

# CLEARWATER BEACH NEIGHBORHOOD

FEBRUARY / 2017 ISSUE 43

including Sand Key and Island Estates

Newsletter 20-25



## SUGAR SAND FESTIVAL RETURNS FOR ITS FIFTH YEAR

"Today, I know more about sand than I ever wanted to know," says Lisa Chandler, creator and promoter of the Pier 60 Sugar Sand Festival, which is presented by Visit St. Petersburg Clearwater and returning in April for its fifth year. The festival, which is scheduled for April 14th-23rd, and is planned to be even bigger and better than previous years.

Lisa and husband Steve Chandler have been promoting Clearwater Beach since they owned The Beach Diner in the early 1990s. They sold that restaurant and now own The Barefoot Beach House Ice Cream Shop and Pier 60 Concessions. In addition, the Chandlers oversee The Sunsets at Pier 60 Daily Festival.

For over fifty years, the City of Clearwater hosted the Fun n' Sun Festival, but it was held primarily on the mainland. Over the years, the parade was discontinued and the associated events began to dwindle. From 2000-2005, BeachFest was part of the Festival with three days of mostly music on the beach. Five years ago, when the City was searching for a new beach event to add the Fun n' Sun festival festivities. Lisa Chandler stepped forward.

"I was introduced to the concept of a walk-through sand sculpture exhibit fifteen years ago," Lisa explains. "I went to the city and pitched the idea for Clearwater Beach. We already had the pier, a beautiful beach, fishing, hotels and many restaurants. We had so many events - Spring Break, Restaurant Week, Chalk Walk, Outback Bowl Beach Day and more," Lisa says, "but nothing like this.

"Sand is our #1 asset," she told them. "The consistency of the sand in Clearwater Beach is unlike the sand anywhere else in Pinellas County. When it is coupled with our beautiful sunsets, we have something to special. A large sand exhibit can bring these assets to life."

The Sugar Sand Festival made its debut in 2013. The first event, planned in less than ninety days, with an "All About Clearwater Beach" theme showcased beach elements, such as Pier 60, volleyball, snow vs sand, old man winter and palm trees. Frenchy's was the first sponsor, followed by many other area hotels and businesses. Lisa quickly learned people were willing to pay to see the first-class sand art exhibit and to help cover expenses there was a \$7 admission.

Everyone was amazed at the amount of positive publicity that the first Sugar Sand Festival received. All the local TV stations and newspapers provided coverage. It was even covered by national TV shows and out-of-town newspapers.

"Lisa has always been an excellent promoter. I remember back in the day when Steve and Lisa owned the Beach Diner. Even then she knew how to promote her restaurant in the best way and make it fun. Lisa understands marketing to the locals as well as the visitors that want to soak in the sun and sand on our beach. For over 20 years she has been a part of the Sunsets and Pier 60 Festivals since its conception and was the brains behind "BeachFest" almost 14 years ago. As she continued to grow her business while raising her family, she began to have visions of sand sculptures with our pure white sugar sands. Pier 60 Sugar Sand Festival was born, to the delight of locals and visitors from all over the world, this festival brings smiles to all ages," explains Darlene Kole, President/CEO of the Beaches Chamber of Commerce.

**CREDITS**



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**CLEARWATER BEACH NEIGHBORHOOD NEWSLETTER**

Inside, you will find articles and local information about the nearby area inside. We call it a Neighborhood Newsletter 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, 727-517-1997  
bob@griffindirectories.com

**SEE YOU AGAIN IN APRIL!**

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Hoyt Hamilton - Seat 5	
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<b>BEACH REC CENTER</b>	462-6138
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<b>VISITOR INFO CENTER</b>	442-3604
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<b>POLICE NON-EMERGENCY</b>	562-4242
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<b>NEIGHBORHOOD LIAISON</b>	562-4554

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<b>CLEARWATER YACHT CLUB</b>	447-6000
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<b>CLEARWATER SAILING CTR</b>	517-7776
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<b>LITTLE LEAGUE</b>	
John Murphy	813-486-4430
<b>ROTARY, CLEARWATER BEACH</b>	
Alexandra Everist	237-8037
<b>CLEARWATER BEACH ASSOCIATION</b>	
Beth Prast	859-802-6110
<b>CLEARWATER GARDEN CLUB</b>	
Maggie Caster	488-8705
<b>SAND KEY CIVIC ASSOCIATION</b>	
AL Zimmerman	727-593-7379
<b>ISLAND ESTATES CIVIC ASSOCIATION</b>	
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<b>ISLAND ESTATES WOMEN'S CLUB</b>	
Lynne McCaskill, President	430-1911
<b>FRIENDS OF THE LIBRARY</b>	
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Bill Wallace, President	446-2676
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<b>COMMISSION OFFICES</b>	464-3377
Dave Eggers, Beach/Island Estates	464-3276
Karen Seel Sand Key	464-3278

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<b>AREA UNITED STATES REPRESENTATIVE:</b>	
Charlie Crist	202-225-5961
696 1st Ave N., Suite #203, St. Pete	
www.Crist.House.Gov	

**CALENDAR OF UPCOMING EVENTS**

**FEBRUARY**

Adopt-A-Pet Week Animal Svcs	13-18
Sea-Blues Festival Coachman	18-19
Clearwater International Regatta	18-19
IRB Boat Club Island Way Brunch	19
Presidents Day Schools Closed	20
Library Tribute To Statue Of Liberty	22
Phillies 1st Spring Training Game	23
Blast Friday	24
Island Estates Community Yard Sale	25
Causeway Clean Up IECA	25
Eco Fun Fest	26

**MARCH**

Ash Wednesday Lent Begins	1
Trash N Treasures Chapel By The Sea	4
Wild Splash Concert	4
Sunday Concert In Belleair	5
Women's Day	8
Comic Con At Library	8
Grand Prix St Pete	10-12
Boat Show Tropicana Dome	10-12
Beach Pool Opens	11

Daylight Savings Time Begins	12
Spring Break Pinellas Schools	13-17
Safari Camp Moccasin Lake	13-17
St Patrick's Day	17
Great American Clean Up Sat	18
Spring Begins	20
Pubic Schools closed	20
Wine Walk Belleair Bluffs	25
Blast Friday	31
Phillies Spring Training Closes	31

**APRIL**

Sunday Concert In Belleair	2
Tampa Bay Rays Season Opener	2
CBA Spring Block Party	8
Clearwater's Neighborhood Day	8
Clearwater Garden Club Plant Sale	8
Clearwater Iron Girl	9
Good Friday	14
Sugar Sand Festival	15-23
Easter Sunday	16
Federal Taxes Day	17
Mainsail Art Show St Petersburg	22-23

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## Did You Know



**LIBRARIAN TO RETIRE** Joyce Kirchoffer, Branch Manager of the Clearwater Beach Library, will retire on February 25, after 24 years with the Clearwater Library System and 9 years at the newly remodeled Beach Library, which she opened in 2008. "My years of working at the Beach Library have been the pinnacle of my career," Joyce says. "The patrons are a joy to work with. I especially liked getting to know the members of the Beach Friends of the Library. I will greatly miss everyone and hope to stay in touch." Linda Owens, President of the "Beach Friends," said of Joyce she is "a friendly, helpful person who treats everyone with great compassion."

**23RD ANNUAL BRAVURA BRUNCH** Sponsored by The Florida Orchestra, the featured entertainment will include "A Chat with Michael," Michael Francis, Music Director of The Florida Orchestra, and a performance by an ensemble of Florida Orchestra musicians. Enjoy silent and live auctions throughout the afternoon. Don't miss this popular annual event Saturday, March 4, at 11 am, a gourmet lunch in a beautiful setting with exceptional entertainment - all benefiting The Florida Orchestra at the Innisbrook Golf and Spa Resort, in Palm Harbor. Tickets are \$60. To reserve, mail checks, made payable to TFO/North Suncoast Associates, Inc. to: Mrs. Sally Trotter, 8910 Kipling Avenue, Hudson, FL 34667. Call 727-641-0363 for more information.

**GOLF TOURNAMENT** Clearwater High school athletic program is hosting their 5th annual golf tournament April 8th, benefiting their Tornado Football team. Held at Bardmoor the cost is \$100 or \$360 for a foursome that includes a \$10,000 hole in one, a full hot lunch, goodie bags, greens fees, cart, range balls, continental breakfast, and many over the top prizes. Contact Kyminda Lehman at 727-403-4516 or [tornadostrongfootballclub@gmail.com](mailto:tornadostrongfootballclub@gmail.com) for information.

**MASSING OF THE COLORS** The Military Order of the World Wars invites everyone to their 31st Massing of the Colors event Saturday, March 5 at 2pm in the Pasadena Community United Methodist Church. The free patriotic program involves lots of music and pageantry and is open to the public. Call LTC Currie Patton for more information at 343-7664.

**GRAND PRIX** Spring is just around the corner and so is the Firestone Grand Prix - March 10 to 12. The barricades are going up with a complete street shut down by March 4th. The Dali Museum will be closed March 10-13. The Saturday Morning Market will be closed March 11 and will reopen March 18th. Roads will reopen on the 13th and 14th. The Dali and Mahaffey entrances will be open by March 16. All closures will be gone April 1.



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**\$2 BILLS** In 1977, Georgia Tech decided to stop playing football against Clemson. In a show of protest, students and alumni stamped \$2 bills with Tiger Paws and used them in Atlanta to illustrate the money Tiger fans spent at athletic events. Today, fans still use \$2 bills when attending away games. Many were spent in area businesses during January's 2017 College Championship game held in Tampa.



**BLAST FRIDAYS** This fun street party and concert is the last Friday of the month in Downtown Clearwater with all the restaurants staying open late. Here are the acts: February 24 - John Waite, March 31 - Billy Joel Legends, April 28 - The Thunderbirds.

**GOOD CLEANING PRACTICES** When it comes to cleaning products, the products we choose and the way we dispose of them have big impacts on the environment. Concentrated products are a smart choice. Besides needing fewer resources to make the product, they reduce the amount of packaging and smaller containers save energy during shipping. Buy refill containers, which use even less packaging and do not include sprayers or measuring caps, further reducing packaging.

If it mixes with water it is soluble. Most liquid, gel and powder water-soluble household cleaning products can be disposed of down the drain with running water. Most solid products (soap scouring pads, sticks, towelettes, etc.) can be placed in the trash. For other products (such as oven cleaners, crystal drain openers and furniture polishes), follow the manufacturer's disposal recommendations.

**PARKING GARAGE OPEN**

The new North Beach Parking Garage, behind the Pelican Shopping Center, is open. Enter the garage from Poinsettia Avenue., just south of Baymont Street. Rates vary - \$1 per hour out of season, \$2 per hour in season, with a maximum of \$20 per day. You can also pay a monthly rental of \$80, which is \$2.66 a day, through the City. There are permanent spaces on level 7 that can be reserved for \$100 per month. This has appealed to merchants and condo owners and more than 100 people have already reserved spaces. A camera will read your license plate when you enter. E-mail Info@Park-Simple.com or visit Park-Simple.com for rate information. Their office is inside the garage on the first level.



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

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## SUGAR SANDS FESTIVAL, Continued



*Lisa and Steve Chandler the first year*

Since the beginning, the event has continued to grow. The first year, the tent covered 10,000 square feet of sand sculptures. That grew to 12,000 the second year and last year it was more than double the first year. "We are maxed out at 21,000 square feet due to the size of the public beach," Lisa says.

Planning has to consider other events, and the fact that the beach must be returned to its natural state prior to the start of turtle nesting season, which begins May 1st. Work will be begin two weeks in advance, this year around April 1st. There are 11 master sculptors who are part of the "Team Sandtastic." They come from all over the world including the U.S., Canada and Mexico. The artists stay in area hotel rooms for the three full weeks. This year's theme is "Sugar Sand FantaSEA--A Magical Adventure, Above and Below the Sea." They are already designing their ideas.

When the sand art is completed, a fine mist of biodegradable glue and water is sprayed on it, to create a surface like an egg

shell. It will maintain the integrity of the art for the exhibit's full ten days. It washes away after the tents are removed and the sand is redistributed to its original place.

"This is truly a collaborative effort," Lisa says. "It could not be done without the City of Clearwater and the community. It requires over 450 volunteers who are not paid, but do receive a free T-shirt and a meal, thanks to event sponsors.

From the beginning, Lisa wanted the event to be educational. A curriculum and field trip opportunity gives students the chance to learn about the art of sand sculpting, the importance of tourism and its economic impact, and the value of keeping our beaches clean. Students meet the artists and even try their hand at sand sculpting. Last year over 1,000 students visited.

Participating artists compete in the Master Sand Sculpting Competition, with a \$6,000 grand prize; winners are chosen by the public. Last year Sandy Lane Elementary received \$4,000 from the sand sculpting competition voting campaign.

The festival features fireworks (this year includes Easter Sunday), five nights of free beach concerts, six nights of free movies, cornhole tournaments, sand sculpting classes, speed sand demonstrations and street performers. Admission is \$10 adults, \$8 active military, fire, police, educators and seniors, and \$6 children. Children five and under are free with a paying adult. Your ticket includes a complimentary souvenir photo.

This year you can purchase tickets online to enter through the fast lane. Also, a new Shephard's VIP Lounge Experience will feature a tented private bar, air-conditioned restrooms, beverages, snacks, lounge seating and a D.J.

"We want this event to support nearby restaurants, bars and hotels," says Lisa. To encourage visitors to dine nearby, no food is sold at the event, but there will be beer, wine, soda and sweets vendors.

The Jolley Trolley, Beach Trolley and the new Clearwater Ferry are all important as parking can be very challenging during the festival. They provide alternative transportation to bring people to and from the event. "The Clearwater Beach Ferry had record setting ridership last year during this event," adds Lisa.

"The Sugar Sand Festival has quickly become one of the most popular events in Clearwater. While working as a volunteer last year, I met a couple that had planned their honeymoon around the event and others who either had extended their stay or came back a second year. Lisa Chandler is a dreamer who makes things happen. She and her husband Steve have assembled a tremendous team that work tirelessly to benefit Clearwater and Pinellas County's tourism," says Clearwater Mayor George Cretekos.

All the profits from this event are donated to a variety of causes and to the Sunsets at Pier 60 Society, the not-for-profit organization that produces the Sunset Pier 60 festivals. Many people wonder why the Chandlers do all this for free! "It is our passion," Lisa says. "Our large cities have destination events: Tampa's Gasparilla, Plant City's Strawberry Festival; now Clearwater Beach has the Sugar Sand Festival. It is a 10-day celebration of our #1 asset...the sand."

If you'd like to volunteer, call 727-871-8060 or visit [Sugarsandfestival.com](http://Sugarsandfestival.com). Find them on Face Book at [Pier60SugarSandFestival](https://www.facebook.com/Pier60SugarSandFestival).



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## People In Our Community **BERLE GARRIS**

by Anne Garris

Don't be fooled by the walking cane in the hand of the white-headed gentleman, making his way across Mandalay Avenue each morning in pursuit of his daily newspaper. Although Berle Garris admits to 89 years of age, he doesn't really need the cane. However, being both a Boy Scout and a United States Marine, his motto is, "Be Prepared." He wants to avoid the likelihood of a fall that would alarm the friendly neighbors who wave to him as they drive by.



Berle and his wife, Anne, have lived in their vintage North Clearwater Beach home since he retired from the Marine Corps in 1972, after serving 30 years in assorted areas of the world, from the frozen reaches of North Korea to the tropic paradise of Puerto Rico. Considering that his Marine Corps specialty was construction equipment – road graders, tractors, and such, friends were surprised when, upon retirement, he purchased a small weekly newspaper owned by Anne's parents. Titled Beach Views, it was distributed on all of the Clearwater Islands. In a very short time, Berle went from dealing with heavy Marine Corps equipment to selling newspaper advertisements, and creating them by hand, literally strip by strip of printed lines, glued in place.

He down plays the frightful Marine Corps experience of the moment in frozen North Korea when a Chinese soldier, with fixed bayonet, jumped into his foxhole. Thankfully, all that suffered from that encounter was the soldier, and the tobacco pouch in Berle's pocket, which took the thrust meant for him.

"What really frightened me," he said, "was driving a ten ton road grader on a newly assembled bridge over a deep Korean ravine. The Chinese destroyed the old bridge and our engineers replaced it with sections, flown in from Japan, putting it together like a jigsaw puzzle. "I wasn't sure it could hold the weight," he said. "And it was a long way down."

Another road grader adventure occurred earlier, back in the States, when Berle was moving an old motor grader from Oceanside, California, to San Diego, down a long hill.

"The transmission jumped out of gear," he says, "and I had no control as I hurtled down the highway, standing on the useless brake pedal, with cars scurrying off the road ahead of me. I still can't believe I made it safely."

He was less sure about his best moment in the Marine Corps until it was suggested it could have been the time he was sent from combat in Vietnam to Japan to represent the United States in a Skeet Match.

Having been on the Marine Corps Champion Skeet Team, Berle lost no time in finding skeet shooters in Clearwater, spending many happy days at the local skeet ranges. On active duty, he had talked his way into the cockpit of every Marine Corps plane he ever boarded, sometimes taking the wheel under the pilot's watchful eye. In retirement, he purchased, and flew, a Cessna 170 and a Piper Cub.

Recently, he is content to sit on his deck, greeting the neighbors passing by and basking in the Florida sunshine, a Marine Corps Emblem on his shirt, and a pin on his collar, proclaiming, "Rotary International, 43 years perfect attendance."





## NEW OWNERSHIP OF SUNSET CINEMA AT PIER 60

Sunset Cinema at Pier 60, which shows free movies every Friday and Saturday evening at Pier 60, recently changed ownership.

Daniel and Ashley Riveros, along with Carlos and Adrienne Riveros purchased the Sunset Cinema from Rusty Pearl in November 2016, making it a family-owned business. The ownership transition has created a positive and friendly relationship between Rusty Pearl and the Riveros.

The Riveros family is very excited to have a role in supporting the Clearwater Beach community. Being an integral part of the community where they live has always been important to the Riveros family. When the Sunset Cinema at Pier 60 business became available, the family was eager to purchase it and to continue bringing joy to families, visitors and the community by providing free movies on the beach.

The four are not only family, they are close friends as well and also own, Life In Motion Physical and Hand Therapy in Pinellas Park, which opened in December 2013. When they relocated to the Gulf Coast of Florida to start their initial Pinellas Park business, they quickly realized that they also wanted to somehow serve the Clearwater Beach community as well.

When they are not working to expand their businesses, the Riveros family enjoys spending time with their own families. Daniel and Ashley have 7-month old son, Jaxon, and Carlos and Adrienne have 2 month old son, Greyson. They look forward to continuing the cinema in the same community where they will raise their children. If you have a business in the community and would like to advertise during the movie, please contact Ashley Riveros at 716-983-9474.

## SUNSET CINEMAS SCHEDULE

Sunset Cinema provides free movies on the beach every Friday and Saturday. Beach towels, blankets and low lawn chairs are welcome. Movies begin at dusk. Popcorn and beverages are available on site. See the schedule online at [www.SunsetsAtPier60.com](http://www.SunsetsAtPier60.com) or call 449-1036.

### FEBRUARY

- 17: MIDDLE SCHOOL WORST YEARS (PG)
- 18: SULLY (PG-13)
- 24: QUEEN OF KATWE (PG)
- 25: FLORENCE FOSTER JENKINS (PG-13)

### MARCH

- 3: SURF'S UP / WAVE MANIA (PG)
- 4: BEN HUR (2016) (PG-13)
- 10: SECRET LIFE OF PETS (PG)
- 11: PIRATES OF THE CARIBBEAN WORLD'S END (PG-13)
- 12: FINDING NEMO (G)
- 16: MINIONS (PG)
- 17: CAPTAIN AMERICA CIVIL WAR (PG-13)
- 18: MASTERMINDS (2016) (PG-13)
- 24: THE BFG (PG)
- 25: HARRY POTTER / PRISONER OF AZKABAN (PG)
- 31: PETE'S DRAGON (2016) (PG)
- 1: JACK REACHER (PG-13)

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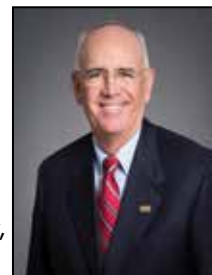
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**RETIREMENT’S CHALLENGES**

by Ray Ferrara, ProVise Management Group



It is hard to believe but by many estimates everyday 10,000 baby boomers turn age 65 and that will continue for the next 15 years. Many are well prepared for retirement given Social Security, retirement plan money, and personal savings. Many are unprepared except for Social Security and a small amount, if any, of savings.

How do you know when you have “enough” to last what could be 30-35 years in retirement for a couple age 65 today? There are so many unknowns – inflation; the economy; sequence of investment returns; political upheaval; health insurance; the viability of Medicare and Social Security, and the list goes on. What is the lifestyle that you intend to lead? Where and how will you lead it? What will be the health issues going forward? Is long term care in the future?

In order to minimize these unknowns, we believe that you should have a written retirement plan. But where do you begin? It seems so daunting. It starts with your personal net worth and cash flow statements. As a general rule it is said that you should replace 100% of your income. But that doesn’t necessarily mean all you make.

Suppose you retire making \$100,000 per year. Is that what you need to replace? For most the answer is “no,” because you do not deposit \$100,000 into your checking account. First, when you retire you are no longer paying Social Security and Medicare taxes – about \$7500. You will no longer be contributing to a retirement program - \$0 to \$22,500. There are other considerations, but let’s just use these two.

Let’s say you are saving \$7,500 into the retirement plan, so you are really living on \$85,000 per year. Between the two spouses, Social Security will pay about \$30,000, so you need to replace \$55,000 annually and you will want to make adjustments for inflation. The generally accepted rule of thumb is that you can start to draw down from investments at an initial 4% rate. This means you need a minimum of about \$1.4 million.

Maybe that number seems unachievable so some people don’t even try. The earlier you start, the better off you are. The later you wait, the more difficult it becomes. However, it is never too late to start. Give us a call for your complimentary one hour consultation.

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# ECO FUN FESTIVAL - GOOD, CLEAN & GREEN FUN FOR ENTIRE FAMILY

By Karen Williams Seel, Pinellas County Commissioner

As a Pinellas County Commissioner, I have had the opportunity to work on many worthy efforts over the years and one of those efforts is the county's strategic plan. The plan is a living document that guides the work of the Pinellas County Board of County Commissioners and county staff. One of the most important areas of the plan, I think, is to practice superior environmental stewardship. There are many ways that we, as your county government, endeavor to uphold that commitment. One way we do that is by providing programs and services to reduce, reuse and recycle energy, water and solid waste.

In that spirit, I am proud to announce a new program that will serve you while helping us work together to preserve our environment. The 1st Annual Eco Fun Festival will be held on Sunday, Feb. 26, from 11 a.m. until 4 p.m., at Bridgeway Acres Commons on the grounds of the Pinellas County Solid Waste Facility, located at 11418 34th St. N., in Clearwater.

This free, family-friendly event will feature tours of our solid waste facility, educational and environmental presentations, environmentally themed exhibitors, equipment demonstrations, food vendors and the ever-popular Touch-a-Truck exhibit in the park-like atmosphere of the newly designated Bridgeway Acres Commons—a dedicated green space within the facility.

The goal of the Eco Fun Festival is to showcase the many options residents have to make positive environmental changes in their lifestyle, homes and, therefore, their community. These positive changes can add up and have a big impact on our local environment. Take for instance, the choice of throwing something into the trash versus choosing

to recycle, reuse or repurpose the item. By taking a tour of our solid waste facility and learning about how waste in Pinellas County is managed, you might choose to recycle that item and help extend the lifespan of our landfill. And, that's just one of the many things you can learn about at the event.



Other learning opportunities include today's recycling system, composting, using rain barrels to supplement your landscape's water needs, sustainable gardening techniques to increase availability to healthy food, understanding our watershed system in Pinellas County, protecting our waterways and marine animals, energy-efficiency for your home and much more.

The Touch-a-Truck display will include one of my favorite pieces of equipment that Pinellas County operates: the Walking Excavator, or Spyder, a multi-legged, backhoe-type machine that is used to excavate and clear vegetation. It also walks like a spider to get into almost any needed area (thus the nickname). Other equipment will include the airboats that our Mosquito Control division uses, Clearwater Marine Aquarium's marine rescue vehicle, a life-saving Sunstar ambulance, bucket trucks, dump trucks and many more.

The Eco Fun Festival will be a day filled with good, clean and green fun while learning, exploring and supporting Pinellas County's commitment to practicing superior environmental stewardship. I hope I see you and your family there.

To learn more about the Eco Fun Festival and to register early for free giveaways, visit [www.pinellascounty.org/ecofunfest](http://www.pinellascounty.org/ecofunfest).



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# Business Briefs



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They offer monthly and bi-monthly packages – cleaning and Welcome Home Services are included. Both DiRuza and LaGuardia are Sand Key residents, and no other employees are involved in this service; it is completely owner operated. Due to their personalized service though, a limited number of slots are available, so call now for details. They will do their best to accommodate additional requests. Let them take care of your home while you are away. They provide peace of mind. Bernard DiRuza and Lorraine LaGuardia, Pinellas Realtor Organization, Affiliate Business Partner can be reached at (727) 260-2611 or sbconcierge1211@gmail.com.

**DECKER ROSS INTERIORS** This Clearwater landmark since 1993, is undergoing a major building renovation to its 1445 Court Street location, adding a new light, airy, contemporary



design with a stacked stone entrance and louvered sunshades coupled with aluminum flat awnings protecting the entry. Aude-Smith Architecture facilitated the design and partnered with Southern Pointe Construction to construct and oversee the renovation.

They will have a ribbon cutting ceremony with Mayor Cretekos and local dignitaries, Thursday, March 16th at 4:30pm. Following the ceremony, Decker Ross will host a fundraiser for HEP (Homeless Emergency Project) from 5-8pm, which will feature the work of local artist, LisBeth Graham and her late mother, Cecile R. Vogel. Proceeds from the art sales and Silent Auction will benefit HEP. This free event is open to the public and includes complimentary appetizers, beer and wine, live music, and valet parking. Visit DeckerRoss.com or call 727.442.9996 for information.

**PIE** Once again, 2016 broke flight records and the St Pete / Clearwater International Airport, also known as PIE. Reports show traffic is up 12% over the previous year. This is the biggest year in the history of the Pinellas Airport resulting in 1.8 million passengers traveling through PIE.

# Business Briefs

## WYNDHAM GRAND RESORT NOW OPEN

It opened with great fanfare and a ribbon cutting January 18th which included many Cirque du Soleil type performers. The newest hotel on the beach has 343-rooms in two towers connected by a building podium with a pool deck five feet off the ground facing BeachWalk.



## BEACH CHAMBER INTERN PROGRAM

The Clearwater Beach Chamber of Commerce announced the arrival of two new interns from Bordeaux, France!

Clara Texier, 20 years old, is studying Management, Marketing, and Sales Technique at the University of Bordeaux. To complete her degree, she will serve a 2 month internship, and conduct a thesis. This is her third time in the U.S.; She had a chance to visit New York, Washington DC, Virginia, North Carolina and now Florida for the second time. She spent 2 months in Orlando last summer as an Au Pair for a family of three kids and loved the experience! It taught her about our culture and the way of living, and encouraged her to come back. She also plans to improve her English and to develop more knowledge in tourism and communication.



Coline, is 19 years old and very grateful to have this opportunity with the BEAU Institute. She hopes to enrich her international experience having already spent two months in London last summer working at the biggest electricity company in the U.K. That amazing experience helped her learn teamwork and develop communication skills. She has been to the U.S. twice, in California and New York. She is excited to spend two months in Clearwater Beach and have this opportunity to learn; she is convinced the Beach Chamber will bring her more proficiency. Her thesis will incorporate the strategy of how the Beach Chamber interacts with its members, and how tourists respond to the changing tourism market in Clearwater Beach.

**THE EDGE** This ten story hotel, being built just west of the Holiday Inn, plans to open March 1st with 155 rooms and six floors of parking. The office and its infinity-type pool will be on the 6th floor with a large deck (50' x 50') extending out over the water for sunbathing, dolphin watching and weddings. The restaurant, Jimmy's On The Edge, will be on the 10th floor. Clearwater Beach resident Jeff Keierleber is the owner.

**FAIRFIELD INN & SUITES** This new hotel on Bay Esplanade, north of the Rec Center is six stories with 102 rooms over parking. It should open in late March.

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**432 WEST SIDE CLOSING** After 12 years, owner Ellen Lazenby is closing her women's apparel store, 432 West Side, in The Plaza 100. Her last day is February 28th. Ellen recently told us, "The thought of retirement has been

in my mind for the past year. My lease is up in February and I had hoped to sell the business. Unfortunately, that did not happen, so I made the difficult decision to close.

I consider myself very fortunate to have been able to do what I love. To say I will miss the store, my valued staff, the wonderful customers with whom I have cultivated relationships, the buying, selling and merchandising would be an understatement, but all good things must come to an end.

I am hoping the transition to retirement will be an easy one. I have already been approached by others in the field offering up other opportunities. Right now the idea of not having anything written in cement is quite appealing.

I've had the time of my life and have so many wonderful people to thank for taking the journey with me. Thank you all for the memories and may life be good to all of us! "

The store is called 432 because it originally opened at 432 Indian Rocks Road, before eventually moving to The Plaza 100. The store is holding a going out of business sale all month, with discounts as low as 60% and lower. With the store's closing, it leaves a rare space in the middle of the shopping center, next to Belleair Coffee, vacant. If you are interested in renting the space, call The Plaza's owner David Berolzheimer, at 581-4448, quickly. It won't be vacant for long.

**CREATIVE DESIGN MOVES** The owners of Creative Design, Marya and Ron Flurnoy, moved their Belleair Bluff's Interior Design Studio, but only half a block. It is now located at 321 Indian Rocks Road North, next to Bender's Chiropractors. For over 25 years, they have been designing some of the finest home interiors in Pinellas County and nationally, offering fine furniture and window treatments. With the move, they also added new team designers April Skye and Debra Hibbs.



**CONSIGNER SOLD** The owner of Janna's Fine Consigner, has sold her business to Lisa Hammock effective January 11th. Lisa's mother, Jan Terepka, has been a longtime employee at Janna's. The store, which will continue to be called Janna's, is located at 268 Indian Rocks Road N.

# Business Briefs



## BIG MAN MOVING COMPANY OPENS

One year ago, Josh Anderson and Brooke Mahler used a well known moving company to move to Clearwater Beach. After their move, when inspecting their furniture, the

engaged couple found nicks and scratches all over their belongings. How could such an expensive service come with so much negligence? The couple realized a careful and diligent boutique moving company would be a huge business opportunity in our area... and the vision for Big Man's Moving Company was born! In early November, Josh and Brooke wed and deciding to pursue their dream of owning a family business, used their wedding gifts to partially fund their 26' truck. At 6'8, Josh is anything, but small - and consequently, Brooke had nicknamed him "Big Man," the name they choose for the business. Josh is physically involved with every job to insure your belongings are handled with care. Big Man's Moving Company services Clearwater and the surrounding Tampa Bay areas, and offers free estimates. Reached them at 727-772-3458 or bigmansmovingcompany@gmail.com.

**BELLA VINO WINE TASTING** Bella Vino Wine and Cheese Market is hosting its monthly Wine Tasting on February 24th at 5:30pm. The wines presented will be Chardonnay and Cabernet. The tasting will include sampling twenty wines with Artisan cheeses and appetizers. The cost is \$20 and space is very limited. Please RSVP by calling 584-5552. Bella Vino is located in The Plaza 100 Shopping Center.



## ROGAN & ASSOCIATES ADDS FINANCIAL PLANNER

Rogan & Associates, Inc is pleased to announce Financial Planner Erin Emmett has joined the Safety Harbor Firm.

"Erin spent the last several years advising clients at Merrill Lynch and is passionate about helping clients achieve their financial goals. Service comes naturally

to Erin as is demonstrated by her volunteer work. She is currently President of the Guardian ad Litem Foundation of Tampa Bay, as well as, Chair of the State Public Affairs Committee for the Junior League of Clearwater Dunedin," stated founder Michael Rogan. "We are very happy that Erin has joined us and excited about the future."

For the last 20 years, Rogan and Associates, Inc has prided itself on creating financial plans designed to grow and adapt with their client's lives. By building personal relationships, they help clients plan for today's needs, manage the surprises that may come tomorrow, and stay on course to succeed for the long term. You can reach Erin at 727.712.3400

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## WAYS TO STAY FIT EXPLORING FLORIDA'S GREAT OUTDOORS

by Shannon N. Herbon, Florida Department of Environmental Protection

As 2017 gets underway, it's a great time to focus on a healthier lifestyle. Luckily, living in Florida is like having your own personal outdoor gym, so getting adequate exercise can be quite easy with hundreds of state parks and greenways throughout the state. An added bonus? You get to enjoy Florida's natural beauty while doing so.

Below are some ways to keep your mojo going ... and since you will be enjoying Florida's great outdoors, you'll probably have trouble stopping.

While you may have walked for miles in the confines of a gym, a hike among native plants and wildlife, while breathing in the fresh air and soaking up some sunshine is even better. Why not trade in the treadmill? Florida's public lands offer a variety of trail options – through pine forests and hardwood hammocks, rolling hills, on dirt or paved trails, and even along beaches like Anclote Key Preserve State Park.

For those who seek the workout benefits of a rowing machine, miles of crystal clear springs, freshwater lakes and saltwater paddling trails accommodate kayakers and canoeists while offering scenic backdrops guaranteed to take your workout to the next level. HoneyMoon Island State Park is a favorite feeding ground for many wading birds, including great and little blue herons, snowy egrets and roseate spoonbills.

Trade in the stationary exercise bike for the real thing and explore Florida's paved and off-road mountain-bike trails. Like with the hiking trails, they wind through a variety of landscapes and rank from easy for those leisurely days, to some of the most challenging around. At Hillsborough River State Park, both hiking and biking trails await leading through more than 7 miles of nature trails. Or enjoy ranger-guided tours through Fort Foster State Historic Site, a reconstructed fort from the Second Seminole War.

As an added bonus, the price for these workout opportunities is next to nothing! Most state parks charge a minimal entrance fee – usually less than the price of a single movie ticket. And there are thousands of miles of greenways and trailways that don't cost a dime to visit, with no lines and no waiting.

The Florida Department of Environmental Protection's Florida Park Service maintains more than 700,000 acres within its national award-winning Florida Park system. So getting healthier is just a step, paddle or peddle away. To find your healthy outdoor lifestyle, visit [www.floridastateparks.org](http://www.floridastateparks.org) and [www.floridagreenwaysandtrails.com](http://www.floridagreenwaysandtrails.com).

Florida Department of Environmental Protection, [dep.state.fl.us](http://dep.state.fl.us)



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**BELLEVIEW BILTMORE'S ARTIFACTS**



Did you know, they found many antiques and artifacts inside the Belleview Biltmore when they began to demolish it? Construction workers found various items representing many decades over the last 120 years. Some of the items had previously been on display in the old hotel's a museum and library. Most of the larger items like doors, windows, mirrors, chandeliers, and such were sent to Shiller's Salvage in Tampa for resale, but the other items are being kept for future display.

"We found a large movie projector that was used in the Starlite Ball Room to show movies during the 1930s and '40s," says Mike Dooley, a construction supervisor for JMC Communities. "In the basement the St. Andrew's Bar, a workshop, sleeping quarters and tunnels were found. There were a lot of interesting things down there."

"Most of the things we found have been temporarily stored at our office for safe keeping," says Michael Cheezem, JMC Communities President. "We are hiring a professional to plan a new museum on property in our new hotel. The collection will be on permanent display for the public to view."

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## BRONSON THAYER

### Early Sponsor of the Clearwater Jazz Holiday

Bronson Thayer a well know business man and co-creator of the Clearwater Jazz Holiday passed away on Christmas Eve, following several years of battling cancer.

For many years, Thayer was the Executive Vice President of Lykes Brothers. Before that, he was the President or Chairman of many area banks including the Bank of Clearwater, the Clearwater Bank, Northeast Bank and helped start Bay Cities Bank.



While at the Bank of Clearwater in 1979, Thayer received a visit from two volunteers asking for a sponsorship donation for a new event.

Cary Stiff, a local business woman who was active with the Chamber of Commerce was one of the two. "I recall Bronson as a gracious, kind and tremendously thoughtful person," says Stiff. "He had that rumpled, humble and playful personality that made people instantly comfortable with him and come away feeling special. My best Bronson story takes place in Clearwater in 1979. I was President of the Downtown Clearwater Merchants Association and along with a colleague at the Clearwater Chamber, Don Mains, we had just teamed up to start a little event that would be called Clearwater Jazz Holiday."

"Of course, we had no money and just a brief fuzzy outline of what we could do downtown to entertain people while building foot traffic and filling hotels. We looked around to see who could give us support for this idea and Bronson was the first one we thought of because of his community leadership. We left a note on the windshield of his car explaining the idea and why we wanted to meet - then called him. Back then we knew everyone downtown and where they parked. It is pretty amazing!" Stiff continues.

"Right away he agreed to meet and his response was the best support that we could expect. 'How much did you think you need,' he asked. And he personally was the first to give \$500 to Jazz Holiday. His contribution was soon followed by other community leaders who put in not only money but their time, talents and company resources to make Clearwater Jazz Holiday a reality. As I look back, it was amazing how quickly downtown's business leaders hopped on board bringing the resources we needed. Almost forty years later, I try to remember that as I meet with young people who need to hear those words Bronson said long ago to me - 'how much do you need' - meaning I'm on your team and believe in you. Today the event - with its tremendous business and community leadership and music education goals - is the premium Jazz event on the West Coast of Florida," Stiff, today's Executive Director Clearwater's Chi Chi Rodriguez Foundation, concludes.



In addition to his busy professional life, Bronson Thayer also served as President of the Florida Bankers Association, President of the Florida Chamber of Commerce, was a member of the Florida Council of 100, Chairman of Bok Tower Gardens in Lake Wales and Chairman of WEDU-TV.



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## Bar & Restaurant News

### CRABBY'S OPENING SOON

The construction at Crabby Bill's on the roundabout is winding down with hopes of being completed by March.



They plan to be open for the lucrative Spring Break crowd. The new restaurant, being built by Creative Contractors, will be renamed Crabby's Dockside, to reflect being a part of the Clearwater Beach Marina. Until then, get your Crabby's fix at their other location on Beach Walk.

**JIMMY ON THE EDGE** The new hotel, located at 505 South Gulfview next to the Holiday Inn, is being called The Edge. Inside, the new restaurant has been named "Jimmy's On The Edge." It is located on the 10th floor, over-looking Clearwater's channel. A smaller, more casual restaurant on the 6th floor pool deck will be called 505 Bistro. All are owned by Clearwater Beach resident Jeff Keierleber who also owns the Holiday Inn, the Chart House and the Pier House hotels in Clearwater Beach. The restaurants and the hotel should open by the end of the month.

### BEST CHILI AT BACKWATER'S

On a cold Sunday, January 29, thirty home chefs competed for bragging rights by competing in the 11th Annual Chili Cookoff at Backwaters. The winners of Backwater's 14th Annual



Chili Cook Off above from left to right are Mary Ann Harms (2nd), Carrie Anne Hillard (1st) and Alex Everist (3rd). Carrie Anne's chili won by a wide margin—larger than any of the previous eleven years. Congratulations to all the participants.

Backwaters On Sand Key is located in the Shoppes of Sand Key. For more information, visit [BackWatersOnSandKey.com](http://BackWatersOnSandKey.com).

**ANOTHER BROKEN EGG CAFE** This new breakfast place will open by March 1st on the east side of the new North Beach Parking Garage at street level. It is the first new store to open in the new garage. This is part of a chain started in 1996 in Louisiana, whose nearest existing Pinellas location is off McMullen Booth in the Northwood Shopping Center. Broken Egg is known for comfort food, serving breakfast, lunch and brunch. Find them at 470 Poinsettia Avenue, just south of Baymont Street. See their menu at [www.AnotherBrokenEgg.com](http://www.AnotherBrokenEgg.com).

**CLOSED/SOLD** Windjammer's Bistro, the popular jazz café, formerly known as Lobster Pot Bistro, was sold in December. Lobster Pot Bistro previously opened on Bayway on the south end of the beach in 2011 and later moved to the Mandalay Avenue location.

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# Bar & Restaurant News



**BLINKERS BEACHSIDE**  
 Previously Windjammers, the new Blinkers Beachside Steakhouse and Lounge, owned by Gary Ginn and Sandy Meyer, should be open by March 1 with a new an updated look and a new menu. Serving dinner only, it will specialize in steaks, fresh seafood, signature sauces,

innovative pasta dishes and other specialties. The owners previously owned Blinkers Tavern, an award winning steakhouse in Covington, Kentucky that was voted Best Steak of NKY 2013-2016.

Coming from Kentucky and being on the beach, they are merging concepts with a logo of a jockey riding a sea horse and will be serving real Kentucky bourbon - the famous labels and some you may not have heard of. They will also have live music on the weekends.

Blinkers Steakhouse is located at 478 Mandalay Blvd, across from Pelican Shopping Center and the new parking garage.

**DOCKSIDE DINO'S CLOSED** Right before Christmas the store closed for "medical reasons." Sure enough, longtime owner and cook Tony Farendino, had a heart attack. He is okay, but he is not coming back to work. The City owns the building and is taking steps to reopen it under new management.

**TASTE FEST & RESTAURANT WEEK COMING** The 8th Annual Taste Fest and Restaurant week is coming May 12. The big beach party on South Gulfview Drive and BeachWalk will feature the music of The Black Honkeys, food from over 30 area restaurants, beer and wine and a raffle. This year, Restaurant Week will be two weeks, May 15-28.

**OCEAN HAI--AT THE WYNDHAM** When the Clearwater Beach Wyndham Grand opened in January, it included the upscale restaurant called Ocean Hai. While dining, inside or out, on their mostly Asian Fusion and sushi offerings you will have a beautiful view of the gulf and Pier 60. The bar in the lobby and poolside has a small grill restaurant called Dock's Bar. Get more information at WyndhamGrandClearwater.com. Shown here is John Capponi. Ocean Hai's chef.



**JIMMY'S NEW DECK** Jimmy's Fish House at the Holiday Inn is expanding its deck over-looking the Clearwater Channel by pushing out about 30 feet and adding 80 more seats. This also gives them more room for live music. It will be done by Spring Break. .

**CAPTAIN'S BEACH CAFE** This small restaurant is under construction on Coronado across from Surf Style. It will be an independent concept, but should open when the Spring Hill Suites, being built behind it, does.

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Want to get better organized or find more space in 2017? More Space Place can help you do it. As America's foremost space saving and organizational retailer, they offer a huge selection of options, including wall beds and customized closets, garages, pantries, laundries, entertainment centers and much more.

Design options offer solutions that can turn any room into a multipurpose masterpiece that fully utilizes the room's space. Everything is custom designed for your needs including colors, materials, and finishes in your choice of a traditional, transitional or contemporary option. With the help of their talented designers you can create a perfect solution that fits your taste and lifestyle.

Custom Closets can include Pull out racks, sliding mirrors, handy hooks, decorative storage boxes, and baskets and a whole lot more to make your closet more accessible and functional. Each closet system is designed to fit the needs of the user through custom design and accessories. They offer wall hung and floor based systems in composite, all wood or a combination of materials with easily adjustable shelves and hanging rods.

"We are very pleased with the closet design from More Space Place. The design is perfect for us and we were very impressed by the installer and designer who worked with us," said Kelly and Jill M. "They delivered on time, on budget, and exceeded our expectations. We look forward to working with them in the future on our garage and some other closet and pantry work."

More Space Place is America's #1 Murphy bed retailer with America's largest selection and a full range of Serta mattresses specifically, designed for wall bed use. Available in a wide variety of colors, finishes and styling options, when the bed is up a room can have a dual-purpose. A child can have extra play space or a room can be an office or hobby room and still have a comfortable bed for family members or out-of-town guests.

"I had a wall bed installed in my home and I absolutely love it," said Linda I. "The contemporary style is a perfect match for my home. Not only is the bed a beautiful piece of furniture, the mattress is extremely comfortable as well."

With a redesign from More Space Place professionals, your garage can become an area you will be proud of and one where you will be able to find everything you are looking for quickly. Customized garage organization systems include garage storage racks and garage cabinets. Floor-mounted systems are available in many standard depths and heights and the wall-hung systems can be adjusted to fit any height. All are made with top-of-the-line materials that will not warp or sag, keeping your garage organized and attractive for years to come.

More Space Place can custom design storage solutions for any room in your home. Their expertise can help you create a gourmet kitchen, a home office that works as hard as you do, or an entertainment center that adjusts to accommodate TVs as they continue to change. Additionally, if you have open living areas they can seamlessly blend cabinetry from area to area

"We are very pleased with our home office," said Andrew and Connie. "From the customized design, the quality of the cabinetry, and the workmanship of the installer, who turned our room into a multi-functional room, I am sure we will enjoy it for many years."

Whatever your budget, More Space Place will work to create your one-of-a-kind solution. Their CAD-based, 3D software allows you to see your design before you make a final decision.

More Space Place Design has 3 locally owned and operated showrooms: Palm Harbor 33136 U.S. 19, phone (727) 773-9888; St Petersburg 10722 Gandy Blvd. N., phone (727) 507-9799; Lutz 23114 State Road 54, phone (813) 935-8432. Open Mon. – Fri., 10 am – 5 pm and Sat. 10 am – 4 pm, other hours available by appointment. Visit [MoreSpacePlace.com](http://MoreSpacePlace.com) for more information or to see pictures.

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## CHAPEL-BY-THE-SEA HOLDS SUCCESSFUL FUND-RAISER

On Sat. Jan 28, an "Eye in the Sky" launched the 8th Annual Beach Walk/Walk. A drone sponsored by T & M Drone Services tracked over 175 walkers as they trekked up Clearwater Beach from the Palm Pavilion, turning around at Surf Style and finishing at Chapel-by-the-Sea. Walkers, supporters and sponsors enjoyed a sumptuous breakfast provided by Clear Sky Café, followed by an enthusiastic silent auction. All proceeds from the Beach Walk/Walk are dedicated to the Religious Community Services (RCS) Food Pantry and the Haven for Domestic Abuse. Walk coordinator, Rick Owens, explained that, "last year's Walk contributed over \$15,000 toward a very worthy community effort and we hope to exceed that figure this year."

## THE BLUFFS WINE WALK

The Bluffs Business Association will host the Bluffs Wine Walk on Saturday, March 25th from 4 to 8pm. Guests will pay \$20 in advance or \$25 day of event for the opportunity to sample wine and appetizers at approx. 40 businesses in the Belleair Bluffs community.



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

Wine walk tickets are only available for purchase in advance online at [BluffsBusinessAssociation.com](http://BluffsBusinessAssociation.com). Tickets may be purchased the day of the event with a credit card (no cash) at the check-in locations.

Free parking is available at several locations throughout Belleair Bluffs. See the map on the website for the wine walk stops and parking locations.

## CLOTHES TO KIDS NEEDS CLOTHES

Clothes To Kids needs clothes, uniforms and school shoes! Clothes To Kids (CTK) has a shortage of elementary school boys & girls shorts and pants, sizes 6 to 16 and shirts in sizes M, L, XL. We also need school shoes— Pre K-4 - 12th grade.

Please help us clothe the children in Pinellas county by donating gently used or new clothing to Clothes To Kids. New or gently used pants, shorts, shirts and shoes can be dropped off between 9 am and 4:30 pm Monday-Friday at Clothes To Kids' two convenient store locations. In Clearwater at: 1059 N. Hercules Ave. and St. Pete at: 2168 34th Street South.

Clothes To Kids, a nonprofit organization, provides clothing to low-income or in crisis, school-age children in Pinellas County, free of charge. For information or an appointment to shop, call in 727-441-5050 or visit [ClothesToKids.org](http://ClothesToKids.org).

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## CLEARWATER FERRY UPDATE

by Camille Hebting

We would like to thank all the business partners and chamber members who came out to our impressively attended Open House and Ribbon Cutting on Friday, January 13th at our downtown Clearwater Ferry Dock. We are very grateful for the continued support that the community has shown us and were so blessed to be able to celebrate our new vessel with everyone.

Looking back at 2016, there are a couple of points that we would like to underline as accomplishments in our growth: our ridership has consistently increased since our opening in March of 2015, and with 1,600 riders last December, we have surpassed 110,000 riders overall. We are very happy to have been able to reach that number before our two-year anniversary, that we will celebrate on March 15th.

Other major accomplishments include our partnership with the City of Clearwater, within which we were able to provide discounted trips to and from Clearwater Beach throughout the Spring and Summer of last year. This partnership was created under the umbrella of a campaign with multiple transportation agencies to reduce the number of cars on the Memorial Causeway Bridge over Spring Break and the busy Summer Season. It enabled us to prove our efficiency and reliability, both to our new riders and to City Officials, who decided to publish a Request for Proposal for Water Taxi Services, which we were awarded late last year. Although we will not offer discounted rate this year, we are looking forward to an even greater partnership with the City of Clearwater and the development of better facilities for our services in Clearwater.

After a successful 2016, we are very excited for 2017 and the projects this new year will bring:

- We will be launching our Orange Line, linking Downtown Clearwater and Clearwater Beach, for our Employer Partners. Annual and Monthly Pass Holders will enjoy priority boarding and a catered schedule on this line, which we are expecting to start in March for the season.
- We are working on new routes throughout the County, following the interest of our riders and of neighboring communities. Dunedin, Belleair Bluffs and Indian Rocks Beach are part of the destinations that we are hoping to develop this year, with the help of the County and the State.
- We continue to work with fellow transportation organization throughout the area to improve regional transit. We believe that Public Transportation would grow exponentially with combined trips and fares, and we are an active contributor in these conversations throughout the Tampa Bay Area.
- Last but not least, we are growing our Advertising Program, which allows for companies to showcase their products and services to our growing ridership base. With products such as inside banners, web interactive map and TV ads, we offer something for every budget. We encourage local businesses to take advantage of our captive audience while they travel to or from the beach, with visual and encouraging partners get FREE placement of brochures/rack cards on our vessels, and we train our staff on board to be true Trip Concierges who will be able to recommend places to eat and things to do at our different stops.

We are always happy to host your groups on board, whether from the media, tourism industry or simply seeking information on our beautiful destination. For all inquiries, please contact Camille Hebting, Sales & Marketing Manager, at [Camille@ClearwaterFerry.com](mailto:Camille@ClearwaterFerry.com) or call our office at 727-755-0297.

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## HOME AWAY FROM HOME

*The Oursler family finds the Clearwater Sailing Center a great place for their entire family to utilize.*

The Oursler family, despite being from Baltimore, Maryland, had never thought of sailing as a family activity. It was over eight years ago when Mark Oursler received a job offer in Florida and decided to move his family of six to the Sunshine State.

Connor the eldest son, 13 at the time, saw an ad in a local paper for free windsurfing camp at the Clearwater Community Sailing Center (CCSC). He tried it out and fell in love, but his mother Laura was hesitant in joining at the time because of what she thought would be an added expense.

What Laura discovered was that the membership was more than affordable and the Oursler Family joined the CCSC to help Connor continue his interest in windsurfing and sailing. They had no idea what a family oriented place it would be for them and it didn't take long before Connor joined the sailing team, sailing 420s.

"Soccer didn't work for our family," Laura Oursler said "the CCSC offered so many amenities for all our family to enjoy."

Laura, who is a licensed nurse and a mother of five, spends the majority of her time caring for their middle son Keegan, 15, who is medically fragile, requires 24-hour care and is in and out of the hospital.

"Between windsurfing, sailing and paddle-boarding and just enjoying the outdoors, to the warm friendly people, everyone at the Sailing Center has made it special, it's a great environment for families."

The rest of the Oursler siblings have followed in Connor's wake. Claire, 18, Cameron, 14, Caroline, 9, are all involved in sailing now as well. Even Keegan is able to watch his

brothers and sisters sail too from the deck of the CCSC in his wheelchair.

The Oursler children are home schooled so the CCSC was a chance for them to socialize but also learn the valuable life lessons and skills from sailing: sportsmanship, hard work, cooperation, learning to deal with the elements, respect for the environment, being independent, self-discipline, problem solving, commitment and have fun doing it.

In looking at colleges, Connor decided he wanted to serve his country and found that the US Coast Guard would be a great way for him to continue sailing and really liked the humanitarian aspect of the Coast Guard. Currently the captain of the sailing team and majoring in Naval Architectural Engineering, Connor plans to head to medical school after he is finishing serving his five years with the CG. After the family visited the Coast Guard Academy in Connecticut, Claire saw that girls were part of the academy as well. Her experiences at the CCSC have helped her catch the "sailing bug" and she has applied for the Coast Guard as well. She will find out in April if she gets accepted but is hopeful.

Cameron and Caroline who almost grew up at the CCSC are out on the water as well getting braver by the minute going out into the Gulf of Mexico and having their own sailing experiences and life lessons in optimist prams.

"The CCSC has really been our home away from home. I wish we had gotten involved sooner," Laura adds, "It truly is a wonderful place and a great family activity to get out on the water together."



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## 2017 SEA-BLUES FESTIVAL

One of Clearwater’s signature and most beloved events, the Clearwater Seafood and Blues Festival (Sea-Blues) presented by Visit St. Pete/Clearwater, returns to rock out Coachman Park Feb. 18-19, 2017. The popularity of this event continues to appeal to thousands and gives residents and visitors a chance to see nationally established and emerging bands as they pump out some of their best blues-inspired tunes. The Sea-Blues Festival kicks-off with a pre-celebration on Feb. 17 with the Blues Walk in Clearwater’s Cleveland Street District, which will include music, food, drinks and all the charm the Cleveland Street District has to offer.

Headlining Saturday’s day of music, fun and food will be JJ Grey & Mofro. This Southern rock, funky, blues band is no stranger to entertaining thousands, playing at some of the largest festivals worldwide, including Lollapalooza, Bonnaroo, Austin City Limits, Fuji Rock in Japan and more. Jamming out on stage that day will also be The Record Company, a three-man American blues-rock band influenced by the music of the legendary Rolling Stones, John Lee Hooker and punk-rock band The Stooges. The Congress, The Sheepdogs, Bear & Robert, and local favorite The Ries Brothers will also entertain the crowd on Saturday.

American blues guitarist, singer, songwriter Walter Trout will headline Sunday’s entertainment. Trout is a three-time winner of the Overseas Artist of the Year title at the British Blues Awards, and a three-time Blues Music Awards nominee. American blues musician and slide guitar legend Sonny Landreth and American guitarist, singer, producer and songwriter Mike Zito will also jam out on Sunday. Completing Sunday’s lineup will be Selwyn Birchwood, a blues guitarist, vocalist and songwriter, The Souliz Band, and the popular regional performer The Betty Fox Band rounds out the lineup.

Keeping up with tradition and staying true to its name, visitors to the 2017 Sea-Blues Festival will enjoy some mouth-watering seafood dishes from the area’s best restaurants.

General admission to the festival is free. Reserved seating starts at \$25 with two-day passes available. VIP packages start at \$70 and includes a reserved seat, dinner, two drink tickets, access to the VIP bar and executive restrooms. All prices are subject to taxes and fees.

For more information, visit [clearwaterseablues.com](http://clearwaterseablues.com) or [Facebook.com/ClearwaterSeaBlues](https://www.facebook.com/ClearwaterSeaBlues).



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## STUDENTS PARTICIPATE IN “WE FEED THE POOR”

Second grade students of St. Cecelia Catholic School located in Clearwater recently participated in the Empty Bowls Project. The project is a grass roots movement to help end hunger. Started in 1990, the objective of the “empty bowls” is to raise money to feed the world’s hungry people and increase awareness of hunger by advocating arts education, and the finding of new solutions to old problems.

The second graders created turtle designs with the help of the school’s art teacher Andrea Wilkinson, and then painted the designs on their bowls. During a Discovery Night held at the school, the bowls were sold for a cost of \$25 and the proceeds were donated to We Feed the Poor, an organization that helps feed the hungry in Haiti.

St. Cecelia School is an International Baccalaureate World School that promotes international-mindedness, respect and tolerance to help ensure a better future for all people. They are located at 1350 Court Street in Clearwater. It is a fully accredited Catholic School (Pre-K to 8th grade) serving four parishes in the Clearwater area. Photo credit: St. Cecelia School



Mackenzie Tas and Delaney  
 Day both from Largo

## JOHN COLLINS - 65 YEARS OF LIVING ON CLEARWATER BEACH

by Gaye Collins

Prior to the advent of high-rise hotels and luxury condominiums, the island of Clearwater Beach offered a more simple life for a youngster who spent his days riding his bike with his friends or playing baseball on the white sand beach that was his backyard. One such boy was John Collins, and to tour around Clearwater Beach with John is to take a trip back to the 1950s.



In 1953, John "Jack" Collins, Sr., culminating 40 years with the Brooklyn Dodgers, retired as Business Manager, packed up his family and headed to the place in Florida most familiar to him - Vero Beach. Home to the Dodgers Spring Training Camp, Jack and Doris thought that would be a good place to start a new life, but after stopping off to see friends in Clearwater Beach, they never left.

They purchased a piece of land at 433 Coronado from which they had panoramic views of the Gulf and the undisturbed land on the other side of Clearwater Pass known as Sand Key, and they began construction on a little motel they called Sand's Point. While their motel was being built, the Collins rented the house at 348 Coronado and amazingly, both the motel and the house are still standing and in use today.

When John describes Clearwater Beach, he'll revert back to how locals identified the streets back then, not by names, but as "fingers." His friends Jimmy and Judy lived on the 3rd finger (Bayside Dr.), Jerry on the 2nd finger (Brightwater Dr.), and Maria and Jimmy on the 1st finger (Devon Dr.). Gulfview was the 4th finger, but the paved road ended where it met Hamden and as there was no development past that intersection until the late 50s, the area of hard-pack sand became a giant playground and baseball field. If a hit ball ran into the Gulf, it was a home run!

The kids who lived on Clearwater Beach spent their free time outside, and the beach offered not only opportunities

for adventure but for a little mischief as well. Another article on the Palm Pavilion described how local kids would crawl beneath the changing rooms looking for coins that dropped through the slatted wood floors... John was one of those kids, but there's much more to that story.

For young John, a day of fun might include packing a lunch and hiking around the perimeter of the island. When he and his friends would encounter a property where the fence ran past the bulkhead, they'd jump down into the surf and then climb back up on the other side often availing themselves of a coconut or two from a friend's tree.

John's parents were dear friends with the Heilmans and the Henriques, so the family could often be found dining at The Beachcomber or Pelican Restaurants. Dinner could be found right across the street from Sand's Point, however, as John would often present his mom with a bucket of blue crabs with some stone crabs mixed in.

Swimming was a favorite past time, and whether it involved creative shenanigans involving roof tops, lawn chairs, and the deep end, or just hanging out at Pier 60, all the kids on the island knew each other and water was the common denominator. While the Collins did not own a boat, plenty of John's friends did, and a water skiing excursion might take them over to Hog Island for a picnic. Known by a more refined moniker today, back then there was nothing on Caladesi Island but wild hogs and rattlesnakes, thus the name.

Beach life was not all play, and there was money to be made for an enterprising young boy. The fishermen at the Marina were always looking for kids to help clean their boats, and there was a local weekday paper called the Evening Independent. John's territory was South Clearwater Beach. He would purchase the number of papers he thought he could sell that day and then hit all the motels in the area and knock on doors looking for buyers.

John and his friends spent a lot of time at the Recreation Center on Bay Esplanade where they'd engage in games like basketball or kick-ball, depending on who showed up. They'd bike or hitch-hike across the Causeway to the mainland, and for 25 cents, they could go to the Capital Movie Theatre. The Capital showed cartoons every Saturday morning followed by a full-feature Western and as John graduated from middle to high school,

he graduated from the front row to the balcony. John's first return to the newly renovated Capital Theater was with his wife, Gaye, when they went to hear the Irish Tenors on St. Patrick's Day 2014.

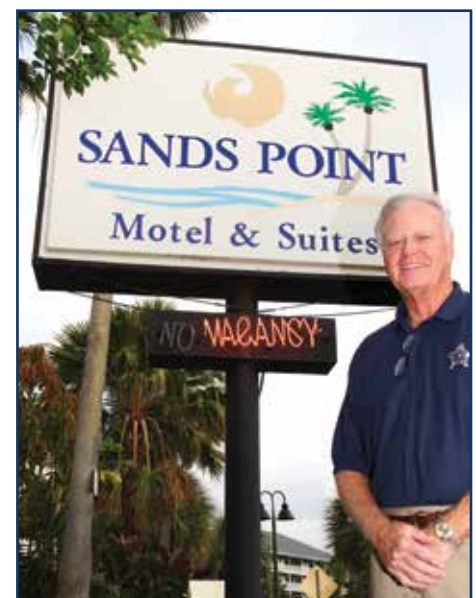
All these years later, John now lives less than 1 mile from his boyhood memories and the little motel that was home base for the adventure that was his childhood. To say the route he took to return back home to Clearwater Beach was interesting would be an understatement.

Following graduation from Clearwater High School, he went to St. Pete Junior College until one day he decided to enlist in the Marine Corps. Thankful to return safely to the USA after spending a year with a rifle company in Vietnam, he pursued his education, obtaining a BA from Ole Miss and an MBA from FSU.

Back in the Tampa area, John was hired as a Special Agent with the U S Secret Service. Over his career, he protected six current or former Presidents, Presidential candidates, and numerous foreign dignitaries. In assignments within the USSS in the Tampa, New York, and Washington Offices he oversaw the agency's counter-terrorism program, working closely with other law enforcement and intelligence agencies.

Upon retirement in 1999, John got his Virginia real estate license to help his wife in her established career. The Collins purchased a condo on Sand Key in 2006 and John has fulfilled his dream of returning to the land of paradise his parents brought him to so many years ago.

*The Collins are Broker Associates with Coastal Properties Group*





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## IMAGINATION AND DARING: "DALÍ AND SCHIAPARELLI" Debuts October 18, 2017

First-ever Retrospective Exhibit of Designer Elsa Schiaparelli and Artist Salvador Dalí

Delight in the daring and irreverent works of two celebrated artists when Dalí and Schiaparelli opens at The Dalí, in St. Petersburg on October 18, presented in collaboration by The Dalí Museum and Schiaparelli Paris. It will feature haute couture gowns and accessories, jewelry, paintings, drawings, objects and photos, as well as new designs by Bertrand Guyon for Maison Schiaparelli. This will be the first exhibition dedicated to the creative relationship and works of Elsa Schiaparelli and Salvador Dalí – friends and collaborators that set Paris and the world ablaze with their groundbreaking visions.

Elsa Schiaparelli was regarded as the most prominent figure in fashion between the two World Wars. Her designs deliberately subverted traditional notions of women's roles and beauty, embracing and exaggerating the transgressive nature of fashion. Schiaparelli explored bold Surrealistic themes in her designs, heavily influenced by artists, especially Dalí, with whom she often collaborated. The vibrant colors, experimental fabrics and elegant handmade decorations set her apart from other designers of the 1920s and 1930s. Some of the most notable clients for Schiaparelli's haute couture designs included the Duchess of Windsor, Wallis Simpson; heiress Daisy Fellowes; and actresses Mae West and Marlene Dietrich.



Elsa Schiaparelli & Salvador Dalí, c. 1949.  
Image Rights of Salvador Dalí reserved. Fundació Gala-Salvador Dalí, Figueres, 2017



Woman's Dinner Dress. Philadelphia Museum of Art, Gift of Mme Elsa Schiaparelli, 1969-232-52

Schiaparelli wrote she "invented" her dresses, and the designs were known for their elegant and daring aesthetic combined with exquisite craftsmanship – a marriage of new ideas with traditional craft. Her designs were like the paintings of Dalí in that they combined renaissance precision with wild imagination and dreamlike visions. Their fashion and art both delighted and shocked the senses and that approach was a trademark of their collaborations; their works embodied a sense of freedom and possibility that enlivened popular culture during a tumultuous time.

In 1954, Schiaparelli closed her couture house and devoted herself to writing her autobiography – *Shocking Life* – written in the third-person, like Dalí's own biography. After remaining quiescent for more than five decades, Maison Schiaparelli was reopened in 2012 at 21 Place Vendôme, the very place where Elsa Schiaparelli left it. Today, Schiaparelli continues the designer's legacy by creating alluring and surprising designs for the Hollywood elite and private clients around the world. A selection of these new designs including fashion and jewelry pieces will be featured in the show.

The Dalí will be celebrating the exhibition with a grand fashion show and gala, bringing Paris chic to downtown St. Petersburg on Saturday October 14. The black tie affair will feature contemporary Schiaparelli designs followed by an elegant dinner reception. A more casual yet equally celebratory Sunday brunch will be held the following day. Tickets for both events are forthcoming; stay informed by registering for alerts at [TheDalí.org/Schiaparelli](http://TheDalí.org/Schiaparelli). The show, Dalí and Schiaparelli will run through January 14, 2018.

4:00–8:00PM Saturday, March 25, 2017



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## BATS IN YOUR BACKYARD

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

It is hard to imagine what Pinellas County looked like in the early 1900s. Many long-time residents can share stories of US 19 as a one-lane dirt road, of 20 minute commutes from north to south county, of the open grasslands and cattle that roamed on Boot Ranch and the stories go on and on!

Now we have had a tremendous amount of development over the years! Can you imagine being any animal species and trying to survive all of the area's changes? One of these animals, that we do not often think about is the bat.



Bat house in a tree

Bats are an amazing species for a variety of reasons, but two reasons that many people are fond of them is for their pest control and nutrient services. Bats can consume up to 3,000 insects a night and when female bats are nursing their young, their energy requirement is even higher. To put this into perspective for you, a nursing bat can consume up to 2/3 of its body weight daily, which is equivalent to a 150-pound human consuming 100 pounds of food per day!

There is no doubt they eat a lot of food and what goes in must come out. As they say, everything that eats poops, right? The neat thing about bat poop or guano is that you can use it as a natural fertilizer. It's true. So not only can bats help to keep the mosquito populations under control, they can help keep your garden healthy too!

Here is the scoop if you want to attract bats to your yard. There are 1,100 species of bats in the world, 48 in the United States and 13 in Florida. Of those 13, you can attract 4 with a bat house: the Evening, Big Brown, Brazilian free-tailed and Southeastern bat. In the natural environment, bats roost in caves and trees, but with as much development as Florida has seen and will continue to see, bats' opportunity to find habitat in trees is diminishing. Providing a bat house is one way to help provide additional shelter options for these creatures.

Just as people are very particular in what they call their home, bats tend to be pretty picky about bat houses too. You want to make sure you do your research before you build or buy one to put up in your yard. The University of Florida has an EDIS publication on "Effective Bat Houses for Florida," which can be found at: [bit.ly/FLbats](http://bit.ly/FLbats). EDIS is the Electronic Data Information Source of UF/IFAS Extension, a collection of information on topics relevant to you.

If you don't have a yard to put a bat house in, you can still help by encouraging others to protect their natural environment. For example, bats may roost in Spanish moss, dead and hanging palm fronds, or inside hollowed out trees. You can encourage people to leave these roost sites as they are. Also, promote the use of native plants in landscapes as they tend to attract non-pest insects, which in turn can attract bats.

Everyone can play a part in bat conservation! What will you do? Let me know on Facebook (@PCENaturalResources) or Twitter (Pinellas\_Ext\_NR). Send your feedback about Everyday Nature articles at: [bit.ly/EverydayNature](http://bit.ly/EverydayNature).

You can reach Lara at 727-453-6905 or via e-mail at [Lara317@ufl.edu](mailto:Lara317@ufl.edu)

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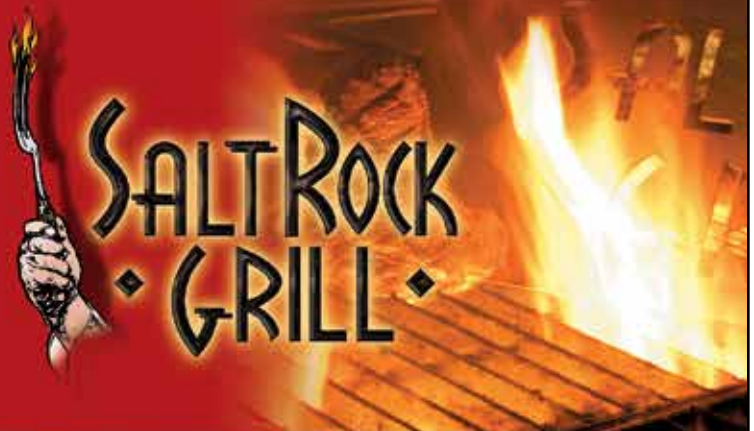
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## Organizational News...

### SAND KEY CIVIC ASSOCIATION

They are composed of member Condo residents & businesses, but serve the needs of all of Sand Key by participating in The Barrier Island Government Council, The Florida Shore & Beach Preservation Association and maintains contact with the City and State Departments that impact Sand Key. Their meetings, open to all residents of member Condominiums are held on the first Wednesday of the month at 7pm at the Clearwater Community Sailing Center. Next meetings are March 1 and April 5. E-mail new President Holly Gyles at SKCINC@AOL.comskcinc@aol.com.

### CLEARWATER HISTORICAL SOCIETY

Their spring Fish Fry is scheduled for May 6th, 11:30am at Ross Norton Park Recreational Center. Adults, \$12 & Children, \$6, which includes fish, hush puppies grits, and coleslaw. 2017 Membership rates have increased to \$20 for individuals, \$5 students, \$35 family, \$150 corporate, \$250 life, \$500 patron and \$1000 benefactor.

They are still working to open their new museum in the old South Ward School. Volunteers are doing much of the work and many local businesses have donated services.

Free guided tours of the Plumb House are offered on the first and third Thursdays from 8:30am to 11pm and Saturdays through April, from 10am to 1pm. Donations are welcome, 1380 Martin Luther King, Jr. Avenue, Clearwater.

Call Bill Wallace 446-2676 or Michael Sanders 434-1684. Visit ClearwaterHistoricalSociety.org for information.

### 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. Upcoming events are:

- Feb. 25: Island wide Yard Sale. Look for the signs. This includes condo owners, too.
- Feb 25: Quarterly cleanup for the Memorial Causeway in cooperation with the City and the Rotary.
- April 8: Neighborhood block party in conjunction with the city wide Neighborhood Day.
- May 9: Annual Spring Social at Island Way Grill.

Membership is \$50 per year. Businesses are \$60. This helps pay for electrical service, fixtures, maintaining the shrubbery, planting, trimming, spraying, weeding and maintenance of the American Flag, plus the many events throughout the year. Contact President Mike Anderson at Tide-Fan@BellSouth.net 777-2787, or visit myislandestates.org.

### CLEARWATER COMMUNITY WOMAN'S CLUB

Kay Estock was selected as Volunteer of the Year for 2016. Kay has been an active member for over eight years. In the past she served as Arts Department Chair, more recently, on the Executive Board as First Vice President and many more things. Currently she is membership chair.

They will be presenting the 2017 Daisy Grants at the March 30th Fashion Show and Luncheon. Daisy Grants are their annual gift giving program. Last year, they gave away \$11,500 in grants to seven Pinellas County charities.

The Clearwater Woman's Club is part of the General Federation of Women's Clubs and welcomes women from the Belleair area. It is a volunteer service club and was established more than 40 years ago. Their motto is *Making A Difference*. General Meetings are held the third Tuesdays of each month, starting at 11am, at the Clearwater Downtown Library. Get more information at [www.ClearwaterCWC.org](http://www.ClearwaterCWC.org).

### CLEARWATER YACHT CLUB

The Clearwater Yacht Club is one of the oldest Yacht Clubs in the country, chartered in 1911. You don't need a boat to join. Most of their social activities center around regular parties in their upstairs restaurant or waterside Tiki Bar. Friday Night is live music and dancing.

They have a lot going on, here is a partial list:

Feb 19: The Chowdah Challenge

Feb 22: Laser Midwinter East Regatta

Feb 23: Bingo!

March 18: St Patrick's Day party

March 25: Commodore's Ball

March 28: Snipes International Regatta

The Club is located at 830 Bayway Blvd., Clearwater Beach. E-mail [Communications@CLWYC.org](mailto:Communications@CLWYC.org), visit [Clwyc.org](http://Clwyc.org) or call 447-6000 for information.

### ISLAND ESTATES WOMAN'S CLUB

They are accepting applications for their annual scholarship program for female Clearwater High students with a 3.0 GPA, a record of service and financial need. Deadline is March 15th and applications available at [IslandEstatesWomensClub.org](http://IslandEstatesWomensClub.org) or in the Clearwater High School Guidance Office.

February 21st - Meeting at Clearwater Yacht Club at 11am with guest speaker Rev. Janet Reynolds who specializes in practical channeled guidance from the spirit world. RSVP.

March 21st - Luncheon meeting will be at the Belleair Country Club. This will be the Florida-Famous Fashion Show and Scholarship Fundraiser. RSVP is required.

Membership is open to all. Dues are \$20. For membership information, call Joan Landreth at 812-8078. To receive monthly e-newsletters on upcoming events visit [islandestateswomensclub.org](http://islandestateswomensclub.org). Newcomers are encouraged to call Welcoming Committee Chair, Amber Davis, at 727-743-2722. For club information, call President Lynn McCaskill at 430-1911.

### ISLAND ESTATES YACHT CLUB

This social club began as a small club for the Island Estates neighborhood, now it has many members who live off the Island. They were the sponsor of this year's 42nd Annual Island Estates Holiday Lighted Boat Parade, which had over 60 boats. They still enjoy having social events almost every month and welcome new members. For information, contact Mary O'Connor at 871-1881. For membership e-mail [Sanders@Gmail.com](mailto:Sanders@Gmail.com)

March 10 they will enjoy a Brazilian themed fun night of food, music and dancing at the Clearwater Yacht Club,

### ISLAND ESTATES LUNCHEON CLUB

The Island Estates Tuesday Luncheon Club meets weekly. This organization goes back 50 years. Contact Robert Landreth at 812-8078 or email him at [RobertNL@AOL.com](mailto:RobertNL@AOL.com).

### NEWCOMER CLUB

This not-for-profit group can help you meet new acquaintances and have good fellowship. You do not have to be new to the area to join. They meet monthly at local restaurants and area country clubs on the first Tuesday of each month normally for lunch with guest speakers. Call Karen Botsford at 531-0378 or visit [WelcomeNewComerClub.com](http://WelcomeNewComerClub.com).

March 7: Luncheon at the Belleair Country Club. Erica Weideman of The Haven will be the guest speaker. After the meeting, there will be canasta and Herman card games. Call Sandy Bryan, 536-7246 to RSVP.

March 20: A visit to the Raymond James Art Exhibit in Tampa. Call Connie Maynard at 596-6106 to RSVP.

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## Organizational News...

### CLEARWATER BEACH ASSOCIATION

They meet the first Tuesday of each month at the Chapel By-The-Sea Church. The next meeting will be March 7th All members, or those wishing to join, are welcome to attend. Visit [www.ClearwaterBeachAssoc.com](http://www.ClearwaterBeachAssoc.com).

March 4: Trash & Treasures flea markets, 9am to 1pm.

April 8: Spring Picnic at Triangle Park, in conjunction with the city's Neighborhood Day.

This neighborhood association promotes projects of a civic, recreational and entertainment nature. Membership is \$25/household and checks can be made payable to CBA and mailed to PO Box 3295, Clearwater 33767. Contact Board Members Beth Prast at [esphome@yahoo.com](mailto:esphome@yahoo.com) or David MacNamee [DMacNav@TampaBay.RR.com](mailto:DMacNav@TampaBay.RR.com) for more information about the Association.

### IRB BOAT CLUB

On January 21, The Boat Club went to The Pub in Indian Shores for lunch. Members came by boat and had their boats inspected by the Coast Guard Auxiliary. February 12th was their ever popular Island Way Grill Sunday Brunch.

The 2017 event calendar is available online and some upcoming events are:

February 18-19: Sea Blues Concert Coachman Park

March 11: Intracoastal Waterway Clean Up

March 16: Meeting at Jimmy Guana's

March 25: Caladesi Picnic by Boat

April 1: Fish Fry

April 20: Meeting at Jimmy Guana's

May 13: Afternoon at Salt Rock Grill

In addition to events, the Club has informational meetings with guest speakers at Jimmy Guana's (Holiday Inn Harborside) monthly, on the third Thursday. Everyone is welcome, it is not just for Indian Rocks residents. Anyone who has a boat and wants a reason to use it can join, for free. To get involved, call Bob Griffin 517-1997, e-mail [Bob@IRBboatclub.com](mailto:Bob@IRBboatclub.com) or visit [IRBboatclub.com](http://IRBboatclub.com).

### CLEARWATER SAIL AND POWER SQUADRON

This all volunteer non-profit organization teaches boating safety courses. Courses emphasize boating safety skills. One of the best ways to have a fun boating experience is to "know before you go." If you are a new boater or an experienced boater in need of a refresher course, consider taking a boating course or attending a seminar. To join email Peter Losi, Education Officer, at [LOSEAS13@Gmail.com](mailto:LOSEAS13@Gmail.com).

### CLEARWATER GARDEN CLUB

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

The Big Annual Plant Sale will be April 8th.

For more information, contact, Maggie Custer, President, at 488-8705, email at [ClearwaterGardenClub@Gmail.com](mailto:ClearwaterGardenClub@Gmail.com) or visit [www.ClearwaterGardenClub.org](http://www.ClearwaterGardenClub.org).

### 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 and their spouses or widows. They welcome new members. To RSVP for lunch or to consider joining, call LTC. George Smith at 786-5578.

### CLEARWATER BEACH ROTARY

Lunch meetings are the second and fourth Thursdays at Carlouel Yatch Club, and they offer additional monthly social and community events.

Their Christmas Toy Drive began in 2003, when Gillian Willard, Rosita Lawhorn-Lacey, and Betty Seurnick organized a Christmas party for their friends. A piece of artwork by Rosita was auctioned off and the money raised was donated to a local charity for Christmas. What started thirteen years ago as a small get-together with friends has snowballed into a gigantic party held each year at 440 West Condominium. Over the years, the party has donated thousands of dollars in toys and money to assist those in need in the community.

In the beginning, the toys and money were given to the fire department for distribution. When the fire department stopped their Christmas toy drive, the Clearwater Police Department filled the gap. This year, the event was organized by Gillian Willard, Ann Baker and Alex Everist, members of the Rotary Club of Clearwater Beach the Community Corps.

This year, the toys were distributed by the volunteers on the Donn Davis Annual Sleigh Ride on December 18. A flatbed truck served as the sleigh. As the sleigh wound its way through Clearwater, toys and candy were thrown to children on the streets to the sound of Christmas music in the background. Santa and Mrs. Claus and their elves delivered Christmas presents to over 100 children in emergency housing and other community housing projects. As the trucks left each project, the children and their families lined the sidewalks to offer their thanks. The experience brought tears to the eyes of the volunteers.

This annual sleigh ride has been going on for 37 years. Donn Davis himself had been in foster care as a child and continued to give back throughout his life. He once stated, "If I ever make it, I will never forget the foster kids." The members of the Rotary Club of Clearwater Beach and the Community Corps partnered to make this a very special Christmas for needy children. \$2500 worth of toys were donated and over \$1500 was raised in the raffle, which was donated to Brookside Florida. Brookside is an alternative living environment and counseling program for troubled adolescent girls. The home prepares them for independent living and self-sufficiency.

President Alexandra Everist can be reached at 237-8037 or visit [ClearwaterBeachRotary.com](http://ClearwaterBeachRotary.com).

### FRIENDS OF THE BEACH REC CENTER & LIBRARY

The Friends meet on the third Thursday of each month at noon for lunch. Guests are welcome.

February 21: Annual Meeting at the Beach Rec Center

March 8: Mr. Paul Trunk of the Clearwater Audubon Society will share his vast knowledge on shorebirds with us. Learn to ID, migration and nesting habits and the history of shorebirds.

April 12: Join the Clearwater Marine Aquarium Biologist and Environmental Education Team to learn about Sea Turtles.

Clearwater Harbor is home to five species of Sea Turtles. Learn about nesting and how to protect these endangered animals.

Friends is a non-profit organization that works to sustain the Beach Library and Recreation Facilities and Pool as a viable part of the community. You are welcome to join them and share your ideas on how to improve things. Call Donna Eliason or Linda Owens at (260) 894-0270 for information.

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# Organizational News...

## BELLEAIR GARDEN CLUB

The club features a monthly tea & general meeting on the first Wednesday of the month at 1pm, as well as horticulture programs on the second Wednesday of the month at 9:30 am at the Belleair Garden Club at 903 Ponce de Leon Blvd., in the Town of Belleair.

Club membership is \$50 per year, couples pay \$75 and three month members only \$30. Guests are welcome. Call Mary Carey to RSVP to events, 596-5981 or contact Majorie Rose, President, at RoseMarjorie38@Yahoo.com for information about the club.

## CARLOUEL HOMEOWNERS ASSOCIATION

They welcome new neighbors to join the group as they move into the Carlouel neighborhood. They admit they are the smallest and least active HOA in the area, however, they do have a few events. To participate, please call Sue Williams at 446-4471 or visit their new website, full of history, weather and events, [www.MyCarlouel.com](http://www.MyCarlouel.com).

## DAUGHTERS OF AMERICAN REVOLUTION

They meet on the third Friday of the month at the Belleair Country Club for lunch at 11:30am. To join, call Linda Mintz at 488-1068.

On March 25, they hold their annual fundraiser event at the Belleair Country Club. Their Stars and Stripes Luncheon will benefit veterans and also be used to support college scholarships. Outside guests and military veterans are welcome to attend. Contact Cathy Athanson at DURBINWV41@Gmail.com on this event.

## 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.

## SECOND TIME AROUNDERS

Did you play, dance, or twirl in high school? Are you looking for a fun new experience in the St. Petersburg area? Consider joining us. **NO AUDITION REQUIRED!**

Practice your scales, download the music from the website and rehearse the charts a bit, too. You will be amazed how quickly the notes return! Some members had not played in 25-30 years before joining.

The band rehearses just five times on Tuesday evenings at the St. Pete Coliseum before performing 4-5 times around town. They're typically done for the year by late April, leaving members wanting more!

They perform at local parades and festivals such as Gasparilla, the Chasco Fiesta Parade, the Ybor City St. Patrick's Day Parade, and with stand-up concerts and festivals from Sarasota to Tampa. Every year they change it up a bit, this year adding Mainsail Arts Festival! Call 322-4778 or visit [SecondTimeArounders.com](http://SecondTimeArounders.com).

## CLEARWATER COMMUNITY SAILING CENTER

The CCSC offers instruction in Stand Up Paddle boarding and Kayaking. They are located on Sand Key, just north of the Marriott Hotel, at 1001 Gulf Blvd. Call 517-7776 or see [www.ClearwaterCommunitySailing.org](http://www.ClearwaterCommunitySailing.org).

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