit SilverQueen.com or call 585-4502.

STARLITE CRUISES

Afternoon Valentine Cruise: This 2 1/2 hour cruise begins at 12:30pm. It includes live entertainment, a choice of six entrées and dessert for \$94.06 per couple.

Evening Valentine Cruise: It starts at 7pm and features a 4-course sit down dinner and dessert with live entertainment, a champagne toast with keepsake glasses, and a boarding photo to remember the evening. This special cruise is \$200 per couple. (all prices include service charge and taxes.) Visit StarLiteCruises.com or call 462-2628.

WILLIAM DEAN CHOCOLATES

Their Heart Box of chocolates is their most popular during Valentine's Day. They carry a small 19 piece box, or a 28 piece box. Each is hand painted. Shop early, they will sell out. Call 593-0656 for other ideas.



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