

ARTS & ENTERTAINMENT



Extreme Tribute to 30 Years of Jazz

The Clearwater Jazz Holiday, one of the most prominent jazz festivals in the Southeast, . . .

Read more pg. 7

COMMERCE



Farmer's Market Returns

After taking a brief summer hiatus, the Farmer's Market returned to Cleveland Street in Downtown Clearwater on October 21st.

Read more pg. 5

ARTS & ENTERTAINMENT



40 Tons of SNOW Trucked in

On Friday, December 4th, the Miracle on Cleveland Street, . . .

Read more pg. 2

ARTS & ENTERTAINMENT **Read more pg. 6**



Rachel Reed models Ivanka Ska's design
Photo by Ungala

DALI MUSEUM “HALF-DRESSED”

by Joshua T. Gillion

ST. PETERSBURG

The construction of the new Salvador Dali museum in St. Petersburg is half completed. To celebrate this achievement, and to raise funds for the remaining construction, the Dali Museum threw “Gala’s Half Dressed Carnivale” on Saturday, October 17th. It was an evening of revelry in the wild style of the parties Dali’s wife, Gala, used to throw. Held on the lawn next to the half-finished concrete structure, guests arrived in lavish costumes and masks to revel in the arguably quasi-hedonistic atmosphere of the party.

An art installation by fashion designer Ivanka Ska, best described as something of a sensuous living statue, was one of the main highlights of the evening. The installation showcased surrealist designs inspired by Dali (such as a midriff of his signature melting clock, or a bustier made of flowers) worn on models arranged around and attached by long strips of fabric to one model in the center, creating a stunning effect.

The new museum will be 66,450 square feet, more than twice the size of the current 30,000 square foot museum. The facilities will include a 90-seat orientation theatre, a 150-seat community room, a café with indoor and outdoor seating, and an extensive research library, in addition to the permanent collection hall and temporary exhibition wing. The new building will protect

Continued on page 6

TO THE MOON, MARS AND BEYOND...

Ares I-X Rocket Test Launch Successful for NASA

CAPE CANAVERAL

by Heidi Lux

NASA’s new Ares I-X rocket was tested successfully on Wednesday, October 28th at the Kennedy Space Center in Cape Canaveral, Florida. The rocket was launched at 11:30 a.m., and the test flight lasted a total of six minutes.

This had been the second launch attempt in two days. On October 27th, the scheduled test was postponed due to unfavorable weather. The Tuesday morning winds exceeded the 20-knot limit for the test launch. There were also concerns that high cloud density might lead to static build-up resulting in communications issues with the rocket.

The Ares I-X is comprised of cutting-edge technology, evolved through decades of NASA spaceflight experience. The rocket utilizes an updated version of the Saturn V, the rocket employed in the Apollo program of the 1960s to send astronauts to the moon.

Standing 327 feet tall (taller than the Statue of Liberty), and 33 feet wide, the Ares I-X rocket produced 2.6 million pounds of thrust, using this immense force to accelerate to the threshold of hypersonic speed. During the test, the Ares I-X reached a sub-orbital altitude of 150,000 feet after the separation of a four-segment solid-rocket booster.

The test flight allowed NASA to preview the rocket’s hardware, facilities and

Continued on page 6

NATIONAL NEWS **Read more pg. 6**



The Ares I-X test rocket was launched at Kennedy Space Center
Photo courtesy of NASA

COMMUNITY **Read more pg. 6**



Rusty Dog Arives on Cleveland Street
Heidi Lux

On November 2nd, the third and final installment of Downtown Clearwater’s Sculpture 360 series was lowered into position by crane on Cleveland Street . . .

Read More pg. 6

GOVERNMENT **Read more pg. 4**



Citizen’s Voices Heard at City Hall
by Heidi Lux

The “Sons of the American Revolution” members: Nelson Jantzen, George Pratt and David Kitchen, dressed in revolutionary war attire - complete with brass buttons, three cornered hats and drum...

Read More pg. 4

COMMUNITY **Read more pg. 5**



Red Ribbon Week Dance
by Heidi Lux

On Saturday, October 17th, for the third year in a row, children from Clearwater’s North Greenwood community enjoyed a DJ, dance contest, snacks, arts and crafts and balloons at the North Greenwood Recreation...

Read More pg. 5



Miracle on Cleveland Street is enjoyed by all! - Photo by David Ziff

40 TONS OF SNOW TRUCKED IN

– Miracle on Cleveland Street

CLEARWATER

On Friday, December 4th, the Miracle on Cleveland Street, which served as the pilot for the highly successful 4th Friday series, will return again for its second year.

Last year, two tons of snow was trucked into Downtown Clearwater, to create the miracle of a “white-Christmas” in Florida. There was a ten-foot toboggan slide set up for children to play on, as well as the Clearwater Community Volunteer’s choo-choo train. Santa and the Snow Princess were in attendance, along with Mayor Hibbard. Approximately 3,000 people flocked to Cleveland Street for the holiday magic.

This year, the event will be even bigger and better than last year. Forty tons of snow are expected to be trucked in, and there will be two slides in addition to carolers, vendors and food.

The Miracle on Cleveland Street is put on by the Clearwater Downtown Partnership, and will be held in conjunction with the opening of Winter Wonderland on Ft. Harrison and Drew Street,

and the Holiday Light Up in Station Square Park. During the Holiday Light Up, a glittering 25 foot evergreen tree will be decorated and lit in Station Square Park.

The “Deck the District Wreath Decorating Contest” will take place that same evening as well. Entries will be displayed in Station Square Park during the Holiday Light Up, and there will be cash prizes for the best decorated wreaths. First prize is \$100, second prize is \$50, and third prize is \$25. There will also be a \$25 “People’s Choice” prize. Wreaths must be delivered to Station Square Park on December 4th between 11:30 am and 1:30 pm. The contest is sponsored by the Downtown Development Board. For more information and contest rules, visit www.myclearwater.com/downtown.

Miracle on Cleveland Street will take place on December 4th at 5:30 pm, and the light up will take place at 7:30. All events are free to the public. ♦

Correction: Global Pioneers

An article in Volume VII, Issue I regarding the Global Pioneers mistakenly gave the group’s website as www.globalpioneers.com. The article should have said the group’s website is www.theglobalpioneers.com. Readers are directed to this site to learn more about the volunteer group’s good works bringing help to the people of Haiti. ♦



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4th Friday averages a crowd of 2,800 each month - Photo by Joshua T Gillion

4TH FRIDAY...WHO'S BEHIND THE SCENES

DOWNTOWN CLEARWATER

By Heidi Lux

4th Friday in Downtown Clearwater has been the place to go to unwind and enjoy live music and entertainment at the end of the month since March, but many people don't know what goes into producing the “party on the street”.

The idea for 4th Friday originated during the success of Miracle on Cleveland Street in December 2008, which served as a pilot for the series. “That’s what was really the genesis of 4th Friday,” says Bill Sturtevant, CEO of the Clearwater Downtown Partnership. The Clearwater Downtown Partnership (CDP) has the purpose to “build an exciting, vibrant and diverse downtown.” One of the ways the CDP achieves this is by putting on 4th Friday. Although the CDP is behind 4th Friday, the event is planned by a CDP committee consisting of CDP executive board members Howard Warshauer, Eleanore Lyda, Jenny Esno, Martin Smith, Karla Jo Helms and Jay Polglaze.

The first 4th Friday in Clearwater was March 2009’s “March Madness” themed event. In May the series went on summer vacation, due to the seasonal heat and rainstorms, returning in September without missing a beat.

The purpose of the 4th Friday events is to bring as many people to Downtown Clearwater as possible. The average attendance for 4th Friday is 2,800 people. The event also provides local businesses an opportunity to feature themselves and help boost sales. 45 vendors line the street in Downtown Clearwater every 4th Friday, with a waiting list of 25 applicants. “They want to be here,” says Sturtevant. “They see some value in being here.”

Since the events started, four new restaurants have found homes in Downtown including Divino Fine Italian Restaurant, La Cachette and Casanova. The Baldwin Connelly Family of Companies has moved into the area, and Warehouse, Intuition Salon & Spa and Peter Gillham’s Vitamin Center have expanded their businesses, with both Intuition Salon & Spa and Warehouse moving into new, larger premises. “It brings a real awareness there’s something going on,” says Sturtevant.

4th Friday truly is a community event. The Clearwater Downtown

Partnership may be the organizers, but they receive a lot of help from their sponsors. Each month, Costco donates bottled water and soda, with Budget Storage providing space for the CDP to store their equipment. Advertising is donated in the form of radio spots from Q105, print ads from the Tampa Bay Informer, and postcard flyers from PostcardMania. Money for the event is donated by the Clearwater Downtown Development Board and Five-Five-One, a new restaurant opening soon on Clearwater Beach. The list of sponsorships has grown so large, Sturtevant jokes they’re having problems fitting everyone on the postcard.

The event also serves as a fundraiser for a different non-profit group each month, through beer and wine sales. October’s benefiting non-profit was Clothes to Kids, which provides free clothing for children of low-income families. Previous non-profits have included the Clearwater Marine Aquarium, the Clearwater Jazz Holiday, and Miles for Hope. In addition to monetary contributions, 4th Friday gives the opportunity for these non-profits to be seen by a lot of people, and to get the word out about what they do.

November’s 4th Friday entertainment line up will feature

a tribute to the Blues Brothers by the Official Blues Brothers of the Chicago Bears, who have performed for the Bears’ halftime crowds. They will share the stage with The Mainstream Band featuring Kirsten Joyer.

The event is not only an opportunity for members of our community to enjoy yummy food, great entertainers and shop outdoors, it’s truly a family activity; complete with a bouncy house and giant inflatable slide for the kids, provided by the Clearwater Community Volunteers. The Clearwater Veterans Alliance will be the benefiting charity this November.

But that’s not all folks, the very next Friday, Dec 4th the spectacular “Miracle on Cleveland Street” returns by popular demand. This year the CDP has ordered not only one, but two real live snow slides as last year children and parents were lined up and down Cleveland Street for the thrill of snow in Clearwater. And, of course the “Miracle” wouldn’t be complete without a visit from Santa, who will make his grand entrance just before lighting up the 17th Annual Winter Wonderland around the corner on Ft Harrison Ave. So, come one come all and don’t forget your mittens. ♦

For more information, visit www.4thfridayclearwater.com



Disco Inferno provided entertainment at 4th Friday - Photo by RGP Media



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Editor
Angela LeMay

TAMPA BAY INFORMER'S PURPOSE

"To improve the community by raising awareness and responsibility and providing solutions to community issues."

We are achieving this purpose by publishing informative articles related to issues in the community which include community activities sponsored by non-profit and civic groups. Our articles invite members of the community to get involved and take action to help improve our community.

Our advertisers help fund our purpose, and in turn, our marketing department is continuously expanding our circulation and increasing the exposure of our advertisers, resulting in expansion of their businesses."

PHARMA DRUG DROP-OFF From the Desk of Sheriff Jim Coats

To use medical terms, the illegal sale and trafficking in prescription drugs have reached epidemic proportions not only in the Tampa Bay area, but around the country. In an effort to target the increase in organized trafficking and sale of prescription drugs, doctor shopping and prescription fraud, Pinellas County Sheriff Jim Coats recently announced the formation of the Narcotics Strategic Diversion Unit. The alarming increase in the number of pharmaceutical overdose deaths was another factor in this expanded investigative effort.

The term "diversion" refers to the diverting of a legal prescription medication from its intended use to an illegal purpose. The new Diversion Unit will now be forming partnerships with other federal, state and local law enforcement agencies to increase public awareness and to work together to attack this trend. In fact, the St. Petersburg Police Department is already on board and has agreed to provide assistance and resources to the Diversion Unit.

As an outgrowth of the formation of the Diversion Unit, the Sheriff's Office has scheduled another "Operation Medicine Cabinet" event. This is an opportunity for citizens to properly dispose of their unused medications in a safe and secure manner. Last spring the first "Operation Medicine Cabinet" collected over one ton of medications from Bay Area citizens.

The next "Operation Medicine Cabinet" event is set for 10:00 a.m. to 2:00 p.m. on

Saturday, November 14, 2009. The Sheriff's Office is joined by the St. Petersburg Police Department and "Live Free", the Substance Abuse Prevention Coalition of Pinellas County. So far, seven drop-off locations have been established,

Sweetbay Supermarket • 1792 22nd Street South – St. Petersburg

The Fountains of Boca Ciega Bay • 1255 Pasadena Avenue South – South Pasadena

Sweetbay Supermarket • 6095 9th Ave. North – St. Petersburg

Sweetbay Supermarket • 7491 4th Street North – St. Petersburg

Kmart • 7949 113th Street North - Seminole

Sweetbay Supermarket • 1681 Main Street - Dunedin

Walmart • 3801 Tampa Road – Oldsmar

According to records compiled by the District 6 Medical Examiner's Office for Pinellas and Pasco counties, the number of deaths by overdose of prescription drugs, either alone or in combination with alcohol, has far outdistanced cocaine, marijuana,

ecstasy, GHB and heroin.

Diversion Unit Sergeant Dan Zsido says that "oxycodone is the most abused and illegally sold prescription drug. Our arrests have more than tripled in just a year's time and the number of charges has increased by well over 500%. We haven't seen a trend in illegal drug preference like this since crack cocaine first arrived on the drug scene years ago. It is hoped that our enhanced enforcement effort and "Operation Medicine Cabinet" will create the partnerships and public awareness we'll need to combat this problem."

For more information on the Narcotics Strategic Diversion Unit, "Operation Medicine Cabinet" or a Sheriff's office speaker on these topics, please contact the Pinellas Sheriff's Public Information Office at 582-6221. ♦



REAL ESTATE REALITY
By Pam Ryan Anderson

HONEY – STOP THE CAR! THE \$8,000 REBATE ISN'T OVER YET!!!

If you gave up hope that you could buy a home before November 30 and qualify for the first-time homebuyers tax credit, you're going to love this news!

On October 28, 2009, Senators agreed to extend the deadline until the end of April. Here's how it works: As long as you have a signed sales agreement by April 30, 2010, and close on your new home by the end of June, 2010, then you will still be eligible.

The amount of the tax credit will be based on the purchase price of your home. If your new home costs \$80,000 or more, then you will qualify for the \$8,000 rebate.

If your new home is less than \$80,000, then you will receive a rebate of 10% of the value of the home you purchase.

For instance, I recently sold a home in Pasco County for \$56,900. That

home buyer would qualify for a tax credit of \$5,690.

In order to receive the money faster, you can do an Amended 2008 Tax Return this year. The other option is to simply have the rebate be part of your 2009 Tax Return.

There are many rumors flying around that you can get this money to use as a down payment to purchase a home. So far, that has not been approved, as you must purchase a home before you apply for the rebate.

The extension of this rebate is AWESOME news! Please feel free to call me if you would like to find out what you need to do in order to purchase your new home before April 30, 2010. I'm always here to help!

For more information, call Pam Ryan Anderson, Short Sale Specialist, Ryan Realty, 727-442-2822 or e-mail Pam at Pam@ryanrealty.org

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CITIZENS VOICES HEARD . . .

CLEARWATER

By Heidi Lux

The “Sons of the American Revolution” members: Nelson Jantzen, George Pratt and David Kitchen, dressed in revolutionary war attire - complete with brass buttons, three cornered hats and drum - appeared at Clearwater’s City Hall on October 22nd, to present Mayor Hibbard with a certificate of appreciation for displaying the American flag.

This summer, in a cost-saving measure, City Manager Bill Horne decided to remove 13 of the city’s 50 American flags, mostly from low-profile buildings like the city worker’s daycare; as well as the high-profile Memorial Causeway location. The causeway pays tribute to veterans of both World Wars. The city had received numerous complaints that the Memorial Causeway flag was improperly lit.

Horne’s decision was met with public outcry, criticized as unpatriotic; despite the fact that Horne – a former Air Force

colonel – proudly displays the flag at his own home. The city conceded to public demand, and the broad stripes and bright stars now remain gallantly gleaming.

This story speaks to a larger issue. Despite budget limitations, the City’s elected officials must try to keep their constituents happy while also ensuring the greater good. Other cost-cutting proposals included cut-backs to the North Greenwood Library, and reducing police presence in the East Gateway neighborhood. Both ideas were scrapped due to opposition from citizens.

Our elected officials are still human, and whatever they decide, they are bound to displease some. City government can be a complex, often delicate matter, requiring that we as citizens get informed, involved and make ourselves heard.

Leave your comments on the issue at www.tampabayinformer.com ♦

HOW YOU HAVE HELPED A LOCAL BUSINESS GROW, and How We Say Thank You...

by Shelley Jaffe



NATURAL HEALTH

Most of the articles I write are health-related information to help educate you, the reader, by giving you information you can use to help improve your quality of life. So many of you have called or come into the store to thank us for what we do. Today I would like to thank each and every one of you for everything YOU do. Because of all of you Peter Gillham’s has been experiencing expansion like never before. Each of you has helped to contribute by supporting a small local business run by local people, and we in turn give back as a store by contributing to and supporting local community groups, and as individuals by our many hours of volunteer work in numerous city and private groups which help to make our city a better place to live. Together we are achieving this.

So, to thank each of you we would like to invite you to a very special 30th Anniversary celebration happening at the store on the 4th of December (which also happens to be the same day as the Miracle on Cleveland Street Celebration and the opening

of Winter Wonderland). At our celebration you will be treated to tastes of all of the products we make in our café, as well as many we sell in the store. After all, you helped to select them, you should get a day to try them for free.

One of the most exciting things which has occurred in this expansion is the addition of some great new personnel. One of these people is Desiree Lotz who we are very proud to have on our staff. Desiree has over 30 years experience helping people with their health and nutrition and is available for consultations. She can do anything from a 15 minute basic vitamin check to a full one hour consult to check your nervous system, organs, allergies, diet, etc. With the flu season upon us it is a great idea to have your basics checked to make sure your immune system is strong and functioning properly. Please call the store for more information and to book your consultation. It is an affordable and invaluable service. Her schedule has been filling fast, so call today.

By your request we have expanded our café. From our

surveys we have found that many of our customers can’t tolerate gluten, a protein in wheat, rye, and barley. So we have created a café menu that includes a host of homemade gluten free foods, including gluten-free pizza, organic soups, delicious natural sandwiches, our newly-famous scones, muffins, cookies, etc. And we will be adding new items in the near future like crust-less organic quiches, great chicken mole and a host of other dishes which will feature locally grown sustainable ingredients whenever available. Call our store today to get on our email list where you will receive a weekly newsletter which will include the week’s menu and email-only specials.

We are proud to be part of this community and happy to share it with such warm people. Thanks for your help.

Shelley Jaffe is a Certified Nutritional Consultant and the Executive Director of Peter Gillham’s Nutrition Center located at 533 Cleveland Street in Downtown Clearwater. 727-462-5770. ♦

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LITTLE OR NO WEBSITE TRAFFIC? Why your website should be search engine friendly:

BUSINESS [By MrWebWiz.com](http://www.MrWebWiz.com)

Building a website that gets frequent visits can seem difficult: there are literally tens of billions of pages listed in search engines, and there are thousands of registered domain names, most of them we don't know or remember. How does one put oneself above this sea of websites and actually get some business from your cyberspace real estate?

The answer is simple. Let me ask you this: say you owned an up-and-coming business that recently paid to have a large stock of promotional postcards designed, printed and delivered to your door. The postcards are sharp, punchy and effective – a valuable promotional resource just waiting to be put to use.

Now, let’s say you left these postcards sitting in stacks in your front office. No one knows your business exists, particularly. A few passers-by might walk into your door out of chance or simple curiosity, but are these people your target market? Would they be a large enough market to sustain your business?

Leaving your postcards in stacks, unaddressed and not mailed doesn’t make any sense.

Building a website, regardless of how good-looking it is, how punchy or effective its marketing is, doesn’t make much sense either.

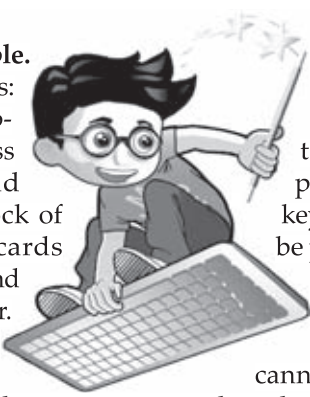
If nobody visits your site, you’re

not even getting to the point where you try to sell them your product. How would you sell someone a suit jacket when they haven’t entered the store yet? It doesn’t matter how sharp or inexpensive your suit jackets are - if there aren’t any people physically in the store - you’ll get nothing.

There are practically as many ways to build a website as there are websites. Some are built to be a glamorous portfolio, but have no keywords or content to be picked up by search engines. Others are effective marketing machines, but cannot be easily updated and so the content goes stale. Only the ones who follow the rules of making a site preferred over others, and getting visits from their target market are effective.

Picking a good domain name, titling your pages, structuring your site so that the important text is where it should be on a given page are all important to getting a site seen by search engines – and a flourishing business boosted by effective internet marketing – not just slapping a website together.

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FARMER’S MARKET RETURNS

DOWNTOWN CLEARWATER

By Heidi Lux

After taking a brief summer hiatus, the Farmer’s Market returned to Cleveland Street in Downtown Clearwater on October 21st. The mild autumn and winter weather in Florida is not only favorable to browsing in the outdoor market, but adds to its appeal.

Cleveland Street was closed off between Ft. Harrison Avenue and Garden Avenue to make room for fresh produce, coffee, cheese, honey and lunch vendors. New to the market this year was the addition of vendor space in Station Square Park where stores like Intuition Salon and Spa and It’s Our Nature had their booths.

Before the summer break, Farmer’s Market moved from its former location in the City

Hall parking lot to the more prominent location on Cleveland Street. Since then, the Farmer’s Market has expanded, attracting more vendors and visitors to Downtown Clearwater.

The Farmer’s Market is open every Wednesday from 9 am to 2 pm in Downtown Clearwater, and will continue until May 31st. Special events are planned throughout the year. Up to two hours of free parking (with validation) is available at the Garden Street Parking Garage. Validation is available at the Farmer’s Market Information Booth.

For more information on the Farmer’s Market, visit www.DowntownClearwaterFarmersMarket.com ♦



The Farmers Market features fresh produce - Photo by Heidi Lux



Construction for Winter Wonderland began on Nov. 1 - Photos by Joshua T Gillion



Santa arrives to Winter Wonderland in style on the Clearwater Community Volunteer's trackless choo choo train – Photo by Tampa Bay Informer

Clearwater Community Volunteers Build True Holiday Spirit

by Angela LeMay

WINTER WONDERLAND

The 17th annual Winter Wonderland in downtown Clearwater will open on December 4th, but construction is already underway. Beginning on October 31st, a team of industrious “elves” began building the holiday village, located on the corner of Ft. Harrison Avenue and Drew Street. These hardworking volunteers are helping Santa and the Clearwater Community Volunteers bring holiday joy and magic to children throughout the community.

Each year Winter Wonderland requires approximately 5,500 volunteer hours to build, operate, and pack up, and over \$45,000 to produce. And each year, it captures the true spirit of the holiday season, not just with the scent of the abundantly decorated evergreens that add to the sparkling atmosphere. Winter Wonderland serves as a fundraiser, as well as a food and toy drive; bringing Christmas to underprivileged families who might otherwise have to go without. While admission is free, visitors are encouraged to bring new toys or non-perishable food items. Last year Clearwater Community Volunteers helped collect an estimated one ton of food and toys at Winter Wonderland with the majority being donated to the Homeless Emergency Project.

Winter Wonderland has to offer.

Let’s not forget, that it’s all made possible by the dedicated work of the Clearwater Community Volunteers who work tirelessly year-round on the fundraising, planning and realization of this two week long magical holiday village. Winter Wonderland is sponsored by the Church of Scientology, as well as other generous community groups, businesses and individuals. Be sure to check out their sponsor board to see which wonderful, local companies sponsored Winter Wonderland by donating at least \$1,000 this year.

Winter Wonderland will be open from December 4th to December 20th this year, from 6:00 – 9:00 pm weekdays and from 4:00 – 9:00 pm weekends. If you would like to volunteer or contribute to Winter Wonderland, please contact Pam Ryan Anderson at pranderson@tampabay.rr.com.

The Clearwater Community Volunteers also put on the Ginormous “Easter Egg Hunt” in Coachman Park and the “Fashions with Flair Silent Auction and Fundraiser” at Belleair Country Club; to find out more visit www.ClearwaterCommunityVolunteers.org. ♦

RED RIBBON WEEK DANCE

CLEARWATER

By Heidi Lux

On Saturday, October 17th, for the third year in a row, children from Clearwater’s North Greenwood community enjoyed a DJ, dance contest, snacks, arts and crafts and balloons at the North Greenwood Recreation and Aquatics Center in celebration of Red Ribbon Week. The event, sponsored by the Foundation for a Drug-Free World, exemplified the message that living a drug-free life is more fun.



A U.S. Army soldier educates children on the harmful side effects of drugs. Photo by RGP Media

The youth were also informed of the dangers of drugs, through displays from the Florida National Guard Drug Demand Reduction unit as well as the Civil Air Patrol US Air Force Auxiliary Drug Demand Reduction unit, and the Foundation for a Drug-Free World. The Foundation also distributed the Truth About Drugs booklets, giving youth the information they need to stand up to peer-pressure and decide for themselves to be drug-free.

Youth in attendance also took the Drug-Free Marshals pledge, promising to remain drug-free and to encourage their peers to do the same.

Red Ribbon Week is the oldest and largest national drug prevention campaign in the country. Since its national recognition in 1988, it has served as a vehicle for communities and individuals to take a stand for the hopes and dreams of our children through drug prevention and education and a personal commitment to living drug-free lives, with the ultimate goal being the creation of a drug-free America.

To find out more about the activities of the Foundation for a Drug Free World please visit www.drugfreeworld.org. ♦



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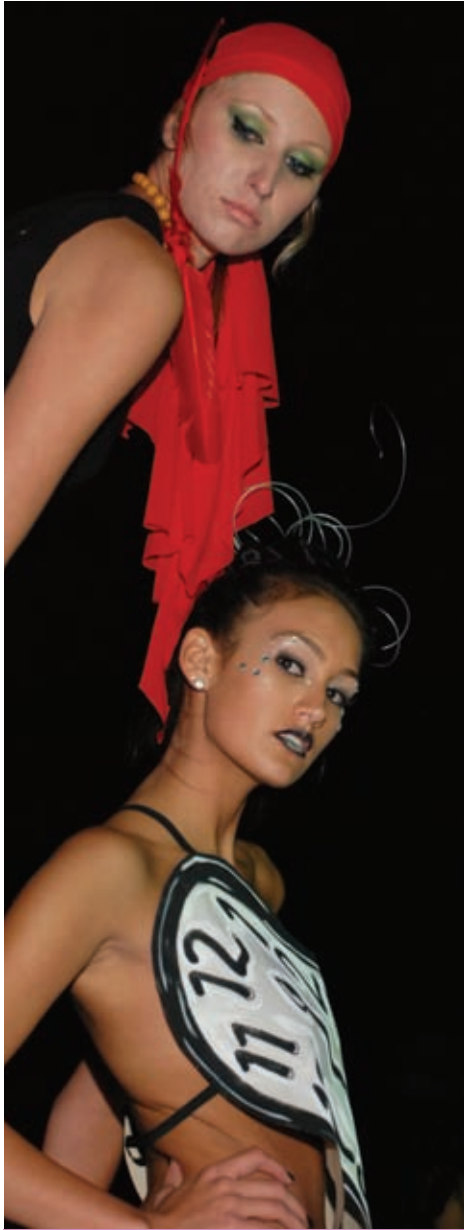
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Ivanka Ska's installation featured fashion inspired by Salvador Dali. Photo by Nick Anderson

Dali Museum "Half-Dressed"

Continued from page 1

Dali's paintings from the potential threat of hurricanes (at the current location, paintings are removed to a vault when storms threaten).

The building was designed by architect Yann Wymouth of Hellmuth, Obata & Kassabaum, Inc., and will reflect Dali's unique style of surrealistic artwork. Wymouth previously worked on the renovation of the Louvre in Paris. The new Salvador Dali museum is scheduled to open in January 2011. Construction began on December 12, 2008, with a two year construction time table.

The current Dali Museum is located at 1000 Third St. South, St. Pete. The museum is home to the largest collection of Dali's work outside of his native Spain. For more information, go to www.salvadordalimuseum.com ♦



The Half-Dressed Carnival paid homage to surrealist painter Salvador Dali and his wife, Gala. Photo by Nick Anderson

TO THE MOON, MARS AND BEYOND...

Continued from page 1

ground operations, which were monitored through an array of 700 sensors on the Ares I-X rocket. These sensors gathered vital information during each stage of the assembly and launch, the separation of the booster rocket, and re-entry into the atmosphere. The larger test-flight program of the Ares I-X will provide data for future launch vehicles.

"This is a huge step forward for NASA's exploration goals," said Doug Cooke, associate administrator for the Exploration Systems Mission Directorate at NASA Headquarters in Washington. "Ares I-X provides NASA with an enormous amount of data that will be used to improve the design and safety of the next generation of



The Ares I-X produced 2.96 million pounds of thrust at liftoff. Photo courtesy of NASA



Workers prepare the 327 ft tall Ares I-X rocket for launch. Photo courtesy of NASA

American spaceflight vehicles – vehicles that could again take humans beyond low Earth orbit."

The Ares rockets will be used in the Orion program. Orion is scheduled to replace the Space Shuttle program by 2015, and will take crews of four to six astronauts into Earth orbit and deliver resources and supplies to the International Space Station by 2014. The Orion program is also intended to take manned missions to the moon by 2020, and NASA has tentative plans to conduct the first manned trip to Mars using Orion. ♦

For more information on Ares I-X and Orion, visit <http://www.nasa.gov/aresIX>

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RUSTY DOG

DOWNTOWN CLEARWATER

On November 2nd, the third and final installment of Downtown Clearwater's Sculpture 360 series was lowered into position by crane on Cleveland Street. "Henry" by Doug Makemson joins "Going Green" and "Linear V" as Cleveland Street's artistic adornments.

"Henry," depicting a large playful-looking dog, was constructed from salvaged materials, including a hay baler, tractor, and gas station supports. The sculpture has an estimated value of \$12,000. "Henry" is on display on Cleveland Street between Osceola and Ft. Harrison.

The Sculpture 360: Art in the Cleveland Street District series, now in its second year, is intended to provide "high-quality, vibrant, and engaging public artwork to the citizens and visitors of Clearwater," while enhancing the reputation of Clearwater as an arts-friendly city. Each piece of art will be displayed for one full year. For more information, visit www.myclearwater.com/culturalarts and click on the Sculpture 360 link. ♦



"Henry" Doug Makemson is installed on Cleveland Street in Downtown Clearwater. Photo Heidi Lux

By Heidi Lux



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EXTREME TRIBUTE TO 30 YEARS OF JAZZ

By Heidi Lux

CLEARWATER

The Clearwater Jazz Holiday, one of the most prominent jazz festivals in the Southeast, celebrated its 30th anniversary with this year's four days of free jazz in Coachman Park, October 15th through October 18th. The Clearwater Jazz Holiday brought an estimated 47,000 people to Coachman Park over the four days, and the park reached maximum capacity for the Saturday night show.

On Thursday night, seven-time Grammy award winner Al Jarreau opened up the festival as the evening's headliner. Jarreau has conquered the genres of pop and R&B, as well as jazz.

Chris Botti, jazz trumpeter extraordinaire and one of People Magazine's 50 most beautiful people of 2004, headlined Friday night. "This applause makes all that travel and lack of sleep worth it," Botti said of his warm Clearwater reception. Botti brought special guests singer Sy Smith and violinist Lucia Micarell to perform with him and his band.

The most moving moment of his set was his performance with Micarell. She had recently sustained a bad injury to her hand during a fall, while playing at a wedding in Italy. After four months of rehabilitation and not knowing if she could ever play again, Friday's stirring performance marked Micarell's triumphant return. "I know you're crying. I'm crying," said Botti after the song.

Saturday night's concert featured the Extreme Tribute to the 30 years of Free Jazz in Clearwater. It was only fitting that thirty Clearwater Jazz Holiday Alumni – all Tampa Bay Home Grown – warmed up the audience with a variety of saxophone, clarinet, trumpet, keyboards, classical piano and vocals.

Perhaps most impressive was 17 year old BK Jackson on saxophone, who literally

brought the crowd to their feet in a standing ovation. The Tampa native has recently graduated from Blake High School with a 5.1 GPA. Jackson has been playing since he was 11, and opened for Tony Bennett at last year's Clearwater Jazz Holiday.

"It may be a little cool in the air but the jazz is still hot", praised Mayor Hibbard.

By the end of the evening some 17,000 jazz-hungry fans were satiated by smooth jazz saxophonist Boney James, a two-time Grammy nominee and a Soul Train Award winner, followed by a fireworks display sponsored by Homeowner's Choice Insurance.

The four day event closed with a performance by the Neville Brothers on Sunday night. The recently reunited family act not only closed the festival, but closed out their performances for the year. After one more concert in New Orleans, the Neville brothers will have ended their live performance schedule for 2009.

The Clearwater Jazz Holiday has been an annual event for thirty years, with an attendant multitude of interesting stories attached to its name, including its first concert from the back of a flatbed truck. However, perhaps the most amazing thing about the Clearwater Jazz Holiday is that it has managed to stay free-of-charge for three decades, while bringing top talent to the festival and putting on such a high quality production.

The event is funded through sponsorships, grants, and donations from jazz enthusiasts and concert goers. All the labor that goes into it is provided by "countless hours throughout the year with an all volunteer staff, the Jazz Force, comprised of a team of 60-plus along with over 1200 volunteers for the event itself," says Gary Hallas of the Clearwater Jazz Holiday Foundation Board. "The Clearwater Jazz Holiday is



The Clearwater Jazz Holiday 30th Anniversary Extreme Tribute. Photo by Brad Kugler

one of the signature events for the City of Clearwater and our community," he adds. "It is wonderful to be able to provide this quality of music for free – and we appreciate the support of the community through donations."

This year also saw the return of the Jazz 'N Art Walk, an extension of the Clearwater Jazz Holiday on Cleveland Street. The outdoor art show and street festival was even larger this year, in size and success.

"It's another great year," said Mayor Hibbard. "Not many things are great after 30 years, but Clearwater Jazz Holiday is only getting better. We are looking forward to the 31st!" ♦



Art Neville of The Neville Brothers, Sunday night's headliner and closing act of the festival. Photo by Brad Kugler



The Clearwater Jazz Holiday drew an estimated 47,000 people. Photo by Brad Kugler

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WINTER'S WEBCAST

CLEARWATER

By Heidi Lux

October 7th, 350,000 children from 12,500 schools visited the Clearwater Marine Aquarium on a field trip – a virtual field trip. These children traveled to Florida and met Winter the Dolphin without leaving their classrooms, through a live webcast presented by Scholastic Books, publisher of the inspirational children's book Winter's Tail: How One Little Dolphin Learned to Swim Again.

Winter, named for the season of her rescue, was found entangled in a crab trap ten miles off Cape Canaveral, near death. After losing her tail, Winter was not expected to survive. But with the rehabilitation efforts of the CMA, she relearned how to swim and received a prosthetic tail.

Craig Hatkoff, who co-authored the book with his daughters Juliana, 14, and Isabella, 11, was present for the webcast. "This is an amazing story of an animal with resilience who overcomes adversity," he said. "Out of tragedy and trauma is hope and courage."

The Hatkoffs have traveled to Europe and Africa, and now Clearwater, researching their true-life stories of animals overcoming adversity. "[Readers] can use these stories as a tool to discuss these issues that are not always the easiest thing to talk about," says Hatkoff. For instance, Winter's Tail talks about disabilities in a way children can easily understand. Isabella and Juliana couldn't be at the CMA because they were in school, but Isabella sent a recorded message to the children



Author Craig Hatkoff, Brandon and McKenna with Winter and CMA staff at Scholastic Book's Virtual Field Tri. Photo by Chris Connell



Winter the Dolphin shows off her prosthetic tail - Photo by Chris Connell

watching. "Remember, if Winter can, you can," she said.

Winter's Tail inspired two children with disabilities, Brandon and McKenna, who discussed their experiences on the webcast. McKenna, 10 1/2, was embarrassed to wear her hearing aid. After hearing Winter's story, she shows it off proudly. Brandon, 12 1/2, is missing a leg. "[Winter] has shown me it's not what you are, it's who you are," says Brandon. "Winter has inspired me to live my life with no limitations, and that I have no boundaries."

Isabella has also been inspired by Winter. On a recent visit to the CMA, she told her father she wants to be a dolphin trainer when she grows up. "I have a feeling I'll be back in Clearwater quite a bit," joked Hatkoff.

Scholastic Books is holding a "Meet Winter Essay Contest." Students must write a 200 word essay discussing who their favorite animal hero is and



Brandon and McKenna, two children with disabilities, being interviewed at the CMA Webcast - Photo by Chris Connell

INTUITION SALON & SPA CUTS RIBBON

CLEARWATER

By Joshua T. Gillion

Intuition Salon & Spa, a downtown Clearwater fixture for over eight years, has expanded again despite a tough economy. On October 16th, Clearwater City Councilman John Doran was on hand to help cut the ribbon on Intuition's new location at 432A Cleveland Street (entrance on Ft. Harrison). The space is over three times the size of the former location on Laura Street, featuring twice the facilities to service clients with everything from hair styling and mani-pedi's to spa treatments. Intuition specializes in natural and organic products and services, and owner Dawn Shannon thinks this, plus excellent customer service, contributes to her continuing success and growth.

"I loved my little shop" Shannon said of the move, "clients were always commenting on how cute it is, but it was just too small for how busy we are now. My clients and staff deserve more elbow room, plus we wanted

to continue expanding on our weekly events and be able to properly host the larger wedding and spa parties that are still very popular."

"Downtown Clearwater is growing again" Shannon continues, "We have the new streetscape, new restaurants coming in, new businesses opening; there is a lot of potential here for business owners who are dedicated to delivering an excellent product with exceptional customer service."

For more information call



Owner Dawn Shannon cuts the ribbon on her new salon location location with the help of Councilman John Doran. Photo by RGP Media

intuition at 727.443.2927 or go to IntuitionSalonandSpa.com ♦



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UPCOMING EVENTS

November 13th and 14th, Girls Night: The Musical: Ruth Eckerd Hall at 7:30 pm. On November 14th, The Girls Night Mall opens for shoppers, at 5:30 pm. www.rutheckerdhall.com

November 14th, Laura Izibor: VH1's "You Oughta Know" artist performs at the Capitol Theatre (405 Cleveland Street, Clearwater) at 8:00 pm. For tickets, call (727) 791-7400 or online: www.rutheckerdhall.com

November 14th, Foster Grant Ironman World Championship 70.3: The race will take place in Downtown Clearwater, Clearwater Beach, and the surrounding communities. For more information, visit www.ironman.com

November 14th, Community Learning Center Book Give-Away: Helping encourage kids to read, the Community Learning Center and Clearwater Academy International are hosting monthly free kids' book give-aways. The event will be at Clearwater Academy, 801 Drew Street, Clearwater from 11 am to 2 pm.

November 15th, Christmas Under The Oaks: The annual Arts and Crafts show presented by the Clearwater Junior Woman's Club and the City of Clearwater. Coachman Park, 9:00 am to 4:00 pm. For info, visit: www.clearwaterjuniors.org/oaks

November 16th, Old Northwest Meeting: Everyone is welcome at the next monthly meeting of Old Northwest in Largo. Meet a great group of business owners and residents interested in promoting this wonderful place to visit, live and do business. Meeting will be at the Tropical Smoothie Café, 1001 West Bay Drive, Largo from 5:30 to 9:30 pm.

November 17th, Women In Networking Holiday Bazaar: Free event with a chance to win a \$300 Holiday Gift Basket. Shop for holiday gifts at the Hilton Garden Inn, 4052 Tampa Road in Oldsmar from 5:00 to 9:00 pm. Proceeds benefit The Fill A Heart Group, Inc. (www.fillaheart.org)

November 18th, Holiday Arts and Crafts Bazaar at Regency Oaks: Over 20 vendors and crafters will display their wares at Regency Oaks Life Care Community from 1:00 to 4:00 pm. No charge for admission. Call (727) 252-0540 or visit www.regencyoaks.com for more info.

November 20th, Jackson Browne: The musician performs at the Ruth Eckerd Hall, at 8:00 pm. www.rutheckerdhall.com

November 20th – 22nd, Legends Tour Open Championship: Golf Tournament on The Island Course at Innisbrook. There is a suggested donation of \$15 per ticket, per day. For information, call (617) 206-9757 or visit www.legendstouropen.com

November 21st, Days of April Book Signing Soiree: Author LJ Mansell will meet fans for a book signing at the Sandpearl Resort on Clearwater Beach, at 3:30 pm.

November 21st, the Ultimate Garage Band Experience and Photography Exhibit: Benefitting the Community Learning Center. WD Han and the Jam Band will perform. Event will be at the Menaul Gallery from 5 to 11 pm, with a \$10 admission fee. For Photo Exhibit entry guidelines, email info@menaul-art.com

November 22nd, YAMATO: The Drummers of Japan: A unique experience, at Ruth Eckerd Hall, 2:00 pm. www.rutheckerdhall.com

November 24th, 25th, 27th and 28th, The Color Purple: The Broadway play comes to the Ruth Eckerd Hall. www.rutheckerdhall.com

November 27th, 4th Friday in Downtown Clearwater: The "Party on the Street" features a Blues Brothers tribute Band. Cleveland Street, 5:30 to 10:00 pm. www.4thfridayclearwater.com

December 4th, Holiday Light Up and Miracle on Cleveland Street: Experience the "miracle" of snow on Cleveland Street! And don't miss the lighting of the grand Christmas tree in Station Square Park. Experience the magic from 5:30 to 10:00 pm.

December 4th, The 17th Annual Winter Wonderland Grand Opening: The annual Christmas Village presented by the Church of Scientology and the Clearwater Community Volunteers returns for another season of Holiday Joy for Clearwater's children (young and old). Grand Opening at 6:30 pm, on the corner of Drew and Ft. Harrison. Please bring a new toy or non-perishable food item for the annual food and toy drive! For more info visit ClearwaterCommunityVolunteers.org.

December 12th, Women Want Everything: Tampa Bay Performing Arts Center presents an original comedy written and directed by Rod Grant. Four clueless friends attempt to discover just what it is women want, and hilarity ensues! Doors open at 7:00 pm, show starts at 7:30. Tickets available at the box office, or online: www.tbpac.org

December 13th, Peace Memorial Concert Series: Peace Church presents The Florida Orchestra Brass Quintet in concert. Don't miss the most accomplished professional brass ensemble in the Tampa Bay area. Doors open at 2:30 pm, show starts at 3:00. Admission is free, though an offering will be taken (five dollars is the suggested minimum). Peace Memorial Presbyterian Church, 110 S. Ft. Harrison, Clearwater. For info, visit www.peacememorial.org or call (727) 466-3001. ♦

This advertisement is distributed as part of the American Lung Association's *Faces of Influenza* educational initiative. For more information, please visit www.facesofinfluenza.org.



Olympic Gold Medalist and mother of two young children, Kristi Yamaguchi wants to do everything she can to protect her children, but as a wife and daughter, she also knows that influenza immunization is a must for everyone in her family.

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To learn more about the American Lung Association *Faces of Influenza* program, visit our Web site www.facesofinfluenza.org.

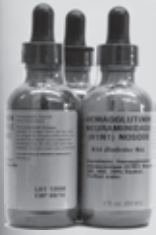
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HUGE DV&A SALE PROVIDES “TOYS FOR TOTS”

PALM HARBOR

By Heidi Lux



DVDs will be on sale for as low as \$3 – Photo by Brad Kugler

Entertainment liquidators DV&A will open their Palm Harbor premises to the public for their Fifth Annual DV&A Warehouse Sale, on the weekend of December 5th and 6th. "It gets bigger every year," says Brad Kugler, Chief Operating Officer of DV&A's Florida offices, noting that this year is no exception. "It'll be really fun."

The sale provides shoppers an opportunity to purchase quality Christmas gifts at thrift-store prices, with DVDs selling as low as \$3 and CDs starting at \$2. CDs and DVDs without cases will go for \$1. There will also be inexpensive books, Christmas cards, video games, and more.

DV&A was founded in 1987. The company purchases returned merchandise, overruns,

obsolete merchandise, and non-selling inventory from stores, reselling it to wholesalers and online. The company sells everything from a single DVD for an online shopper, to entire truckloads for national chains. "No customer is too big or too small," says Kugler.




















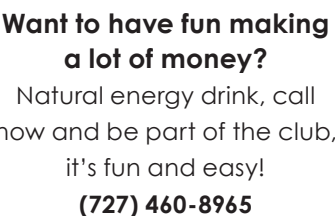
Customers can always view DV&A's in-stock inventory on their website, www.dvaspecial.com, to get an idea of what to expect at the sale. But there will be a few surprises. Kugler has been known to acquire inventory in May and tuck it away for the occasion. "So the only way to see it is to come to the sale," says Kugler.


This year, DV&A has partnered with Toys for Tots, so the sale will also serve as a toy drive providing Christmas presents

for children who might otherwise go without. The Toys for Tots program is run by the U.S. Marine Corps Reserve, who are sending two Amphibious Assault Vehicles to stand on display during the sale.

The DV&A warehouse sale will open early, on Friday, December 4th, 8 am to 12 noon; with a donation to Toys for Tots required for admission. Regular hours will be Saturday the 5th and Sunday the 6th from 8 am to 5 pm. Donations are not required during regular hours, but are encouraged. DV&A is located at 133 Candy Lane in Palm Harbor.

For video coverage of last year's sale, visit www.tampabayinformer.com ♦


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Holly Haggerty and Ron Matthews of the Community Learning Center.

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One of the Community Learning Center staff helping a student.

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COMMUNITY LEARNING CENTER

By Alice Roses

This October the Community Learning Center began its statewide tutoring program. The program utilizes the Applied Scholastics curriculum based on the Study Technology developed by L. Ron Hubbard, which helps children improve in the areas of reading and math.

Over 350 students have already started the program in six counties. Ron Matthews, the program director of the Center's largest program in Ft. Meyers, traveled to Applied Scholastics over the summer along with the rest of the program directors for training.

"Working as a part of the Community Learning Center has been very rewarding," Matthews says of his experiences. "The curriculum and simple procedures make assisting students a joy. Having a strong network in Florida is quite an advantage as well."

"The Study Technology has helped our students to enjoy learning more and to take control of their own education. We have seen a definite improvement in our results because of the Study Technology," he says, adding that, "Prior to the Study Technology our goal was to help students increase by a half a grade level and 75% of our students reached this goal. Since implementing the study technology our goal is to help students improve by a full grade level in 30 hours and 84% of our students are reaching that goal! That is a huge improvement and makes a big impact on our students' lives."

In addition to the statewide

tutoring program, the Center puts on a monthly free kids' book give-away at Clearwater Academy International (the next one will be on November 14th), and provides The Way to Happiness programs and Drug

Education to local teens. The Center will soon be moving its expanding programs into its new facilities at 1411 N. Ft. Harrison, in Clearwater.

For more information, visit www.tampayouth.org ♦

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