

NEIGHBORHOOD NEWS

including Sand Key and Island Estates

Magazine



MAAS BROTHERS - CLEARWATER'S GREAT DEPARTMENT STORE

With the demolition of Harborview Center this month, we thought it would be fun to look back on the store that once stood there - *Maas Brothers*. Everyone shopped there and everyone had a personal relationship with the store and its employees. So how did it all begin and why is it gone?

Maas Brothers was started by two brothers who immigrated from Germany - Abe and Isaac Maas. After the Civil War, they worked with two other brothers in Georgia selling general merchandise, groceries, feed, and dealing in cotton. In 1886, Abe decided to try his luck in Tampa - an up and coming fishing village. There, he opened the *Dry Goods Palace*. Isaac joined him the next year and they renamed the store *Maas Brothers*. They had no idea that one day their small 23 foot by 90 foot dry goods store would grow into a chain of 39 stores across the state of Florida. *Continued on page 7*

Also in this Issue:

Florida Holocaust Museum's founder passes away.

The Museum was Walter Loebenberg's vision - [page 13](#)

Silas Beach

Pinellas County's resident tropical artist whose art features beach and wildlife themes. - [page 14](#)

Safe Sunscreens

Read what a local doctor thinks about the affect sunscreens have on us and our environment, and what you can do that will make a difference. - [page 35](#)

Meet Commander Tracy Randall, USG Station Sand Key

She joined the Coast Guard at 17 and rose through the ranks - [page 12](#)



CREDITS



This newsletter is published by GRIFFIN PRODUCTIONS, Inc. and is mailed to every occupied residence in Clearwater Beach's zip code 33767. We are not associated with the City of Clearwater.

PUBLISHER

Bob & Becky Griffin

ART DIRECTION

Becky Griffin

SALES

727-430-8300

CONTACT INFO

P.O. Box 1314

Indian Rocks Beach, FL 33785

727-430-8300

BeachNewsletters.com

If you are interested in advertising, we offer resident, multi-city and annual discounts. Ads need to be reserved one month in advance.

E-mail: bob@griffindirectories.com or visit beachnewsletters.com for more information.

© 2019 Griffin Productions, Inc.

CLEARWATER BEACH NEIGHBORHOOD NEWS

Inside, you will find articles and local information about the nearby area inside. We call it Neighborhood News because it is primarily about your neighborhood, Clearwater Beach. It is mailed to the entire 33767 zip code including Island Estates and Sand Key - a total of about 5,000 households - six times a year.

You can pick up another copy at the Beach Chamber Office, The Beach Rec Center, Island Estates Print Shack, Shorty's Gourmet Deli, Sand Key Realty or the Island Estates UPS.

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, 727-430-8300 bob@griffindirectories.com

SEE YOU AGAIN IN JUNE!

CITY NUMBERS

CITY HALL	562-4250
600 Cleveland St, Ste 600, clearwater-fl.com	
MAYOR OFFICE	562-4050
MAYOR - George N. Cretekos - Seat 1	
CITY COUNCIL	562-4050
Jay Polglaze - Seat 2 ● Bob Cundiff - Seat 3 ● David Albritton - Seat 4 ● Hoyt Hamilton - Seat 5 (Vice-Mayor)	
CITY MANAGER	562-4040
William Horne	
ASSISTANT CITY MANAGER	562-4040
BUILDING PERMITS	562-4567
HUMAN RESOURCES	562-4870
PLANNING & ZONING	562-4567
PUBLIC SERVICES	562-4950
PUBLIC UTILITIES	562-4600
PUBLIC UTILITIES EMERGENCY	462-6633
CLEARWATER GAS	562-4980
SOLID WASTE	562-4920
PIER 60	462-6466
MARINA	462-6954
BEACH REC CENTER	462-6138
BEACH LIBRARY	462-6138
VISITOR INFO CENTER	442-3604
BEACH AQUATIC FACILITY	462-6020
POLICE NON-EMERGENCY	562-4242
FIRE DEPARTMENT	562-4334
POLICE HOTLINE	562-4080
NEIGHBORHOOD LIAISON	562-4554

CHAMBER OF COMMERCE	447-7600
429 Poinsettia Avenue, Clearwater Beach	
POST OFFICE ISLAND ESTATES	449-8732
SAND KEY PARK	588-4852
Shelter Reservations, PinellasCounty.org/park	
CLEARWATER AQUARIUM	441-1790
249 Windward Passage, Island Estates	
JOLLEY TROLLEY	445-1200

CLEARWATER YACHT CLUB	447-6000
830 Bayway Blvd S.	
CLEARWATER SAILING CTR	517-7776
CARLOUEL HOMEOWNERS ASSN	
Sue Williams, President 446-4471	
ROTARY, CLEARWATER BEACH	
Sharon Skinner 515-1532	
CLEARWATER BEACH ASSOCIATION	
Sam Hutkin hutloan@aol.com	
CLEARWATER GARDEN CLUB	316-5504
ISLAND ESTATES CIVIC ASSOCIATION	
Mike Anderson, President 777-2787	
ISLAND ESTATES WOMEN'S CLUB	
Lynne McCaskill, President 430-1911	
FRIENDS OF THE LIBRARY	
Linda Owens 260-894-0270	
CLEARWATER HISTORICAL SOCIETY	
Allison Dolan 754-8017	

PINELLAS COUNTY INFO	464-3000
COMMISSION OFFICES	464-3377
Dave Eggers, Beach/Island Estates 464-3276	
Karen Seel Sand Key 464-3278	

STATE:
 Senator Ed Hooper, 727-771-2102
 Republican, District 16
 3450 East Lake Road Ste 305, Palm Harbor
 Hooper.Ed.web@flsenate.gov
 Representative Nick DiCeglie 727-588-7090
 Republican, District 66
 1940 West Bay Drive, Ste 4, Largo
 nick.diceglie@myfloridahouse.gov
 Governor Ron DeSantis
 Ron.DeSantis@myflorida.com

FLORIDA UNITED STATES SENATORS:
 Marco Rubio 202-224-3041
 www.Rubio.Senate.gov
 Rick Scott 202-224-5274
 www.RickScott.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

APRIL

Federal Income Taxes Due	15
Public Schools Closed	19
Good Friday	19
Easter Egg Hunt Beaches Rec Center	20
Mainsail Art Show St Petersburg	20-21
Easter	21
Earth Day	22
Dyngus Day	22
Administrative Professional Day	24
City's Electronic Waste Disposal Day	24
Blast Friday	26
Arbor Day	26
Children's Day On Cleveland Street	27
Pool Hours Extended	27
IECA Neighborhood Block Party	27
Sugar Sand Festival Closes	28
Clearwater Free Clinic Golf Tourney	29

MAY

May Day	1
Loggerhead Turtle Season Begins	1
Taste Fest	3

Kentucky Derby Day	4
Clearwater Historical Society Fish Fry	4
Cinco De Mayo	5
Ramadan Begins	5
CBA Cinco De Pirate Boat Adventure	5
Tour Area Gardens Botanical Gardens	5
Teacher Appreciation Week	6-11
Island Estates Civic Assoc. Spring Social	7
Postal Workers Food Drive	11
Mother's Day	12
Wine & Tapas Extravaganza	13
National Tourism Day	13
Stone Crab Season Ends	15
Hands Across The Sands	18
Armed Forces Day	18
Safe Boating Week	18-25
Blast Friday	24
Music & Arts Festival	25-26
Memorial Weekend	25-27
Memorial Day	27
Public School Close for Summer	29
City's Electronic Waste Disposal Day	29
Pool Hours Extended	30

AL FRESCO DINING, TAKE OUT, CATERING & PRIVATE PARTIES

Cesare's

FINE ITALIAN CUISINE

CLEARWATER BEACH



Both born and raised in Italy, our founders, Cesare and Carlo, know what an authentic Italian meal means. Family and friends gathering around to enjoy each others company with a glass of wine and the perfect dish.

Come savor Italy's finest flavors including homemade pastas, pappardelle with wild mushrooms, ossobuco Milanese, filet mignon in a brandy sauce, fresh seafood, veal classics and homemade desserts. You can dine in or al fresco overlooking the water and Sand Key Bridge while being pampered by our professional staff.

727-449-8797 • www.cesareatthebeach.com
Open 7 Days, 5pm - 10pm
794 South Gulfview Blvd, Clearwater Beach, FL 33767



Your Full Service Plumber in Pinellas

SINCE 1951

CLEARWATER PLUMBING INC.

Service is our Salesman

Save flooring and landscaping - ask about pipe relining

Quality materials & workmanship for all jobs big or small!

follow us on Facebook

\$13 OFF ANY SERVICE
limit one per customer

Residential Commercial Industrial

Water Heater Experts!

www.clearwaterplumbingonline.com

409 N. Ft. Harrison - 727.446.8355

Did You Know



POSTAL WORKERS May 11, your local mail carrier will be collecting food donations for local food banks. To donate, simply place non-perishable food items in a bag and leave it in or near their mailboxes. Letter carriers will pick it up as they deliver the mail. Some of the most-requested donations include cereal, peanut butter, pasta, rice, canned fruits and vegetables, and tuna. Most of the food collected on

Clearwater Beach will go to RCS in Clearwater.

FREE CPR CLASSES Clearwater Fire and Rescue offer free Cardiopulmonary Resuscitation (CPR) classes to Clearwater residents. Classes, held the third Saturday of the month, are taught by a certified American Heart Association instructor. The goal is to train you to save lives through early activation of the 9-1-1 system and high-quality CPR. This program prepares citizens to perform CPR, operate an Automated External Defibrillator (AED), clear an obstructed airway, and to be a critical link in the chain-of-survival. To attend, contact Deborah Humes at 562-4334 ext. 3048, or deborah.humes@myclearwater.com.

VOLUNTEERS NEEDED The Clearwater Library has volunteer opportunities available at the downtown, Coachman Park location. Hours are flexible and training is provided. Give back to your community and Clearwater. To volunteer, call Diane McKeever at 562-4970 or visit www.MyClearwater.com/cpl.

NEXT BEACH RENOURISHMENT The County is always planning ahead. The next beach renourishment project is scheduled for Sand Key in 2023-24—unless we need it sooner. Part of beach renourishment money comes from the Tourist Bed Tax and is being allocated now.

EASTER SERVICE The Chapel by the Sea is celebrating its 70th Easter with a Sunrise Service at 7am on Church property. Traditional Easter Services will be held at 8:30am and 10 am followed by an Easter Egg Hunt at 11am on the grass next to the church. Chapel by the Sea is located at 54 Bay Esplanade. Get information at ChapelByTheSea.net.

BELLEAIR BEACH CAUSEWAY TEN YEARS OLD

The bridge connecting Belleair Beach with Belleair Bluffs and the mainland opened ten years ago this May. The original Belleair Beach Causeway Bridge opened in 1950. It was a low draw bridge and began with a toll that cost 25¢ to cross. It was torn down in 2007 and replaced with the newer, taller bridge that opened in May of 2009.

Read about the old bridge and the construction of the new bridge in previous issues at BeachNewsletters.com.



Photo by Belleairimages.com

25 Years in Island Estates

Island Estates Mobil

Family Owned & Operated

FREE Road Service
when purchasing our interstate battery

Same OWNERS and Same GREAT Service

Think of us as your alternative to going to your dealership. We can service any make and model

10% OFF Service Orders
when you mention this ad
not including gas, batteries or tires
\$50 maximum discount

Mobil

Towing Services Available
50 Island Way, Island Estates, 446.1566

and More...

MEET YOUR NEW

LIFEGUARDS The City of Clearwater operates seven lifeguard towers from Clearwater Pass to Bay Esplanade. Dedicated and well-trained lifeguards' man these towers seven days a week and on all holidays. Shown here are the three newest hires for the summer: Logan Weinzierl-Beach Lifeguard/EMT, Scott Mattis-Beach Lifeguard, and Shane Hudak-Beach Lifeguard/EMT.



UPCOMING CENSUS

The 2020 Census will be held in one year to count everyone in the United States. Pinellas County is forming a Census committee to drive local participation. Volunteer to help local Census efforts by visiting www.pinellascounty.org/census2020.

SAFE BOATING WEEK MAY 18-25 The Coast Guard Auxillary will inspect your boat for free. If they find anything wrong, they will not ticket you. They will be visible at most major boat ramps (in our area Seminole and Belleair) on the weekends of May 18-19 and May 25-26.

ITS THAT TIME OF YEAR! The last day of public school is Wednesday, May 29th. Time to make your summer camp plans. Many local camps are already filling up.

MUSIC AND ARTS FESTIVAL This two-day event will be in Coachman Park, May 25-26. In total, ten bands are scheduled - five on Saturday and five on Sunday. There is an art show, classic car show, food trucks and fireworks at dark. Get details at www.ClearwaterArtsFestival.com.

WATER SYSTEM MAINTENANCE Pinellas County Utilities and the City of Clearwater's method of water treatment will temporarily be modified April 22 through May 11. This short-term change from chloramines to chlorine disinfection is a routine maintenance. Customers may notice a slight difference in taste and/or odor of the water during this temporary change in treatment.

BLAST FRIDAY WINDING DOWN FOR SUMMER

This fun, monthly street party is held on the last Friday of the month in downtown Clearwater on Cleveland Street beginning at 5:30pm. Only two more remain before the summer break: April 26, Gregg Billings, Ronnie Dee and the Superstars and then on May 31, Mark Farner from Grand Funk Railroad

NEW TROLLEY STOPS

They built two new covered bus/trolley shelters at Clearwater Beach Marina. One is located in the middle, at the east exit. The matching one is on the northside of the Memorial Causeway near Walgreens. They are used by PSTA and the trolley.



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

UNITED TAXI
777-7777
 Commitment to Community

Home of the
TAMPA AIRPORT
 1-4 People **\$40.00**
Special Rate

727-777-7777
www.GoUnitedTaxi.com

50 ANNIVERSARY

Swisshelm
 REALTY, INC.
 REALTOR®

641 Mandalay Ave., Clearwater Beach 33767
 Phone: (727) 446-0137 Fax (727) 446-0138
Shane@swisshelmrealty.com

For buying, leasing, or having your Property Managed, please speak with our staff

Each of our agents average more than 30 years of experience

Our company is independently owned and operated, this allows us greater flexibility in serving the needs of our clients

Specializing in Residential Sales, leasing And property management for nearly 50 years

Wir sprechen Deutsch

Offering Multiple Listing Services for the entire area

Serving the Beaches and the Mainland since 1968
 Sales, Rentals and Property Management

OWN YOUR PIECE OF

paradise

Live in a place most people only dream about.

CENTURY 21 Coast to Coast professionals know the Clearwater Beach and Sand Key markets and can help you find your perfect paradise.

CENTURY 21 COAST TO COAST

REAL ESTATE SALES & RENTALS
PROPERTY MANAGEMENT
INTERNATIONAL MARKETING
BILINGUAL AGENTS AVAILABLE



CLEARWATER BEACH 662 SOUTH GULFVIEW BOULEVARD • 727.462.2500
SAND KEY 1261 GULF BLVD AT THE SHOPPES ON SAND KEY • 727.398.3030
VISIT: **c21coasttocoast.com** FOR FEATURED PROPERTIES

Each office independently owned and operated

THE TRADITION OF MAAS BROTHERS, *continued*

By 1921, Mass Brother's was Florida's second largest department store and it contained the state's first escalator.

In 1929, the brothers sold their store to Hahn Department stores who owned 28 other stores, but Maas Brothers was kept as a separate division with the Maas family continuing to oversee it. Isaac died in 1935 and Abe died in 1941. Their sons and other family members continued to run the business.

In 1948, *Maas Brothers* opened its first store in St. Petersburg, others followed – Lakeland 1954, Sarasota 1956 and finally 302 Cleveland Street, Clearwater - October 23, 1961. The store's opening coincided with Mass Brother's 75th anniversary.

Cleveland Street was always considered Clearwater's Downtown. As early as the late 1800s it was where people went to shop, eat, and socialize with their neighbors. It was the natural location of the city's newest big thing, a department store.

The new Clearwater *Maas Brothers*, located on prime waterfront property, was 168,000 square feet and had two-and-a-half levels. The lower level was accessible from the west side and showcased electric appliances, TVs, sporting goods, and furniture. They never referred to it as "the basement" even though it was below street level.

The main street level was primarily clothing - women's ready-to-wear, designer, name-brand, men's - they had it all. Plus, you could find any accessory you might need to complete your outfit: jewelry, handbags, cosmetics, men's belts, ties - it was a one stop shop.

When you grew hungry and tired from your shopping, there was *The Suncoast Restaurant*, also on the main level at the west end. It was the perfect place for a bite to eat, even if you didn't shop.

"As a little girl, I remember the Suncoast restaurant having the greatest hamburgers and hot dogs complete with toasted buns. I would go there with my mom - Alva Jones - and Miss Mary, my dad's secretary. I felt so grown up to be included. We sat along the west wall near the windows that overlooked the harbor. They also had a lunch counter," remembers Liz Childress with the Clearwater Historical Society.

The second level was where you found

domestics - sheets and towels, fine china, crystal, bedroom or bathroom accessories, and household decor.

"My mother loved *Maas Brothers* and took me there a lot. She bought all her furniture and home décor there. They always carried the higher-end items. Later, when I moved to Clearwater, I shopped at that *Maas Brothers*, mostly out of memory of my mother. I still have two beautiful lamps in my condo that came from that store," Sand Key resident Patti Eikenberry recalls.

The second floor also had the bridal department where newly engaged women would register for their bridal gifts and shop for wedding gowns.

"My wife Carolyn and I moved to Clearwater in 1972 and were married December 31, 1974. We bought our wedding rings at that *Maas Brothers*. They are a gold basket weave pattern and they still sparkle after 44 years of marriage," says Gary Bookou, an Island Estates resident.

Every year, parents would bring their children to the Suncoast Restaurant for breakfast with Santa. The entire store was transformed during the holidays with elaborate decorations. Shoppers listed to piped in Christmas carols playing overhead while browsing through the latest must have gift ideas.

"*Maas Brothers* is where I went to do my Christmas shopping—normally on Christmas eve. You would see the same guys there every year doing what I was doing—last minute shopping. And they actually had people working there who would help you. Those were the days!" Charlie Harper, President of the Largo Historical Society remembers.

The store's parking lot was part of the landfill created when the State of Florida built the Memorial Causeway bridge in the 1950s. At the edge was the Bay Drive Inn restaurant.

"From 1946 to 1969, my grandfather owned the Bay Drive restaurant in *Maas Brothers'* parking lot. In 1969, the City refused to extend his lease because they wanted to expand that parking lot," Billy Drulias says.

Maas Brothers opened their first mall store in Ft Myers in 1965. It was the beginning of the end of free-standing



Maas Brothers' Suncoast Restaurant

stores. In Pinellas, they opened two mall stores - Tyrone Square (1972) and Countryside (1975).

In 1986, *Maas Brothers* celebrated its 100th Anniversary. It is also the same year Canadian real estate developer Robert Campeau took over the then ailing retail chain. Cost cutting and store closures became the norm.

Two years later, Campeau acquired Federated Department Stores, which owned *Burdines*. *Maas Brothers* and *Burdines* became sister stores, but competed in the same markets, and even in the same malls, so many *Maas Brothers* were converted into *Burdines*.

Campeau's struggling firm filed for bankruptcy in 1990. Within a year, the already under performing standalone *Maas Brothers* stores were closed. That included the flagship Tampa store, Sarasota, St. Petersburg and of course the Clearwater's Cleveland Street store.

The Clearwater store was replaced Stein Mart, a similar but different department store. When Stein Mart closed, the City turned the building into the Harborview Convention Center.

As a convention center, it was only somewhat successful and was slated for demolition in 2010, the same year the hit movie, "A Dolphin Tale" was filmed. The movie's producers asked to use Harborview as a sound stage and studio. After the movie's success, the sets became a tourist attraction for a half-dozen years. That ended last year.

Now, 58 years after *Maas Brothers* opened, the building was demolished last month. The site will become part of the *Imagine Clearwater* master plan. Learn more about what is planned for that site at www.ImagineClearwater.com.

ISLAND Market
Two GREAT Locations

East of Shephards
646 S. Gulfview Blvd.
888-787-3789 x 601

At Surf-Style
311 S. Gulfview Blvd.
888-787-3789 x 145

Clearwater Beach's Own Grocery Store



ISLAND Liquor
Clearwater Beach's Largest Liquor Store

321 Coronado Drive | 888-787-3789 x 501
660 S. Gulfview Blvd. | 888-787-3789 x 602

Largest Selection in Clearwater Beach!

PARKING AVAILABLE at all locations

4TH ANNUAL FLORIDA BOTANICAL GARDEN'S TOUR OF PUBLIC AND PRIVATE GARDENS

The Florida Botanical Gardens is pleased to announce its 4th Annual Tour of Public and Private Gardens on Sunday, May 5th.

Enjoy a delightful day visiting private and public gardens in Pinellas county. This is the perfect early Mother's Day gift!

Registration begins at 10 am at The Florida Botanical Gardens, where hosts will lead group tours of the garden between 10 am-12 pm. From 1 -4:30 pm, exceptional private gardens will be open for viewing at your leisure, via a self-guided map using your personal transportation. The cost is \$30 per person in advance or \$35 the day of the event. Florida Botanical Gardens Foundation Members receive a discounted price of \$25. Do not miss the opportunity to peek into these private Shangri Las.

For more information, visit: www.flbgfoundation.org/events. The Florida Botanical Gardens is located at: 12520 Ulmerton Rd, Largo, FL 33774.



THE WORLD'S PLASTIC PROBLEM

Plastic has been produced since the 1950s and it can take up to 450 years to break down. 60% of all the plastic we have produced is still on our planet. It can



be found in everything from our clothes to the fish we eat. The Great Pacific Garbage Patch, located between Hawaii and California is the largest accumulation of ocean plastic in the world. Estimated to contain 1.8 trillion pieces of plastic, it is one of five offshore plastic accumulation zones in the world's oceans.

Not only does plastic pollution in our oceans pose risks for the safety and health of marine animals, there are health and economic implications for humans as well. It is now found to be contaminating the human food chain and has already cost billions in beach cleanups and financial loss incurred by fisheries.

What can you do to help? Start reducing your use of plastics instead of recycling. Only 9% of all the mass produced plastics gets properly recycled. Refuse single use plastics; instead opt for package free produce, shop in bulk, and bring your own shopping bags. Use your own water bottles and coffee cups with metal not plastic straws. Don't accept take-out from restaurants using Styrofoam containers. If everyone follows these small steps it can make a big difference.

THE BROWN BOXER
PUB & GRILLE



***5 LUNCH SPECIALS**
LIVE MUSIC
DAILY HAPPY HOUR
DRINK SPECIALS
DIRECT TV PACKAGES
BOOK YOUR PRIVATE PARTIES
BILLIARDS & DARTS



Hoot
"founder & president"

Two Locations in Clearwater Beach!

483 Mandalay Ave.
Clearwater Beach
727-441-6000

Open every day
11am to 3am
full menu until 2am

Visit us also in
Madeira Beach
15000 Madeira Way

741 Bayway Blvd.
Clearwater Beach
727-286-8906

Open everyday
11AM-3AM
Full menu until 2am

www.TheBrownBoxer.com



THE NEW PELICAN GOLF COURSE

By Bob Griffin, Publisher

The Town of Belleair's newly remodeled, yet historic, Pelican Golf Course is open for play—to members. It opened in February. The clubhouse though is still under construction.

The Pelican is a private 18-hole, par 70 course at 7,000 yards. The original course, built in the 1920s, was also called The Pelican. Over the years it was eventually changed to the Belleview Biltmore Golf Club, but during the restoration and renovations, the name again returned to The Pelican Golf Club.

Belleair resident Dan Doyle, Jr bought the club in 2017. He hired Beau Welling of the Beau Welling Design headquartered in Greenville, South Carolina to redesign the course. The firm is famous for golf course designs all over the United States. Construction began right after July 4, 2017

"The Pelican has truly been an exciting project," says Beau Welling. "We have had the opportunity to create a modern interpretation of a Golden Age golf course. The course is set in a beautiful park-like setting in Belleair that we have updated. Our primary focus has been on recreating many classic stylistic elements while increasing overall strategy and playability. We want to make it both challenging and fun."

One big change is the grass. The Pelican is one of the first Florida golf courses to use Latitude 36 Bermuda grass. The dense, fine-blade turf allows the course to keep its vibrant green color during the winter months and is on all the fairways. The turf will be aided by a new irrigation and storm drainage system.

The new clubhouse is located about where the last one stood. It will contain lockers, a restaurant and golf carts, and is scheduled to open in early summer. The Club will also have a Pro Shop and a Grill. Lee McKay, former manager of Carlouel Yacht Club, is the club's new General Manager.

There is a dress code. Men must wear colored polo shirts in all areas of the Club. Shirts must be tucked in and belts are required if the pants contain belt loops. Denim is prohibited (except for ladies' colored denim). Shorts are allowed. Men's hats must be removed indoors.

This is now a private club and management plans to enforce different rules at The Pelican than were in effect at the Belleview Biltmore Golf Club. They include:

- All guests must be accompanied by a member.
- Proper decorum is required.
- All food and beverage must be purchased from the club.
- No pets are allowed, except service dogs.
- No smoking except in designated areas.
- No use of cellular phones and other related devices on club property—unless otherwise designated.
- No tipping of the staff.
- No loud or offensive language.
- No Firearms and other weapons are allowed.
- A round must be completed in 4 hours and 15 minutes.

Get more information about the course at www.PelicanGolfClub.com.

The beach is calling YOU
YOU should call me, TODAY!

AMBER DAVIS
727-743-2722

SELLING THE BEACHES & ISLAND ESTATES
BUY, SELL OR LEASE
CALL AMBER TODAY

REAL ESTATE - REAL INVESTMENT

108 Mandalay Ave
Clearwater Beach

COLDWELL BANKER

SLAUGHTER PLUMBING
RESIDENTIAL • COMMERCIAL
727-596-5663
Family Owned since 1958

24 Hour Emergency Service

All Plumbing Repairs
Water Heater Repair & Replacement
Faucet and Fixture Repair & Installation
Water & Sewer Line Replacement
Sewer & Drain Cleaning

\$10 OFF Any Service!
not combined with other offers

Licensed • Bonded • Insured • Senior Discounts • Estimates

RF11067209
C9501

Serving All of Pinellas County
for 50 years

12920 Walsingham Rd Largo

CAPTAIN MEMO'S THE ORIGINAL
PIRATE CRUISE

GREAT FUN FOR THE WHOLE FAMILY

- Music • Games
- Dolphin Watching
- Friendly Pirates

10:00 a.m. - 12:00 p.m.
4:30 p.m. - 6:30 p.m.
(call for seasonal schedule)

Clearwater Municipal Marina • 25 Causeway Blvd. #3
Clearwater Beach, Florida 33767

(727) 446-2587

www.captainmemos.com

Get a Taste of Sand Key



Rusty's
bistro




(727) 595-1611
sheratonsandkey.com
1160 Gulf Boulevard
Clearwater Beach, FL 33767

Sheraton
SAND KEY RESORT

DON'T RETIRE...REWIRE™ PART II

by Ray Ferrara, ProVise Management Group

In our previous DON'T RETIRE...REWIRE™ article, we primarily focused on the financial side of retirement by stressing the need for a written financial/retirement plan. But there is more to retirement than just finances.



Retirement is not for the faint of heart and it can be a huge adjustment. For most of your life you were told when, where and how you would do things. Now you wake up one morning and you have nowhere to go. So what do you do?

Here are our Top Ten Things to Consider:

- 1) Make up for lost time – Spend time with your spouse/significant other, family, friends, neighbors and anyone else that you like
- 2) Travel – Go back to that favorite place. Head to the place you always wanted to see. Buy a motorhome or boat.
- 3) New home – Maybe downsize. Move to the country/city. Maybe a second home.
- 4) Go to school/teach – Many states like Florida allow seniors to audit courses at public universities. Study what you want not what is required. Learn a new language. Become a teacher/adjunct professor.
- 5) Develop/Start a hobby – Photography, stamp/coin collecting, painting, gardening/farming, fishing, hunting, learn to play an instrument and creating your own wine/beer.
- 6) Read/Write a book - Whether for fun or learning, reading/writing is a great way to expand the mind and to keep it active.
- 7) Volunteer –Not-for-profit organizations need your help with time, talent, and treasure. Work with those where you have a passion. Mentor students, young professionals, or business owners.
- 8) Go back to work – Work part time which still gives you lots of time for fun. Work at something different. Be a consultant, public speaker, become a public servant/politician.
- 9) Join social organizations – How about your place of worship; can they use you? Maybe a country club, fitness club, bridge club, chess club, or book club.
- 10) Take it slow/easy – There is nothing wrong with doing nothing. Relaxing is good for your long term health. Maybe try yoga or tai chi.

We have worked with thousands of folks just like you. Money is important, but money isn't everything. Many could not make the transition from full time employment to full time enjoyment.

Consider visiting with one our well qualified financial planners for a no obligation preliminary meeting. You have everything to gain, and nothing to lose.

V. Raymond Ferrara, CFP®, Chair and CEO
ProVise Management Group, LLC
611 Druid Rd E, Suite 105, Clearwater, FL 33756
727-441-9022, info@provisemg.com

Financial planning for your life and your lifestyle



The information herein is general and educational in nature and should not be considered legal or tax advice. Tax laws and regulations are complex and are subject to change. Investment Advisory Services may be offered through ProVise Management Group, LLC.

HARRY'S 

CHOP SHOP
Barbering
at its **FINEST!**




Men's Cut \$16
Women's Cut \$16 & Up
Wednesday Senior Day

Owner Dawn Rice

1143 COURT ST.
727-442-5600

near Missouri Ave. Open Tuesday-Saturday
Saturday 8-2

DIFFERENT OPTIONS FOR SWIM LESSONS

By Rebecca Geiger

While the weather is still cool, it is a good time to start thinking about the best way to teach your child to be safe in the water. There are many options available! You can teach them yourself,



take a "Mommy/Daddy and Me" course, group lessons, Infant Swimming Resource (ISR), private lessons, or a combination of any of the above. Knowing which you are looking for helps you find locations offering it in your area.

Many parents chose to teach their children themselves. This is wonderful. If you chose to do this, make sure to take advantage of resources that offer tips and guidelines to help speed up the process of getting the child to safety quickly. I have developed a website - TaggedIn.org - that offers step by step instructions for various ages and stages. The Red Cross also has an abundance of information that can be accessed through RedCross.com.

Mommy/Daddy and Me courses are great for parents who want to be in the water but want a little more guidance. The positive aspect of these classes is they allow parents to be in the water with their child, often in groups, which allows social interaction for both the child and the parent. They are also quite affordable. Some of the pitfalls are that when a child can see a parent they tend to progress slower, if you have a disruptive child in the group it can be distracting, or the time coordination is difficult.

Group lessons provide a faster progression in large part due to the fact that the instructor is the one teaching and the parent's anxiety is not transferred to the student. These classes are offered frequently through the summer at Rec Centers and the YMCA. There are some smaller locations that offer similar options at people's homes as well. Group lessons allow children to have limited interaction and they can benefit from seeing more advanced children perform the tasks the instructor expects of them. It is also a great option if you do not have access to a pool at your home. The negative aspect of this type of class is that there must be enough supervision to ensure safety and unfortunately the most disruptive children often get the most attention. A highly anxious child can also set off a chain reaction.

ISR has become very popular due to its marketing and viral videos of infants floating on their backs unassisted. These courses are highly structured and taught one on one with very regimented programs. The classes are usually run consecutive days at a set location. Lessons run approx. 10 min per session and are offered for children from 6 months to 6 years of age. The largest complaints I hear about this program is the cost and length of the class versus the time it takes to get there and get set up.

Private lessons are done either at your or the swim instructor's location. Many Rec Centers offer private lessons at their pools. These classes allow one on one instruction with the child. Parent participation is at the discretion of the instructor so you would need to find out the instructor's policy on your participation. I can tell you that parental participation substantially slows down the child's progression. Private lessons offer a much greater level of flexibility and faster progression. The downside of private lessons is the cost - they are more expensive than group lessons.

I am known as Miss Becca to my students and specialize in Drowning Prevention Education through lessons and group presentations to children and their adults. Please contact me at (813)363-9133.

Celebrating 5 Years in Clearwater Beach

Kilwins

"Sweet In every Sense since 1947"

391 Mandalay Ave ♦ Clearwater Beach
(727) 400-6802 ♦ www.kilwins.com/clearwaterbeach

Natural Gas

It's The Natural Choice!

The difference is clear — save up to 63% annually when using natural gas energy!

	NATURAL GAS COSTS	ELECTRIC COSTS
Water Heating	\$287.30	\$651.11
Cooking	\$76.05	\$172.35
Heating Furnace	\$253.50	\$574.50
Clothes Dryer	\$84.50	\$191.50
Pool Heating	\$292.25	\$670.25

Clearwater Gas System
Live Greener with Gas

93rd ANNIVERSARY 1923-2018

Call Clearwater Gas System at (727) 562-4980 to switch to energy efficient natural gas and/or visit our website at www.clearwatergas.com

The Bait House

Tackle & Tavern

In the Clearwater Marina

Great Food
Cold Beer
Bait
Charters

Fabulous Sunsets, too!

Serving Clearwater Beach for over 60 years!
45 Causeway Blvd. Clearwater Beach
Restaurant 446-8134 • Charters 647-2930
www.ClearwaterBaitHouse.com

AMERICA'S MURPHY BED STORE



3 SHOWROOMS

Palm Harbor Design Showroom

U.S. 19. North of Tampa Rd. 727.773.9888

St. Petersburg

10722 Gandy Blvd. North 727.507.9799

Lutz/Tampa

23114 State Rd. 54 813.935.8432

www.morespaceplace.com

©2018 More Space Place. National network of independently owned & operated franchises.

MEET TRACY RANDALL Commander, USCG Station Sand Key

by Bob Griffin, Publisher

Tracy Randall joined the Coast Guard at just 17. She rose through the ranks before becoming the Commanding Officer of the Sand Key Coast Guard Station.

Commander Randall was born and raised in Southern California and joined the Coast Guard when she finished high school. Her first duty was in Kodiak, Alaska on the Coast Guard Cutter *Storis*, which was at that time one of the oldest in the fleet.

"Alaska was interesting, but very very cold, for a Southern Californian," Tracy recalls. "We primarily conducted search-and-rescue missions and fisheries boardings."

"I turned 18 twice onboard *Cutter Storis*," says Randall with a smile. "The ship's captain knew it was my birthday, so he crossed the International Date Line advancing the day forward, then crossing back over the next day to push the day back. Not many people can say they turned 18 two times."

Randall's first command was as the Officer In Charge aboard the *Chock*, a 65-foot cutter based in Baltimore. Her next duty was as Executive Petty Officer at the Key West station from 2011-2013. From there she spent three years as the Boatswains Mate Assignment Officer at Headquarters in Washington D.C.

The Sand Key Coast Guard Station has a new commander every three years. Randall's command began in 2017. She supervises 48 active duty, as well as 22 Reservists. "There are also over 300 active Coast Guard Auxiliary personnel," Randall adds. "They are volunteers and we could not do our job without them."

"We interact with many local groups and authorities, such as, the Clearwater Marine Aquarium, local police and sheriffs' departments, fire departments and others," Randall says. "We were very involved in the Clearwater Beach Power Boat Races in September," Randall continues. "However this September, as the Patrol Commander I had to shut down the last race, due to a swimmer crossing into the race zone."

"The Pinellas County Sheriff immediately went into action and was able to quickly get to him and save his life before he was hit. He was detained by the Pinellas County Sheriff. The Race Committee elected not to restart the race."

During hurricanes, the local Coast Guard has a variety of duties. The most important is to protect their boats and people. Some boats are pulled out of the water and stored on land. After a hurricane, they return to do whatever is necessary.

"During Hurricane Irma, I stayed in Sand Key with five others just in case. Mainly we monitored communications during the storm."

Always on duty is the station dog, Buddy. He is a seven-year old, brown Rhodesian Ridgeback mix. "We got him from a 93-year-old lady who moved to a nursing home. Buddy lives at the Sand Key station and loves to ride on our boats, whenever possible."

CO Randall wants to thank the community for their help and donations during the January Government Shutdown. The Coast Guard is part of Homeland Security, not the Department of Defense, and did not receive paychecks during those 32-days. Many Sand Key residents and businesses donated food and supplies.

Tracy, now 47, will leave Sand Key at the end of 2020. She plans to retire in 2021 and return to St Petersburg to live. "I am a California girl--but I just love it here," she says.



FLORIDA HOLOCAUST MUSEUM'S FOUNDER PASSES AWAY

The Florida Holocaust Museum (The FHM) is incredibly saddened to announce the passing of its founder, Walter P. Loebenberg. The FHM was established by Walter and his wife, Edie, with the help of community leaders. The Museum is the result of Loebenberg's remarkable journey and vision.

"Walter Loebenberg was loved and highly respected by everyone he met and by the community. He was private and strong, but possessed a deep, abiding kindness and selflessness. His children and grandchildren adored him, his peers held him in high esteem, and the community was proud to call him its own," said Elizabeth Gelman, Executive Director of The Florida Holocaust Museum.

In 1989, Walter had a dream to provide quality Holocaust and human rights education to adults and students. In 1992, the Museum rented a space it would soon outgrow, on the grounds of the Jewish Community Center of Pinellas County in Madeira Beach, Florida. In 1998, The FHM relocated to its current location in the heart of downtown St. Petersburg, FL in a 27,000 square foot building specifically designed for visitor enrichment, artifact preservation, and educational purposes. In 2017, the Museum proudly celebrated its 25th Anniversary.

Walter Loebenberg was born in Wachterbacht, Germany and was raised with one sister. His family could trace their roots back to 1492 and the time of the Spanish Inquisition. Walter came from a prominent family that lived in a community with very few Jews. Walter's father owned a paint manufacturing company and was arrested in 1933 for slandering Hitler's name. His business then deteriorated due to antisemitism, and the family moved to Frankfurt in 1936.

At age fourteen, Walter became an apprentice in a bakery. On Kristallnacht, he arrived to work to find the bakery and a nearby synagogue burning to the ground. He was arrested and taken

to the town square where Jews were being sent to concentration camps. He was released by SS officers, along with fourteen others, then to be chased by a mob of women. He escaped and made his way home. His mother immediately wrote for assistance to leave Germany.

Walter's family was scheduled to leave Europe on the ship the St. Louis, but the family's plans changed at the last minute. They came on another ship, and reached Ellis Island in 1939, where they remained for four months. Walter, then a teenager, was later drafted into the United States Army and became a U.S. citizen. While overseas, Walter was awarded with The Bronze Star Medal, presented to him by General Dwight D. Eisenhower, for his involvement with an interrogation that led to the information that saved the life of many American soldiers.


After he returned to America, he met his wife Edith. Walter and Edith had three children, eight grandchildren, and four great-grandchildren. They were married for 62 years.

Through his philanthropic efforts, Walter supported more than fifteen organizations in the Tampa Bay area. He received several awards in recognition of his philanthropic efforts, including the Key to the City of St. Petersburg, the Tree of Life Award from the Jewish National Fund, the Humanitarian of the Year Award from the JCC, and the Tampa Bay Business Committee for the Arts Award.

The Florida Holocaust Museum is located at 55 5th Street S., St. Petersburg. Photos Courtesy of The Florida Holocaust Museum



Walter & Edie in the summer of 1947



1977.

Your first real responsibility drooled a lot. Which seems pretty manageable compared to having kids in college and aging parents to care for in

2018.

One minute you're just a kid with a new dog. The next, life's far more complicated. That's why a Raymond James financial advisor will partner with you to build a plan that accounts for your increasingly complex financial needs. From tuition and senior care, to your own desire to enjoy the retirement lifestyle you've always wanted. **LIFE WELL PLANNED.**

RAYMOND JAMES

JAMES S. CONLIN, CFP®

Senior Vice President, Wealth Management
Branch Manager // Belleair-Largo
2401 West Bay Drive // Largo, FL 33770
O 727.584.8615 // TF 800.237.0153
jim.conlin@raymondjames.com
conlinwealthmanagement.com

© 2018 Raymond James & Associates, Inc., member New York Stock Exchange/SIPC. CFP Board owns the CFP® and CERTIFIED FINANCIAL PLANNER™ marks in the United States. 18-8833D-0006 TA 1/18

#19-2181827

THE PICASSO OF PINELLAS COUNTY...MEET SILAS BEACH

Story and Photos by Dan L. Hummel

Tucked away in a little art studio in Safety Harbor is one of this area's most talented and beloved artists. Silas Beach, born in 1952 as Silas Gatewood III, has achieved considerable recognition in the Bay Area with his paintings which are notorious for their emotion and vibrant colors. He describes himself as an original tropical artist, creating stunning artwork featuring wildlife and beach themes.

A true gentleman and a delight to visit with, Silas explained why he changed his last name to Beach. "When I started painting many years ago, I used to sign all of my work with my first name. Then, a good friend of mine started referring to me as the 'artist of the beach'. The name has stuck with me, and truly fits the subject matter that I love to paint."

A native of St. Petersburg, Silas spent some time in the north and graduated from Miamisburg High School in Dayton, Ohio. While in the north, he helped operate the family's pet store and managed the exotic pet section of the business. But, painting and the south were his passions, so he eventually returned to Florida and began a colorful and whimsical life in the arts.

Over the years he has left his mark, or should we say artwork, on many businesses. He spent decades working for the Frenchy's Restaurant group where he was instrumental in helping to build their strong, colorful brand. "Frenchy's is actually my legacy", says Silas in a proud, but humble tone. Frenchy's tabletops, walls, interiors, exteriors and signage all have the Silas Beach signature of what he calls his 'Floribbean art'. When he left Frenchy's in 2012, other restaurants such as the Hog Island Fish Camp and Sea Sea Riders in Dunedin sought out his flamboyant and decorative talents. The Jimmy Guana's Bar in Indian Rocks was actually named by Silas.

One of his most recognizable projects is the artwork associated with the Gulf Boulevard mile marker project. Colorful mile posts brighten the landscape from Pass-A-Grille to Clearwater Beach. The signposts, with their distinctive fish logo, were created by Silas. One of the final prototypes lays near his feet at his work station in the Safety Harbor studio.

Christa Wakayama, who owns the Safety Harbor "n" Such Gallery where Silas works, describes her dear friend this way. "Silas Beach is the real deal. He is a true visionary and eats,

breathes and sleeps art. Some mornings I come into the shop where Silas's studio is, and he is sleeping in the middle of all these sea life masterpieces that he worked on all night with paint brushes and kaleidoscopes of palettes surrounding him."

A two time cancer survivor, Silas has a big heart. Silas has donated his talents to many charitable causes including the Largo Library, Hospice/Empath Health, Children's Home Society of Florida, Big Brothers Big Sisters, Equality Florida Inc., Clearwater Chamber of Commerce, and many others.

A longtime friend of Silas, Kelly Corcoran, commented, "Silas has never considered himself an artist, he is a zoologist at heart, but his artwork reflects an immense love of nature and a very distinct vision of how each creature is unique and beautiful. For example, he has painted literally thousands of dolphins and manatees over the years, but everyone has a different expression, a slightly different movement to it, almost as though he is painting each animal's individual portrait."

Silas is extremely interested in astrology. His depth in the subject matter is shadowed only by his talent with the paintbrush. Because of his love for wildlife, he quipped he should be reincarnated as St. Francis of Assisi, the Patron Saint of animals. Very few of his paintings lack some type of a wildlife presence.

A loyal friend to many, Silas recently lost one of his best buddies. He reflected on their many years of friendship, and was quick to point out the special pair of blue jeans that he painted to wear to the funeral. He choked up as he described their special relationship.

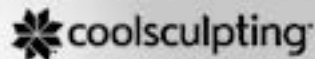
Since I wrote this story, Silas has had a small stroke and is in rehab. He is still painting in rehab. To view some of his colorful, beachy artwork, visit his Facebook page at Silas Beach Inc. There is also a GoFund me page on his Facebook page to raise money for his rehab bills.

Silas's work can be viewed at the Safety Harbor "n" Such Gallery at 531 Main Street on Monday through Saturday from 1 to 6 pm. When he is back on his feet, Silas will again live painting on Sundays at the Gazebo on Main Street in Safety Harbor from 10 am to 3 pm. You can purchase one of his existing paintings, or commission him to paint one exclusively for your needs. Corcoran continued, "Each day Silas produces new pieces of brilliance and love on canvas to share with the world!"

Silas can also be reached at (727) 712-6219, or via email at sibeach1952@gmail.com.■



Pledge To Reduce Waist This Year.



Reducing waist begins with you. And CoolSculpting. This non-invasive procedure results in lasting fat reduction, around waist, hips, thighs, arms and chin. FDA cleared. No downtime. We have performed over 9,000 body contouring treatments and are a #1 Provider of CoolSculpting in the Tampa Bay Area. Reduce your waist with CoolSculpting. Call to schedule a complimentary consultation today.

2894 West Bay Dr
Belleair Bluffs
727-518-7100
radiancemedspa.com



**Save Up to 25% Off
CoolSculpting**
May not be combined with other specials
or discounts. Offer expires 05/31/19.

Medical Director: Erika Francis, MD



AWARD WINNING NATURAL BEACH
CALADESI ISLAND
VIA FERRY



3 MILES OF UNCROWDED, WHITE SANDY BEACH

FERRY DEPARTS EVERY DAY* FROM HONEYMOON ISLAND STATE PARK AT WEST END STATE ROAD 586. (Dunedin Causeway)

HASSLE FREE PARKING AT DEPARTURE
DEPARTURES BEGIN AT 10AM
 Departs Every Half Hour Weather Permitting (Seasonally Adjusted)
ADULT \$14.00 • CHILD \$7.00 (6 THRU 12)
UNDER 6 FREE • ROUND TRIP
 Park Entrance Fee Extra
 *Except Thanksgiving and Christmas Day.
Call Today • 727-734-5263 • CaladesiFerry.org



Serving Clearwater Beach for over 28 years

Harbor Barber

Walk-Ins Only Newly Remodeled Inside

Owner/Barber Dan Beach



Mens' Haircuts \$16

Monday - Friday 8am - 5pm
Saturday 8am - 1pm
Closed Sunday

Clearwater Beach Marina
 25 Causeway Blvd. #109 Clearwater Beach
727.442.6419 HarborBarberSalon.com

Bar & Restaurant News

WHAT IS POKE You may have noticed many area poke (pronounced poh-kay and rhymes with okay) restaurants are opening. Do you know what that is? The word poke simply means "chunk" in Hawaiian. Previously, poke was any meat or seafood cut into small chunks and marinated. When referring to poke nowadays, it is generally seafood and more likely to be like a seafood salad.

POKE HAVANA at Clearwater Beach Marina, Poke Havana opened in late March at the entrance to the Clearwater Beach Marina building. There is a small amount of seating or food can be taken home. It is called Poke Havana because a big part of the menu is Cuban, for those that may not want seafood. This new poke concept is operated by Frank Chivas and Baystar Restaurants who also owns Salt Cracker Fish Camp and Marina Cantina, both in the same Marina.



KAIA BOWLS in Pelican Plaza Owners Linda and Tom Souza serve bowls of Acai, Pitaya and Poke with Kombucha and CBD Teas on tap. Check them out at 483 Mandalay Avenue, on the ground level of the Pelican Plaza, next to Formaggi Pizza. KaiaBowls.com.

POKE 88 - Coming Soon Under construction in the space vacated by The Donut Experiment near Gondolier Pizza, they have just started construction, so give them a few months.

CABANA Owned by partners Gary Meco (Left) and Krenar Ndreu (Rt), The Cabana offers flatbreads, sandwiches, nachos, tacos, beer, wine, mixed drinks and alcohol infused desserts (tiramisu and crème brulee). They are open from Noon to 3am with free delivery. Find them at 483 Mandalay Avenue, in the middle of Pelican Plaza, next to the Fusion Cigar Lounge.



STONE CRAB SEASON ENDS The season ends May 15th. After that it will be impossible to get fresh stone crabs in the stores and restaurants. This year's season has been rather slow. Crabbers have reported below normal harvests. No one really knows why - weather, red tide, hurricanes? Could be all or none of the above.

Bar & Restaurant News

HOT SAKE This new Sushi Asian restaurant recently opened on the north end of the beach between Mandalay and Poinsettia Avenues, next to Ryan's Café.

The restaurant has a sushi bar with limited seating and a few inside tables. They offer a wide selection of sushi, sashimi, noodles and authentic specialty Asian dishes. Their lunch specials range from \$11 to \$14.

Swing by and pick up a menu for your next take-out night. They are open seven days a week for lunch and dinner until 10pm. Dine in or take out. Find them at 432 Poinsettia Avenue. Call 447-3663.



CAFFINATED BAKERY Opened only a year ago, Caffeinated Bakery already has new owners - Tom and Tina Oberer. They purchased the small coffee shop in January. Find them in North Beach, one block east of Mandalay at 55 Baymont.

ROUNABOUT PIZZA This new pizza spot, on the northeast corner of the Clearwater Marina building, is scheduled to open "very soon," says owner Frank Chivas. It will offer take-out, delivery, and a small amount of seating.



SEAWEEED NOW OFFERS BRUNCH The Seaweed Grill in Belleair Bluffs now offers brunch on Saturdays and Sundays from 11am to 3pm. The new fantastic menu, called "Brunch and Bubbly" was just introduced in March. It includes standard breakfast items such as omelets and pancakes, but some have that extra twist - Lobster and Brie omelet, lemon ricotta pancakes, chicken and waffles. The menu includes standard brunch fare including burgers and sandwiches and of course sushi. Your first Mimosas or Bloody Mary is free, and

they have "bottomless" drink options. See the menu at SeaweedGrill.com.

CLEARWATER WINE MOVES Kristi Lam and Sherry Manning, owners of the Clearwater Wine Bar and Bistro in Pelican Plaza moved. They closed the Pelican Plaza Wine Bar on the first floor and reopened in the North Beach Parking Plaza, on Poinsettia Avenue with a new Cuban menu. Clearwater Wine Bar & Bistro is a European-inspired wine bar, bistro & retail wine shop. The Bistro is open Sunday through Thursday from 4 to 10 pm and Friday & Saturday from 11:30 am to 11:30 pm.



Come celebrate with us!

EASTER SUNDAY

7:00 am—Sunrise Service
 8:30 am—Traditional Worship
 10:00 am—Traditional Worship
 11:00 am—Egg Hunt

Chapel
By The Sea

54 Bay Esplanade
 Clearwater Beach, FL
chapelbythesea.net

727-446-1653

Specializing in half day and all day fishing trips

Double Eagle

Deep Sea Fishing

Docked at Clearwater Municipal Marina

Kid Friendly

www.DoubleEagleDeepSeaFishing.com

What did you do with your wedding gifts?



We purchased our first moving truck. 2 years later we've successfully completed 1300 moves

Fill out our FREE ESTIMATE Form at www.bigmansmoving.com or call (727) 772-3458

**Packing Services | Open 7 Days
Licensed & Insured | Local & Out of State**



**AUCTION UNRIVALED WATERFRONT ESTATE
APRIL 30TH**

144 WILLADEL DRIVE, BELLEAIR, FLORIDA

Situated on one of the most desirable streets in the Tampa Bay area, 144 Willadel Drive will be auctioned on Tuesday, April 30th at 9AM EST. The 6 bedroom, 6 bath waterfront home was designed with European elegance and no expense spared construction. It includes a pool house, 4 car garage and guest quarters. The property extends across nearly two acres of landscaped land with 171± feet of water frontage.

This is a home worthy of its setting. One enters through a serene Koi pond courtyard. The home features panoramic views from almost every room. The chef's kitchen contains custom cabinetry, Tuscan tile, Viking appliances and a butler's pantry. There is a Wet bar and wine cellar. The first floor master is a private oasis with incredible views, sauna, and safe room. Second floor reached by stairs or elevator, has 3 bedrooms and a phenomenal theater room. Continuing the theme of affluence, the outdoor living is complete with multiple terraces, a huge resort-style pool, spa, lagoon waterfall, underground water slide, and tennis court.

A 15-year real estate veteran, Phyllis Franklin of Stonebridge Real Estate says "You definitely don't want to miss out on the opportunity of this online auction! When it came to choosing an auction resource, we picked Interluxe because of their comprehensive exposure to national and international buyers. We wanted to market the property to the audience it deserves and Interluxe was our choice."



For property details: Phyllis Franklin of Stonebridge Real Estate | 727.804.5338 | phylfrank1@gmail.com
For auction details: Interluxe.com | 888.415.LUXE (5893)
paid advertisement

Bar & Restaurant News

SEKUSHI OPENS

Sekushi Dumpling & Noodle Bar is now open on the north end of the beach. New owner Frank Mandella, a Clearwater resident, has gutted the prior Cork-N-Brew's interior and doubled the size and amount of seating. The menu offers sushi, dumplings and much more. They also have a full bar. Sekushi is located at 524 Mandalay Avenue, just north of the Sandpearl.



COUSINS MAINE LOBSTER This new restaurant should be opening soon on Coronado Drive. This is a chain, with dozens of locations in the United States, including Orlando and Naples.

All their lobsters are caught in Maine and they offer traditional lobster rolls on split top rolls also shipped from Maine.

They are in the Residence Inn, across from the Hyatt Regency, at 309 Coronado Drive. Visit CousinsMaineLobster.com.



BACKWATERS GIVES BACK During January's U.S. Government shutdown, members of the Coast Guard were not paid, but reported to work anyway.

To help them when they had no money coming in, many members of the community donated dry goods and products for them to use at home. Some even took meals to our maritime first responders, while they were working their 24-hour shifts, including owners of Backwater's, Maggie Mae's and the publishers of this newsletter who delivered a full meal to 20 Sand Key members. The governmental shutdown lasted 35 days.

BAIT HOUSE REMODELS

While a great restaurant, The Bait House actually does offer bait and more including shirts and fishing gear. Recently, owner Christian Harms, replace the deck and restaurant seating area and totally remodeled the retail area. The restaurant is now back open and happy to sell you some shirts, bait, and gear with your beer.



Check them out at the east end of the Marina parking area, next to the Starlite Cruise boat. ClearwaterBaitHouse.com .



CATCH TIME WITH THE FAMILY

Visit our website to check out the latest inventory or stop by MarineMax Clearwater today!

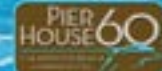
MarineMax Clearwater
18025 US 19 N | Clearwater, FL 33764
(866) 581-9072 | marinemax.com/clearwater



It's all about the Sunset!

PIER HOUSE 60 MARINA HOTEL · JIMMY'S CROW'S NEST
101 CORONADO DRIVE · CLEARWATER BEACH FL
PierHouse60.com · JimmysCrowsNest.com

Voted Best
Rooftop Bar



Large Video Screen
Sports & Music Videos

Coupon: Purchase any 2 sandwiches, wraps or bowls and get a FREE Starter appetizer. Must present this ad. Not valid with other coupons, offers or specials. Expires 12/20/2018 BNL

SHE IS NO LONGER LOST

By Katy Meador, Jolley Trolley

"It's never too late for a new beginning in your life" -Joyce Meyers

This quote rings loud and clear when it comes to Diane Colomb of the Clearwater Jolley Trolley. Originally from Maryland, she later moved to Franklin County, Virginia. She started as a bus driver for the local schools. After 12 years and all 7 of her kids were grown, she made the move to Clearwater, Florida.

On November 14, 2010, Diane took on her next adventure and joined the Jolley Trolley. Her first day was off to a questionable start when she let it slip to a former employee and our Director, Rosemary Windsor, that she is "horrible with directions." This helped start a rather catchy nickname for Diane.

When I asked how the nickname came to be, she said "I was so scared, I didn't know where I was going. It's like I was a deer caught in the headlights, but soon all the other drivers took me under their wing and taught me everything I needed to know. Shortly after, everyone started calling me Bambi."

After eight successful and enjoyable years, Diane retired from the Jolley Trolley to help her daughter with her newborn. They moved to Port Charlotte for a brief period while her daughter was a traveling nurse. Diane cared for her grandbaby around the clock for nine months. However, something just did not feel right. She felt lost and was in a bit of a slump.

Diane eventually moved back to Clearwater and reached out to our Director of Operations, Sue Eaton. Diane told Sue that she missed the trolleys and thought she might want to come back. Sue's response was a simple "when you are ready, let me know." Roughly a month later, Diane sent a message to Sue, "I'm ready." With that, Bambi was back.

Diane was over the moon excited to have her trolleys back. She no longer felt lost. She remembers telling her kids about her decision, all of which said, "it's about time." Diane comes in everyday with a freshly ironed Hawaiian shirt and a bright, beaming smile.

When I asked Diane to share a little of what Jolley Trolley means to her, she said, "driving the Jolley Trolley is one of the most rewarding jobs to have. From driving along the Beaches, through Dunedin up to Tarpon Springs and even driving charters, I love seeing the folks happy and enjoying themselves. My coworkers are also the best. We all work together as a team to provide the best transportation. From the top Executive to the newest driver, the shop and office staff are always there if you need anything. The Jolley Trolley really is a family. Best part is when you are on the trolley. It's a whole new world and all your worries just fade away."

The Jolley Trolley is very blessed to have such a wonderful person as part of our team and happy to recognize her as part of Driver Appreciation Day. She may not know which direction she is headed, but Bambi will always get you to where you want to go.



CLEARWATER BEACH'S BEST RESTAURANTS!



Hand-Crafted Signature Cocktails
 Chef-Inspired Island Cuisine
 Outdoor Deck with Beautiful Water Views
 727.216.8085
 437 S. Gulfview Blvd.



World Famous on Clearwater Beach
 Stunning Sunset Views
 Best Breakfast on the Beach
 Daily from 8:00-11:30am
 727.608.2065
 333 S. Gulfview Blvd.



A New Crab Has Emerged
 3 Stories of Dining
 An Old Favorite with a New Twist
 727.210.1313
 37 Causeway Blvd.

Featured on Beach Bites with Katie Leel **COOKING CHANNEL**

Beachside HOSPITALITY GROUP

Visit our Florida Family of Restaurants
www.beachsidehospitalitygroup.com

KAYAKER RESCUED OFF BEACH

Largo man says dedicated professionals, RapidSOS helped saved his life

Here is a story with a happy ending. Michael Bochniarz (65), a resident of nearby Largo and an avid fisherman, was rescued while fishing off of Indian Rocks Beach on February 6. His kayak turned over in 56-degree water. With the help of the 9-1-1 system and the Pinellas Suncoast Fire & Rescue District out of Indian Rocks Beach, Michael lived to tell his story and thank his rescuers for their service.

Bochniarz regularly launches his one-man kayak off of Indian Rocks to fish just offshore. That Wednesday, he packed his fishing gear, a life preserver and his cell phone - sealed in a plastic water tight pouch, fortunately - in the kayak, and pushed off alone.

"I was not catching any fish, so I paddled to a spot off of 7th Avenue and moved out about half-a-mile," Michael said. "When I tried to pull up my anchor, it was stuck. To my surprise, my kayak flipped." "I was in shock," Michael explained. "I could not right the kayak but I was able to reach my cell phone and called 9-1-1. The girl on the other line, Mackenzie Espinoza, did an excellent job of keeping me calm and getting my information."

"When she asked me where I was—all

I could say was half a mile off of Indian Rocks near 7th Avenue."

Espinoza's system located him and with his GPS location, she immediately dispatched a Sheriff's helicopter and the PSFR&D.

Within 10 minutes, the helicopter spotted him, and the PSFRD team pulled their inflatable rescue boat onto the beach at 7th Avenue and headed his way. They pulled Michael from the frigid water within 23 minutes.

"It was so cold - maybe 56 degrees. I did not think I could have held on much longer," says Michael. "I was so glad to see that helicopter and the rescue boat."

For all 911 calls, the first and most important question is "What is your location." That is the first step to dispatch life-saving emergency responders. Pinellas County uses RapidSOS NG911 Clearinghouse. It allows fast and accurate location data for 9-1-1 calls from cell phones using iOS 12 or Android 4.0 phones and up via the RapidSOS NG911 Clearinghouse. It is what allowed them to find Michael so quickly.

"We are thrilled to provide Pinellas Regional 911 call-takers and dispatchers with the information they need to get



citizens help quickly in an emergency," says Michael Martin, CEO with RapidSOS.

Saving Michael Bochniarz's life was a team effort involving the 911 Communications Center, the Sheriff's office, and PSFRD.

Michael's advice? Wear a life jacket and keep your phone in a water tight pouch. And practice using it in the pouch before you need it.

A few weeks later, Michael got the chance to personally thank everyone involved including dispatcher Mackenzie Espinoza and Pinellas Suncoast Fire Rescue responders Kaitlyn Armstrong and Richard Funderburk.

LIVE MUSIC BY RENOWNED PIANIST ROD KEISER

Great times. Grand tunes.

Fridays • 5:00-9:00 p.m.

End your week at the Bellevue Inn. Unwind with inviting views and intoxicating melodies by extraordinary pianist Rod Keiser.

Admission and parking are free for this event.

Complimentary cheeses will be provided with wine and beer available for purchase.

Live Music Fridays • 5-9 p.m.

Bellevue Inn™

25 Bellevue Blvd. • Belleair FL 33756
TheBellevueInn.com • (727) 441-1774



Affordable Care Assistance When You Need It

Celebrating 22 Years of Experience!

Personal Care <i>Bathing, Grooming Meal Preparation</i>	Transportation <i>Appointments, Errands & Events</i>
Light Housekeeping <i>Dusting, Vacuuming, Sweeping Dishes, Laundry, Linens</i>	Companionship <i>Conversation, Reminiscing</i>
<i>One Time, As Needed, or Daily Care Available 24/7</i>	In-Home Respite Care <i>Break for Primary Caregiver</i>



CARE PLACEMENT
Home Health Agency
Caring is Our Business

727-787-8677 • 813-884-6100
 CarePlacementHH.com

Pinellas/Pasco Lic #209902000 • Hillsborough Lic #209902048



FISHING WITH MISTY, A REEL FUTURE

By Bob Griffin, Publisher

At the risk of sounding sexist, you don't expect your fishing guide to be a woman. But Florida native Misty Wells is a fishing guide—and more. A resident of Belleair, Wells was born in Clearwater's Morton Plant Hospital.

After graduating from Clearwater High School, Wells started a hospitality career working with many Pinellas area hotels, as well as in Colorado. She eventually became the public relations and assistant manager at the St. Pete Beach Postcard Inn.

"A group of ladies organizing a women's fishing tournament came by to ask if we'd be a co-sponsor," Misty remembers. "The idea of fishing never crossed my mind but sounded really interesting. I personally entered the tournament and got 'hooked' immediately."

That led to lots of other outdoor sporting activities: hunting, diving, fishing, kayaking, and paddle boarding.

"I started writing about all my experiences," Misty explains. "I posted articles about my activities online, created videos and even started a blog. Currently, Wells writes a bi-weekly column that appears in the *Tampa Bay Times* and is also a contributor to publications including *Coastal Angler*, *Women's Outdoor Network*, *Onshore-Offshore Magazine*, *Sunseeker Magazine*, *the Florida Sportsman*, *Florida Sport Fishing*, *Guy Harvey's Online Fisherman*, *Woods N Water Magazine* and others."

Wells is also developing tv show called *Let's Take It Outside* which is part of the Tampa Bay Times web site. It covers everything from fishing, hunting, gator wrestling and diving to paddle boarding, rafting, race car driving, and even python hunting. Some of her televised work appears on the Discovery Channel, NBC Sports, and the World Fishing Network.

Now a National & International Tournament Director, Wells works with venues & locations all over the country creating fishing tournaments, and occasionally has a time to fish in one or two of them as well.

Wells has been appointed a member of the Advisory Council for the Florida Fishing Industry Council and interacts with Tallahassee and Washington on matters that affect the Florida waters and fishing.

Through those endeavors, she and Captain Tommy LaRouge created a youth-based, non-profit charity called "A Reel Future." It is focused on the next generation of outdoor men and women - targeting kids in group foster care. LaRouge is a professional yacht and charter captain based in Clearwater. He grew up in Pinellas County's foster care system - from age 6-18. Together, they have helped over 2,000 area children get to know and appreciate fishing.

"Our goal is to teach and inspire these foster children", Wells says. "We teach kids to turn off the electronics and enjoy nature."

As all organization, theirs is in need of donations, such as boats, tackle, fishing rods - and, of course, cash. Learn more about this local charity at www.AReelFuture.com.

You can reach Misty at 970-708-7997 or Captain Tommy LaRouge at 727-550-7759. Visit www.MistyWells.com.

RMF
Care Management, Inc.
Problem Solver for the Elderly

Patient & Family Advocacy
Care Management
Crisis Intervention
Consulting
Placement Services
(Skilled & Assisted Living Facilities)



"Our nursing team has provided professional guidance to our clients and their families for over 22 years."

Ruth Fanovich
 RN, LHRM & Owner

727-787-8677 **RMFHomeCare.com**

HURRICANE SEASON, RAINY SEASON, EVERY SEASON BRINGS THE RISK FOR FLOODING



By Pinellas County Commissioner Karen Seel

We live in a beautiful place, with stunning white beaches and their foam-frosted waves to splash through on an afternoon walk, our sparkling blue lakes to romp and play on, dark and dense hardwood swamps to explore and hidden streams gurgling with the most relaxing sound to listen to from our porches at night. We're surrounded by beautiful water. It's our life blood here in Pinellas County.

Let's face it, though. Because of the beautiful water that surrounds us and the kind that falls from the sky in any season, we also live in a place that's susceptible to most every type of flooding.

There's low-lying area flooding from an afternoon thunderstorm, with its ability to fill your fenced-in backyard with rainwater so quickly you can't believe your eyes. There's riverine flooding, where that serene swamp or quiet trickling stream can fill with an unexpected heavy downpour and become a muddy rush headed straight for your home. And, there's flooding from a hurricane, with its unyielding rainfall and dangerous, powerful storm surge.

Do you think it can't happen to you? It did happen to the residents of the Panhandle last September.

You may not have seen the destruction left behind after Hurricane Michael, but I encourage you to read about the homes and businesses that were completely wiped away in Mexico Beach. It's this kind of devastation that flooding can create and that you need to prepare for.

Many in Mexico Beach now wish they had purchased low-cost, preferred-risk flood insurance policies which are available to property owners in designated low or moderate-risk flood zones. Homes just two blocks away from the beachfront qualified for these lower rate policies—currently \$480 per year—but, now, the homes are gone and the lives their owners led can never be recaptured. Only a street or the barest outline of a foundation is left to indicate they were ever there.

Could you financially recover from losing your home to storm surge or other flooding? Most can't.

This is why I am urging you to purchase flood insurance. Remember, homeowners insurance does not cover damage from floods. If you have a federally-backed mortgage and live in a high-risk area, known as a Special Flood Hazard Area, then you must carry a flood insurance policy.

Please take advantage of these preferred-rate policies if you live in a designated low or moderate-risk flood zone to protect yourself financially. Also, sign up for flood notifications from Alert Pinellas to protect yourself and your family. Visit www.pinellascounty.org/alertpinellas for more details.

Don't let a flood change your life here in beautiful Pinellas County.

As always, please send me any of your comments or concerns. You can email me at kseel@pinellascounty.org.

Maggie Mae's

Breakfast and Lunch with an attitude!

Member's Choice Award

2015 TRAVELER'S CHOICE big advisor

find us on facebook

Two Locations to Serve You

On the Bluffs
2961 West Bay Dr.
Belleair Bluffs, FL 33770
727-724-4243

Waterfront Sand Key
1261 Gulf Blvd.
Clearwater, FL 33767
727-595-1095

7:00 AM to 2:30 PM Daily

Eggs - bigger, fresher!

Classic Club Sandwich

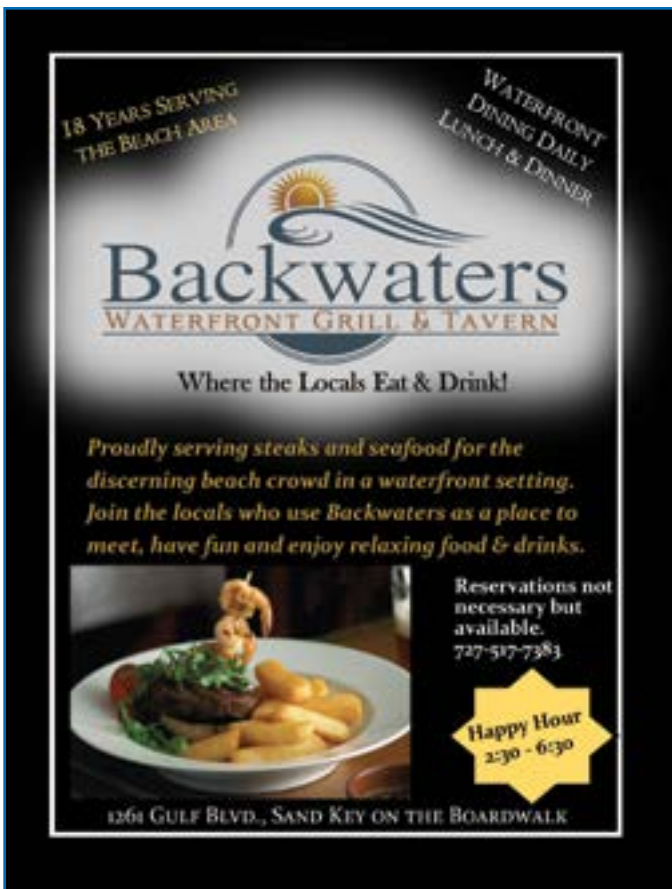
Homemade Corned Beef Hash

Our own roast turkey breast!

Signature recipe Chocolate Chip Cookies

Maggie Burger - Juicy, Good!

Business Briefs



18 YEARS SERVING THE BEACH AREA


WATERFRONT DINING DAILY LUNCH & DINNER

Backwaters

WATERFRONT GRILL & TAVERN

Where the Locals Eat & Drink!

Proudly serving steaks and seafood for the discerning beach crowd in a waterfront setting. Join the locals who use Backwaters as a place to meet, have fun and enjoy relaxing food & drinks.



Reservations not necessary but available.
727-517-7383

Happy Hour
2:30 - 6:30

1261 GULF BLVD., SAND KEY ON THE BOARDWALK



WINTER AND SEA TURTLE THEMED ROOMS In February, Clearwater Marine Aquarium and the Wyndham Grand Clearwater Beach unveiled three unique guest rooms featuring rescued CMA sea

turtles. These rooms are in addition to the nine popular Winter the dolphin themed rooms currently at the hotel. All twelve themed rooms are perfect for families excited by marine life and inspired by the rescued animals at CMA. The rooms have raised tens of thousands of dollars to support the important mission of the rescue, rehabilitation and release of marine life.

BEST PLACE TO WORK ProVise Management Group, a financial planning and investment management firm with two offices in the Tampa Bay area, has been named a 2019 Best Place to Work for Financial Advisers by InvestmentNews. It is the second straight year that the firm has been recognized by the publication.

"It's an honor to be recognized again by InvestmentNews for the culture and environment we have fostered at ProVise," said V. Raymond Ferrara, a Certified Financial Planner™, and Chairman and Chief Executive Officer of ProVise. "Our entire team is among the best and brightest I have ever met, and I'm thankful for the contributions they each make to our company and for their efforts in helping our clients meet their financial goals."

KILWIN'S CELEBRATES FIVE YEARS Kilwin's, the popular ice cream and sweets store on Mandalay Avenue, is five years old. Kate and Todd LaBonte opened the store on April 15th, 2014. "We cannot believe five years has already gone by," says Kate. "We'd like to thank the locals as well as the tourists who have made our Kilwins such a big success. We hope the next five years are just as sweet."



Remember, they cater special events, such as, birthday parties. Call them at 400-6802 for information.

Find them at 391 Mandala Avenue, next to Hooter's.

CLEARWATER BAY CLUB This new condo should open in late 2020/21. Plans call for a six-story building with 15 two or three-bedroom waterfront units with boat slips. This is an investment hotel concept, meaning you can only live there 30 days a year, the rest of the year it is a vacation rental. Some units have boat slips with up to 100 feet in length. Prices range from \$541,000 (866 square feet) to over \$1 million for units on the top two floors. It is located at 667 Bay Esplanade. Visit ClearwaterBayClub.com or call Susan Gaddis or Elaine Fisher at 233-4222 for more information.

Upcoming Events



Easter Sunday
April 21, 2019
Full Menu Plus Specials Like:
Pan Seared Grouper
Topped with Crabmeat @
Lobster Cream Sauce
Serving 2pm - 10pm



Derby Party
May 4, 2019
Food & Drink Specials
"Win the Pot" Games
Extra TVs for Viewing
Derby Attire Encouraged
Fun Starts at 4pm



478 Mandalay Avenue, Clearwater Beach, FL 33767
Call For Reservations 727-754-1757
www.blinkersbeachside.com

Business Briefs



FRIDAY NIGHT MUSIC SERIES AT BELLEVIEW INN Start your weekend at the Belleview Inn with spectacular sunsets and the melodious talents of pianist Rod Keiser, who has performed with Dicky Betts in the '60s, the U.S. Air Force Band, the USF Symphony Orchestra, and BB King. Mr. Keiser delivers an impressive repertoire with tunes for every taste, from Bach to The Beatles. Bring your friends and neighbors to Belleair's most iconic new gathering spot every Friday from 5 – 9 pm. Complimentary cheeses

will be provided, and wine and beer is available for purchase. To receive notification of upcoming events, visit thebelleviewinn.com/newsletter-sign-up.

NEW ESCAPE ROOM The Clearwater Beach Escape Room is the place to go to get lost and have fun doing it. Can you and your friends solve the clues? It is perfect for groups, events or corporate team building. They offer five different games. You'll have a great time regardless of the adventure you choose



Find them on the second floor of The Pelican Plaza at 483 Mandalay Avenue. For information or to book your escape, visit EscapeRoomClearwaterBeach.com.

BEACH MASSAGE OPENS IN PELICAN PLAZA While it may be new to Pelican Plaza, Beach Massage is not new to Clearwater Beach. Owner Nancy Romano previously was in the mobile massage business, and opened a storefront on the second floor, in Suite #208. Get more information at www.ClearwaterBeachMassageSpa.com or call 678-8055.

FLORIDA GUEST SERVICES

This new Hospitality Business also opened in the Pelican Plaza. Affiliated with Expedia travel, FGS sells tickets to major attractions including Busch Gardens and Disney, at a major discount. If you are willing to take a tour of the Wyndham Grand's interval ownership rooms, they will pay you up to \$200 or give a free cruise. You do not have to take the tour though to get discounts on nearby attractions. Find them at 483 Mandalay Avenue, Suite #110 or call 275-8604.



NEW FRAME SHOP The custom framing shop that recently opened in The Plaza where Gluff's Barber Shop was is owned by Louise Del Basso, owner of Galleria Misto. Galleria Misto already offered custom framing, now operates in the new location on the southwest corner of The Plaza. Call 559-7767.

A NEW MIX OF FUN ON CLEARWATER BEACH

WATCH THE GAMES & PLAY THE GAMES

EAT – DRINK – PLAY at Clearwater Beach's new **ARCADE – SPORTS BAR – GRILLE**

Fun for the whole Family with over **40 Arcade Games** including classics such as: Pop-a-Shot, Pac-Man, Skee-Ball & pinball

TAP & TOKEN

752 SOUTH GULFVIEW BLVD
next to the Brown Boxer Restaurant

727-240-1179
tapandtoken.com
Open every day from 11am

Celebrating One Year!

Ryan's **Island Cafe**

Serving Breakfast & Lunch

Start Your Day on the SUNNY SIDE

432 Poinsettia Avenue
Clearwater Beach
(727) 240-4799

\$5 Half-Pound Cheeseburgers After 2PM

“MADEIRA BEACH WALK”, A TOWNHOUSE OPPORTUNITY!

By Tom Smith Owner of GHD Construction Services



There is little opportunity today to be able to purchase a new “Key West” style townhouse within one block from the beach. Then too, the Madeira Beach Walk townhomes are fee simple ownership (no Condo Commandos or monthly association fees!!). These townhomes are elevated to FEMA standards and built to all the new Florida hurricane codes. Even better, these townhomes will be priced below \$495,000!

Announcing, “Madeira Beach Walk”, just one block from our beautiful sand beach of the Gulf Coast. These townhomes will have 3 bedroom, 2 bath, 2 car garages, and all updated cabinetry, granite, appliances, and new designs. Added benefits are that while purchasing a newly built townhome, homeowner insurance rates are considerably less due to being constructed under the latest hurricane codes, and of course, no high flood insurance to pay annually. Many families are no experiencing extremely high rates for just flood insurance due to federal changes in the FEMA requirements, sometimes \$10,000 to \$18,000 just for flood insurance annually! That’s a budget buster. However, that doesn’t apply to all new structures raised above designated FEMA elevations. Flood insurance for newly constructed homes built to FEMA standards is less than \$600 per year.

For many of the families that come by our model home in Madeira Beach, their main concern is being able to be within walking distance to the beach. That becomes even more important as we all witness the great increase in car traffic annually along Gulf

Blvd each year. Getting to the beach is becoming a marathon event, not to mention trying to find a parking space. Being just one short block from the beach makes the Florida lifestyle even more appreciated. And, it is just a modest walk to Johns Pass for all of the fun events, stores, and restaurants, while again not having to fight traffic or parking. Not bad!

I mentioned above that these townhomes will have fee simple ownership, not having to conform to stringent condominium laws. There is no association to worry about or the very high monthly fees that are always associated with condos. And best of all, if you are not quite ready to live full time in your new Madeira Beach Walk townhouse, the residential rental market is quite hot now. A family could lock in today’s price, receive rental income, and move in a few years from now when retirement becomes full time.

Is today a good time to buy? The market has an almost non-existent inventory of newly constructed townhouses designed with the Key West look today, and built to all new FEMA and building codes. Purchasing older inventory doesn’t make much sense when today’s new home product costs about the same. If you are possibly considering a Florida townhouse for now of future years, consider coming by our model to discuss that possibility.

GHD Construction Services, Inc. has constructed 6,500 homes since 1971, and announces our GHD Coastal Homes for the Pinellas Beaches. Come visit our “Key West” Home at 239 144th Ave. N, Madeira Beach. If you have any questions pertaining to new home construction, feel free to come by the GHD model, call at (727) 954-8345, or email to: tweisser@ghdcsi.com. Meanwhile, look us up on our web site at www.GHDCoastalHomes.com.



WATERFRONT LIVING

Luxury coastal living takes on a whole new meaning when you build with GHD Coastal Homes. We specialize in building affordable luxury homes along the coastal beach towns of Pinellas County.

Your original Design-Build custom home builder for almost five decades. We are committed to providing you with a home that is exclusively yours and with an unsurpassed quality you should expect.



SHOWCASE HOME OPEN DAILY: 239 144th Avenue, Madeira Beach, FL 33785

Custom Single-family and Townhome Coastal Living
New Homes from low \$300,000s to over \$2 million*
Your Design or Ours | Your Lot or Ours



a division of



Building Affordable Luxury Since 1971

* Prices exclude lot and subject to change without notice. Broker Participation Welcome.

GHDCoastalHomes.com

727-954-8345



NATION'S FIRST UNDERWATER VETERANS DIVE MEMORIAL



The first statues for the nation's first underwater dive memorial honoring our veterans are expected to be lowered into place off the coast of Pinellas County in just a few weeks. Called "Circle of Heroes," the attraction will be located roughly 10-miles off the Pinellas County shore and eventually will include 24 different life-size concrete statues of men and women serving in the United States Air Force, Army, Coast Guard, Marines and Navy.

"This underwater exhibit will honor our nation's

heroes, while helping sustain marine life in our precious gulf waters as an artificial reef. Its impact will be everlasting and our county and state are better for it," said former Congressman David Jolly, whose non-profit, Brighter Future Florida, is spearheading the campaign to complete the memorial.

The concrete statues, which stand 6-feet tall, will be placed in a 100-foot circle. A 4-foot high, 5,830-pound monument will be placed at the center of the memorial featuring 5 bronze emblems representing each of the U.S. Armed Forces.

The brainchild of St. Pete College instructor Dr. Heyward Mathews, Circle of Heroes will be located a quarter mile from the popular dive site Veterans Reef, about 40 feet below the surface of the water.

"This underwater memorial will not just honor our veterans, but it will also serve them," U.S. Army Lieutenant Colonel (Ret) Bill Wilson of Clearwater said when the project was announced in 2018. "Diving trips to Circle of Heroes may be used in conjunction with sports therapy programs for disabled veterans struggling with PTSD, depression, trauma and other anxiety disorders."

To date, 12 of the 24 statues for the project have been purchased. Additional money from private and corporate donations and other sources is being sought to complete the underwater memorial.

If you are interested in sponsoring a statue or supporting the project, visit: www.vetmemorial.org

13TH ANNUAL WINE AND TAPAS EXTRAVAGANZA

Join the Belleair Rotary May 13, from 6 to 9pm at the elegant Belleair Country Club, One Country Lane, Belleair. Enjoy tasty hors d'oeuvres & desserts from top rated local restaurants, fine wines from Bella Vino Live Entertainment and laughter as you participate in casino activities. Your ticket purchase, sponsorship if desired, and successful bids on silent auction items support local, national and international organizations. Tickets are \$75 in advance and available at BelleairRotary.org. The Gala is expected to sell out early. Call 265-6658 for more information.

NO ONE HAS SOLD MORE PROPERTY ON ISLAND ESTATES

BEACH ISLAND GROUP

Our Offices

Local Expertise... Global Connections

Broker Assoc., G.R.I., CRS
Over Half A Billion In Sales
Waterfront Expert Since 1978
Certified Global Luxury Expert
International Sterling Society

JOANNE HILLER, REALTOR EMERITUS

COLDWELL BANKER

110 Island Way, Island Estates
727 460-5721 JoanneHiller.com

RESIDENTIAL REAL ESTATE

New in North Beach

Hot Sake
SUSHI & ASIAN

Sushi
Sashimi
Specialty Rolls
Noodles
Asian Dishes

Dine In
Take Out

Lunch
Specials

11:30am-10pm
7 Days a Week

432 Poinsettia Avenue | 727/447.3663

PIER 60

SUGAR SAND FESTIVAL

Presented by



ST. PETE CLEARWATER
APRIL 12th-28th, 2019

Pier 60 Sugar Sand Festival is a 17 day beach-wide celebration that pays tribute to Clearwater Beach's two most valuable assets: our famous sugar sands and sunsets!

THIS YEAR'S THEME:

Sea the WORLD

A Journey Around the Globe



BUY YOUR TICKETS NOW AT SUGARSANDFESTIVAL.COM

CLEARWATER BEACH SAFETY TIPS

The City of Clearwater operates seven unique lifeguard towers from Clearwater Pass to Bay Esplanade. Dedicated and well-trained lifeguards' man these towers seven days a week and on all holidays. The Beach Lifeguard Station (Tower 0) is located at 180 S. Gulf Blvd., just South of Pier 60 on Beach Walk. 727-462-6963

Summer Guarded Hours - daily: 9:30 am-7 pm, but may vary with weather conditions. Check towers for guarded hours and surf conditions


Beach Wheelchairs - Need help getting to the shoreline? Beach wheelchairs are available at the Main Beach Lifeguard Station (Tower 0), south of Pier 60. You may ask a lifeguard for assistance between the hours of 9:30 a.m. and 4 p.m. The beach wheelchairs are available on a first-come, first-served basis.

Jr. Beach Lifeguard Camp - Want to know what it is like to be a lifeguard on beautiful Clearwater Beach? Find out first hand by participating in this exciting camp. Participants will learn, train and work along actual Clearwater Beach lifeguards. Each participant will receive an official Clearwater Beach Lifeguard shirt, First Aid lessons including CPR certification, and learn basic lifeguard rescue skills – swimming, paddle board, and jet ski rescues. Mon.-Fri., 10 am-3 pm, Session 1: June 17-21 (Ages 13-17), Session 2: June 24-28 (Ages 8-12). The cost is \$165 per child without a Recreation Card, \$150 per child with a Recreation Card. Registration is open until filled. Participants must be able to swim 100 yards unassisted, tread water for 5 minutes, and swim underwater for at least 10 feet. Call Patrick Brafford or Konrad Ciolko at 462-6963 to obtain registration forms and to set up a swim test.

Top Ten Beach Tips

When planning your trip to Clearwater Beach, our lifeguards want you to be safe and have fun and encourage you to follow these tips.

- Learn To Swim – Learning to swim is the best defense against drowning.
- Always Swim Near a Lifeguard!
- Never Swim Alone – Swim with a companion or at least have someone on shore who can call for help.
- Don't Fight the Current – It is rare, but if you get caught in a current swim parallel to the shore until you can safely swim ashore.
- Swim Sober – Alcohol impairs swimming ability and good judgement and is prohibited on Clearwater Beach.
- Wear Sunscreen and Re-Apply Often!
- Wear a Coast Guard Approved Life Jacket if you can't swim or go boating. Don't trust rafts and other flotation devices to go offshore.
- No Jumping Off of Pier 60 – It is very dangerous and could result in serious injury.
- Understand Beach Warning Flags – Flags posted on beach and towers represent ocean hazards and surf conditions. Red flags indicate high hazards, Yellow flags indicate medium hazards, Green flags indicate low hazards or calm conditions, and Purple flags are for dangerous marine life.
- Watch the Weather – Florida lightning storms can be deadly. Storms arrive suddenly and with little warning. Have a family plan on where to meet in case of a storm and don't wait till the last minute to seek shelter.



THE BEACH ISLAND GROUP
2018 AWARD WINNING BEACH
REAL ESTATE TEAM!



Eric Griffiths Marlene Brown Joanne Hiller Michelle Chenault Marc Friedman

110 Island Way
Clearwater Beach, FL
727-447-0040
BeachIslandGroup.com



SOLD

136 Windward Island
Clearwater, FL 33767

JUST LISTED



106 Leeward
Clearwater, FL
33767

AND...



4 bed, 3 bath
\$1,325,000

441 Palm
Clearwater,
FL 33767

3 bed, 2bath
\$ 879,000

TACO BUS™

Dive In To Fresh Mexican Cuisine

Vegan, Vegetarian, & Gluten Free Options

Taco Bus proudly delivers a healthy, fresh, authentic Mexican taste experience to our Florida fans. Just one bite of a burrito, tostada, or quesadilla and your taste buds will be singing traditional Mexican folk songs.



Beer bucket pricing starting at \$10

Taco Tuesday
*52 Tacos

Open LATE
Sunday through Wed 10am-midnight
Thursday through Saturday 10am-1am

20% discount for Active Military & First Responders

Catering available from parties of 10 to over 100

505 S Gulfview Blvd, Clearwater Beach • 727-754-5304
South side of the beach, Street level of the Edge Hotel

www.taco-bus.com

THE ONLY BREWERY ON THE BEACH
featuring a great selection of beers, spirits & wines



CLEARWATER SOCIAL BREWING CO.

Buy One / Get One Free
Limit 1 per person / Up to \$15

483 MANDALAY AVE | 727-386-4176

MAAS BROTHERS AS I REMEMBER IT

"I recall being intimidated by the big escalators. I found shopping with my mother boring, so I entertained myself by hiding in the clothing racks. I remember that the milkshakes were especially good." **Rich Jones**

"I am a former Fashion Coordinator for that Maas Brothers. I did in-store training for other fashion employees. I selected the merchandise the display department put in the store windows. I also produced large runway fashion shows and was one of the first coordinators to include men in the shows. We also had a teen board, presented the Clearwater Parade floats and did table modeling in the Suncoast Restaurant. I most enjoyed meeting the hundreds of local shoppers." **Sandee Mikell Pfister, Belleair Resident**

"I was a teenage model for the Saturday Tea Room in the early 1960s. It was great fun being able to choose whatever I wanted to wear and walking around the store and restaurant showing it off." **Tabby Clements**

"I used to work in the display department of that Maas Brothers. I remember being on the roof of the store when someone came up to lower the American flag to half-staff. They told me President Kennedy had just died." **Mike Walbolt**

"My mother worked there in the mid-1960s; she is now over 90. When I told her they were tearing down the building, she asked if I would take her there to see it—one last time. I took her picture standing next to the entrance." **Pat Cope**

"Living in Island Estates, we shopped at Maas Brothers often. My first makeover was at their Clinique counter. During college, I worked at that store over Christmas as a floater working in different departments, including gift wrapping. I still have some martini glasses and crystal and silver baby bottles I bought there." **Sharon Skinner**

"Every Saturday, we went shopping in downtown Clearwater and would end up at Maas Brothers riding up and down on the escalators. We loved running up the down escalators, until we would get kicked out of the store. Those were great times." **Maggie Young Barber**

"Maas Brothers always smelled so good when you first entered the store off Osceola. As a teenager, I felt the Juniors Department was the high-end of fashions and accessories. It was also a place to rummage through the sales rack. They had Lancôme and Clinique makeup, Halston and Ralph Laurent, perfumes, and lots of glittering glass counters in the cosmetics section. I remember my mom buying some Etienne Aigner shoes for me there." **Liz Childress, Clearwater Historical Society**

"Maas Brothers was my second home while I was in high school. I bought all my clothes there." **Jean Mackenzie-Dehart**

"In 1966-67, I worked on the first level in the men's department. It was the same year they introduced men's cosmetics. I was constantly being sprayed with men's cologne as a form of sampling. I would go home smelling like a French whore. I had to have my suit dry-cleaned regularly. I spent more on dry-cleaning than they paid me." **Nathaniel Swan**

"My mother took me to that store right after it opened. I thought it was heaven." **Bonnie Chappel Dove**

"My mother would drop me off at the Library, while she would go shopping at Maas Brothers. I would have preferred the opposite." **Mark Warren**

MAAS BROTHERS' SUNCOAST RESTAURANT AS I REMEMBER IT

"I remember going with my mother when she went shopping at Maas Brothers. As a child I was so bored, but she made the ordeal fun by always going to the restaurant for a milkshake. They had the best milkshakes around—it made the trip worth it for me." **Former Mayor Frank Hibbard**

"We loved shopping there. It was a truly a Department Store. The most memorable thing to me was the restaurant and coffee shop. They had great coffee and fantastic cinnamon rolls. It became "the meeting place" for friends to gather for an afternoon of shopping and talk." **Sheila Cole, Island Estates resident and former President of the Clearwater Beach Chamber of Commerce**

"One of the best items in the restaurant was the 'Hot Fudge Pecan Ball' dessert. My husband and I would regularly go just for that dessert." **Sandee Mikell Pfister, Belleair Resident**

"I had lunch at the Suncoast Restaurant many times, usually to meet with clients. We enjoyed looking out over the waters of Clearwater Harbor. I would go there to pick up many a birthday gift and to go Christmas shopping. Maas Brothers was a special part of Clearwater." **John Doran, former City Councilman**

"The Suncoast Restaurant used to advertise in a magazine I represented. One of my favorite dishes was their Florentine salad. They would never give me the recipe. When it was announced the store was closing, the manager finally gave me the recipe for that salad. I still have it, hand-written by the chef, on the back of a nearby invoice." **Darlene Kole former CEO of Clearwater Beach Chamber of Commerce**

"My memories begin in the late 1960s and continue through the '80s. Some of my happiest memories are shopping and having lunch with my mom at that Maas Brothers. The café, which overlooked the water was very fancy from a young person's point of view." **Melinda Wilson**

"I grew up in Tarpon Springs. Maas Brothers was "The Place to Shop" for those of us who lived up there, too. My mother and sister would regularly shop there on Saturdays. My daddy and I would bring home the cinnamon buns. Yummy." **Mayor George Cretokos**

"I personally remember shopping at that Maas Brothers store in the late 1970s and early '80s with my grandmother. We always had such a good time shopping, then finished the outing with a stop in the Suncoast Restaurant." **Michelle Arnold, City of Clearwater Archives**

"I really liked Maas Brothers. My luggage set came from there and lasted forever. I used to work at the First National Bank, which was right across the street and we would always take our coffee breaks there and shop a bit. They had a wonderful apricot pastry. It was a great store." **Wanda Beasley**

"We were volunteers at the downtown Library. We would go over to Maas Brothers to eat lunch a lot. As a teenager, it made us feel so grown up." **Lisa Blyshak Thomas**

"I used to shop there in the 1970s and eat lunch with Mom. That is where I got my Gloria Vanderbilt jeans for school. Such wonderful memories." **Danielle Kahl**

"My friend Barb and I would have lunch there once a week to catch up on gossip. I got my first credit card at Maas Brothers." **Pat Day**

DEDICATED TO TOURISM: PHIL HENDERSON, SR. REMEMBERED

by Lynn Fuhler

Clearwater Beach and Dunedin lost another tourism leader with the passing of Phil Henderson, Sr. in mid-February. He joins a small group who charted the course, making Pinellas County the award-winning destination it is today.

Phil was active in local and state tourism, civic, government and charitable organizations and took leadership roles in many. He was not a one-term participant but rather a very dedicated lifetime supporter. Specifically, he was a member of the board of the Greater Clearwater Chamber of Commerce, president of Discover Florida's Suncoast, the tourism sales arm before its responsibilities folded into the convention and visitors bureau (CVB) and a member of the Tourist Development Council (overseeing the CVB). He was a quiet leader involved with the SKAL Club of Tampa Bay, Visit Florida and the Florida Attractions Association, among others.

I vividly recall a letter I sent to him back in the 1980s when I was the tourism director of the then Greater Clearwater Chamber of Commerce, then the lone chamber serving the beach and the mainland. At that time, the Capt. Anderson II Dinner Dance Cruise was based out of Panama City Beach, Fl., traveling to Clearwater Beach since the early '80s to offer cruises from October to May. My desire was to encourage him to relocate his family operation here year-round.

One will never know how much that letter weighed on the decision, but in October 1988 The Capt. Anderson II, later the Admiral, and presently the StarLite Majesty, made a one-way trip to its new home at the Clearwater Beach Marina. Today the vessel is operated by Phil Henderson, Jr.

In 1986, the State of Florida Park Service solicited bids for public water transportation from Honeymoon Island Recreation Area to Caladesi Island

State Park. Phil's Caladesi Island Connection was awarded the contract. The service continues today and can be credited with bringing visitors to an otherwise inaccessible state park and a "Best Beach" by Dr. Beach.

That same year the Greater Clearwater Chamber of Commerce organized a Beach/Mainland Transit Task Force chaired by Lorraine Freitag. Their resulting ferry service proposal was forwarded to the city of Clearwater with the request for a feasibility study. Not since the early 1900s had regular water transportation been available to transfer passengers between Clearwater and Clearwater Beach.

Phil never saw obstacles, only opportunities. He stated then, "Viewed as a means of reducing Memorial Causeway traffic congestion ... One of our primary goals in establishing the service was to reduce the natural barrier created by Clearwater Harbor and assist in unifying the island communities and the mainland. We feel that we will also be able to aid the economic development of downtown Clearwater, while serving as a tourist attraction."

Construction of a downtown dock at the curve on Drew St. began in the fall of 1989. Phil's Clearwater Ferry Service built it. As part of the agreement, after 10 years the dock would revert to the city of Clearwater.

A media event followed in January to officially unveil the dock as well as the Clearwater Express, which would begin operating trips to Tarpon Springs and later dolphin encounter cruises. I recall that morning as thick fog sat over the harbor and Intracoastal Waterway. The newly built vessel had left the boatyard in Tarpon Springs and was traveling south. The ceremony was slated to begin but the boat hadn't arrived yet. We reached out to the bridge tender at Dunedin Causeway who reported she was headed our way ... and just as the vessel arrived the sun peeked



out and the fog lifted. We couldn't have scripted it better. A month later the Harbor Hopper began serving south beach,



Clearwater Beach Marina and the mainland. To handle increased demand the Harbor Taxi was later added to accommodate transfers to the dock at north Clearwater Beach; both boats transported guests to Caladesi Island, too.

While Phil was a visionary, he also paid attention to details. He knew exactly how many weddings he'd performed (500 on the Admiral as of April 1989) and the date the 15,000th passenger boarded the Clearwater Express for trips to Tarpon Springs (one year after it began). He saw opportunities to support the community, too: a jazz cruise sanctioned by Clearwater Jazz Holiday, a holiday lighting contest for Island Estates residents to decorate their backyards and boats docks, and a program for middle school honor roll, dean's list or perfect attendance students.

While Phil was a client of our tourism-marketing firm, now Flying Compass, he also played a role in our personal lives as well. In 1986 at the chamber's annual meeting at the Belleview Biltmore, a working event for me, I was seated at the same table with Phil and other tourism leaders. Little did I realize that the gentleman seated next to me would later become my husband. As Phil had been there from the beginning, he graciously agreed to officiate at our wedding aboard the Starlite Princess, one of the vessels also in their fleet.

Over the years, my husband Steve Frazier and I were lucky to work with Phil in creating the marketing tools for his boats and handling the PR, too. Phil loved what he did. More than anything, he understood that the visitor experience is everything and he knew how to deliver. The destination is better because of the wet footprints he left behind.

POKE COMES TO CLEARWATER BEACH!

Fast & Fresh!



POKE Havana




**POKE BOWLS
HAVANA BOWLS
SIGNATURE BOWLS
FAMOUS CUBAN SANDWICHES**




**727.441.4440 • POKEHAVANA.COM
25 CAUSEWAY BLVD, CLEARWATER**

OPEN EVERY DAY 11AM-9PM • LOCATED IN THE CLEARWATER MARINA



Beach to Bay Brokers, LLC
John Funk, 727-999-3864 The Beach Broker
SAND KEY CLUB GULF FRONT UNIT 801



2 bed, 2 Bath, SW Corner, 1462 sq, Garage, Laundry Room, 24/7 Lobby Attendant, Sauna, Elevated Pool, Spa, Cabanas, Gym
\$525,000

PEOPLE IN OUR COMMUNITY

Meet Ivona Nowaczyk - Guest Services at your Publix

You may not be able to pronounce Ivona's last name - Nowaczyk, when she greets you at the Publix Customer Service Counter on Island Estates, but you will certainly recognize her and her lovely Polish accent.

Ivona moved to the United States in 2000 and became a citizen in 2011. "Becoming a citizen was very difficult and it took a very long time," Ivona says. "Because when I came to the U.S., I did not speak any English."

Having worked for Publix for 13 years at five different stores, Ivona has been at the Island Estates store since February of 2006. She became the Customer Service Desk Manager six months ago.

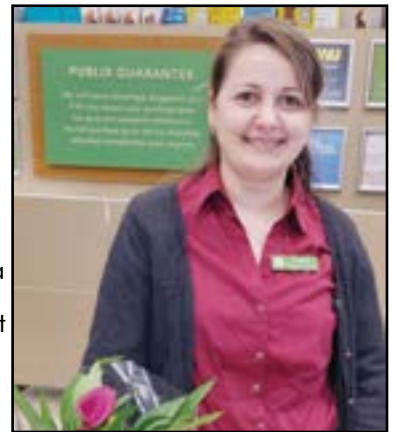
"Publix is such a great place to work," she explains. "There are many opportunities to move up in the system. There are many managers and they all want to help you. There is a road to success here if you want to take it."

That is probably why Fortune Magazine has ranked Publix as the 12th Best Company to work for in the United States and number one overall for companies with over 100,000 employees. For that ranking, Fortune Magazine studied many aspects of each business and the attributes of their work place. They even contacted Publix employees randomly to ask about their work place and the management including the companies' culture, benefits, hiring, communication and diversity.

What are the most asked Customer Service Desk questions?

"There are so many: Where can I buy a lotto ticket? Where is the bathroom? Do you have a pharmacy? Can I cash a payroll check? How do I get a money-order? Do you have Western Union? Do you sell gift cards? she says. "We also handle product returns, exchanges, complaints, and we get lots of compliments."

The next time you are at Publix, drop by the Customer Service booth and say hello.




Clearwater Beach Taste Fest
Friday May 3rd 6:00 - 9:00 pm
Pier 60 Park - 1 Causeway Blvd



Wine & Craft Beer
Food Samples
Fireworks
Live Entertainment

Scan me with your phone camera



SPONSORED BY



(727) 447-7600 * BeachChamber.com * ClearwaterBeachTasteFest.com

TURTLE NESTING SEASON STARTING

Each year from April 15 to October 31, Clearwater Marine Aquarium (CMA) monitors sea turtle nesting activity over 12 miles of beaches from Clearwater to Indian Shores. Last year, CMA's Sea Turtle Conservation Program monitored over 180 nests in this survey area, which produced over 12,000 hatchlings. CMA is grateful for the opportunity to protect these threatened and endangered species and looks forward to educating the public as well as to what they can do to help.

When visiting our beaches, please remember to remove all tents, trash, toys, and chairs. Also, knock down sandcastles and fill all holes. All are obstacles to adults trying to lay eggs and hatchling sea turtles locating the water. For those living on or near the beach, please use sea turtle-friendly exterior and interior lighting. Bright white artificial lights left on at night can disorient turtles, causing them to get lost on the beach, or crawl in the wrong direction, towards pools, parking lots and roadways. You can learn more about sea turtle-friendly lights from the Florida Fish and Wildlife Conservation Commission at myfwc.com/wildlifehabitats/wildlife/sea-turtle/lighting.

HOW SAFE IS OUR SUNSCREEN FOR OUR ENVIRONMENT?

By Kathy L Anderson, DO, FAOCD

All of us living in Florida, know we must use a sunscreen to protect ourselves from sunburn. We have heard about the damage the sun, and its UV rays, can cause to our skin from brown spots to premature aging, causing wrinkles and skin cancers.

So, we buy sunscreen for our families. We read the SPF labels, the water resistant claims and buy a product and apply faithfully. Sounds simple and safe, right? Well, unfortunately, many in fact MOST sunscreens are made with the chemicals oxybenzone (OXY) and octinoxate (OCT) which provide protection from the sun via a chemical reaction that inhibits the penetration of the UV rays. Why did I say "unfortunately?" Because, these two ingredients are killing our coral reefs! They do not dissolve in water and when a swimmer wears a sunscreen containing OXY/OCT, the sunscreen washes off and floats in the water, eventually settling on coral reefs. It coats the coral reef, preventing it from absorbing the sun's rays - pretty much suffocating the reef and causing coral reef bleaching, and the reef's death. These products are destroying coral reefs which are necessary to support marine life essential for the ocean environment.

Hawaii has banned all sunscreen products containing these two ingredients beginning in 2021. Key West has passed similar bans.

Oxybenzone and Octinoxate are relatively inexpensive which is why manufacturers use them. They are found in many cosmetics, as the FDA has deemed them "safe" for humans. The chemicals DO absorb into the skin and can affect the endocrine system as they "mimic" the body's hormones. Some studies have shown they can affect testosterone and estrogen. But, putting that aside for now, what options do we have that are safe for the environment, safe for our skin, and will protect us from sun damage?

We can use mineral sunscreens - those containing zinc oxide or titanium dioxide. It is that simple! These minerals come from the earth and provide a physical block. They reflect the sun's rays off our bodies and do not get absorbed into our bodies, because the particle is too large so there is no chemical reaction on our skin. And, guess what? These ingredients DO NOT CAUSE CORAL REEF DEATH! Why don't all sunscreens contain zinc oxide in enough percentage to provide a broad-spectrum SPF of 30, without adding the chemicals? Because it is a more expensive. Sunscreens claim a low percentage of zinc oxide on the label, but read further - they still throw in the chemicals to achieve the SPF because it is cheaper.

Zinc Oxide alone, when used in the proper percentage can give Broad Spectrum protection, which means it protects against both the UVA and UVB rays, is safe for humans of all ages, safe for animals and safe for the coral reefs! The downsides are your skin can look white if too much is used, and it will cost a little more. Just don't apply too much. In the big picture, paying a little more just might be cost effective! You can enjoy yourself, not get a nasty sunburn, avoid sun damage that will reduce the need for doctor visits to treat skin lesions from too much UVA and UVB, and save the reefs.

Using a sunscreen with only Zinc Oxide or a sunscreen with a combination of Zinc Oxide and Titanium Dioxide will provide complete sun protection and WILL NOT HARM CORAL REEFS!

A person can choose what to buy, it is your choice. But, when a product is shown to have a permanent, harmful effect on the environment, there must be social responsibility. This is why law makers are looking at passing laws, to protect the ocean.

Please, the next time you buy your sunscreen, read the label completely. Know that your decision will impact the marine life that we cherish and enjoy. This serious issue will affect the world years from now. Protect our Coral Reefs and use your knowledge to protect yourselves as we enjoy our beautiful beaches.

Dr. Anderson has been practicing dermatology in downtown Clearwater for 13 years, specializing in Cosmetic and Medical Dermatology.



Clearwater Beach's Best Hair Salon

Salon South Beach

Salon SouthBeach is a Full Service Local Salon for Men & Women

Deva Curl - Latest Colors and Cuts

Walk-ins Welcome

We Love Our Locals
For New Customers **20% OFF**
when you mention this ad

781 Bayway Blvd
Behind Cesaer's Restaurant
727/444-4551
www.SalonSouthBeach.com

AMAZING VIEWS!!!
REDUCED \$75,000!
FAST SALE WANTED!

450 Gulf View, Unit 1708

2000 square foot Penthouse with extraordinary floor-through view of the beach and the Intracoastal.
2 bedroom, 2 bath, plus loft.



\$699,000

Call Phyllis Franklin, Realtor
Stonebridge Real Estate
727 804 5338



Belleair Rotary Club
13th Annual

Wine & Tapas Extravaganza

May 13, 2019
6 - 9 pm

Belleair Country Club
1 Country Club Lane, Belleair, FL

Silent Auction | Casino Tables
Live Entertainment

Ticket price \$75
Buy from a Belleair Rotarian, call 727-265-6653 or
purchase tickets online at www.belleairrotary.org

Wine sponsored by Bella Vino
Hors d'oeuvres & desserts provided by the best area restaurants

Organizational News...

SAND KEY CIVIC ASSOCIATION

They are a non-partisan, not-for-profit organization dedicated to improving life on Sand Key by researching issues, distributing information and representing members' views and positions. They participate in The Barrier Island Government Council, The Florida Shore and Beach Preservation Assn., and maintains contact with city/state departments impacting Sand Key.

Meetings are held on the first Wednesday of the month at 7pm, Clearwater Community Sailing Center and are open to all residents of member condominiums and businesses. Next meetings are May 1 and June 5, there are no meetings in July or August. E-mail President Brian Pelfrey at skcainc@aol.com.

ISLAND ESTATES CIVIC ASSOCIATION

Members are Island Estates residents and business owners, with a mission to promote the safety, welfare, spirit, and unique lifestyle of the Island Estates community. They meet monthly on the second Monday.

If you haven't already done so, please renew your membership and pay your 2019 dues. The cost is \$50 per year, and with that you get discounts at dozens of nearby businesses and free admission to the Spring and Winter Socials. Visit MyIslandEstates.org/Membership.

April 27: Block Party on Palm Island NW from 4-7pm

May 7: The Spring Social at Island Way Grill from 5:30-7:30pm. There will be a buffet and a cash bar.

For information, contact President Mike Anderson 777-2787, President@MyIslandEstates.org, or visit myislandestates.org.

FRIENDSHIP FORCE FLORIDA SUNCOAST

Friendship Force Florida Suncoast with members from along the Gulf Coast is a local chapter of Friendship Force International (FFI), a non-profit organization based in 60 countries around the world. FFI focuses on promoting cultural understanding and brings diverse people together via home-hosting. Beyond home-hosting both international and domestic visitors/cultural ambassadors) the local chapter, Friendship Force Florida Suncoast, involves members via monthly member meetings, coupled with "Dine if You Choose" at a local restaurant after each meeting. Additionally, the club hosts "5th@5," a social on the 5th day of each month at 5PM and "Fun Stuff" events. Contact Chris Michalek Friendship Suncoast President, 214-923-6549.

May 5th - 5th@5 Cantina Marina: 25 Causeway Blvd., Clearwater Beach, 5pm.

May 18th, 2:30pm - Member meeting at St. Pete College, Drew St. "Preserving Memories" by Melinda Brody, Friendship Force Orlando after the meeting - Dine & Drinks if you choose - Location TBD.

ISLAND ESTATES WOMAN'S CLUB

They meet monthly from September-May. Socials include lunch with guest speakers, entertainment, fund-raisers, field trips and happy hours. The final meeting of the year (and scholarship presentations) will be May 21 at Bon Appetit Restaurant in Dunedin. Lunch reservations are required, call Linda Dorn at 808-2255.

Cooperation, Congeniality and Companionship are the goals of this organization. Membership is \$21 per year. To join, visit www.islandestateswomensclub.org and or call Membership Chairperson, Joan Landreth, at 812-8078. For additional information and questions, feel free to call Club president, Lynne McCaskill, at 430-1911. www.islandestateswomensclub.org.



APRIL 10 through MAY 12, 2019

MAMMA MIA!

PERFORMED AT DEMENS LANDING PARK

WHAT'S ON @ AMERICAN STAGE

THE ROOMMATE
MAR 13 - APR 7 A WICKEDLY FUNNY COMEDY

LONG DAY'S JOURNEY INTO NIGHT
MAY 29 - JUN 30 AMERICAN LEGACY SERIES
WINNER! PULITZER PRIZE IN DRAMA

FUN HOME
JUL 17 - AUG 18 WINNER OF 5 TONY AWARDS
INCLUDING BEST MUSICAL

AMERICANSTAGE.ORG 727.823.PLAY (7529)

Organizational News...

SONS OF THE AMERICAN REVOLUTION

The Clearwater Chapter meets monthly on the third Wednesday at the Dunedin Golf Club, 1050 Palm Avenue at 11:30 to socialize. Lunch begins at noon. Their programs normally pertain to the Constitution or Revolutionary history. New members and guests are always welcome. Call Jim Phillips at 447-1616 or email to JPhillips1936@icloud.com.

CLEARWATER HISTORICAL SOCIETY

Spring Fish Fry is Saturday May 1, from 11:30 a.m. until 1 p.m. at the Ross Norton Complex, 1426 S Martin Luther King Ave., Clearwater, FL 33756. Adult tickets are \$12, children 12 and under are \$6. Purchase tickets in advance online at clearwaterhistoricalsociety.org or from a society board member. Tickets are also available at the door. E-mail clearwaterhistoricalsociety@gmail.com, or call (727) 754-8019 for information.

Since its establishment in 1978, the Society has received historical documents, artifacts, and memorabilia for preservation and safekeeping. Many of these items will be on display when the new museum opens for tours. With over 60 exhibits, volunteer opportunities still exist.

The Society still seeks donations that tell the story of Clearwater. Examples include vintage clothing, photographs, memorabilia from events such as the Fun 'N Sun festival and Jazz holiday, maps, yearbooks and class pictures from local schools, as well as items related to old Clearwater businesses, neighborhoods and organizations.

The Plumb House Museum, 1380 S Martin Luther King Ave, is under repair and not open for tours.

For information, artifact donations, and additional volunteer activities, email clearwaterhistoricalsociety@gmail.com, call (727) 754-8019, visit website at clearwaterhistoricalsociety.org, or like us on Facebook @ClearwaterHistoricalSociety.

Membership is \$10 for individuals, \$5 students, \$20 family, \$35 for families, \$150 corporate, \$250 life and \$500 patron.

ISLAND ESTATES YACHT CLUB

The Island Estates Yacht Club is a social club on Island Estates. They have various social events throughout the year.

May 4: Cinco de Mayo Celebration on the 4th.

June 8: Catamaran Sunset Dinner Cruise

July 20: Country Western Party

New members are always welcome, please contact Rear Commodore Barbara Loubier at 224-3163 or email BLoubier@InnisBrookResort.com.

CLEARWATER COMMUNITY WOMAN'S CLUB

The Clearwater Woman's Club is part of the General Federation of Women's Clubs. The volunteer service club was established more than 40 years ago. General Meetings are held the third Tuesdays of each month, at 11am, at the Clearwater Downtown Library. For more information about the club, contact Martha Hickey at 813-765-6219.

www.ClearwaterCWC.org.

DAUGHTERS OF AMERICAN REVOLUTION

DAR is celebrating their 129th Anniversary this year The Clearwater Chapter meets monthly on varying dates at the Belleair Country Club. Social hour begins at 11am followed by lunch at 11:30am. Everyone is invited to join.

RSVP for meetings with Diane Richardson at 871-9773 or BradSkate@AOL.com. Contact Cathy Athanson at 510-7135 or Dubinwv41@gmail.com for more information.



Shorty's
ON THE DECK

BREAKFAST & GOURMET DELI
WE ALSO CATER

HUNGRY?
Breakfast ALL DAY
plus Lunch & Dinner
7 days a week / 7 am - 11 pm.

FULL SERVICE GROCERY
Beer, Wine, Special Coffees,
Snacks, & More

In the Shoppes of Sand Key Next To Backwaters
1261 Gulf Blvd., Clearwater Beach
727-596-5100



ARBOR DAY
TREE GIVEAWAY

Saturday, April 27 | 8 a.m. to 1 p.m.
Public Works Complex 1650 N. Arcturus Ave.

Clearwater is celebrating their 27th year as a tree City USA by once again giving away free trees for Arbor Day. Clearwater residents will be eligible to receive two free trees per household. Proof of Clearwater residency is required. 2,100 (3 gallon) trees will be given away on a first come, first served basis.

Red Maple (Acer rubrum) • Southern Red Cedar (Larix laricina) • Slash Pine (Pinus elliotii) • Red Cypress (Taxodium distichum) • Pinus Hickey (Carya glabra) • Pecan (Carya browniana) • Green Ash (Fraxinus pennsylvanica) • Dotted Holly (Ilex coccinea) • Yucca Holly (Ilex vomitoria) • Sweetgum (Liquidambar styraciflua) • Sweetbay Magnolia (Magnolia virginiana) • Blackgum (Nyssa sylvatica) • Sycamore (Platanus occidentalis) • Live Oak (Quercus virginiana) • White Crape Myrtle (Lagerströmia indica 'Natchez') • Lavender Crape Myrtle (Lagerströmia indica 'Muskogee') • Pink Crape Myrtle (Lagerströmia indica 'Snow') • Red Crape Myrtle (Lagerströmia indica 'Scarlet') • Red Outer Barkedash (Callanthe ciliata 'Red Outer') • Simpson Dropper (Myrsine fragrans) • Walter's Vitumnus (Vitumnus obtusifolius)

Call 727-462-6563 ext 226
for more information

CLEARWATER
COMMUNITY DEVELOPMENT AND SERVICES

Organizational News...

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 short program. Members are retired active duty Military Officers, their spouses or widows. To RSVP, or to join, call LTC. George Smith at 786-5578.

FRIENDS OF THE BEACH REC CENTER & LIBRARY

They sponsor monthly presentations on the area's history. These presentations normally on the second Wednesday of the month. They begin at 5:30pm:

Friends of Clearwater Beach Library, Recreation Center and Pool meet the third Tuesdays at the Rec Center. Contact President Linda Owens at 260-894-0270 or the Library at 562-4970, or email FriendsOfClearwaterBeach@gmail.com.

ST VINCENT DE PAUL COMMUNITY KITCHEN

An elegant casino-night fundraiser to help the hungry and homeless will take place Saturday, May 4, on the water at the beautiful Clearwater Sailing Center located at 1001 Gulf Blvd., Clearwater Beach from 7 to 10 pm. Proceeds benefit the St. Vincent de Paul Community Kitchen and Resource Center located in Clearwater. Tickets are \$75 per person. To purchase tickets, please go to svdpoupkitchenchapel.com.

BELLEAIR BEACH LADIES LUNCHEON CLUB

They meet on the second Tuesday of the month, October to May, at area restaurants. You do not have to live in Belleair Beach to join. Membership is open to area residents at \$15 a year. RSVP for lunch with Sue Edmunds at 596-5710.

THE NAVIGATORS

A mens club at St Brendan's Catholic Church of Clearwater Beach, they have numerous fund-raising events to gift to charities. St Brendan's is located at 245 Dory Passage, Clearwater. Behind Publix on Island Estates. Contact Dennis Murphy (313) 590-3754, the organization's President, for more information or to donate.

CLEARWATER GARDEN CLUB

They meet on the third Saturday of each month at 10:30am, at their Clubhouse on Seminole Street. Meetings are \$5 for members; \$8 for non-members. They also hold demonstrations on the third Saturday each month.

The Club honored member Helen Hoskins, a recent centegarian, by dedicating the March 9 Small Flower Show in her name. Always the designer, she entered the "Color It" category and her design placed second.

April 18: Kathy Thomas will teach a Paint-In. She will guide you through a painting and you will have a finished product at the end. Paint and canvas, wine and appetizers are provided. The event starts at 7pm. The cost is \$30.

May 4: The Garden Club will celebrate Mother's Day early with a plant sale at the Club's headquarters from 9am to 1pm. More than 500 plants will be for sale. The public is welcome to attend.

Call 316-5504 email ClearwaterGardenClub@Gmail.com or visit www.ClearwaterGardenClub.com, for information.

CLEARWATER BEACH ROTARY

They provided a \$5,000 grant to the Clearwater Community Sailing Center. They now meet at The Columbia Restaurant in Sand Key on the second and fourth Thursdays at 6pm. Please visit ClearwaterBeachRotary.com for more information and dates. To join, please call Sharon Skinner at 515-1532.

BELLEAIR BEACH ISLAND GARDEN CLUB

They are closing their season with a fashion show, presented by Sign of the Dolphin, April 17th, 10:30am, at the Belleair Beach Community Center. There will be a cooking demonstration using herbs and native plants by Wilcox Nursery.

Membership in the BBIGC is \$20 per year and guests are welcome. For further information contact Marjorie Rose at rosemarjorie38@yahoo.com.

CLEARWATER YACHT CLUB

Chartered in 1911, Clearwater Yacht Club is one of the oldest Yacht Clubs in the country, continuing the long-standing tradition of yachtsmen the world over. You don't need a boat, to join in the fun at Clearwater Yacht Club in Clearwater Beach. Most of their members don't have a boat. Their social activities center around regular parties in their restaurant or at their Tiki-Bar out back. In addition to their regular Friday Prime Rib dinner with live dance music, here are some upcoming events:

Breakfast With The Easter Bunny - Members bring your kids and grandkids to breakfast with the Easter Bunny, Saturday, April 20. Call for reservations and details.

Their Summer Membership program begins May 1. It has no initiation fee and monthly dues are \$150. Summer members can use the pool, tiki bar, dining room and other amenities, including participating in weekly parties. Best of all, you can meet new people. It is a great way to see for yourself how much fun it is, with no obligations. You can end your membership whenever you wish, or convert to a permanent member in the Fall. Call Tom at the Yacht Club's office, 447-6000.

Learn more at www.ClearwaterYachtClub.org, e-mail Office@ClearwaterYachtClub.org or call 447-6000.

CLEARWATER BEACH ASSOCIATION

They meet the first Tuesday of the month at the Chapel By-The-Sea, except during the summer.

- April 27: Beach Clean-up at 9am.
- May 5: Cinco de Pirate Adventure on the Pirate Boat.
- October 12: The North Beach Pub Crawl

This neighborhood association promotes projects of a civic, recreational and entertainment nature and be a voice to City Government on issues that affect our community. Membership is \$25 per household. Checks made payable to CBA should be mailed to 294 Windward Passage, Suite 408, Clearwater, FL 33767 or visit their website to pay by PayPal.

Contact President Sam Hutkin at Hutloan@AOL.com, or visit ClearwaterBeachAssoc.com for information.

CLEARWATER COMMUNITY SAILING CENTER

Summer Camps are held weekly Monday through Friday, from 9am to 3pm from June 3 to August 9th. Camps include:

- Little Puffs (ages 5-7) morning and afternoon
- Pram Camp
- Windsurfing Camp
- 420 Camp (two person boats)
- Water Adventure Camp for campers 10 and up.
- Teenie Greenies for beginning sailors, 5-7

Prices vary and are lower if you are a member:

Most camps are \$280 per week for members; \$305 for non-members. Youth Membership is \$190/year, Individual Adult \$400 and Family Memberships cost \$525.

For more information, call 517-7776 or visit ClearwaterCommunitySailing.org.

FEATURED RESIDENCES IN CLEARWATER



608 N. OSCEOLA AVE, CLEARWATER
5 BD | 5 BA | 4,090 SQ FT | 1+ ACRE LOT
\$1,950,000
www.608OSCEOLA.com

1520 GULF BLVD. #502, CLEARWATER
3 DB | 2.5 BA | 1,942 SQ FT | \$1,050,000
DIRECT GULF FRONT | PRIVATE GARAGE

1931 OAK RIDGE CT, CLEARWATER
5 BD | 4 BA | 3,946 SQ FT | \$675,000
POOL HOME | 2 MASTER SUITES



BELLE HARBOR PENTHOUSE
3 BD + DEN | 3.5 BA | 4,192 SQ FT
50 FT BOAT SLIP | \$2,249,000
www.BELLEHARBORPENTHOUSE1002.com

SANDPEARL RESIDENCES
2 BD | 2.5 BA | 1,972 SQ FT | \$1,479,000
GULF & BAY VIEWS

MERIDIAN ON SAND KEY
2 BD | 2.5 BA | 1,820 SQ FT | \$895,000
VERANDA WITH PRIVATE POOL ACCESS



WITH PROVEN RESULTS –
Call Tara today if you are thinking of Buying or Selling!
Your Neighborhood Waterfront Specialist
Tara Beheshti • 727.417.6620 • www.TaraBeheshti.com



COASTAL
PROPERTIES GROUP INTERNATIONAL

CHRISTIE'S
INTERNATIONAL REAL ESTATE

SAND KEY REALTY

**MILLION DOLLAR
LISTING
PARTNERS**



BRIAN PELFREY, OWNER, REALTOR®

727-871-0871

Brian@SandKey.com

BrianPelfrey.com

Leading
REAL ESTATE
COMPANIES
IN THE WORLD

WE'RE LOCAL, WE'RE GLOBAL



HARBOUR LIGHT TOWERS SAND KEY

1270 Gulf Blvd. #305
Studio unit, great for family
getaways. **Sold for \$315,000**



440 WEST - CLEARWATER BEACH

440 S. Gulfview Blvd. #1701
3BR/2BA penthouse unit,
a blank slate and build to suit!
Sold for \$415,000



**ISLAND KEY
CLEARWATER BEACH**
692 Bayway Blvd. #305
3BR/2BA, boat slip,
poolside cabana.
Sold for \$525,000



CABANA CLUB - SAND KEY

1582 Gulf Blvd. #1606
2BR/2BA plus den, remodeled
bldg. **Sold for \$625,000**



ULTIMAR I - SAND KEY

1560 Gulf Blvd. #405
2BR/2BA, SW view, updated.
Sold for \$645,000



CABANA CLUB - SAND KEY

1582 Gulf Blvd. #1401
3BR/3BA plus den, under bldg.
parking. **Sold for \$730,000**



FINALE - SAND KEY

1590 Gulf Blvd. #201
4BR/3.5BA, beach elevation.
Sold for \$1,395,000

**Brian has listed and sold more Gulf front condos
on Sand Key for 2018 than any other agent.**

LET YOUR CONDO BE NEXT!

**Brian is your local beach expert and has
the results to prove it!**

**Sand Key Realty's 44 year history speaks
for itself. Knowledge is power!**