



COMMUNITY

Rep. Hooper Presents Legislative Tribute

A fire is sweeping through our society. Billions of dollars are spent fighting this fire, yet it continues to rage out of control...

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COMMUNITY

Clearwater is Delicious!

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Felix Kunze, Photographer

English photographer Felix Kunze has traveled internationally, to places like Dubai, Mumbai, Australia, California, England, Germany and Spain...

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SPORTS

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Aqua Mania and SoBe Entertainment race to place first at the Super Boat National Championships
Photo by TBI Photographer Chris Connell

THE BOATS ARE IN TOWN

by Heidi Lux

CLEARWATER

The Clearwater Super Boat National Championships of the Super Boat Racing Series took over the city for the weekend of October 2nd – 4th.

On Friday, Coachman Park was transformed into “Race Village,” hosting the race’s dry pits, and where the public had a chance to meet the drivers and see the boats before the races. On Saturday afternoon, practice runs were held in advance of the races, followed by a concert and fireworks display on Clearwater Beach that evening. The races themselves took place on Sunday from 10:00 am to 3:00 pm on a 5.3 mile race course beginning off Pier 60, extending north along Clearwater Beach, and looping back. An estimated

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HARLEM JAZZ PACKS THE HOUSE at the Fort Harrison

by Heidi Lux

CLEARWATER

On Saturday, September 19th, the auditorium of Clearwater’s Ft. Harrison Hotel was transformed into a ritzy 1940’s jazz club, for the Harlem Nights Jazz Benefit Concert. Guests decked out in 1940’s costume were treated to delicious hors d’oeuvres, and a jazz concert emceed by George Rix, the voice of smooth jazz on WSJT.

The concert featured a performance from jazz vocalist Rose Bilal, who has opened for the likes of Chubby Checker and Gladys Knights & The Pips. Accompanied by the Harlem Jazz All Stars, Ms. Bilal delighted all with her smoky renditions of songs by Ella Fitzgerald and Billie Holiday.

Also on the bill were the Savoy Dancers, who performed an energetic and lively group number evoking the spirit and fun of an old Harlem nightclub.

Closing out the night was a superb performance from the sassy “Queen of the Keys,” Lillette Jenkins-Wisner. It’s hard to believe she is 86 years old, since the moment her fingers touched the keys, they moved with the

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COMMUNITY

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The Savoy Dancers performed at the Harlem Nights Jazz Benefit Concert.
Photo by TBI Photographer Chris Connell



COMMUNITY

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Florida Youth Represents “One” at Geneva Summit
Heidi Lux

At the Youth for Human Rights International Summit in Geneva, Switzerland (home of the United Nations Office of Human Rights)...

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COMMUNITY

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Human Rights Are Their Cup of Tea
by Heidi Lux

A High Tea fundraiser was held on September 13th, at a Clearwater Beach residence, to raise money for the Human Rights Walkathon, which takes place annually in March...

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ARTS & ENTERTAINMENT

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Fiddle-Fest at the Capitol Theatre
by Heidi Lux

Canadian music group Barrage recently launched their new world tour, Animado and downtown Clearwater’s Capitol Theatre had the privilege of hosting their world premiere opening night performance...

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NEIGHBORHOOD AWARDS

by David Ziff



The Edgewater Drive Neighborhood with their \$5,000 Grand Prize – Photo by Betsy Clement

CLEARWATER

On Saturday, September 12th, thirteen Clearwater neighborhood associations joined the Mayor and council members at the Countryside Recreation Center, for the Clearwater Awards for Neighborhoods (CAN). A total of 19 awards were presented, with cash prizes to fund future community projects. The first-place winners were:

Mayors Award of Excellence

- Edgewater Drive Neighborhood Association (Grand Prize: \$5,000)

City Council Award for Charity and Volunteerism

- Morningside Meadows Homeowners Association

City Manager's Award for Beautification

- Village on the Green Condo II

Development and Neighborhood Services Director's Award for Creativity

- Mission Hills Condo Association

Most Improved Neighborhood Association

- Old Clearwater Bay Neighborhood Association

Best Crime Watch

- Del Oro Groves Estates and Mission Hills Condo Association

Best Communication

- North Greenwood Community Coalition and Village on the Green Condo II

Most Attendance at City Functions

- Bayview Heights Neighborhood Association

Adopt-A-Neighborhood

- Skycrest Neighbors

Healthy and Fit Neighborhood

- Island Estates Civic Association

These neighborhoods, and the others who participated and won, are at the heart of the City of Clearwater. In addition to the official recognition, they have the satisfaction of knowing that they are doing their part to make Clearwater a desirable place to live. They exemplify what it means to be a good neighbor. This community spirit is what truly brought these associations together.

While there may have been some concern over this being the last year of the city's neighborhood services, Charles Wilson of the city's Department of Public Communications made it clear this was not the case. What may have been confused was the CAN Program with the Neighborhood Program itself. CAN was a three-year pilot program, and only a small part of the city's overall neighborhood strategy. The neighborhood associations existed and thrived before CAN and will continue to do so now.

As Mr. Wilson stated: "The City of Clearwater wants its residents to be involved. Involved in their neighborhoods, involved in city events, involved in government processes, and involved in families and communities. Everybody wins." Maurice Mickens of the North Greenwood Community Coalition, added: "The neighborhood program as conducted by the City of Clearwater has revitalized the community and we are happy to know it will continue."

For more information or to start a Neighborhood Association in your own area you can email Mr. Wilson at Charles.Wilson@myClearwater.com



Samples of photos by Felix Kunze - www.felixkunze.com

FELIX KUNZE, PHOTOGRAPHER

by Heidi Lux

English photographer Felix Kunze has traveled internationally, to places like Dubai, Mumbai, Australia, California, England, Germany and Spain, taking photos. On October 28th, Felix will be visiting the Tampa Bay area for 18 days.

"Each place has its own feel, each place has its own 'message' and there are stories from each," Kunze says of his international work. One story in particular stands out for him, from a trip to Mumbai. "In terms of deep experiences, for me it doesn't get much better."

"I had made a point that I would visit slums and photograph," Kunze explains. "On one of my slum trips my friend and I had gone off the beaten track to inspect a suspect-looking hump of discarded metal shreds ... there we are, standing in this muck trying to figure it all out when two young slum boys approached us. They can't have been more than 10 years of age. I noticed them out of the corner of my eyes ... They didn't say or want anything. I kind of tried to say 'hi' but they didn't communicate back. I turned around, walked up to them, took a picture of both, checked that the pictures came out and nodded to both in turn. They nodded back and walked away."

"What had happened was this: these boys had been following us on our little tour around the slum, seeing that I am a westerner with a camera. When we go to the area that they called their home ... they approached me and wanted only to achieve one thing; to tell

their story in the only way they knew I could. They wanted to communicate the despair, they wanted to communicate the hope, the pride and the optimism of the slums, they wanted to show that it was serious business but there was a grace to it, they wanted to have their life's hardship documented in a photo. They didn't want to speak to me, they didn't want to have an autograph ... they didn't even want to have their picture taken just for the fun of it. They were there to TELL A STORY. And they did." For the full story, visit Kunze's website and blog.

Recently, Kunze has been working on a more photojournalistic angle, and has been photographing theater, film and music. He is the staff photographer for the no less than four theater companies in London, and has been working with creative types in a variety of industries in London. However, his passion is portraits. "In terms of photography, my first love is and will always be portraiture. I am fascinated by the idea of being able to capture some of the essence of what a person is all about by taking a picture of them. Nothing communicates as much as a great portrait," he explains. "I am very interested in people and I want to find out about people's lives." This is something he brings into his art. "It's about the person. It's less about the light or the camera, more about the meaning of the photograph."

Kunze will be taking appointments while he is in town. His work can be viewed at www.felixkunze.com, and he can be reached at felixkunze@gmail.com or via skype 'felixkunze'

CLEARWATER IS DELICIOUS

by Heidi Lux

CLEVELAND ST. DISTRICT, CLEARWATER

On September 15th, the Harborview Center in Downtown Clearwater played host to the Taste of Clearwater. This annual event provides attendees with the opportunity to sample food from more than fifty restaurants and five beverage providers in the Clearwater area. Samples and tastings were free with the purchase of the \$20 admission ticket. An estimated 1,000 people attended the event this year. There was "a variety of dishes from American cuisine to more exotic fare – from hamburgers and spicy wings to sashimi and Thai food," said Sherri Callahan of the Clearwater Regional Chamber of Commerce. "The goal [of the event] is to bring the community together for food and fun."

During the Taste of Clearwater, the "Best of Clearwater" restaurant awards were announced. The winning establishments were:

BEST THEMED BOOTH
Sand Pearl Resort Caretta's on the Gulf.

BEST APPETIZER
Sand Pearl Resort Caretta's on the Gulf for their BBQ Oysters.

BEST ENTRÉE
Salt Rock Grill for their Crab Cake.

BEST DESERT
Oaks of Clearwater for their outstanding Pumpkin Bread Pudding.

BEST BEVERAGE
Great Bay Distributors for the Gordon Bliersch Beer.

BEST OF TASTE 2009 (The People's Choice)
Watercolour Steakhouse and Grill.

In addition to the awards, over \$10,000 in prizes were given out, including a flat screen TV.

The event was sponsored by the Clearwater Regional Chamber of Commerce (CRCC), an organization established in 1922 in order to serve as a voice for local business. The mission of the CRCC is to "enhance the business environment and promote economic health and growth in the Clearwater region."

The CRCC is active in hosting informative and enjoyable events for members as well as non-members. More information on the CRCC can be found at www.clearwaterflorida.org.



A citizen enjoying the Taste of Clearwater – Photo by Simaen Skolfield



Caretta on the Gulf Photo by Simaen Skolfield



Winners of the Best of Taste 2009 - Watercolour Steakhouse & Grill – Photo by Simaen Skolfield



The Lobster Pot Photo by Simaen Skolfield

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Editor
Angela LeMay

Photographers
Chris Connell
Brad Kugler
David Ziff

Staff Writer
Heidi Lux

Simaen Skolfield
Heidi Lux
Betsy Clement
Joshua T. Gillion

Contributing Writers

David Ziff
Sheriff Jim Coats
Pam Ryan Anderson
Ian Phoenix
Shelley Jaffe
Chad Andro

Design & Layout
Ian Phoenix

Technical Director
Uwe Stern

Letters to Editor
editor@tampabayinformer.com

Press Releases
pr@tampabayinformer.com

Advertising
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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."

FROM THE DESK OF SHERIFF JIM COATS

We recently unveiled a new and innovative Facial Recognition Partnership with the Florida Department of Highway Safety and Motor Vehicles. The partnership is the first of its kind in the state and in the nation. This pilot project allows the Sheriff's Office to interface with DHSMV to conduct facial recognition queries of subjects against the DHSMV's driver's license records. The driver's license images are retained and managed by the DHSMV; only query results are returned to the Sheriff's Office for our use in the identification of subjects by our deputies and detectives.

The pilot project, which went on-line in early August of this year, was made possible with the assistance of Electra Theodorides-Bustle, former Executive Director of the DHSMV, who partnered with us in this effort. Currently, the pilot project has the capability to query the DL

records of two counties, Pinellas and Hillsborough. We are looking forward to additional expansion in the very near future.

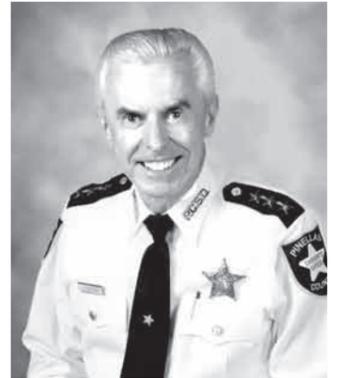
The Sheriff's Office has had a facial recognition system in place since 2001. The establishment of the system was accomplished through the work of Congressman Bill Young, who secured the funding necessary to set up the system. Our facial recognition system today is credited with a multitude of successful identifications of subjects. These identifications have solved cases, lead to arrests or simply served to identify individuals our deputies have encountered in their routine work with the public.

The system is used daily at the Pinellas County Jail. All persons who are booked into the jail are entered into the Facial Recognition database. The database is widely used by our investigators and our deputies on the road.

In 2004, we expanded the use

of facial recognition to the patrol cars in order to provide deputies on the street the ability to identify subjects who had been stopped and had no means of identification. At this time a total of 170 of our patrol vehicles are equipped with the mobile identification system. With this in-car technology, deputies can take an image of a person using a digital camera, place the camera into a docking station in the patrol car and with the push of a single button transfer the image to the laptop. The image is then enrolled into the system for searching against the database. Within thirty seconds the deputy is presented with the closest matches to the subject in a gallery rank ordered format.

The mobile system has had its share of successful identifications: nearly five-hundred positive identifications resulting in arrests; and as many positive identifications where no arrests was required.



In addition, we have also established numerous partnerships with Law Enforcement Agencies across the state, and currently have more than eight-million images enrolled into our facial recognition system.

The new partnership with DHSMV will further expand these capabilities. We are pleased to work with the state agency and are convinced that this venture will be an extremely effective tool in our daily law enforcement work, keeping the citizens of Pinellas safe.

REAL ESTATE REALITY
By Pam Ryan Anderson

DON'T LET CRIMINALS MAKE YOUR STRESS WORSE

With the current financial scene, criminals are crawling out of the woodwork at an alarming rate, claiming to be able to rescue your home from foreclosure. The Federal Trade Commission has established a website where homeowners can educate themselves, learn legitimate options, and avoid being taken advantage of, as well as what actions to take if you have been the victim of a foreclosure rescue 'scam'.

Their website is: www.ftc.gov/moneymatters
Here is an excerpt from the website:

How the Scams Work

"Foreclosure rescue firms use a variety of tactics to find homeowners in distress: Some sift through public foreclosure notices in newspapers and on the Internet or through public files at local government offices, and then send personalized letters to homeowners. Others take a broader approach through ads on the Internet, on television, or in the newspaper, posters on telephone poles, median strips and at bus stops, or flyers or business cards at your front door. The scam artists use simple and straight-forward messages, like:

"Stop Foreclosure Now!

"We guarantee to stop your foreclosure.

"Keep Your Home. We know your home is scheduled to be sold. No Problem!"

"We have special relationships with many banks that can speed up case approvals.'

"We can save your home. Guaranteed. Free consultation.

"We stop foreclosures every day. Our team of professionals can stop yours this week!"

The website informs you of common tactics to get your money, such as the Bait-and-Switch, having you sign documents that actually transfer your Title to the scam artists, or the Rent-To-Buy Scheme where the scam artist has you sign the Title over to them (or someone very qualified to get a new loan) from whom you can continue to rent your home, and buy it back in a few years. This plan is fraught with bad terms and roadblocks and will only cause you to lose your home in the long run.

This is a very helpful website if you are facing foreclosure. Contact a Realtor for helpful advice before making any unwise decisions that can cause you more stress than you are already facing.

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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“PLASTIC” HANDCUFFS

One Man's Alternative to Bankruptcy

by Heidi Lux

FINANCE

Credit card debt is a problem for many people, but one man's negative experience with it has inspired him to help others.

Peter Repak, president and founder of Clear Financial – a debt settlement company – emigrated from Hungary with his wife. In order to establish credit when he arrived in America, as is required in modern times, Repak got a credit card. He paid his bills on time, never missing a payment, but found himself in hot water when his wife became ill. She required two very expensive surgeries, and was unable to get health insurance due to a pre-existing condition. Under such financial strain, Repak called his credit card company, to ask if it would be alright to miss a single payment. The company said yes, assuring him there would be no penalties. However, Repak soon discovered the company had raised his interest rate from 6% to 29%. He was financially ruined.

Now unable to manage his debt himself, Repak turned to a debt settlement company for recourse. The company, like most debt settlement companies, charged him a contract signing fee of \$50, a \$300 set up fee, and \$3000 up-front for the program, with \$500 in monthly fees.

As fate would have it, his wife needed a third surgery, and Repak had to file for bankruptcy before finishing the debt settlement program. Instead of reimbursing the money he'd paid down for services he would never receive, the company kept his money, and he got nothing.

Completely disgusted with his experience, Repak made his own painstaking research of the matter, and to make a long story short, he opened his own debt settlement company so his horrible experience might not happen to other people. “I wanted to put integrity into this business, [and] to have the consumer in mind.” He takes satisfaction from helping people. He knows what his customers are going through, because he has been there himself.

Clear Financial charges a minimal fee up front, and the rest is paid only when the services are delivered.

Some have said that debt settlement ruins your credit. However, the people who need Repak's services most likely have already ruined their credit and may feel that Bankruptcy is their only remaining option. Repak's services are an alternative to bankruptcy.

Repak urges those who are feeling the pinch to seek help before it is too late. The stress of debt can make people do desperate things, like taking on more new debt to pay down old debt. He urges people to carefully investigate their options, so those in debt can have more control over their lives, and the power to fight back.

For more information on Clear Financial, visit their website www.clearfinancialcompany.com or call 866-659-7966

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TO IMMUNIZE OR NOT TO IMMUNIZE, THAT IS THE QUESTION

by Shelley Jaffe



Peter Gillham's on 533 Cleveland St., Clearwater, FL 33755

NATURAL HEALTH

When my first daughter was born I did what was expected and got her immunized. Within 24 hours she began gasping for air and stopped breathing. Fortunately I was near her and able to get her breathing again with stimulation. The doctors told me that this happens occasionally and she should be fine. I never made a connection to the immunization. She had no incidents for the next three months until I took her to the doctor for her next set of shots. This time about 6 hours after the shot she gasped for air and stopped breathing again. Again, this time I was there to get her breathing again, and this time I made the connection between the two cases. I decided to find another pediatrician, who told me she was having an allergic reaction to the immunizations and to cease giving her shots. He also told me not to give any other children that came after her any shots and taught me how to protect my children to the best of my ability against childhood disease.

After my experience with my daughter, my mother – who hates to meddle in my mothering – decided to share her experience with me. She also experienced side effects with immunizations; my sister, my mother and I contracted measles after my older sister became infected BY the immunization. I was ten months old and at the greatest risk. I became horribly infected and my mother was left to battle the measles herself while caring for two small children.

The Centers for Disease Control (CDC) says that serious reactions to immunizations

are rare, but if you visit their website you will find that about 1 out of every 3,000 children have seizures caused by fever from the MMR (measles, mumps, and rubella) immunization. And they don't mention reactions like my daughter's; they only say that very rarely severe reactions can occur. I don't know about you, but 1 out of 3,000 doesn't sound rare and seizures due to high fever sounds severe to me.

But what about these immunizations? We're told that the benefits far outweigh the risks and for a time I believed that, but nearly losing a child was enough to make me question. The big push right now is for people to get the flu vaccine, but how many people out there know that most of these vaccines contain mercury in the form of something called “thimerisol” which is added to protect the integrity of the vaccine? And how many people realize that Bell's palsy is a known side effect of these vaccines?

There are risks associated with taking the vaccine and not taking it. I think it is important for people to evaluate this for themselves. My children are teens now and very, very healthy. I give them natural homeopathic “vaccines” called “nosodes” to protect them and they seldom get sick. Neither of them has ever contracted the illnesses that they didn't get their shots for. My mother used to get sick several times a year and the infection would spread to her lungs. She started on these nosodes 5 years ago to protect herself and hasn't been sick since.

I can't stress enough how important it is to investigate for yourself. Talk with your doctor, ask to see the Merck Manual or ask your pharmacist for a list of ALL of the known side effects. If you have an alternative medical professional, talk to them about getting on the nosode to protect yourself if you opt not to have the vaccine, or call me at the store for more information.

Shelley Jaffe is a Certified Nutritional Consultant and the Executive Director of Peter Gillham's Nutrition Center in Downtown Clearwater. For more information, please call 727-462-5770.

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DOWNTOWN CLEARWATER AWARDS

by Heidi Lux

CLEARWATER

The City of Clearwater's Community Redevelopment Agency received an Award of Distinction at the International Downtown Association's 55th annual conference in Milwaukee this September. The award was given in recognition of the city's active program to recruit new retail, business and restaurant enterprises, and for the Cleveland Street District, the new name of the city's recently redeveloped downtown.

"This award validates our efforts to leverage the downtown streetscape improvements with businesses that strengthen the city's core," said Downtown Manager Courtney Orr. "Even in the current economy, we're beginning to see results as businesses renew their interest in the area and new restaurants open. We know we're doing something right."



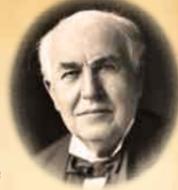
Downtown Clearwater was one of seventy-seven nominees for Downtown Achievement Awards submitted to the International Downtown Association this year.

The International Downtown Association was founded in 1954. It has over 650 member organizations, forming a worldwide network that promotes and nurtures dynamic international regions, cities and towns.

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Clearwater Winter Wonderland Day!

Yes, in October! Come one, come all— have some early Holiday Cheer and Support Winter Wonderland!

Saturday, October 24th, attend the Inaugural "Winter Wonderland Day Fundraiser" commencing in Station Square Park in Downtown Clearwater!

This event will help raise funds for the magical holiday village known as Winter Wonderland, which not only lights up downtown Clearwater each Holiday Season and warms the hearts of thousands, but has delivered literally tons of food and toys to local families in need over the past 17 years.

Station Square Park activities from 10am-4pm will include: \$2 Train Rides, \$1 Face Painting, FREE Bubbles.

Also help raise funds by shopping at the participating Clearwater Businesses who are generously donating a portion of their day's proceeds to fund this year's Winter Wonderland!

The full list of participating businesses and addresses will be available at **Station Square Park** the day of the event.

SEE YOU THERE!

Interested in sponsoring?

Contact Pam Ryan Anderson at press@clearwatercommunityvolunteers.org

www.clearwatercommunityvolunteers.org

Winter Wonderland is sponsored by the Church of Scientology and made possible by Clearwater Community Volunteers (CCV), a 501(c)(3) non-profit organization. It is manned and paid for solely by volunteers and donations and requires \$45,000 - \$50,000 to build and run each year. It takes over 5,000 volunteer elf hours to build, decorate and operate each year.



"Avoid the Holiday Rush this year and get your child in front of the line with me!"

Photos with Santa starting at \$10 (great gift idea)

Some of the sponsoring businesses include:

Peter Gillham's, Intuition Salon & Spa, Tampa Bay Informer, Mr. Web Wiz and more! (Look for the brightly-colored pinwheels)



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HARLEM JAZZ PACKS THE HOUSE

Continued from front page



Lillette Jenkins-Wisner, aka "Queen of the Keys"
Photo by Chris Connell

dexterity and grace of a young woman. Her hands flew over the keys as she played with skill and panache, notably during her incredible jazzy rendition of "Flight of the Bumblebee." A most delightful aspect of her performance was her personality, engaging her audience with colorful anecdotes between songs. She sang cheeky numbers with lyrics like, "While you were stepping out, someone else was stepping in." The audience was thrilled and enthralled,

clamoring for an encore at the end.

For one man, the evening was more special than the good food, incredible jazz and friendly atmosphere. It was his first time setting foot inside the Ft. Harrison since he worked at the hotel as a waiter during Segregation.

It was only fitting that the event was hosted at the Ft. Harrison Hotel. The Church of Scientology recently restored the property to its pre-WWII splendor; and it has a rich jazz history. In the 1970's, the hotel hosted jazz greats like Count Bassie, Duke Ellington, Harry James and Buddy Rich, a tradition that survives today as the famous Clearwater Jazz Festival.

"The event's goal was to raise funds, but it did more than that. It brought people back in time to Harlem in the 1940's," said Sherry Van Hootegem,

one of the event's organizers. "We have had many contacts asking us when our next event is and our plans. Harlem Nights has become an institution," she said, "because of the incredible environment of the Ft. Harrison."

The event was organized by the Mt. Carmel Community Development Corporation of Clearwater, Inc., and the North Greenwood Community Coalition. The concert served as a fundraiser for seven non-profits in the Clearwater and Tampa Bay communities, and is the first in a series of fundraising concerts. The benefiting charities were Jazztorian, Inc., the North Greenwood Community Coalition, Willa Carson Health Resource Center, Unlimited Gospel Expressions, A Spiritual Change, Inc., Artists in Action International, and the Mt. Carmel Community Development Corporation of Clearwater, Inc.

"These agencies seek to improve our youth, families and communities through the arts, mentoring, education, drug rehab, drug [and] crime prevention, health, and religion. They share the same visions and goals to inspire the human spirit, healing our communities

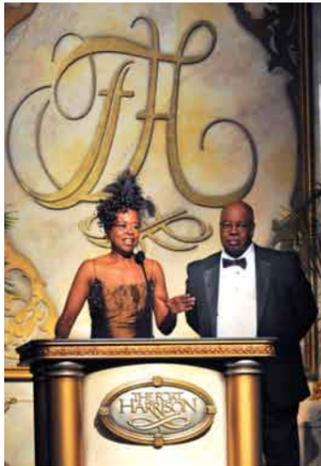


Pat Harney, Public Affairs Director for the Church of Scientology; Maurice Mickens, CEO of Mt. Carmel CDC; and Sherry Van Hootegem, event coordinator - Photo by Nick Anderson

through holistic methods that bind us all together," says Maurice Mickens, who produced the event. For more information, visit www.harlemnightsbenefit.org



John Lamb, bass player of the Harlem Jazz All-Star Band - Photo by Chris Connell



Pat Harney, Public Affairs Director for the Church of Scientology and Maurice Mickens, CEO of Mt. Carmel CDC - Photo by Chris Connell



Rose Bilal, classical jazz vocalist
Photo by Chris Connell

FIDDLE-FEST AT THE CAPITOL THEATRE

by Heidi Lux



Fiddle group Barrage premiered their world tour "Animado" at the Capitol Theatre - Photo by Chris Connell

piece of theater. For example, in Animado, Barrage plays everything from traditional Russian music to popular bluegrass tunes; from "Viva La Vida" by Coldplay, to the theme from Napoleon Dynamite. "There's no one particular influence. We use a wide range of cultural influences," says Moore.

Performing for a packed house at the Capitol Theatre, Barrage opened with high energy, and only intensified that energy throughout the two hour show. They bring more than just the music, with their rhythm and dancing creating a visual spectacle as well. At one point, the cast even danced a tango while playing it. "We play the violin, but in a fun and engaging way," Moore explains. "It's a really rollicking and fun evening ... [and] it's appropriate for all ages."

Barrage originated when a group of musicians came together in Calgary, in western Canada. "We were fiddlers for lack of a better word," says Anthony Moore. They wanted to combine movement and focus on their writing skills, as well as explore new influences and styles of music, and so, in 1996, Barrage was born.

There is a possibility of Barrage making the Capitol their annual rehearsal space. "We had such a great time here over the past two weeks," said Taylor, one of the performers.

Similar upcoming shows at Ruth Eckerd Hall are Lord of the Dance in February and Riverdance in April, visit www.rutheckerdhall.com for details. For more information on Barrage, visit www.barrage.org

CLEARWATER

Canadian music group Barrage recently launched their new world tour, Animado, and downtown Clearwater's Capitol Theatre had the privilege of hosting the group's rehearsals, as well as their world premiere opening night performance.

Every August, Barrage works on new material, and this year they chose to work in the Capitol Theatre because it fit their needs most. Rehearsing there also allowed Barrage a few select performances between rehearsals. Barrage appeared at the Ruth Eckerd Hall's annual ticket sale day - the Capitol Theatre is owned by Ruth Eckerd Hall - holding a special performance for educators.

Barrage is an eight-man violin group, with five who play fiddle, supported by guitar, drums and bass. They have been described as "Riverdance meets Stomp," and while this is accurate in describing Barrage's energy, it does not do justice to the show itself. Barrage provides a modern spin on traditional music, and "it's a full-on dance show, which is kind of like Riverdance," explains Anthony Moore, one of Barrage's executive producers and co-creators. However, Barrage also has the "rhythm and pulse of stomp." Blending a variety of diverse musical styles, Barrage forms a unique, energetic

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HUMAN RIGHTS ARE THEIR CUP OF TEA

by Heidi Lux



Antonella Antonecchia, Linda Draskowski, Barbara Schneider, Renata St. Lawrence, James M. Evans, Gail Evans, Viviane Agami—Photo by Brad Kugler

CLEARWATER

A High Tea fundraiser was held on September 13th, at a Clearwater Beach residence, to raise money for the Human Rights Walkathon, which takes place annually in March.

Tea and cappuccino were served, and gift certificates for everything from the Pilates Loft to Salon Bravo and Ambria's Gallery of Wearable Art were sold in a silent auction to raise funds. Educational material on human rights was available, including DVDs from Youth for Human Rights featuring PSAs portraying each of the 30 rights in

an individual has, simply by being human. There are flagrant examples of human rights violations, such as human trafficking or the suppression of free speech during the recent Iranian elections; but there are more subtle violations of human right that occur right here in our own neighborhoods, such as domestic violence, or discrimination.

"I wanted to do something," says Linda Draskowski, chairman and founder of the Human Rights Walkathon, "Education is the key." Law enforcement is important, she explains, but the real way to curb human rights violations is through handling the



Photo by Brad Kugler

desire to violate someone else's rights, stopping people from wanting to enslave other people. Ms. Draskowski has plans to expand the walkathon, and its message, to more cities throughout the world.

Participating groups include Youth for Human Rights International, the Academy of Hope, and the Florida Coalition Against Human Trafficking. This year, United for Human Rights will be joining the roster.

The next Human Rights Walkathon will be held in St. Petersburg's North Straub Park on March 6th. Participation is free, and there will be public addresses and entertainment following the walkathon. For more information, go to www.humanrightswalkathon.org

FLORIDA YOUTH REPRESENTS "ONE" AT GENEVA SUMMIT

by Chad Andro



American delegate Dustin McGahee addresses the Summit

At the Youth for Human Rights International Summit in Geneva, Switzerland (home of the United Nations Office of Human Rights), hundreds of people and twenty-six youths representing diverse countries from around the world were in attendance, all concerned with ONE. Under one roof, there was one group, one purpose, and one race; the human race, without discrimination.

During the International Summit, these youths came together in a workshop to share innovative techniques they had used to promote human rights outside the classroom. Clearwater youth Dustin McGahee uses his creative writing, including several published poems, to communicate the importance of human rights. Niki Lanik from the United Kingdom races cars internationally, telling his fans everywhere about human rights education, and Sarah Melody tours throughout Canada using her powerful singing to promote the cause. McGahee, the delegate from Youth for Human Rights Florida, addressed an impressive roster of international ambassadors, academic and religious leaders, pointing to the vital worldwide necessity of improving human rights in both developed and underdeveloped countries. "What you do in the near future determines whether entire societies will live under darkness and suppression, or if they will thrive with a life full of Human Rights," 18 year old McGahee reminded the representatives.

McGahee was inspired to become an active human rights advocate when he learned an international sex-slave ring was busted just minutes from his comfortable suburban home. Although most people see human rights violations as problems in third-world countries, all countries throughout the world are confronted with human rights violations every day, regardless of economic level. McGahee says that many of today's social

problems, such as hate crimes, stem from violations of human rights like freedom of thought and freedom from discrimination.

McGahee summed up the importance of the event by saying, "You hear so often that the youth of the next generation will bring about the next change. We are those youth."

In 1948 the United Nations adopted The Universal

Declaration of Human Rights as the tool to resolve human rights violations. Today, the purpose of Youth for Human Rights is to educate youth about human rights, in and out of the classroom.

Do you know all thirty of your human rights? If not, or to learn more about the group, go to www.youthforhumanrights.org.



Delegates from the 6th Annual International Human Rights Summit in Geneva

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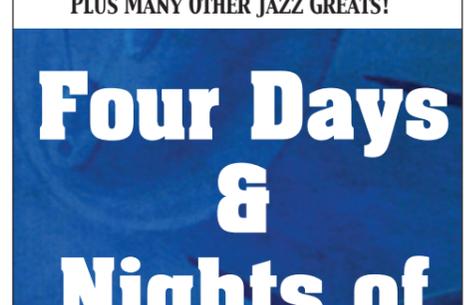
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REP. HOOPER PRESENTS LEGISLATIVE TRIBUTE

by David Ziff

CLEARWATER

A fire is sweeping through our society. Lives are being consumed, families destroyed, and hopes blighted. Billions of dollars are spent fighting this fire, yet it continues to rage out of control. The incendiary material? Drugs, both legal and illegal.

According to a recent Substance Abuse Survey of Florida high school students, approximately 66% of Florida's teenagers use alcohol, with one-third of those admitting to binge-drinking within two weeks prior to the survey, 31% of these same students reported using marijuana, and another 10% reported taking prescription pain killers, psychotropic medications, inhalants and even cough medicine to get high.

Despite these figures, the Florida Citizens for Social Reform (FCSR) believes something can be done. On September 26th, they hosted a drug conference at Clearwater's Fort Harrison Hotel for opinion leaders and activists, to brief attendees on a drug prevention program being used successfully by community groups and police departments across the nation: The Truth About Drugs initiative sponsored by the Foundation for



Representative Hooper presents Julieta Santagostino with a legislative tribute – Photo by David Ziff

a Drug-Free World.

Attendees included: Susan Latvala, County Commissioner; Kathleen Peters, Mayor of South Pasadena; Jay J. Beyrouti, Chairman of the Pinellas County Republican Party and Clearwater City Council Members John Doran and Paul Gibson, among others.

The premise of the Foundation for a Drug-Free World is straightforward: society can only be reformed from the roots up, through education, not by force in the form of fines and prison terms. The Foundation's educational program includes hard-hitting booklets detailing the truth about the twelve most abused drugs (including alcohol), PSAs, a

no-punches-pulled documentary, titled "The Truth About Drugs", and an educator's guide. Excerpts from the documentary were screened for the audience.

State Representative Ed Hooper presented a legislative tribute to Foundation director Julieta Santagostino at the conference, proclaiming "that the Foundation for a Drug Free World is commended for its cooperative, community-based efforts to prevent drug use among the youth of Florida, especially through its Say 'No' to Drugs, Say 'Yes' to Life programs."

In his remarks, Rep. Hooper decried the dangerous and irresponsible practice of children under the age of six being given powerful off-label psychotropic drugs. His call for an end to this abuse, "This is not right and we must do something about it," was greeted with thunderous applause from the 200 or more attendees.

Pinellas County Sheriff Jim Coats echoed Rep. Hooper's proclamation in a message delivered by his Chief Deputy, Robert Gualtieri, saying, "As Sheriff of Pinellas County, I have personally seen the devastating results of drug abuse, from cocaine to prescription medications. I want to take this opportunity to thank the Foundation for a Drug Free World for their programs to educate our youth regarding the truth about drugs," adding, "I have seen their materials and believe that these materials will make a difference in the fight against drug abuse if used by parents, educators

and students."

Gualtieri concluded by saying the battle is winnable with a shoulder-to-shoulder effort. "Law enforcement needs good community partners and community support to effectively address the rampant drug problem in our communities."

As thanks for his service to the community, Rep. Hooper was presented a framed poster for the movie "Ladder 49," autographed by John Travolta, a direct reference to his 28 years of service as a fire fighter, from FCSR founders Bret Miller and Steve and Joanie Sigal.



Representative Hooper receives an autographed poster of Ladder 49, as a thank you for his service to his community – Photo by David Ziff

4TH FRIDAY RETURNS WITH SUCCESS

by Heidi Lux

CLEVELAND ST. DISTRICT, CLEARWATER

On September 25th, Clearwater's 4th Friday event returned from its summer hiatus, and the "party in the street" was a great success, drawing large late afternoon crowds to the Cleveland Street District for food, music and fun.

This month's theme was the 30th Clearwater Jazz Holiday Kick Off, reflected in performances from jazz acts Level 10 and Jose Valentino. The event also brought out Gasparilla's Ye Mystic Krewe of Santa Margarita and their pirate ship float, to the delight of young and old alike. There were ballroom dance demonstrations on the street and food from local downtown restaurants, vendors and Mug's on Missouri's mobile kitchen. In keeping with the theme, Ruth Eckerd Hall and Smooth Jazz 98.7 raffled off tickets to the Flavor of Jazz, Bonnie Raitt and the Steve Miller Band.

Each month, proceeds from beer and wine sales at 4th Friday benefit a charity, and this month's beneficiary was, fittingly, the Clearwater Jazz Holiday.

The 4th Friday events started in March with a "March Madness" themed 4th Friday, taking a three month break due to the area's frequent summer rainstorms. With the storms and heat come and gone, the event will again be occurring regularly. Here is a brief look at upcoming events:

October 23rd's 4th Friday theme will be "Disco Fright Night," featuring pumpkin carving and a haunted house in addition to live music, vendors and appearances by Ye Mystic Krewe of Santa Margarita and Krewe of Shamrock.

On November 27th, the party returns with "Shake Your Money Maker," entertaining the crowds with a Blues Brothers Tribute Band. The Clearwater Veterans Alliance will be the benefiting charity.

In December, the event will be held on Friday the 4th, instead of the fourth Friday. "Miracle on Cleveland Street," last year's pilot for the 4th Friday series which brought the "miracle" of snow to Florida, will return for a second year.

4th Friday is organized by the Clearwater Downtown Partnership (CDP), a group of business and property owners, concerned citizens and civic groups in Downtown Clearwater who have come together "to name, fund and implement projects that

will assist the public and private sectors in creating a downtown district that becomes a regional destination." For more information visit www.clwdp.com

For more information on 4th Fridays, visit www.4thFridayClearwater.com



4th Friday in Downtown Clearwater Photo by Joshua T. Gillion



Volunteers from the Foundation for a Drug-Free World – Photo by David Ziff

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UNITED WAY TEAMS WITH NORTH GREENWOOD by Heidi Lux



Jonathan Wade speaks to concerned citizens during the monthly NGCC meeting - Photo by Joshua T. Gillion

development, strengthening leadership, and the elderly. The NGCC did an analysis of each goal, determining what the problems were, and how to improve them, and devised a 2-3 year plan.

The NGCC will be supported in this plan by United Way, an organization with a mission, according to their website, "To improve lives by mobilizing the caring power of communities."

"We are happy to be a partner," says Emery Ivery of United Way. "The success of the plan depends on the relationship

and commitments." The NGCC will remain in charge, with United Way assisting where and when it is needed. "Our role is to stand on the outside, and [for you] to tell us where we can help you with the plan," says Ivery.

Ivery also congratulated the NGCC on the plan. "I know that what you started can be a model for other communities."

CLEARWATER

On September 29th, the North Greenwood Community Coalition (NGCC) met to unveil their latest plan in the improvement of the North Greenwood neighborhood in Clearwater.

The NGCC established the four main issues the community wanted to improve on: positive youth development, economic

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.

Are you a Face of Influenza?

(More than 4 out of 5 people reading this are — get immunized.)

Influenza is not the common cold. It's serious. There are many "faces" of influenza.

In fact, annual influenza vaccination is recommended for more than 4 out of every 5 people.

Influenza vaccine is safe and effective and annual vaccination is the best way for people to protect themselves and their loved ones against influenza and its complications. Vaccination typically begins in October and can continue through March. In most seasons, influenza virus activity peaks in February or March, so vaccination throughout the entire influenza season is beneficial and recommended.

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



WHAT MAKES WEBSITE MARKETING EFFECTIVE?

"Shotgun" Internet Marketing and the Eye Trail

by Ian Phoenix

BUSINESS

Good Marketing

When you think of good marketing, one might reminisce on the old "Got Milk?" commercials, or the shiny BMW ads you see in magazines. Rarely does one remember much about broader ads about other products or a store which sells many different products in general - like the ones which are introducing a whole new line, or one that purposely shows a large variety of products that are of seemingly equal importance.

Why is that? By common logic, the ads which show a variety of many different products should be more effective in interesting a larger crowd, as a single product isn't necessarily going to sell to everyone. So why do these simple, "Straight-Shooter," one-product, one-line ads prove to be much more effective than the "Shotgun" ads with a million places to look at?

Well let me answer that question by posing another. Let's say you were trying to hit the bullseye of a target a few hundred yards away. You only have one shot, so the type of gun you are going to use is key in reaching your target.

Would you use the clumsy, inaccurate but plentiful pellets of a shotgun to try to hit that distant blob of red?

Or would you grab that high-powered hunting rifle with a 40x sniper scope and have at it?

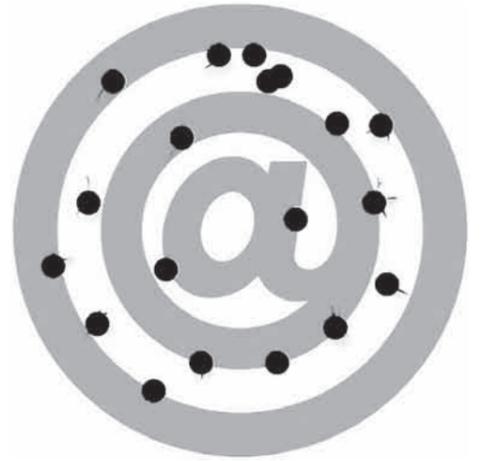
"Shotgun" Marketing

Well, I'm not a game hunter or even a gun hobbyist myself, but I think most of us would pick the latter - one clean shot is much more dependable than a hundred random ones scattered all over the place.

This concept is also very true in internet marketing. When you have one opportunity to grab a person's attention and sell them on something, you don't want to offer them twenty things and not put particular emphasis on any one specifically. That is "Shotgun" Marketing!

"Straight-Shooter" Marketing

Good "Straight-Shooter" marketing is based on how can you provide enough data and enough interesting imagery, yet not enough



so as to overwhelm the viewer. The "Eye Trail" also comes into play here.

The "Eye Trail"

The "Eye Trail" is an invisible line or curved trail where you direct where the viewer's eye is drawn to, and in what sequence.

This is monitored by the color, size, position and shape of the objects on your website or marketing piece. An expertly designed website will have a distinct Eye Trail that will lead your eye through the website just as the designer wanted you to.

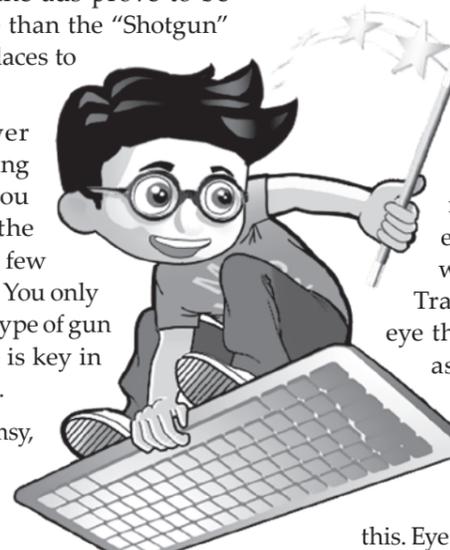
It doesn't require hypnosis or bright, flashing nausea to do this. Eye Trails can be very subtle,

yet just as effective. A talented web designer can go over the various points you want to use in selling the website viewer, and what sequence you want to see them in, and all that work and preparation is completely under the radar once someone views the final work. A basic rule of thumb is that a finely crafted Eye Trail is one that completely works but is practically invisible.

Summary

Combining simple, straightforward marketing which focuses on one or just a few products or services over others, combined with an expertly crafted eye trail can work wonders with the efficacy of your website. When it comes down to getting something sold, it's more effective to be a "Straight-Shooter" than a "Shotgun" Marketer.

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THE BOATS ARE IN TOWN *Continued from front page*

20,000 spectators lined the beach, and more than 1,200 boats of all sizes crowded the 2.5 mile stretch alongside the course.

There were several classes of boats competing in different races, but perhaps one of the most exciting races was the Turbine Class match race in which Aqua Mania, Miss Geico and JBS Racing competed.

"The only thing that I have that they don't have is the best throttle man and driver," John Haggin, owner of the Miss Geico racing team, boasted before the races. Miss Geico had an incredible 2009 season, racing six out of nine races, but Aqua Mania led in points, with Miss Geico having skipped several races. Miss Geico crossed Sunday's finish line with a half-mile lead, finishing first in the Clearwater races. However, Aqua Mania, finishing second in Clearwater, closed their season as both the Florida and National Champions.

"We've had a great race season. We've had a lot of great success. Our team has worked very, very hard to get us where we are," said Greg Rosen, Aqua Mania's driver.

"It's like a marriage," Haggin said, describing the success of his team, consisting of driver Marc Granet and throttle man Scott Begovich. Granet elaborated, saying that despite their opposite personalities, he and Begovich just work well together. "The second you get out of sync, it's glaring," he said. "When we're running in sync, it's like a ballet out there."

Miss Geico, like all Super Boats, is manned by two men, a throttle man who controls the speed, and a driver who handles the steering. The throttle man and driver are assisted by an off-boat crew whose duties include keeping count of the laps for the on-boat team.

With boats travelling up to 200 miles per hour, safety was an important factor. Spectators on the water were monitored by the "Race Patrol," volunteer vessels acting as a buffer between the race course and recreational vessels. John Pickens, charter member of the Indian Rocks Beach Boat Club, volunteered his



The pilot of one of the helicopters covering the races waves "Hello!" to the TBI staff below - Photo by Chris Connell

vessel the Sea Spirit for the patrol. "One of the missions of the boat club is to assist our community and support safe boating throughout the area," explained Pickens as the reason he volunteered. "The races gave me chills and goose bumps," he said. He had seen races before on TV, but did not appreciate the spectacle until he'd seen it first-hand. "[It was] well worth the time." Through the work of volunteers like Pickens, alongside police and coast guard, the event was kept safe, with no injuries or arrests, just good clean fun.

The Super Boat races came to Clearwater during a traditionally slow period for tourism; inconsistent with the beautiful weather of the season. "It's another opportunity to expose this great area we all call home," said Mayor Hibbard of the races. Miss Geico's John Haggin raved about how much he liked the city and its cleanliness, and was especially appreciative of the hospitality his racing team received. "With any luck, the mayor and the Chamber of Commerce would like to have us back next year," he said, "because this is a beautiful place to be."

Super Boat was founded in 1989 by Josh Carbonell, and has an estimated 20 million fans, including celebrities like Chuck Norris, Kurt Russell and Don Johnson. The 20th anniversary of the Super Boat World Championship will take place in Key West this November.

To view TBI's video coverage of the Clearwater Super Boat races, go to: www.tampabayinformer.com



The Miss Geico racing team came in 1st place - Photo by Chris Connell



The Miss Geico racing boat - Photo by Chris Connell



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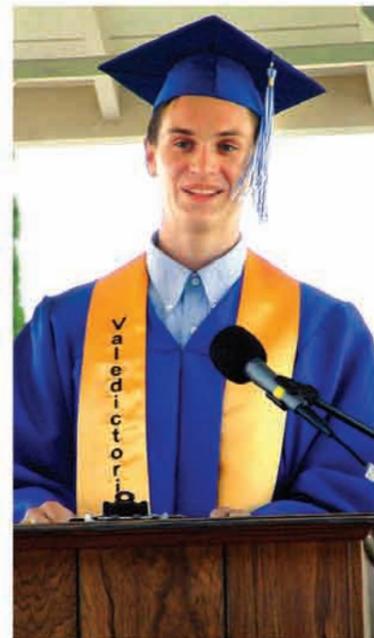
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