



The Royalty (aka Capitol) Theatre, right across the street from the new Waters Edge complex
Photo by Ian Phoenix

Ruth Eckerd Hall Restores “Capitol”

by Heidi Lux

DOWNTOWN CLEARWATER

Downtown Clearwater is undeniably expanding. With the recent sprouting of towering condos and tasty restaurants, the city’s growth can no longer be hidden. The downtown area is now expanding in a new direction. A performing arts center.

From the penthouse of the Waters Edge building, Mayor Frank Hibbard and Robert Freedman on behalf of Ruth Eckerd Hall delightedly announced Ruth Eckerd Hall’s purchase of The Royalty Theatre, with the intention of injecting Downtown Clearwater with a shot of culture. The creation of a performing arts center is expected to stimulate the economy of Downtown Clearwater by increasing and strengthening the arts presence which in turn will draw people and businesses to the downtown area, hopefully creating the right environment in which private businesses can prosper.

The Royalty Theatre will be returning to its roots, as well as its original name, The Capitol Theatre. “I’m starting that trend right now,” joked Mayor Hibbard. The name of the theatre changed to The Royalty Theatre in the 1990’s when it was purchased by The Royalty Theatre, a local community theatre company.

The Capitol was believed to have been built in 1896, but upon research by Ruth Eckerd Hall, it was discovered the theatre was actually built in 1921. The reason for the mix up is because a different theatre in downtown, a few doors down from The Capitol, was built in 1896

but burned down, and the dates of the theatres got confused. However, The Capitol Theatre remains the second oldest theatre in the state of Florida.

In its 87 year history, The Capitol has been the proud host to celebrities including Elvis Presley, Clark Gable, Bob Hope, Fred Astaire, Frank Sinatra and Dean Martin. To record this riveting history, Ruth Eckerd Hall has been playing with the idea of offering



Robert Freedman, President & CEO Ruth Eckerd Hall Inc

Continued on next page



And they’re off! Runners race for a Drug-Free World.
Photo by Nick Anderson

The 20th Annual “Say No to Drugs” Holiday Classic 5K - 10K Run

By Angela LeMay

CLEARWATER

Once again, a team of over 200 volunteers ranging from local business executives to children of the community worked together to orchestrate what has become one of the premier races in the Tampa Bay area.

Top runners in prior years have included six-time World Ironman Triathlon Champion Mark Allen, Canadian Olympian Peter Maher, American Olympian Ronnie Holassie, Swiss Olympian Dan Otz as well as local Clearwater stars Mary Level-Menton and Judy Mercon-Maguire.

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Mayor Hibbard and Council congratulate members of Poets and Youth for Human Rights.
Photo by David Ziff

Hibbard Proclaims Human Rights Week

By Bo Walker

CLEARWATER

It was a chilly day for the gold coast of Florida; nevertheless, there was a lot of warmth at the Pangea Café in downtown Clearwater. It seems there is another holiday to be celebrated in addition to the traditional ones. December is Human Rights Month for the United Nations Declaration of Human Rights and the 60th Anniversary of this auspicious event was about to be honored by Poets and Youth for Human Rights.

On December 10th, 1948 led by the courageous Eleanor Roosevelt, the nations of the world united with the conviction to guarantee 30 rights to mankind. Clearwater was celebrating in its own way as it had for the past few years with poetry and a special reading of the Declaration. Adding to the honor of the occasion was a proclamation from Mayor Frank Hibbard declaring Human Rights Week and the inaugural presentation of the Clearwater

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Actual view from the 7th floor Alexander North Residence

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A previous photo taken inside of the Royalty/Capitol Theatre

Ruth Eckerd Hall Restores "Capitol" Continued from front page

a blog in which citizens can write about the history of the theatre, and their memories. The current plans for the new theatre are to restore the original look of the 1920's theatre, but to update it where necessary. For instance, since people have become larger than they were in the 20's, the theatre will become larger too. According to the current design plan, on the first floor, the lobby will be enlarged to make room for a modernized concession stand and more restroom space. The larger dressing rooms, offices, and possibly a donor room will be located on the second floor. The stage house will be rebuilt and the current stage extension jutting out past the proscenium arch will be taken out and replaced with an orchestra pit to accommodate musicals. The current 433 seats in the Royalty will become 655 seats in The Capitol. Ruth Eckerd Hall does not plan to create parking for the theatre, but might offer valet.

Architect Steve Fowler is working on the design for the new theatre, and he will be consulting with architect R.J. Heisenbottle, the historic preservation and restoration expert behind the restoration of the Belleview Biltmore and Robert Lorelli, one of the top theatre consultants in the country.

The whole project will cost an estimated \$14.2 million, including the \$2.4 million to buy the theatre and \$6.8 million for construction. The design and construction of the project is estimated to take nine months, but will not begin until all the funds are in place. Along with the fundraising, Mr. Freedman estimates the theatre to be

finished "two years from January," but will not commit to a specific date. However, the Ruth Eckerd Hall was built ahead of schedule and under budget, and that is the same goal for the Capitol. Ruth Eckerd Hall also has the lowest operating cost of any major performing arts center in the state of Florida.

Mr. Freedman gave his thanks to Lisa Mansell, the Community Affairs Director for the Church of Scientology, for making the project possible. "If it wasn't for Lisa Mansell, making phone calls, getting things back on track, we wouldn't be here today."

Possible programming for The Capitol Theatre includes the annual Jazz Holiday, a singer/songwriter series, classical music and dance presentations. Mr. Freedman also flirted with the idea of purchasing an old fashioned organ to accompany silent film screenings, similar to The Tampa Theatre. Ruth Eckerd Hall also plans to use the space as a vehicle to introduce up and coming artists to the community.

Ruth Eckerd Hall sealed the deal on December 9th, and the cleanup is currently in progress.

During the fundraising phase of the project, we can expect a few performances, but not until the cleanup is complete. When asked by Tampa Bay Informer reporters as to when performances could be expected, Mr. Freedman gave a cheeky smile, and with a twinkle in his eye, gave the date he could absolutely commit to, "Soon."

For video coverage of the event, go to www.tampabayinformer.com

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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."



Editor
Angela LeMay



As we begin the New Year, I would like to thank the citizens of Pinellas County for their overwhelming support. I look forward to my second term as your Sheriff, and my staff and I have implemented many initiatives despite having faced some serious and unprecedented budget challenges along the way.

All of our programs and services have been scrutinized to determine their cost effectiveness and productivity. This analysis became especially important during the past

From the Desk of Sheriff Jim Coats



year when it became clear that there would be a significant reduction in our budget even though our operating costs had increased. Through some reorganization, including the elimination of some positions and modification of services, we endured and we are now planning for the future.

It is anticipated that we will once again face budget cuts in the coming fiscal year; however, I am confident that our ongoing efforts to ensure efficiency will allow us meet the challenge ahead. Some of the initiatives aimed at saving money, while still providing superior service to our citizens, include improvements in some patrol operations, crime prevention programs, and the use of volunteers.

In the near future, 400 digital cameras will be issued to deputies on patrol as an enhancement to our facial

recognition technology. The use of this technology in the field has not only led to the identification of criminal suspects, but it has also been used to identify crash victims who were incapacitated. The cameras were purchased with grant funds, and will also be used to document evidence in some investigations which will eliminate the need for a forensic specialist to respond when only photographs are required.

The addition of vans equipped to transport more than one prisoner at a time has reduced the number of individual trips made by deputies to the Pinellas County Jail. This not only saves fuel, but it allows deputies to spend more time on patrol and less time in transit between their assigned area and the jail. Additional patrol time has been saved by the addition of the Sheriff's Citizen Patrol

which is staffed by volunteers who are trained to handle specific tasks that do not require a deputy.

Other initiatives include the expansion of our youth diversion program and the reinstatement of our On-Track Program which is intended to reduce juvenile crime in our community. Deputies assigned to our Crime Prevention Unit have developed the very popular "Live Safe" program, which teaches adults how to keep their children safe from sex offenders.

These are just a few of the ways that my staff and I intend to provide the citizens of Pinellas County with professional service over the next four years. With our citizens as partners in this endeavor, our mission of "Leading The Way For A Safer Pinellas" will be accomplished.



REAL ESTATE REALITY

By Pam Ryan Anderson

FINALLY, SOME GOOD REAL ESTATE NEWS!

From my personal experience, I've been noticing that my listings are being shown more, and that prices seem to be stabilizing. Buyers are poking out their heads again, that they are finding that the water is fine!

Even the National Association of Realtors is reporting that existing home sales in Florida increased in October, actually by 15% over last September. Condo sales are also up, but not so drastic, with a 5% increase over last year.

Last October's median home price was \$222,200 and this October's median home price was \$169,700. That is a 24 percent decrease in one year.

Prices had flown out of reach very quickly, and this adjustment, although painful to homeowners that now owe more on their home that it is

worth, is really good news to people looking to buy.

Now is an awesome time to buy a home. The selection of homes to choose from is amazing. I spoke to someone who had bought their home in 2005, at the peak of the market. She literally had two – only TWO – homes to choose from at that point. Now, literally, she'd be able to look at 100 or more homes that suited her needs. The market is that ripe with homes for sale.

If you are trying to sell, you need to be realistic in price, and have your home be as spiffy as possible to outshine the other homes on the market!

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Joke of the Month:

The Top 10 Signs Your Broker Was Affected by the Stock Market Crash

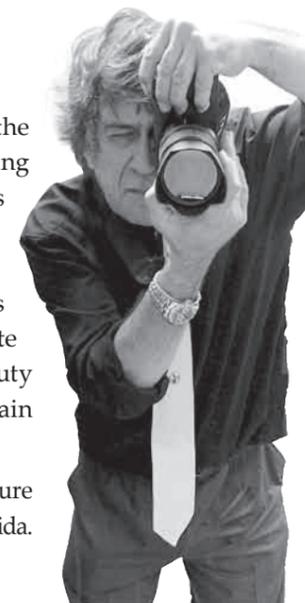
1. "He can't come to the phone right now...he's on the ledge."
2. "He won't be in today...he was made an offer and he refused."
3. "He left the building and not via the elevator...if you catch my drift."
4. "I'm sorry, sir...she's not in...she's out digging up your can as we speak."
5. There's a sign on her desk that says "Next Broker Please."
6. "He's on another line with his Mommy...would you care to hold?"
7. "No sir, that wasn't him streaking through the Stock Exchange"
8. "He's meeting with the SEC as we speak."
9. "I'm sorry, ma'am but that was him being led from the Stock Exchange naked except for the sale tickets stuck to his body via maple syrup."
10. "Yes sir, that is him in the White Bronco leading the cops down the freeway."

Simaen Skolfield Staff Photographer

With a passion for the arts, Simaen Skolfield has won the prestigious Grammy Award with his keen ears for capturing the realism of music and sound. In photography, he brings his uncanny skills to the visual world by framing life in its fullest senses. In photographic moments of all kinds; weddings to family, to portraits, Simaen possesses certain, rare abilities with which to capture our private world. As Simaen puts it, "I want to capture the full beauty of every special moment so our lives will be cherished again and again, the world over."

Mr. Skolfield is an independent professional digital-image-capture photographer, 'writing with light', at home here in Clearwater, Florida.

You can contact him at 727-557-6407



To Promote or Not to Promote

Lessons of The Great Depression

By David Ziff



We've all read the recent Chicken Little headlines about the economy and where it's going. It's pretty easy to have one's own optimism and confidence shattered by such gloom and doom. These pronouncements are the equivalent of being hit over the head with a cudgel: the reality of how bad things are seems quite convincing. It's natural in face of such "news" to duck and go from offense to defense.

But are these headlines actually predictions of the future or are they merely a record of group think which is always too little, too late? The question arises: what's the best way to respond to downturns, recessions and even depressions? The usual response is to keep one's hands in one's pockets and try to minimize the damage. Stop Loss! becomes the mantra of frightened investors. But is being careful and retrenching the best advice? What are the lessons of the Great Depression?

Here's what Warren Buffet, the most successful investor of perhaps the last 50 years had to say recently on national television.

"To succeed you need to be greedy when others are fearful and fearful when others are greedy."

"Service not income or fame is what matters. But if playing your game well happens to include income and/or fame as interesting by-products, well, they can sometimes help you to serve better."

"Produce don't panic. In times that others panic, figure out how you serve well and focus on increasing that."

Buffet's advice of being greedy when others are fearful and fearful when others are greedy is essentially a restatement of the contrarian principle of buy low and sell high. Group think operates instead on what we could call the "conformity principle:" buy high and sell low.

The recent housing boom-bust cycle would serve to illustrate this point. For example, new high rises are built in a burst of enthusiasm as the housing market nears its peak. But it takes a couple of years, at least, from planning to construction stage. Meanwhile the bubble bursts and demand plummets.

The result? Idle units go begging and large scale real estate projects lose their financing before the ground has even been broken. Similar boom-bust cycles have recurred over and over again in human history, be it with silver, tulips or South Sea Islands. John Mackay's seminal book,

Extraordinary Popular Delusions and the Madness of Crowds, written in 1841, should be on the must-read list of every executive.

Another nugget of group think is that one should economize as the first step in response to emergency conditions. However, the social philosopher, L. Ron Hubbard, advocates the opposite tack: promote! Here is an excerpt from a now famous lecture in 1965 entitled, The Five Conditions of Existence:

"There is an actual formula of Emergency. It does exist in this universe. It's in the woof and warp of the universe itself. And its first line is, the first broad, big action which you take is promote."

"You better jolly well promote. And that carries with it on the part of an individual or factory the idea that he better make his intentions known, and so on."

"Now, after you have promoted and after you've got that well in hand, you economize. But you have to do that first. Don't bother about economy; bother about promoting."

"Exactly what is promotion? Well, look it up in the dictionary. It's making things known; it's getting things out; it's getting oneself known, getting one's products out or something like this."

Let's test this advice in the test tube of the worst economic collapse in American history, The Great Depression. Does the principle of promote first actually work?

Yes, it does, according to an examination of successful companies during that era. Companies that promoted in the Great Depression as if their life depending on it (in fact it did!) as the first action emerged stronger and larger. In other words, they ignored the bad news championed by group think. They didn't agree with the gloom and doom. They continued to make markets instead of waiting for markets to make them.

On the other hand, those companies which went down with the ship cut their advertising budgets as a first action. As a result they fell out of communication with their own markets. Eventually they ceased to exist, first in the public mind and then on the balance sheet. Most haven't been heard of since. If a company economizes first where are the bucks going to come from to promote? Advertising equals communication. Without communication an individual or groups of individuals (companies, etc.) are dead.

Case in point: W.K. Kellogg, the

company that made Wheaties famous, continued to promote (unlike its competitors) as the United States sank into the Great Depression in 1930. Instead of cutting back, Mr. Kellogg doubled his advertising spending - and company sales increased and it is still going strong today.

Proctor and Gamble had a core philosophy of maintaining their advertising budget during good times and bad. Hence, they actually grew during Great Depression. As one researcher has stated: "While their competitors were swinging the budget axe, P&G actually increased their spending." As a result, by following the formula of promoting as a first action, P&G prospered during periods of economic crises.

Chevrolet is another example of the promote first, don't economize first wisdom. It upped its advertising budget during the Great Depression when others were cutting their throats by cutting theirs. As a result Chevrolet caught up to and surpassed Ford in a key sales category and kept the lead for several years.

Camel Cigarettes is another case study. During the 1920's Camels was the king of the hill. Subsequently it lost ground to its two major competitors. Despite the dwindling spiral of the depression, Camel struck back with a huge increase in their advertising budget and they were soon back on top again.

Economic bad news is never one size fits all. In any down markets certain other markets will always be found to be flourishing and prospering. Let's take the Great Depression again as a yardstick. Radio and print media were both growth industries in the Great Depression. And what is print and radio driven by? Advertising. Who was advertising? Well, of course, the Proctor and Gambles, Chevrolet Motors, Camel Cigarettes and Kellogg's of the world.

It's said that P&G virtually took radio on its back in the thirties. By 1939 P&G was bankrolling no less than 21 radio programs and actually doubled their radio ad budget five times during the decade of the Great Depression. Car ads by Chevrolet

reportedly carried some publications and helped others thrive.

Famously, the Chinese ideogram (symbol) for "crisis" is made up of two characters signifying "opportunity" and "danger." If we equate promotion with opportunity

and economizing (as a first action) with danger, we'll get it straight and pull out of any economic crisis.

Does the principle of promotion-first work in an economic emergency? The verdict is in. The answer is an emphatic yes!

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Peter Gillham's Nutrition Center on Cleveland Street
Photo by Ian Phoenix

It's Your Body. Understand It!™

By Bo Walker

Peter Gillham's philosophy has always been to educate people about their bodies and empower them to live long, healthy lives. Peter and I share this philosophy, and that is why we will be running monthly articles – to help educate and empower you, the reader.

So, you have a brain. It's your computer. You are the operator sitting there entering commands into the computer. But what about all of the things your body does without you constantly telling it to do so? Simple, the computer is programmed to do a number of things automatically so you only enter a command once, and it keeps doing it over and over. Many of these commands are carried out by the endocrine system, so this is where we are going to begin.

When most people think of hormones they think of the things that drive you crazy in your teens and for many their entire lives. But that's really giving these guys a bad rap and doesn't really tell you what they are all about. These little guys are the messengers. Different hormones carry different messages all over the body.

The endocrine system consists of different glands. Glands produce and release things, both inside and outside the body. Each gland in the endocrine system has a different job. The "master" is the pituitary gland. It is the size of a pea and has several key jobs. It helps to control nervous function, controls the rest of the endocrine system and controls a few things directly having to do with childbirth and milk production. It's definitely the boss.

Then you have the thyroid which regulates the metabolism of every single cell in your body. Yes, your cells eat, but more on that another time. In other words, it determines how well your entire body breaks down and uses what you put in it. It is butterfly-shaped and located at the lower part of

your throat just north of where your collar bones attach.

Next is the parathyroid. You have four of them. They are about the size of a grain of rice and they are located behind the thyroid. Their only job is to regulate calcium levels in your body. Other than their location, they don't have much to do with the thyroid.

Then there are the adrenal glands. These guys do more than most people know. They are located on top of your kidneys, which are located just under the last few ribs in your back, or just slightly below in some people. They control adrenaline, but they also produce other hormones necessary for fluid and electrolyte (salt) balance in the body, as well as making sex hormones.

Now we get into the pancreas, another misunderstood gland. Though it is true that the pancreas produces insulin which helps to regulate the blood sugar levels, it also helps to regulate salt balances as well as regulating water absorption and secretion in the intestines. And one other little known fact: over 90 percent of pancreatic cells are devoted to the production of digestive enzymes. That's right. Your pancreas is responsible for a lot of your digestion.

The thymus is located in the upper middle part of your chest. Its job is to produce a hormone called thymosin which plays an important role in your body's immune system.

Healthy endocrine function requires proper nutrition. Shelley Jaffe is a Certified Nutritional Consultant and the Executive Director of:

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Creating a Better Clearwater

Local Group Builds Community Spirit

by Cory Brennan



Members of the Create Clearwater group
Photo by Joyce White

A new organization called Create Clearwater was formed to help build stronger community resources and higher quality of life in the area. In the span of a few short weeks, the group produced a number of educational programs, implemented a project to start a community garden in Clearwater, they are putting together a "Shop Local and Shop Green" guide for Clearwater (www.ClearwaterGreenGuide.com) and greater Tampa Bay, and started planting a demonstration "food forest." This food forest comprises a mixture of fruit trees, bushes, vines, vegetables and herbs that can provide both a concentrated food supply and natural beauty for the yard, while only requiring in a small space to do so.

Create Clearwater is focused on creating local, organic food supplies, revitalizing neighborhoods, environmental issues, and building a strong local economy – as well as other quality of life issues.

"We don't see a contradiction between a

strong local economy and protecting the environment," says Cory Brennan, a natural systems designer and founder of Create Clearwater. "In fact, when you design correctly, protecting the environment should create more abundance for everybody, not less. That is the beauty of this program:

everybody wins. Our goal is to start projects and create opportunities that bring the resources and knowledge of the community together in a way that strengthens every aspect of it. Where we've seen these actions done, the results have been wonderful. For instance, a community garden can offer a neighborhood much more than plots of vegetables, and that is where the design process comes in."

Founding members of the organization bring decades of experience to the effort. Such members include Debra Lynn Dadd, author of "Really Green" and "Home Safe Home." Debra was also named "Queen of Green" by the New York Times for her work in the field of ecologically-safe and non-toxic



Otto Schweitzer tilling
Photo by Joyce White

products. In her words, "I would like to see us living in a way that sustains both our local ecosystems and us. There is so much we can do together and learn from each other!"

The group consolidates successful actions from projects around the US and the world such as City Repair in Portland, OR (cityrepair.org), Sustainable Connections in Bellingham, WA (sustainableconnections.org) and the fast-growing Transition Towns movement, which originated in England and is now exploding across the US. (transitiontowns.org)

"What I love about Create Clearwater is that it brings out the power of community in a very natural, organic way," says founding member Linda Ferguson. "There is a lot of great energy in this community, and I'm excited about the opportunities to increase quality of life in the area."

Group members have seen examples of this power in all sorts of ways in their personal lives – with seed and plant sharing, exchange of books, knowledge sharing, furniture swaps and many other examples.

Recently, Cory opened her front door to find a bag of carrots, lettuce and beets freshly picked from someone's garden sitting there. There was no note – it was an anonymous gift. "That was so nice!" she said.

Create Clearwater meets every Sunday for projects and educational activities, and will be offering workshops, kids activities and more in future months. For more information, check out www.createclearwater.com and request to receive the weekly newsletter.



A young member picking grapefruit
Photo by Joyce White



Create Clearwater members gardening
Photo by Joyce White



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Where everybody knows your name, and they're always glad you came...

One of Downtown's *not so* best kept secrets...

By Linda Pennington

Angie's Restaurant, located on the corner of Myrtle and Cleveland St. has been serving Clearwater delicious home cooked meals for over 35 years.

Angie Chaconas, who took over the diner in the 70's, gave the restaurant to her son Louis roughly 11 years ago. "Yes, I own it," states Louis. "But Mom's still in charge." Retirement planning does not exist for Angie Chaconas who proudly expressed that she finds joy in hard work. With so much to do in running a restaurant, and making sure each customer is served a hot home-cooked meal, leaving with a full belly and a smile of their face; happiness at Angie's is not in short supply.

Prior to the Myrtle Ave. and Cleveland Streetscape construction project (3 years ago), Angie's Restaurant was open 24 hours a day, 7 days a week. However, with the rerouting of traffic away from Cleveland Street and road closures, less customers came and Angie's Restaurant reduced their hours; closing at 3:00pm. Now that the construction is over and Downtown Clearwater is seeing increased traffic, popular demand from customers warranted the decision to increase the restaurant hours to stay open until 8:00pm. "There used to be a time..." Angie reflected, "The foot traffic was so heavy with so many people coming in to eat I had to pass out numbers in front of the restaurant for people to sit down and eat."

In support of the City of Clearwater's vision of a thriving downtown where people can live, work and play, Angie's staff welcomes customers new and old.



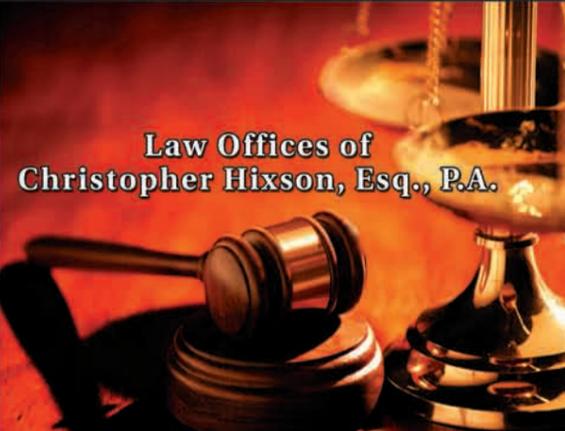
Debora Harris, Louis (Louie) Chaconas and Carmen Wolter
Photo by Simaen Skolfield

So, if you like a good breakfast, lunch or dinner, try out Angie's. You can get breakfast all day, Eggs, Pancakes and Bacon for \$3.95. Of course they serve all types of foods like Hamburgers, Philly Cheese Steaks, Hot Dogs, Italian Dishes, Seafood, Soups/Salads, Steaks, Pork Chops and more.

Although Angie's is not a drive-through fast food restaurant, they can accommodate you if you're in a hurry, just call ahead and place your order. You'll always get good down-to-earth, hot home-cooked meals and service with a smile.

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Larry Jaffe was the emcee at the Human Rights Week event in Downtown Clearwater. Photo by David Ziff



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Hibbard Proclaims Human Rights Week
Continued from front page

Humanitarian Awards.

Youth for Human Rights Poet Laureate Larry Jaffe hosted the afternoon event and presentation. Larry along with Stazja McFadyen co-founded Poets for Human Rights which works closely with the youth group. Following his warm inviting welcome, Jaffe read the proclamation from the Mayor to the assembled audience. One of the highlights of the event was the dynamic reading of the declaration by the audience. This reading dubbed the "Human Rights Experience" empowers each individual with their rights as they stand up and recite. You could feel the energy spread around the room as each person in turn stood up and read their rights.

Next Mr. Jaffe introduced Ali Magnano, President of the Tampa Bay Chapter of Youth for Human Rights. Ms. Magnano expressed her desire to involve youth of all ages to be involved with the human rights campaign. She also explained the purpose of Youth for Human Rights was to get educational institutions

putting in a human rights curriculum for students.

For the past three years, Poets for Human Rights co-founder Stazja McFadyen has been directing two poetry contests celebrating human rights. The 2008 Anita McAndrews Poetry Contest winner was Clearwater local L. D. Sledge who read his poem at the event. The Alexander Popoff Youth Award Poetry Contests winner was Jennifer Hu from Pennsylvania.

The audience was then treated to special guest James E. Tokley, Sr., Tampa Poet Laureate. Mr. Tokley read a selection of poems relating to human rights and a series of poems he wrote for President Elect Obama. A surprise reading by Venus Jones left the audience gasping. Ms. McFadyen and Mr. Jaffe wrapped up the poetry side of the event.

For the first time, the Clearwater Humanitarian Awards were given out to deserving personages from the Tampa Bay area. The award was designed by Shelley Jaffe who helped on the presentations. The first award went to Giselle Rodriguez, a Victim Specialist for the Florida Coalition against Human

Trafficking. Ms. Rodriguez was humbled by the award and stated she was "truly grateful" for the acknowledgment. She is right on the front lines of human rights rescuing the trapped and vanquished that have been reduced to human slaves. The Florida Coalition rescues several hundreds a year from the clutches of the multi-billion dollar a year illegal slave traffickers. The next recipient was Linda Drazkowski, who heads up the annual Human Rights Walkathon in St. Petersburg. Because of her devotion to arts and human rights, Stazja McFadyen received the next award. To say she was surprised would be an understatement. The final award was presented to Pinellas County Middle School Teach Elizabeth Paterakis for introducing human rights to student studies.

The event was a rousing dedication to the cause of Human Rights in beautiful downtown Clearwater. Both participants and audience walked away with greater knowledge of the United Nations Declaration of Human Rights and more importantly, that something not only can be done but also is being done to guarantee these rights.



The Human Rights Week Proclamation



James E. Tokley, Sr., Tampa Poet Laureate
Photo by David Ziff



Linda Drazkowski, Human Rights Activist
Photo by David Ziff



Venus Jones, Poet
Photo by David Ziff



Stazja McFadyen, Shelley Jaffe, Ali Magnano and Larry Jaffe
Photo by David Ziff



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Nearly one thousand runners participated in this year's event.
Photo by Brad Kugler

The 20th Annual "Say No to Drugs" Holiday Classic 5K - 10K Run
Continued from front page

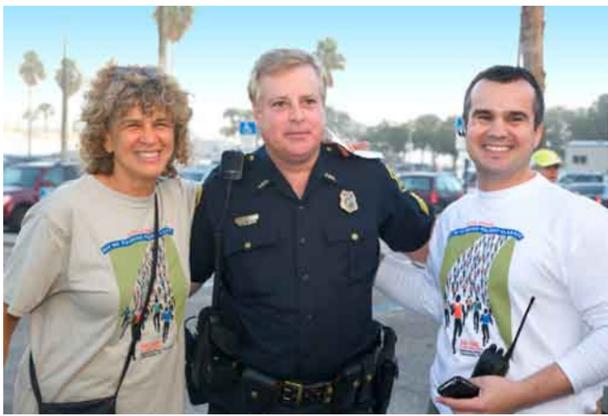
This year Heather Gollnick, 5-time Ironman champion and past national and world champion at national and world duathlon level, placed 4th overall.

The 20th Annual Say No to Drugs Holiday Classic drew 940 runners.

"Last year we had 805, which was our previous highest ever year. What makes this [statistic] even more spectacular is that, this year, we were up by 140 runners with 3 other races taking place the same morning in Tampa, St. Pete and Tarpon Springs – with one of them sponsored by ESPN! Last year we were the only race on that day,

so [this year] we're especially pleased..." Race Director Chris Alexander proudly remarked.

Volunteers work year round under the direction of the Dianetics Athletic Association and the Clearwater Community Volunteers, contributing with their individual abilities and resources for the purpose of hosting a stellar race and the vital anti-drug message.



Race Directors Sue Minkoff and Chris Alexander with Sgt. Breest of the Clearwater Police
Photo by Brad Kugler

Over 700 copies of the "Answers to Drugs" booklets were given out at the race.

"Our goal is to spread the positive message "Say No to Drugs" to as many people as possible. It is especially important to us for this message to get to the younger generation - as they are the future - and we don't want our future on drugs.

Race proceeds are given each year to the Boy Scouts, Girl Scouts, West Florida Y Runner's Club, Drug Free Marshals and other local charities including the Narconon Drug Rehab Program."

– The Say No To Drugs Team

This event is truly a community effort. When asked to give an example of the kind of community support the Say No to Drugs Team received, Chris Alexander told us, "The race Co-Director Sue Minkoff worked closely with the Clearwater Police Department, riding the route twice with Lt. Steffens of the Beach Division, who is also the Commander of the Clearwater Police SWAT Team. The Lieutenant took it upon himself to drive the course twice on his own and on race day he personally led the "lead" police car. He said, he didn't want to leave anything to chance and that our runners' safety comes first. Sue told him, that his actions define the word "Responsibility." A full list of contributors and sponsors of this event can be found online at www.saynotodrugs.com

The 5k/10k run commenced in Downtown Clearwater, just in front of Stein Mart, at 8am sharp, with a massive army of dedicated runners from around the world, proceeding over the bridge, winding through Clearwater Beach and ending at beautiful Pier 60. After the race, the runners were

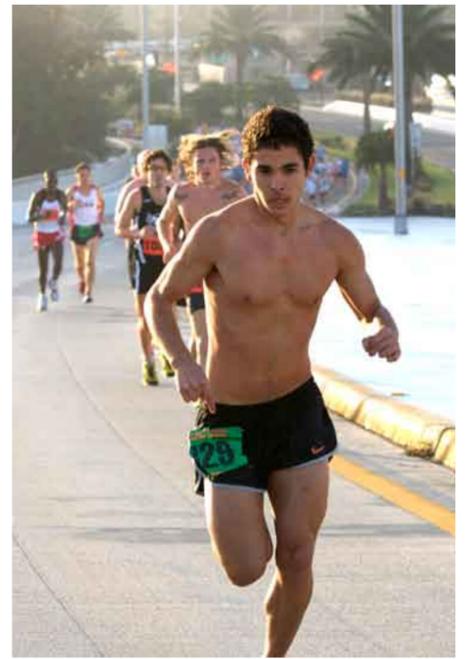


Photo by Brad Kugler

bussed back for the famous fresh pancake award breakfast at the Harborview Center, prepared and hosted by the amazing Kitty and Bob Magness family.

Several times at other races and on race day, runners came up to Co-Directors Chris Alexander and Sue Minkoff and exclaimed, "This is absolutely the best race in town!" When asked "why?" one veteran runner replied, "because you have the best course, everyone who volunteers is so efficient—they do what they do very willingly and very quickly. No one else has a breakfast like you do. You guys make it a lot of fun!"

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Eva and Tawny, "Pancake Bobettes"
Photo by Brad Kugler



Joanie Sigal, "Pancake Mama"
Photo by Brad Kugler

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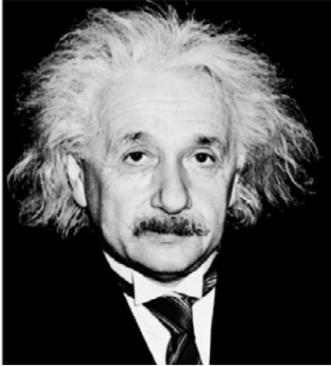
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These people NEVER GAVE UP:

Thomas Edison's teachers said he was "too stupid to learn anything." He was fired from his first two jobs for being "non-productive."

As an inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb. When a reporter asked, "How did it feel to fail 1,000 times?" Edison replied, "I didn't fail 1,000 times. The light bulb was an invention with 1,000 steps."

Albert Einstein did not speak until he was 4-years-old and did not read until he was 7. His parents thought he was "sub-normal," and one of his teachers described him as "mentally slow, unsociable, and adrift forever in foolish dreams."



He was expelled from school and was refused admittance to the Zurich Polytechnic School.

He did eventually learn to speak and read. Even to do a little math.

Winston Churchill failed sixth grade.

He was subsequently defeated in every election for public office until he became Prime Minister at the age of 62.

He later wrote, "Never give in, never give in, never, never, never, never - in nothing, great or small, large or petty - never give in except to convictions of honor and good sense. Never, Never, Never, Never give up."

Louis Pasteur was only a mediocre pupil in undergraduate studies and ranked 15th out of 22 students in chemistry.

Henry Ford could not read nor write, failed and went broke five times in business before he succeeded.

R. H. Macy failed seven times before his

store in New York City caught on.

F. W. Woolworth was not allowed to wait on customers when he worked in a dry goods store because, his boss said, "he didn't have enough sense."

When Bell telephone was struggling to get started, its owners offered all their rights to Western Union for \$100,000. The offer was disdainfully rejected with the pronouncement, "What use could this company make of an electrical toy." How many of you have a telephone today?

Babe Ruth is famous for his past home run record, but for decades he also held the record for strikeouts. He hit 714 home runs and struck out 1,330 times in his career (about which he said, "Every strike out brings me closer to the next home run.").

After Carl Lewis won the gold medal for the long jump in the 1996 Olympic games, he was asked to what he attributed his longevity, having competed for almost 20 years. He said, "Remembering that you have both wins and losses along the way. I don't take either one too seriously."



Walt Disney was fired by a newspaper editor because "he lacked imagination and had no good ideas." He went bankrupt several times before he built Disneyland.

In fact, the proposed park was rejected by the city of Anaheim on the grounds that it would only attract riffraff.

Charles Schultz had every cartoon he submitted rejected by his high school yearbook staff. Oh, and Walt Disney wouldn't hire him.

After Fred Astaire's first screen test, the memo from the testing director of MGM, dated 1933, read, "Can't act. Can't sing. Slightly bald. Can dance a little." He kept that memo over the fire place in his Beverly Hills home.



Astaire once observed that "when you're experimenting, you have to try so many things before you choose what you want, that you may go days getting nothing but exhaustion." And here is the reward for perseverance: "The higher up you go, the more mistakes you are allowed. Right at the top, if you make enough of them, it's considered to be your style."



When Lucille Ball began studying to be actress in 1927, she was told by the head instructor of the John Murray Anderson Drama School, "Try any other profession."

Charlie Chaplin was initially rejected by Hollywood studio chiefs because his pantomime was considered "nonsense."



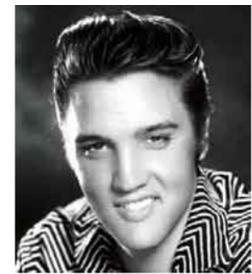
The first time Jerry Seinfeld walked on-stage at a comedy club as a professional comic, he looked out at the audience,

froze, and forgot the English language. He stumbled through "a minute-and a half" of material and was jeered offstage. He returned the following night and closed his set to wild applause.

Decca Records turned down a recording contract with The Beatles with the evaluation, "We don't like their sound. Groups of guitars are on their way out."



After Decca rejected the Beatles, Columbia records followed suit.



In 1954, Jimmy Denny, manager of the Grand Ole Opry, fired Elvis Presley after one performance. He told Presley, "You ain't goin' nowhere, son. You ought to go back to drivin' a truck."

Beethoven handled the violin awkwardly and preferred playing his own compositions instead of improving his technique. His teacher called him "hopeless as a composer." And, of course, you know that he wrote five of his greatest symphonies while completely deaf.

Van Gogh sold only one painting during his life. And this, to the sister of one of his friends, for 400 francs (approximately \$50). This didn't stop him from completing over 800 paintings.

Is there a message here? YES! Absolutely! Never give up on yourself or your dreams!

Take Time to Find Your Tax Deductions!

By Charlotte Anderson



Tax time is just around the corner, so you will be putting together the data you, or your tax preparer, will need to prepare your tax return. While assembling the data you can dig out information to help you keep more of your hard-earned money! Here are seven tips you can use to add to your tax deductions and SAVE when the return is filed.

1. Donations to Charity: Donating cash, property, clothing, household items or other goods is a great way to get a tax break and help a worthy cause at the same time. If you donated cash to an eligible charity this year, you can generally deduct up to 50% of your total income when you pay your taxes in April.

Important reminder: Under the new Pension Protection Act, as of January 1, 2007 you need a written receipt for all charitable donations, regardless of the amount. So make sure you save receipts so you can take full advantage of your charitable giving.

2. Deductible Expenses: Do you have medical bills, state and local taxes, mortgage payments, or property taxes? If so, any payments you made before December 31 are deductible on this year's tax return. Making an extra mortgage payment or paying off outstanding dental or medical

bills is a great way to offset your tax bill. Just make sure you aren't subject to the Alternative Minimum Tax (which generally applies to high-income or upper-middle income households) and that you plan to itemize your deductions.

3. Deferred Income: If you are close to a lower tax bracket it is fine if you defer some of the income. For example, year-end bonuses: deposit after the new year begins; savings bonds: If you have US savings bonds that mature late in the year you can defer taxation on that income by waiting until next year to cash them; self-employed: defer payments by simply delaying billings and depositing income after the end of the year.

4. Offset Your Capital Gains: It may be too late to do this for 2008 taxes, but bear in mind for next. Take a good look at your investment portfolio and consider selling losing stocks to offset your capital gains. The loss from the stocks will counter the gains from others, lowering your tax bill and softening the blow of under-performing stocks. Net losses can be deducted in full against other income up to a \$3,000 annual maximum write-off.

5. Flexible Spending Accounts: Does your employer offer a flexible spending account? It's a great way to save cash by using tax-free money to pay eligible medical and childcare expenses. You can use it for medical or dental expenses that aren't covered (or fully covered) by insurance, like glasses and certain over-

the-counter medications. You can also set up an account to pay for childcare while you work or attend school.

6. Contribute the Maximum to Retirement Accounts: Retirement accounts are an excellent way to lower your tax bill, so make sure you're making the most of this break. If you can swing it financially, raising your 401k contributions to the maximum amount allowed will really take a bite out of your tax liability. You might also consider contributing year-end bonuses to a tax-deferred 401k account. If you contribute to an IRA, you can make contributions for this year through April 15, 2009 for both traditional and Roth IRAs. This helps you build future security while also lowering your tax bill. But remember, when it comes to retirement contributions, it's to your advantage to make contributions sooner rather than later since you'll enjoy compound income growth.

7. Dig Dig Dig to Find all Possible Business Deductions: If you have your own business or if you spend personal money to earn money while employed, many expenses can be deducted. Take time now (if you haven't done it already) to dig up receipts for purchases that helped you earn. This includes things like office supplies, websites, postage, cost of materials, etc. If you bought a new

computer or other equipment which you use for business, that can be deducted. If you use purchases only partially for business, a percentage can be deducted. Mileage is a big help if it was in pursuit of business (but not commuting from your home to your regular office) so keep track of miles. Look on your bank statements, credit card statements and even cash receipts for those records and turn itemized summaries in to your tax preparer so they can be put to use. Also, consider delaying any new hires for your business until after January 1st as President Elect Obama is reportedly considering a \$3000 refundable tax credit for each new full-time employee added to the workforce in 2009 & 2010.

The Bottom Line on Tax Savings

Of course, everyone's financial circumstances and needs are unique, so it's a good idea to carefully consider your choices and consult an experienced professional when appropriate. But remember, if you want to keep more of your money next year, now is the time to think about ways you can reduce Uncle Sam's share of your income.

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Do You Believe in Magic?

Interview with an Illusionist...

By Megan Brazil

When I heard that David Copperfield was coming to town I got incredibly excited. My excitement was twofold, David is not only a magnificent illusionist (who I never miss a chance to see his show) but I have known him for years through my late brother Chappy Brazil who was also a magician and a friend of David Copperfield's. So, when TBI asked me to do the interview with him, I jumped at the opportunity to give TBI readers insight into the mystical world of a magician.



me to do the same with my magic and I love the reaction of the audience.

Megan: How did you begin, what happened that made you realize this was your purpose in life?

David Copperfield: "...I actually started out doing ventriloquism with my dummy VEN (yes, I know, it's NOT a very creative name), before I ever started doing magic. Then I discovered that magic tricks got

my day to day life."

Megan: Is it easy to you to create real magic in your own life?

David Copperfield: I have created a very magical place in the tropics and dearly appreciate it every time I set foot on my island in the Caribbean – Musha Cay at Copperfield Bay www.mushacay.com

Megan: Would you be a magician again in your next life?

David Copperfield: YES. Certainly that would be much preferred over having me go back to singing – which I did a lot of initially in my first stage show in Chicago – THE MAGIC MAN. By the time the successful run had ended, producers had cut my show tunes way back and let me add much more magic, so the audience could be spared! [laughs]



THE INTERVIEW

Megan: How has magic changed since you began as a magician, for you, and for the audience?

David Copperfield: "After so many years, it all comes down to loving what I do and keeping up with the times. Performing my show is something I constantly think about. When I am on the road and heading to my next venue, I think about my audience: 'Is it a college town or a family town? Should I make the music LOUDER for College kids?' New tricks are added, old ones are dropped... so it stays fresh. But it's the randomly selected participants from the audience that make it fresh each and every show; which has also provided some of the best comic relief of the day!

Science and technology were often used by [the magician of old], even before they came into the marketplace on a mass basis. For example, prior to the moving picture going into theatre, magicians were using the technique of images in motion as illusions in their shows. At that time the process was so new, an audience perceived it as magic. Also in the early stages of holograms magicians would use these images to baffle and mystify their fans. Hence, you always need to stay one step ahead of the technology game to "WOW" the audience. "

Megan: Who inspired you to begin as a magician?

David Copperfield: "Well, my grandfather taught me a card trick involving four aces, back in the days when I was a kid. Through out the years though, I have always looked to movies and theatre for inspiration. You know, in the cinema I love what can be done with the "Green Screen" and post production like the Matrix movies or King Kong. To see something absolutely impossible look so real, inspires

me more attention from the girls in my class when I was nine - so a magician was born!"

Megan: What inspires you to create a new act?

"The inspiration for my illusions comes from many places. Most often they come from my dreams, or an everyday occurrence in life. I have always wanted to put another face on Mt. Rushmore or making the moon vanish, so you see I have a lot of work ahead of me!"

Megan: What advice would you have for aspiring young professional magicians - in what ways do they need to train to be professionals?

David Copperfield: "I think it's about perseverance - never take "NO" for an answer - loving what you do and by all means passion!"

Megan: Who is it you most admire now in magic?

David Copperfield: "I have a great admiration for those out side the Art of Magic. Directors like Spielberg and Lucas and the dance greats like Gene Kelly and Fred Astaire – I stand on the shoulders of these talents."

Megan: How does the realm of illusion affect your day to day life?

David Copperfield: "I'm the luckiest man in the world – performing 500 shows a year and loving what I do – illusion IS



PEACE MEMORIAL CONCERT SERIES

WHEN: SUNDAY, JAN. 11th at 3 PM

WHAT: "Catch the Rising Stars"-- a program of classical pieces presented by the brass, string and woodwind ensembles and the chamber string orchestra of the Pinellas Youth Symphony. Enjoy these talented young student musicians in the great acoustics and historic setting of the Peace Church sanctuary.

WHO: The Pinellas Youth Symphony recently celebrated its 50th anniversary with a gala concert tour to Italy and Austria. This fine group is comprised of the best high school student musicians of the Tampa Bay Region.

WHERE: Peace Memorial Presb. Church (the pink church downtown) 110 S. Ft. Harrison Ave., Clwr. (corner of Pierce and Ft. Harrison)

CHARGE: No tickets needed and seating is first come, first served. An offering will be taken (\$5 suggested donation). Doors open at 2:30.

RECEPTION: After the concert, there is a light reception in the fellowship hall so you can meet, greet and thank the musicians.

PARKING: There are four places to park: behind the church off of Pierce; directly east across Ft Harrison in large County lot; just north of the fellowship hall, and west in the Clearwater City Hall lot.

INFO: For more info, visit the website at www.peacememorial.org or call the church office at (727) 446 3001 or Music Committee Chair, Beth Daniels at (727) 461 1818.





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Group studying precepts from The Way to Happiness
Photo by David Ziff



Jim Brewer coaching Sharee and Tyrone Booze
Photo by David Ziff

NBA Champ Coaches Kids...

By Sonia Hines

CLEARWATER

The Way to Happiness Basketball Clinic held their first event in Clearwater on Saturday, December 6th at Clearwater Academy International. The Way to Happiness Basketball Clinic not only helps kids improve their basketball skills but it also helps them be their own best champions, by providing a safe and fun environment for them to be active, meet other kids and learn about morals.

Local children from the Clearwater area were treated to professional coaching by Mr. Jim Brewer, former NBA coach and championship player for the LA Lakers. Mr. Brewer had this to say about his involvement:

"I chose to hold this clinic as part of The Way to Happiness because I really felt that concentrating on acknowledging our children's abilities and assisting to improve their skills along this path is something I could personally support and do something about."
- Jim Brewer, NBA Champion

coaching, team scrimmages and endurance exercises for the players and much more. The purpose of these clinics is to cater to those that are reaching for help and change.

For more information contact:
Sonia Hines 818-304-7272, cubanfm@aim.com



Kids Shoot Hoops at Jim Brewer's Basketball Clinic
Photo by David Ziff

On January 31, 2009 The Way to Happiness Basketball Clinic will be holding this event again at Clearwater Academy International, located on the corner of Drew and Myrtle streets. Highlights will include one-on-one



The Way to Happiness Basketball Clinic
Photo by David Ziff

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