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All

CASSELBERRY

Celebrating 70 Years - October 10, 2010

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"Once in a great while, things come together in such a way that something very special happens. So it is with the City of Casselberry."

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Look what's inside..

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All Casselberry Magazine

www.allcass.com

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From the Editor

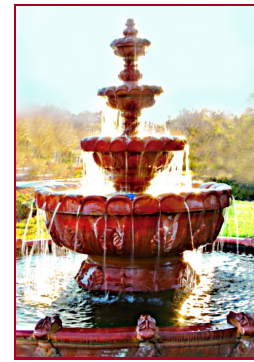
It's not in what you know, but who you know
– and who *they* know.”

The secret to building a great city can be in the little things that people do, as much as in the staff meetings at city hall. Here's how you can make Casselberry a better city even when you're busy.

1. Check out what our city has to offer. I'm always surprised.
2. Tell your friends about what you find.
3. Let us know about the great service or excellent value you received at a place. We'll pass on the good word.
4. Tell us why you chose Casselberry for your business or home. Your reasons can influence others to move here.
5. List your business in our Business section. Don't worry. It doesn't have to be perfect. You can rewrite it later if you'd like.
6. Patronize our local businesses, and those who sponsor events, such as Celebrate Casselberry. They are the ones who investing and reinvesting in your city.
7. If you see a home for sale, tell your friends outside the city about it. They may not want to move, but they may know someone who does.
8. Is there a business you would like to see locate here – or even just a type of business? Let us know. We can pass that news on to the commercial real estate brokers so they will know there's demand here.
9. Think of a way you would like to share your time and talent by volunteering. If that opportunity doesn't exist, maybe it can be created.
10. Co-create AllCass with us. Let us know what you'd like to see here, and/or talented people who might want to participate. We welcome any ideas that have to do with creating a positive business image and family-friendly website.

Thanks!
Lilian Casselberry

www.allcass.com



A New Symbol of Casselberry

Bob Buckley, resident and professional photographer, sees the fountain in Lake Concord Park behind City Hall as both symbolic of the city's many lakes and its Community Spirit that keeps us young and alive.

“Once in a great while things come together in such a way that something very special happens. So it is with the City of Casselberry. Many wonderful people have an active hand in shaping this community. All have their own separate roles, but their purposes are so like-minded, it seems as if they collectively act as one. The positive attitudes and actions are like a force of nature determined for the very best. Extraordinary things are happening here. You can almost feel the city coming alive.”

Jacque Staloway

Gallery J Studios

What is Celebrate Casselberry?

October 7 from 5—8

An Evening of Tasting Great Food
Being Delightfully Entertainment
Enjoying All Our City Has Become



The Casselberry Chamber of Commerce proudly presents a new signature event to Central Florida

In conjunction with the 70th anniversary of the city of Casselberry, the chamber is coordinating the Casselberry Rotary, the Casselberry Little League, the schools and church as well as the Casselberry Women's club to provide an evening to celebrate the 70th anniversary of the city of Casselberry.

As you walk around the Lake Concord Park, there will be many activities including a tasting of fine cuisine from our local restaurants. Stop by the Art House and enjoy a silent auction. Live entertainment will be provided by local schools and other organizations, including Mix 105.1 and 105.9

Tickets: \$10 per person — Children under 10—\$5

Our main sponsors for this event are Waste Pro, JVD Construction, Metropolitan Systems, All Cass.com. Participating sponsors include Reiss Engineering, Progress Energy, Walmart, CDM Engineer, Gulf State Credit Union and Shoot Straight. Please plan to join us...

Looking forward to your participation,

Thursday, October 7, 2010 from 5 to 8 at Lake Concord Park

95 Lake Triplet Drive, Casselberry
behind Casselberry City Hall
(across the street from Target on 17-92)



Colleen Hufford
Board of Director,
Casselberry Chamber of Commerce
Event Chair, Celebrate Casselberry

Why I love Casselberry: I love Casselberry for its proximity to everything and its attention to the arts and culture. Most of all I like the people who live here.

Colleen Hufford, Silpada Designs

www.celebratecasselberry.com

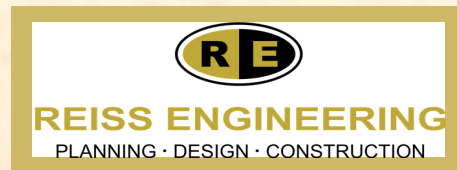
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Community Spirit

Mix 105.1 and 105.9

A Taste of Casselberry

Dining as Delightful As the City



Bagel King—A hearty following of fans has this place to be the only true deli. A wonderful place for your favorite breakfast and newspaper on the weekend.

Buffalo Wild Wings—Home of Tailgaiting—a Party at Every Table. There’s truth in that. Film school promos are a hoot, too.

Casa Del Dio— Want to do “fancy Italian” in blue jeans? Here’s a friendly family run spot where they know their customers.

Chilango’s—Be the guest of the Silva family—One of the best authentic Mexican restaurants— using fresh ingredients.

Einstein’s - Darn Good Food, Darn Good Coffee—everyone’s favorite morning spot. Who can argue about this?

Columbia la Bella (Columbian)

Italian Village Pizza - A small popular Staten Island NY chain moved south and quickly became an Orlando area favorite.

Rolando’s Cuban Restaurant—A wall of prestigious awards tells the story of this family owned jewel.

Why I love Casselberry: We have recently opened in Casselberry, but in our short time here we have noticed how friendly people are in this area.

Benjamin Werner,
The Gold Buying Company

Brick and Fire— The only franchise of Chef Mark Dollard. Here you can get Express Pizza using the same dough the Chef serves downtown Orlando restaurant patrons.

Casey Grill—Sports Bar Favorites Neighborhood atmosphere where you can catch a good meal and your favorite game.

China House—A recent review: “We love the food as well as the price...Sesame chicken and vegetable lo mein taste awesome.”

El Porto— in Winter Park. They say why have a meal when you can have a fiesta! Love that logic. Check out times for live music.

Los Portales Restaurante—Owner Hector Alarcon’s mixes his flair for fine steaks and seafood (especially chiveche) with his talent for bringing top Latin entertainment.

Tortilla Flats (Mexican) - A fast growing chain. Great food. The atmosphere falls in the Believe-It-or-Not– Fun for all category.

Why I love Casselberry: No matter where I go, Casselberry is always on the way. It’s such a great location – and it’s my choice for great restaurants.

Steve Arch Jewelers of Maitland

Why I love Casselberry: Everyone here seems to live in harmony with each other.
Maria Rodriguez, Rolando’s Cuban Restaurant

What is in Our Future?



“We were only going to stay in the house for six months, but it turned into thirty-nine years.”

Vice Mayor Sandi Solomon

I moved here in 1971. We had three young sons and I wanted them to go to the same school system where I taught. Over the years, I changed schools several times, but stayed in my home. Why? My neighbors are the best.

After retiring, I wanted to get involved in our City. I got so excited about the City that I ran for City Commission and won.

You can't help but love Casselberry. It's a very diverse city, with people from all over the world – and they're all ages. Home here fit every budget, from modest, to moderate, to executive. But no matter where you live, you're sure to enjoy our many beautiful lakes, parks, and our golf course.

Casselberry has an A+ rated school system, and a good reputation for the arts, both music and fine art. More art in public places should be forthcoming. "Green up Casselberry" is a new program to create a tree canopy over our entire City. Volunteer programs like "Friends of the Park" truly create beautiful city.

I predict Casselberry will become an even more vibrant City that it is today!

Best Wishes

to the People
and Businesses
of Casselberry

Joung Lee—Lee's Hair Salon

Why I love Casselberry: It is a city with nice people. We have a low crime rate, and the emergency services, when needed, are very good.

Congratulations Casselberry

Why I love Casselberry: I love the city very much. It keeps getting nicer day by day.

Hector Alarcon
Los Portales Restaurante
Market Square
(407) 681-4000

“Casselberry will be a Community of Choice”



Barbara Lipscomb, City Manager

Since its founding in 1940, Casselberry has continued to grow and transition. Now, our community is poised to successfully embrace new development and redevelopment opportunities. My vision for Casselberry is that our City be sustainable and competitive as it continues to be a wonderful place to live, work, shop and play—a Community of Choice!

The City will maintain itself as desirable city, so that new residents, commerce, and industry will move here to be a part of the Casselberry experience. We are developing new partnerships and initiatives to embrace innovation so that our business community thrives and prospers. The result will be focus and energy in our evolving workplaces. We will continue investing in our neighborhoods, transportation corridors, utilities and other important features. For example, the new Lake Concord Park exhibits a truly classic beauty, while telling the story of how we keep our lakes clean for future generations.

The development of our City Center properties will provide additional services and amenities for the community. Our new corridor land uses will provide intensity and density to position the City financially. I believe we are truly a great small town community poised for the future, a community in which we can all be proud, a Community of Choice!

Why I love Casselberry: The can-do attitude of parents and students alike.

Barry James, Music Teachers Collective

Congratulations Casselberry!



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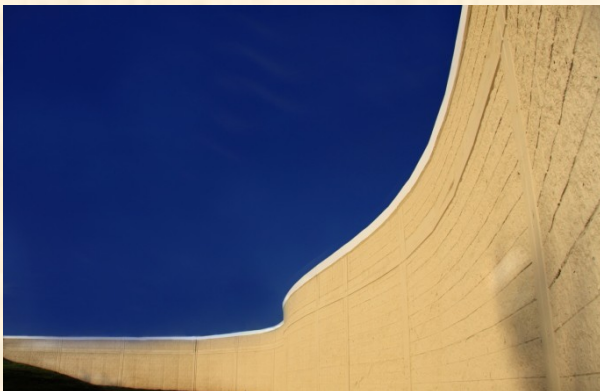
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Call Music Teachers’ Collective
about a “Rat Pack”
Celebrity Party through

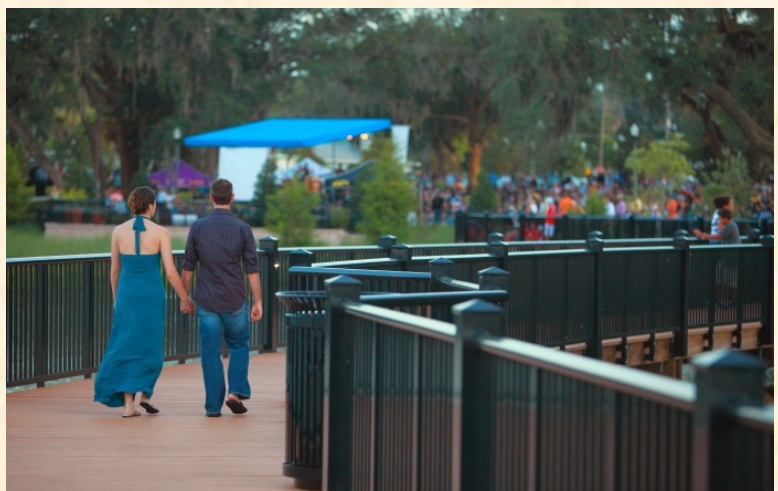
(321) 297-3042



Casselberry Today: through the lens of Our Artist of the Month: Bob Buckley



Sometimes it's not what you know, but who you know – and who they know! So it was when I got the grand idea of having pictures taken at the Jessie J Jazz Concert in October 2009. I went to one of the city and Casselberry Chamber of Commerce's "go to" people, Hank Lander, with my idea. I wanted people to have souvenir photos to remind them of the great evening they had in Casselberry.



Why I love Casselberry: Casselberry offers me the feeling of living in an old time small town, while being surrounded by a large modern metropolitan area. This juxtaposed scenario has a varying and positive influence on what and how I shoot. Bob Buckley, R. Buckley Photo
Find more of Bob's pictures <http://allcass.com/biz.asp?Business=R+Buckley+Photo>

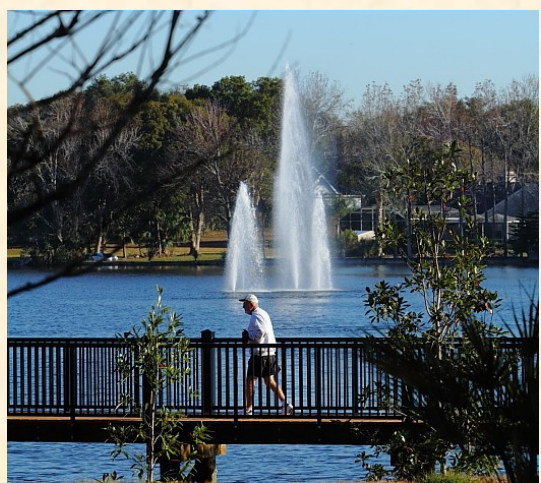
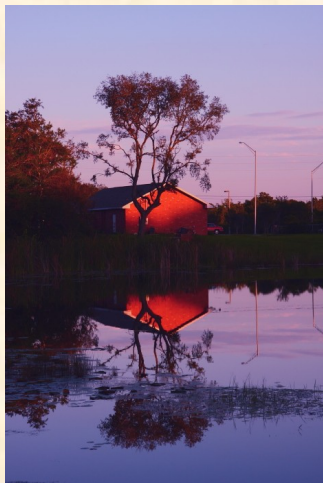
Hank told another “go to” person, his wife, Suzanne, and she arranged for Bob Buckley to take pictures at the concert. Suzanne is fun to work with, so it’s not surprising that Bob and I hit it off immediately. He agreed to do the job. From the number of pictures he took and the time he spent making them top rate, he may have made 47 cents an hour. But he did it because he loved Casselberry and believed in what All-Cass was about.

Bob and his wife Linda have lived in Casselberry for over 18 years. Because of the nature of their work, they are lucky enough to be a home based business. While Bob admits that his dry and sometimes sarcastic humor is sometimes more befitting Mad Magazine, he changes his tune when he talks about Linda and how they met.

“As a Photo Editor for Newsweek Magazine when we met in LA in 1983, she introduced me to a world that most aspiring photographers can only dream of. From working in the “photo lab” that was created to handle the 1984 LA Olympics, to watching her over-see having the “We Are The World” recording session shot, the lessons were amazing, varied and endless. It’s this basis that has taught me how to shoot almost anything that’s in front of me in a way that captures the subject value as well as showing the story behind the why it is ‘photo worthy.’”

Bob says that every picture has a story. In the collection he has so generously shared with me, it’s easy to see the quality of life that is enjoyed today by young and old. Those of us involved in changing the way we see our city are very grateful to Bob for the vision he holds of Casselberry, and his ability to capture it now when others cannot.

Left page: Fire/Rescue, Police, Public Works (shot from the bottom of a retention pond). Right page: Eric Darius in concert and young couple depict Parks and Recreation. Lake Ellen and the back of a church on Highway 19-72; boy catching tadpoles in Lake Ellen; and a jogger in Lake Concord Park.



Bob is a freelance photographer, and works with an array of local and national clients. Linda is Co-President of KEF Media of Atlanta, GA, and founder of Buckley Communications, which provides PR services for a selection of national clients.

Homes: *Casselberry's My Kind of Town! Make it Yours!*

Where is Casselberry?

Traditionally people think of Casselberry as being located around Highways 17-92 and 436. That is a major intersection and nearly its southerly border. However, the city has extended far beyond that to the east, taking in many commercial properties and neighborhoods, far as Aloma Drive at the Orange County border.

The city is often described as being the 32707 zip code. However, because different parts of Casselberry are served by different Post Offices. The Casselberry name extends outside our city limits. You might be within the city and have these zip codes: Maitland – 32751, Winter Park – 32792, Winter Springs, 32708. Regardless of where you are, we invite you to visit Casselberry.

Why I love Casselberry: The parks, lakes, walking trails and outdoor concerts are just a few of the reasons why I love Casselberry.

Tom McElroy



What will I find there?

Casselberry is a collection of neighborhoods. Whatever your lifestyle preference is, you can find something you like.

We have gated communities, subdivisions, condos, and mobile home parks. Our central area is mixed with homes of all ages, lakes and a golf course. Anything you want is in reach, and without getting far out on the highway.



Official City Street Map —
http://allcass.com/city_street_map.pdf

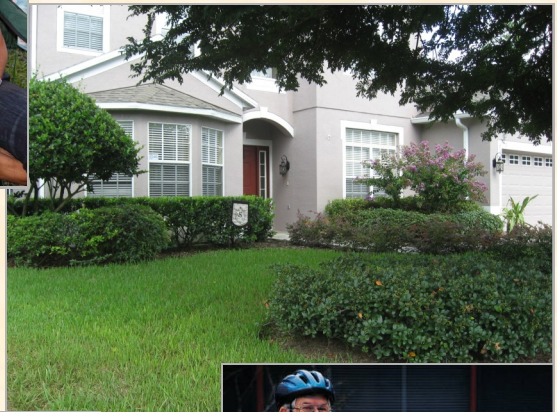
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Neighborhood Spotlight

Legacy Park



A glimpse into the incredible history of this community.

Despite the sour economy during the Thirties, horsemen of great fame continued to train future harness winners at the track, just as they had in the Twenties. Tobacco tycoon William Reynolds, who owned fifty of the two hundred horses there, returned each winter to watch them train.

Besides ultra-wealthy investors, ownership of the track was extended to some trainers and drivers. In 1933, Sep Palin started training E. J. Baker's horse, Greyhound, the greatest trotter of the 20th Century. By 1946, eight of the trainers and drivers had scored as winners at the Hambletonian, a race often called the Kentucky Derby of Harness Racing.

Another of the horsemen, Ben White, became the first and only breeder to train and drive a Hambletonian winner. He had given a filly named "Rosalind" to his son, Gib, who was ill with tuberculosis. The boy's enthusiastic interest in the filly spurred him to eventual recovery and became the subject of Marguerite Henry's book *Born to Trot*.

Hibbard owned bought the track after the World War II as a way to increase the sales and exposure of the town. Len and Jane ran the track, which turned out to be more of a task than the young couple expected.

In 1951, Stanley Kupiszewski and his wife, Johanna, brought Old World elegance to the lodge in every form. When Johanna performed, however, she descended the staircase in grand style as Madame Kupiszewski, internationally known opera singer. Johanna's very presence reflected opulence and luxury. Her robust voice delighted her new fans and lodge guests, and she radiated in their applause.

The old clubhouse was demolished and a new ultra modern one was rebuilt in the early 1960s. However, despite the potential profits, it failed. Later, dog racing took place there.

From picnics and family outings in the park, to lazy days by the pool and cabaña, and fun-filled afternoons riding bikes or walking through the well planned community, you'll find something special for every age and mood in this beautiful neighborhood. The neighborhood was crafted to be pedestrian friendly with majority of homes designed with the neo-traditional, alley garage access.

The town homes are bordered by single-family homes that sold out in 2008. The town homes offered at the Legacy Park are 2 & 3 story homes that are spacious in design ranging from 1,412 sq. ft to 2,279sq. ft. All town homes have a 2-car garage with additional storage and brick pavers drive and walkways.



The 3-story townhomes also have spacious balconies for gardening or simply relaxing off the second floor. Legacy Park offers its residents a beautiful community pool and cabana, plenty large enough for large family gatherings. A children's play area and plenty of open spaces are also available. Here, residents enjoy being home more, finding activities and entertainment without having to leave home.

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Non Residential Real Estate



Highway 17-92 and the Community Redevelopment District

Excellent Vacant Land, Commercial and Warehouse Properties available for development both on the highway and off. The District is designated as a Brownfield/SEED area for the purposes of environmental remediation, rehabilitation, and economic redevelopment under Section 376.77-376.85 Florida Statutes. For more information on those programs call George Houston, Central Florida District Office (407) 894-7555. For other incentives contact Pam Lynch, the City's Economic Development Coordinator at (407) 262-7700 or email her at plynch@casselberry.org



Highway 436 Properties

If you're looking for the highest traffic exposure you can find, look no further than Highway 436. The best critical mass is along Highway 436 from the intersection of Highway 17-92 to our border at Aloma Drive in Winter Park. Because of annexation over the years, some properties in the eastern part of Casselberry carry the Winter Park and Maitland addresses.



Fast Growing Areas

Seminola Blvd. runs 4 lanes from hwy 17-92 to Lake Drive and to Tuskawilla in Winter Springs., relieving the traffic on Red Bug Road and Hwy 434. N. Winter Park Drive . N. Winter Park Drive runs directly from Highway 434 to Red Bug Road and Highway 436.. Architectural improvements have been added to both streets. Bottom: intersection of Seminola & Winter Park Dr.)



Click below for a special selection
of Casselberry area listings
Courtesy of Total Commercial
<http://|-|-|-|-|.com/allcass>

Better Leadership Together

Surrendering to Leadership



By Bill Hufford

Examples of poor leadership surround us. In government, businesses, communities, and families, it seems we have lost our vision, our direction, and even our conviction that we can do “the right thing.” Author Lewis Carroll once said, “If we don’t know where we’re going, any road will get us there.” That was fine when he wrote Alice in Wonderland, but it’s no way to run a marriage, a family, a business, or a country.

While I have not run a country, I have survived sixty years in a rapidly changing world. Beatles, as I first knew them, were a group we in the Midwest sang and danced to. Eventually, I moved to Florida where roaches are something you yell at and stomp on.

Writing is the latest change in my life. While I have wanted to write an article about leadership for quite a long time, every time I found a good topic, it seemed someone else had said it first or better. My shrewd, procrastinating side told me to relax. If I waited, all the articles on leadership will have been written, and there would be no need for me to write. Now I look at the world we live in and the challenges we face, and I surrender to the need for leadership. Maybe a few more articles won’t hurt, and they might help.

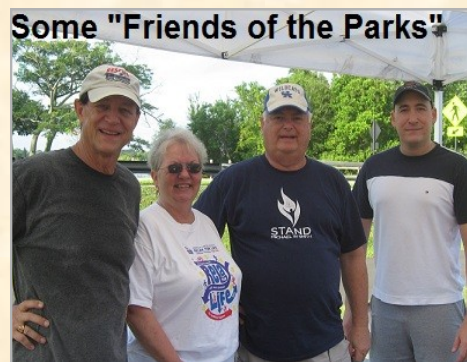
My resume reads: over thirty years of corporate experience, most of it in a leadership position; and more than forty years of marriage and child rearing (a successful semi-leadership position). I read various books and articles on everything from the leadership demonstrated during the founding of our nation to recent material addressing the mega, multicultural corporations of today. Mix in work with

Life has many moving parts, but in each one, good leadership is essential. To make a better world more of us need to surrender to need for better leaders. I have a passion to share how we can do it. Let’s move forward together!

As always, I welcome your feedback. You can write to me at bhufford@lba-orlando.com

“Feedback is the Breakfast of Champions.”

Ken Blanchard



Left to right: Bill Hufford, Carol Fildes, Bob Fildes, and Anthony Aramendia

Seen Around the City—The Earliest Years

Like much of Central Florida, Casselberry bases its title on two Spanish Land Grants. One to Moses E. Levy, and the other to Phillip R. Yonge date back to the early 1800s. Seminole County was considered part of Orange County (then known as Mosquito County) until Florida became a state in 1845.

Regardless of names, Native Americans had no use for either the Spanish or the new settlers. Why should they? Once known as the St. John’s people, they had been living there from between 800 and 1565 CE, according to archeologists.

In 1949, local settlers erected a block house on the shores of Lake Concord for protection during the Seminole Wars. These three wars, recognized collectively as one, lasted longer than any other one in the United States between the American Revolution and the Viet Nam War.

In the 1850s, one of the early settlers was Stephen J. L. Hooker, nephew of “Florida Cattle King” William B. Hooker. Stephen is buried in the Ft. Concord Cemetery on Lake Ellen.

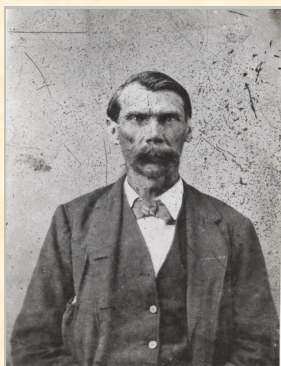
In the 1880s, John W. Griffin purchased the homestead of Silas B. Carter, who allegedly assassinated him in Orlando. After he died, Griffin’s wife, Annie E. Griffin, platted the area’s first subdivision in 1889.

Hibbard Casselberry arrived in Winter Park in 1926. It was the same year that Chief Ha-Thon-Wa-Chee wrote President Coolidge announcing that his tribe at last was ready to swear allegiance to the American flag and seek the rights of citizenship.



Left: Osceola, one of the famous Seminole leaders.

Below left: John W. Griffin



The grave markers have varied in style over a century.



In 1903, a time when blacks and whites were not allowed to be buried together, William Bruner and his wife Laura donated 16 acres for the establishment of a cemetery for former black slaves. The deed states the property sold for \$30 (the equivalent of \$733 today). While the sum of money was more likely a token, the deed stipulated the property be known as Evergreen Cemetery. The five men who served as trustees for Evergreen were George W. Cook, L. W. Fountain, S.E. Jones, W. E. Merritt, William M. Jones, John W. Ford, K.G. Gray and John Daniel Merritt.

They were later employed as laborers with the fern industry, first for Gordon Barnett and later for Hibbard Casselberry. Many went on to operate their own businesses, including grocery stores and home building. In the beginning five churches helped maintain the grounds of Evergreen Cemetery. They were Freewill Baptist Church, New Bethel A.M.E. Church, St. Johns Missionary Baptist Church, William Chapel Missionary Baptist Church, and the Sanctified Church which is now known as Church of God in Christ Love Tabernacle Church. One common cemetery maintenance practice was to cut the sand pines for Christmas trees.

Inside the confines of the cemetery grounds were nine “shotgun” houses. The houses were so narrow that if bullet was fired through the front door, it would go right out the back door without hitting a wall. Although there was no rent, there was no running water or toilets. These houses were known in the community as the Barnett and Casselberry quarters because that was where they worked.

After two World Wars, the Depression, and delinquent state tax certificate status, the area emerged in 1946, identical in size, as it was when it was dedicated. Having been in unincorporated territory, in 1946 it was in the city limits of the Town of Casselberry, Florida. However, the Evergreen name had disappeared, and had been replaced by the Altamonte Colored Cemetery, Fern Park Cemetery, and Altamonte and Fern Park Community Cemetery. Through the research efforts of Alton Williams, the cemetery in 2007 was to its original name of Evergreen Cemetery.



Upper left: Alton Williams and Trustees of Evergreen Cemetery, Right: two Color Guards escort Mrs. Mozella Wells after visiting a grave. Bottom right: Colonel Charles H. Gibson, USAF Retired, Senior Aerospace Science spoke at the first annual Memorial Day Celebration in May 2008. For more information, go to www.evergreencemetery.us

Seen Around the City-1920s

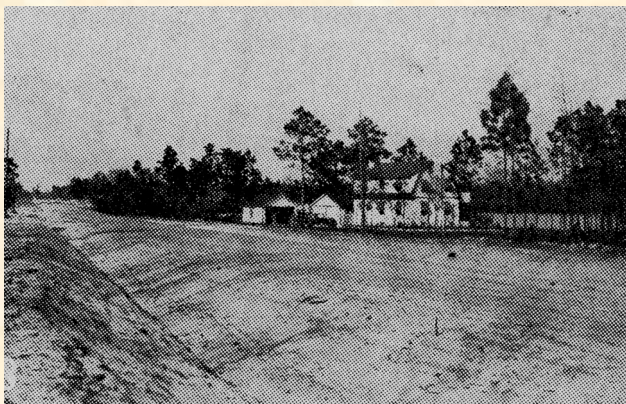


Logo for Fern Park Estate, the Artist and Writers Colony of Florida. This subdivision extended from Plumosa to Lemon Lane and 17/92 to Anchor Road. Circa 1926

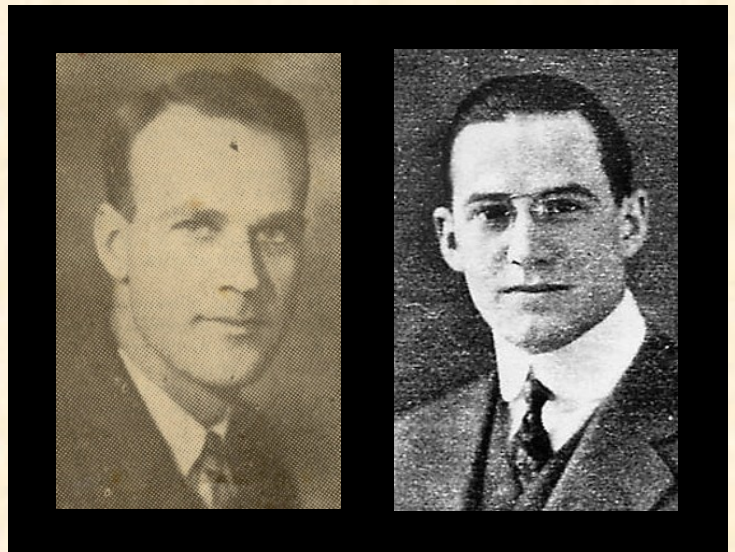
Fern Park Post Office and Florida Foliage, Inc. office on Concord Drive. Fern Park Estates developer Gordon Barnett is in back row center. Circa 1928



Why I love Casselberry: It's a pleasant community with "real folks." Al Cook, Attorney



Highway 17-92 (then known as New Dixie Hwy) facing north. Lake Concord is seen behind British Colonel Charles Hallet's house. Circa 1928



Gordon J. Barnett, fern grower and developer of Fern Park Estates

Hibbard Casselberry Senior Yearbook picture Yale University 1916



James Gamble Rogers, II became a partner with Hibbard in Winter Park Gladiolus Gardens in 1929 and designed three Normandy style cottages and the Fern Park Post Office (bottom left).

The cottage pictured at the bottom right, owned by Mr. A.T. Traylor, brought Rogers his first national acclaim in 1930. What follow is the architect's own story of how he came to design Casa Feliz in Winter Park for Robert Bruce Barbour:

“Barbour, then, in the course of his travels, came upon my Traylor House—actually one of several along similar lines I had designed in Casselberry. Barbour resolved, ‘That’s the man I want to design my house.’ - and so it was that I received this wonderful opportunity.”

Quote from Winter Park Portrait: The Story of Winter Park and Rollins College, Richard N. Campen (1987)
Note: Because of its location on the New Dixie Highway, this account is more likely. Four Winds, Rogers home, was on the Isle of Sicily. Both homes are similar in design. Four Winds was built first.

Why I love Casselberry: Community, business, cultural, family, education support, and a wonderful place to live.
Dan Freeman, CPA

Seen Around the City—1930s

In 1931, Barnett and Hibbard once again tried to join forces, but their personalities and business styles still clashed. Two years later, Barnett orchestrated a brilliant corporate takeover. Hibbard fought back with equal style. Had it not been for one particular error by Barnett, Casselberry would never have existed.

After Barnett and Hibbard parted again, Barnett ran and won as a State Representative. A fluke occurred on May 26, 1937. Jacksonville's *Times Union* noted Barnett's most famous vote; a bill creating the Town of Fern Park. That anyone heard about the bill back home was somewhat of a miracle – not one the legislator had intended.

By now, Hibbard, his friends, and relatives owned many of the lots in the small subdivision of Fern Park Estates. If it became a town with an approved state charter, its leaders would have wide-ranging authority, including the ability to levy a tax, borrow money for improvements and extend its boundaries. Many residents of Fern Park stormed Tallahassee and forced Barnett to resend his bill.





The same year, the railroad established an Express Agency at Casselberry to handle 50,000 boxes of ferns which the Casselberry Ferneries were shipping annually. The first train stopped at this tiny town. Hibbard made sure all children had a trip on the train to Sanford and a chance to go to the Zoo.



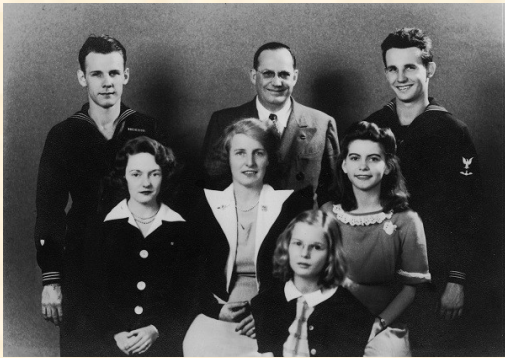
In 1939, Jules Colle, an azalea grower, and his wife Janice had read about how Hibbard's electric pumps brought oil through the pipelines from the sidetrack to the ferneries, keeping the smudge pots full, and the ferns and flowers from freezing.

Upon meeting Hibbard, Colle spun vivid tales of variegated flowers in a rainbow of colors: soft pinks and deep corals laced with snowy white, and produced multiple blooms all year long in the gardens of his native land, Ghent, Belgium. He told of the beautiful young women in traditional costumes who tended the azaleas and of his long search to find the perfect environment to raise the flowers in America. Buddhists in Asia had first cultivated azaleas, and the plants later found favor in Japan and England before reaching Belgium. Now they had arrived in Casselberry.

Why I love Casselberry: This community is small enough to be like a large family and large enough to provide a quality environment to live, work and raise a family.

Vicki Helmick, CPA

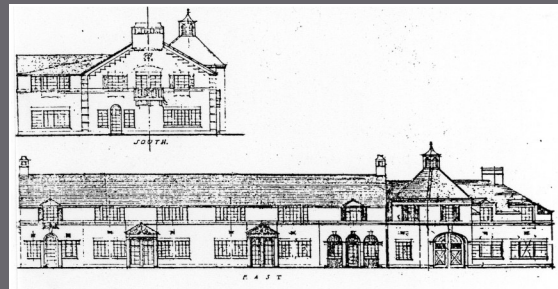
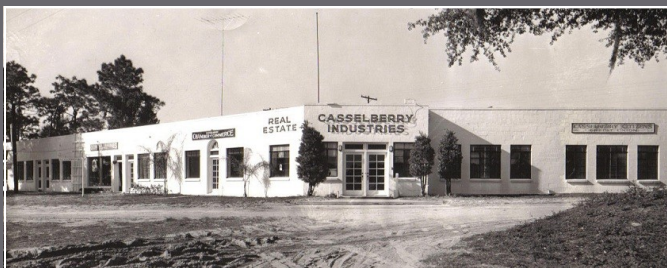
Seen Around the City—1940s



Top left, Incorporation meeting, October 10, 1940. Hibbard was forced to transform his business from the fernery when American entered World War II. Sewing for the war effort gave the women the best chance to earn a living. After many months, Winter Park Ferneries, War Industries Division received a contract for bandoleers. Later, one came for bomb parachutes. The Industries Building was dubbed the Miracle Building because its 15,000 SF was built in only 28 days. Hibbard was never able to afford his post war remodeling design by architect Frederick Wallich. Below is the before and planned design for the building.

Having jobs during wartime saved the town but nearly bankrupted Hibbard.

Hibbard's family, Post WWII: Top right, Standing from left: Hibbard Jr., Hibbard, Leonard. Seated, Hibbard Jr.'s wife Audrey, Hibbard Sr.'s wife Mel, Molly Casselberry, Len's wife Jane.



Why I love Casselberry: Great location! Debbie Smith, SunTrust



After WWII, Hibbard looked for another way to promote the town and his businesses. “Opportunity” came in the form of the Seminole Driving Park, a harness track on the edge of town.

Although racing greats had trained there, the track and clubhouse were in need of major repair. Hibbard put Len and his wife Jane in charge of running the track, which he renamed Azalea Driving Park.

Among the many people who moved to town was Martha Norris and her family. She and her sister, Elizabeth, fell in love with the little village, with its quaint Normandy cottages and azalea gardens.



Martha Norris

She resisted every man, including Hibbard, but he would not be easily dissuaded. He told her, “I’m going to build a church, fill it with flowers and people and come get you.” Hibbard married Martha in 1948.

The church, designed by Gamble Rogers, was not totally finished because of a lack of materials, post war. It had a room off the main chapel where mothers could take crying babies. Rogers called it the “bawl room.” (interior circa 1960.)

Why I love Casselberry: The people of Casselberry are involved in their town and care about both the people who live here and the economic development for business prosperity. Roberta Weis, BB&T

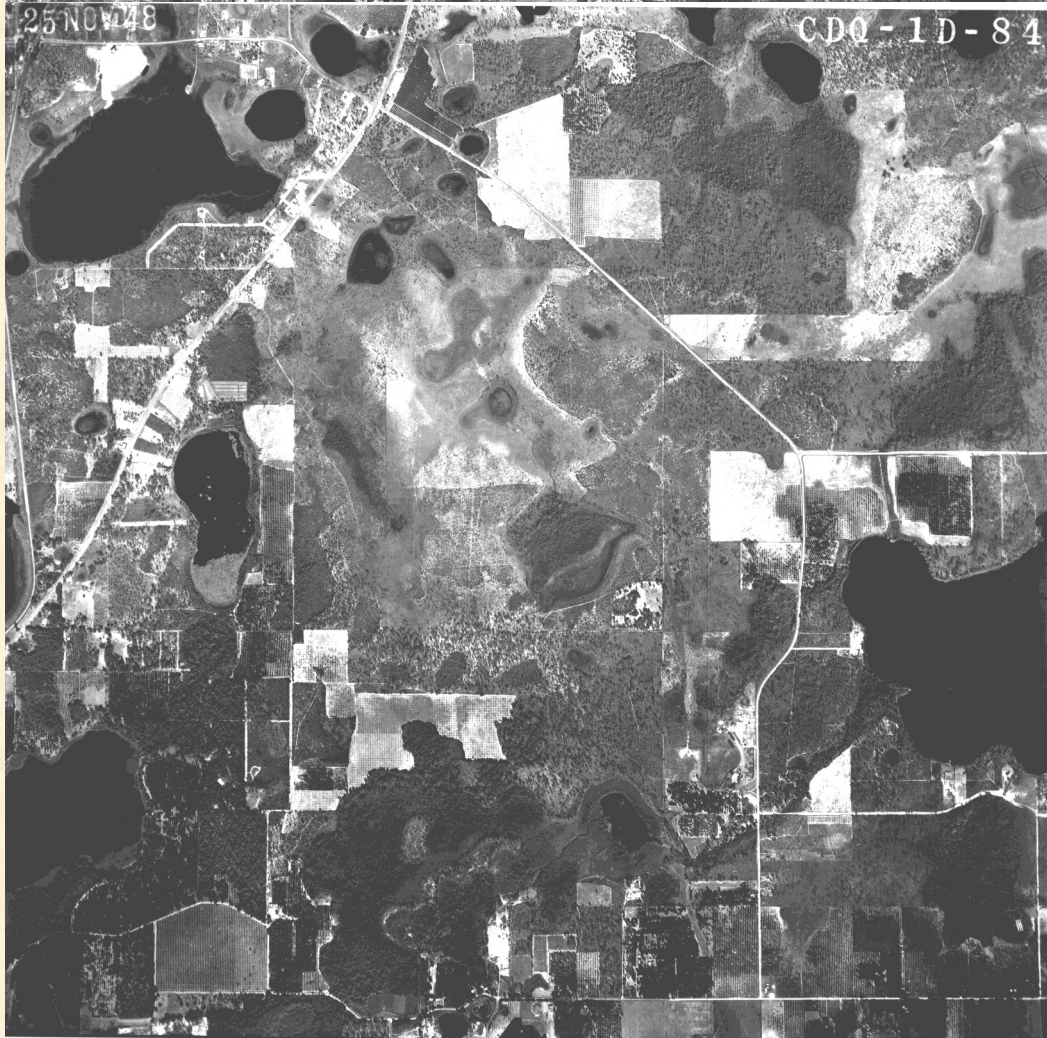




Photos of much of the Casselberry area in 1948 courtesy of resident and surveyor Mike Lucas.

I lived in Casselberry 26 years ago temporarily before going back to NY..back then it was Orange Groves and not too many stores. Now it has grown to be an established business oriented community that continues to grow and improve.

Diane Casadey
Best Marketing



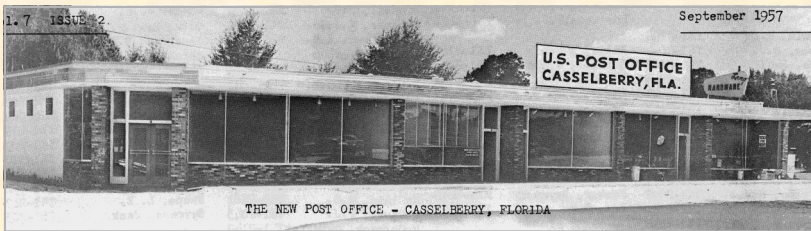
Why I love Casselberry: I love the small town feel.

Dave Walker
Professional Golf Events

Why I love Casselberry: I love the vibrancy of Casselberry and the growth that is evident everywhere. Concord Park is shining example of the rebirth this city is undergoing, it's just beautiful! As a member of the Casselberry Chamber of Commerce I look forward to continue serving the community in any way I can.

Jackie Ward,
Trustco Bank

Seen Around the City—1950s



The ferneries were still active in the early 1950s. Golf Course shown on S. Triplet and Overbrook, First Casseberry Post Office located on the Highway 17-92 in front of City Hall, the Industries Building (right) was where the Taco Bell is.

In the 1950s, Hibbard hired an advertising firm to promote the town. It included a mini feature that showed in movie theaters up north. He built Martha her dream house. Brightwater, designed by Gamble Rogers, in 1952. By 1953, he was “broke as Job’s housecat,” but it paid off with a boom in 1954.

Besides the Volunteer Fire Department, the most active civic group in the town was the Woman's' Club. Eventually, a Lion’s Club started. What had eluded Hibbard and the citizens was a Post Office. Despite local need and support, one was denied them until 1957.

Seen Around the City—1960s

“Individually, the citizens of Casselberry are the nicest people in the world. But put them all together in one room, and they are the meanest, orneriest, craziest bunch of people you’d ever want to meet!”

Kenneth MacIntosh
City Attorney (1962)



First Town Marshall Talley Hattaway and his wife Alma receive recognition from City Attorney Kenneth MacIntosh at the 1993 Founder’s Day Celebration.

Some called the 1960s the Decade of Discontent. Others remember it as an era of peace, love, and harmony. It was both. Central Florida had forced its way into the new decade like flames belched from a dragon’s belly.

According to the 1960 U.S. Census Report, Orlando was the fastest growing metropolitan area in the country. Ripping right along with it, Casselberry led the list of the area’s fastest growing small towns, with 600% in the past decade, from 407 in 1950 to 2,442. Hibbard wrote on a copy of the article, “really over 3,000 with Heftler Homes in the town.”

Hurricane Donna tromped Casselberry in September. It still holds the record for maintaining hurricane status the longest (17 days).

Hibbard started his last business, Casselberry Memory Gardens, when his mother-in-law Mrs. Frances Norris died. That’s because he saw no reason why she should be buried any place other than where she lived.

By 1961, Casselberry wasn’t Mayberry anymore. What town could be when even the Chamber of Commerce’s newsletter carried articles about a house being swallowed by a sinkhole - and what to do in the case of a nuclear attack – both in the same issue?

Casselberry had no sinkholes, but Winter Park’s experience with one had left people concerned. At the Community Methodist Church, Rev. Darwin Shea warns, “It is so easy to slip apart into cynicism, bitterness, and distrust, only to find that everything that was intended for good has crumbled into a hole with you. The greatest geologist the world has ever known came to allay our fears. Perfect love casteth out fear.”

Why I love Casselberry: Been in this area since 1986 because I love it. Good people.
Kam Patel, Red Willow Dry Cleaners

Central Florida became the bright and shining spot for an otherwise depressed country when President Kennedy challenged Americans to put a man on the moon before the end of the decade.

When the U.S. severed diplomatic relations with Cuba. Reports of Soviet spies, Fidel Castro's guerillas and the Bay of Pigs invasion filled the newspapers and television news. Less than 500 miles north, the events at Cape Canaveral made Central and East Florida an obvious target should war break out.

In 1962, a group of horsemen demolished the old Azalea Driving Park, and built the Seminole Park and Fairgrounds. It was expected to be the largest harness training track in the world, the only pari-mutuel harness track in the state, and the only quarter house pari-mutuel track east of the Mississippi River. Disagreements between the town and county over the maintenance and repairs of the two roads leading to the track caused monumental problems.

After much debate, the Town of Casselberry officially changed its name to the City of Casselberry.

Seminole Junior High opened its doors to over 1,000 students. Next door, South Seminole Elementary (now Casselberry), squeezed students into double sessions to accommodate the unfinished English Estates Elementary. Casselberry had a heavenly pair of schools, with the principal at the middle school named John Angel, and the one at the elementary school, Christy Harp.

Water rose 18 inches after Hurricane Dora, enough to make the Triplet Lakes look like three. Everyone owned waterfront property whether or not they wanted to.

In 1965, Casselberry creates two new committees, one for planning and another for zoning. Sinkhole opens up and swallows a 3 bedroom house. Thankfully, no one was there when it happened.



Citizen leadership had taken hold by 1966. Major budget items now included drainage, street paving, recreation. Commissioners vote themselves a salary, and advertise for a City Manager.

Why I love Casselberry: I love Casselberry for the many friends and business associates that I have in this area. And of course, location, location, location. I have seen many wonderful changes and improvements. And I love being part of a local community while having access to the many benefits of the Orlando area and beyond.

Pat Weber, National Processing Company

Homebuilder Lester Mandell, of Greater Construction, had his eye on a parcel of land he wanted to call Carriage Hill in 1967. He came to Hibbard and laid out his cards, “I need your community system - water and sewer - and you’re red-tagged.”

A potential jackpot sat in front of Hibbard, but he had no money to do the required improvements to the utility company or franchise agreement that he could win. “There’s nothing I can do about that,” he said.

Mandell, however, had not come into the game without chips to play. “I’ll tell you what I’ll do,” he offered. “I’ll put up all the money, take the water and sewer systems out of that situation, red tagged, and for the money that I spend to reconstruct the entire system, I’ll get fre etap in fees.”

Hibbard said, “That’s a fair arrangement.” They shook hands and the deal was done.



Why I love Casselberry: People here welcome you with open arms. There’s a great blend of Latin and American communities. Very friendly people.

Chef Bruno Ferreya, El Buzo (The Diver) Restaurant

SHOUT ABOUT IT!



I love Casselberry because it's small enough to know everyone, yet large enough to offer a wide variety of opportunities to a small business owner.

Alan Migliorato

www.sign-o-saurus.com

Congratulations Casselberry!

I love Casselberry because of its small town feel, where it's easy to get to know our neighbors and businesses. We have some nice meandering roads through our neighborhoods, by our parks and lakes.

**Hank Lander
Communication Solutions**

407-699-7442

Helping you gain the competitive advantage through technology.

Thank You

**Chamber of Commerce
Volunteers, Sponsors
and Restaurants for a great evening!**

Why I love Casselberry: I have many friends from Casselberry. It's my choice for Chamber involvement

**Mitch Phillips
Florida Information
Technology Group
407-920-2339**

www.fl-it-group.com

Congratulations Casselberry Turning 70 as a Seimans Award Winning Small City



Why I love Casselberry: It's a community minded, beautiful city that just keeps getting better and better. The staff and citizens care about the city, its people and its future.

**David Stalowy
Casselberry Commerce Village
www.primewarehousespace.com**

History of City Services



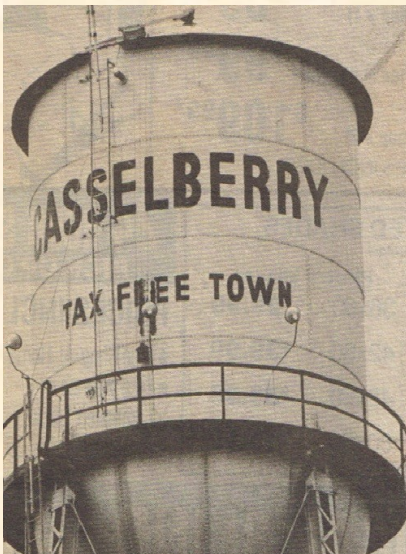
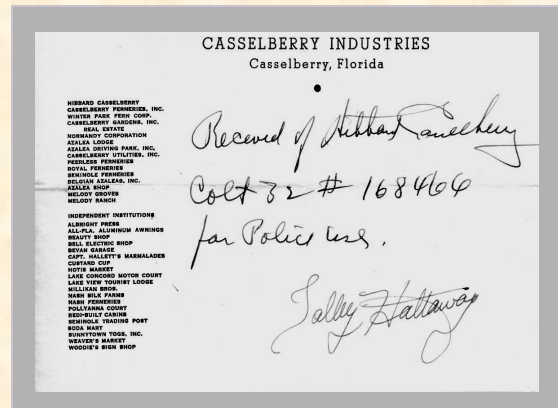
First Town Marshall Talley Hattaway, left—and Fire Chief Paul Bates



Top Row – Ceter Fire Chief ad former Mayor Herman Joyce; First Firefighter left of Joyce, Archie Hansen, second to last (later a councilman) Sal Orlando. Bottom Row – far left, John Fisher; far right, Bill Willson, son of former mayor, Donald Willson



Talley Hattaway was the first Town Marshall. No one expected Talley to need a gun, but Hibbard loaned him one just in case. Their philosophy was simple. If everyone obeyed the laws, they would not need to spend money on a jail.



Hibbard had planned on building a sewer treatment plant in 1957, but as always, the problem was money. Two years later, Sanford's sewer treatment plant was the only one in the county. Inside its circular walls, grinders chewed the sewage a bit and then spit it out into Lake Monroe on the St. John's River.

Hibbard finally had O'Neil & Associates, an engineering firm, draw up a two-phase plan that allowed the system to get into operation quickly, with additional improvements to follow. Having a sewer system meant that builders could more easily get FHA loans to build houses.

When the job to build the plant fell to Len, who had gotten his sewer treatment operator's license in 1957, he figured building a plant couldn't be any different than building an airport. He got the instructions and began studying. In his spare time, he drove to various treatment plants to see what materials bigger cities used and how they poured the seals. Before long, his wife Jane realized that every time Len took the family out for a drive, they somehow ended up at a sewer treatment plant.

When Len was ready to begin construction, he had to juggle work schedules. The crew he had worked regular hours, but not always on utility jobs. Len got Ben and Miller Evans to engineer the round tank. Herman Joyce used his dragline to lift and pour gallon drums of concrete. Everyone kept their fingers crossed that Inland Concrete could keep the cement trucks rolling in on schedule. When all the steel rods in the floor stuck up like a circle of reeds, the men tied them together with wire, just like the engineering plan instructed. When the plant was finished, Hibbard was thrilled. Jane took away a different point of pride from the experiences. Their son Dan had turned an oatmeal box, tinker toys flour and paste into a blue ribbon award at the county Science Fair by demonstrating how a sewer treatment plant worked.

Below, Paul Bates (standing center) and his crew replacing water lines. Right, the closing of the sale of the utility company to the city.



City Hall



The meeting that resulting in the incorporation of the Town of Casselberry took place in the Community House. In the 1950s, Hibbard figured that the Mayor needed an office, so he reserved one in his fernery building. At times it was a hot spot of activity, such as when Mayor Herman Joyce held an emergency public meeting to put to rest rumors about taxation. In politically quieter times, Hibbard put it to other uses, as can be seen from this excerpt:

Business jumped since Casselberry had become the only small community in the area where all five neighboring savings and loan associations made loans. Besides offering homes that qualified for VA and FHA mortgages, he accommodated buyers in every way possible. Hibbard wrote to the Stevensons in New Hamburg, New York., "I am glad to report that your furniture arrived from Gainesville yesterday and is all in the mayor's office under lock and key, We shall endeavor to take good care of it until we see you in the fall."

Later, a group of men from the town got together and built the first Town Hall (below). It housed the municipal court, clerk's office, council chambers, and the fire engine. Self sufficiency was common in Casselberry and the cause of great community pride.





The dedication of the City Hall in the 1970s, From left to right: Mary Hawthorne, City Attorney Kenneth

One of the last gifts Hibbard gave the city was the land where the current City Hall is located. (Below: Curtis Blow, Hibbard, Tom Freeman) Hibbard passed away in 1969, before he could see it built. When the city hall was built it was dedicated to him. This is now the Public Works Building. Below right is a pledge found in Hibbard's desk drawer. He took it to heart.

In 1983, the current City Hall was dedicated to Mary Hawthorne, who served as City Clerk and Treasurer from 1963 to 1983.



Why I love Casselberry: I've been in Casselberry for over 26 years. It's been my hometown where my kids are growing, we love the peace, quiet, and safe environment this wonderful city offers us.
Gilbert Romero, Harpist Gilbert

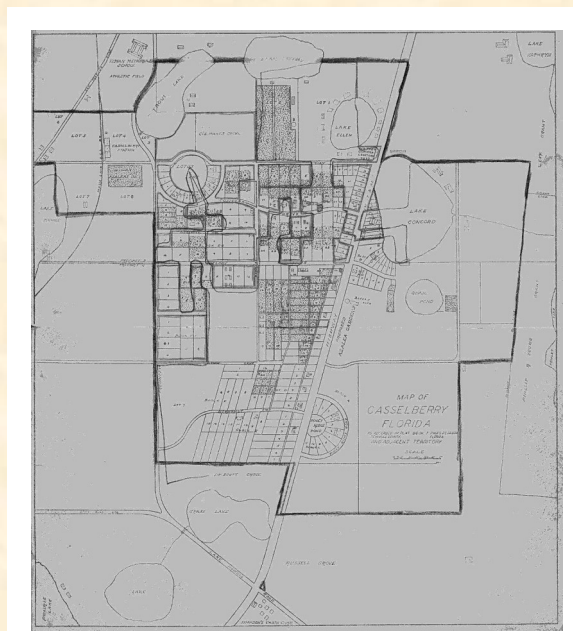
The Map of Casselberry: The City's Untold Struggle for Existence

In the late fall of 1939, Hibbard's fernery workers set the smudge pots out in the slat houses. His partner in Casselberry's Belgian Azaleas, Jules Colle, carefully protected the azalea beds. Again, the pumps sent a lifeline of oil through to refill the smudge pots. The stockholders who felt the pipeline was an extravagance in 1933 would not have believed the ferns would never be blasted with twenty-two freezing nights in one month, but it happened in January 1940.

Near the turn of the new decade, talk of incorporating the Town of Fern Park probably surfaced again. Its developer Gordon Barnett had recently been ousted from the House of Representatives by an informed electorate. However, it is doubtful that he had given up his dream of having a town or was without influence on other politicians. While no written details are available of this account, the damage done by the Depression still lingered in the hearts and wallets of people everywhere. The mere notion of anyone levying taxes on their real estate or creating bonded indebtedness where there was none would have unsettled most folks.

Residents came to Hibbard wanting to know how they could prevent such an action. Having a sordid history with Barnett, he suggested that the best defense was a good offense: they should establish their own boundaries before Barnett did it for them. Hibbard consulted with his attorneys and found that they could do that discreetly, by having a surveyor draw the description based on who wanted to be involved, and then recording it as a map. Afterwards, they could incorporate as a town under an old law that only required twenty-five signatures.

The secret spread quietly among a few residents, and those who wanted to be inside the new town signed up. Hibbard asked his absentee fern estate owners with to join them. When the surveyor finished his drawing, the map looked like a half-finished jigsaw puzzle, with pieces of Fern Park Estates missing. Regardless, Hibbard filed the "Map of Casselberry, Florida" at the Seminole County Courthouse without any fanfare on April 1, 1940. The commissioners approved the paper and sent it on to the Clerk of the Court for recording. Continued on page 48





Why I love Casselberry: I grew up in Casselberry from the age of nine. My parents still live there, and I attend church there. It's a place that is dear to my heart, and I'm excited to see the growth that is happening in the city.
Charity Mattern
C. Mattern Catering

Why I love Casselberry: Centrally located to everything, and fun events!
Saeed Sarraf Wingstop Restaurant

Why I love Casselberry: Good town with good people.
Luis Pomales Pomales Insurance

Why I love Casselberry: This is a growing, vibrant, centralized city, with diverse businesses and neighborhoods.
Patt Russell First Security Title Services

Why I love Casselberry: Opportunity! Nice folks.
Dr. Geri Graham, OD PA

Why I love Casselberry: I love Casselberry because it's centrally located and easy to get to all locations. Our neighborhood is quiet and friendly. The Fire Department and Police Department are ALWAYS extremely efficient. And, we have a great Chamber!
Heather Westbrook
Blue Sky Collection

Why I love Casselberry: It just makes sense!
Ayla Topgul, Angora Designs
Alterations and Tailoring

Why I love Casselberry: We love Casselberry because of the people. This is a very friendly community. We also love the Casselberry Chamber of Commerce and the people involved in the business community. We also love the rejuvenated downtown area and the festivals held at Lake Concord.

Carl and Anna Lea Bourland
Color Tile - Carpets Plus

Why I love Casselberry: Casselberry offers a little bit of everything. You never have to leave the city to find a business that provides you with what you need. I like the small town feel.
Jenifer Krupienski,
Feelin' Groomy
Pet Salon and Self-Service Dog Wash

Off the Grid Gourmet

I have a real predicament!

Casselberry is having a birthday, and birthdays always make me think of cake. Then that sent my mind traveling into the wonderland of desserts. All afternoon, I've fought the urge to bake chocolate chip cookies... or pies, tarts, trifles home-made banana pudding, blackberry cobbler, peach crisp, and on and on.



Faye Beach

To make matters worse, I have just moved back to Casselberry, and most of my cookbooks are still packed... somewhere. You see, I went from a 2,200 square foot house to an 800 square foot house - overnight. No doubt there's a book in this drama. I'll call it *Eight Hundred Square Feet and Six Sets of China!* My priorities, however, are intact. The cookbooks are somewhere, but by golly, I can find my china. Most of it is stuffed into a curio cabinet in the corner of the living room. China, or even every day place settings, can be pretty enough to use as decoration.

Back to the cake. We all have our favorites; having someone make that favorite cake for us makes it even more special. I did some research to find out Hibbard Casselberry's favorite dessert. I understand that he loved Bavarian Cream, which has about 30 grams of fat. Like many of us, he eventually had to start watching his weight. That's when he switched to Angel Food Cake, which has less than one gram of fat per serving. Contrary to popular belief, both of these deserts are simple to make.

Here's where you have to pay attention: Bavarian Cream is not thick like pudding, and does not make a good filling for cake or pastry. A heavier pudding like mixture is needed for this. There are many recipes for the filling of Bavarian Cream Cake. The Bavarian Cream Hibbard served when entertaining guests was the thinner mixture.

I doubt you'll find Bavarian Cream at your local grocery store, but you will find good Angel Food Cake. That and my storage problem should explain why I am using recipes not in my personal collection.

In doing my research about Mr. Casselberry's favorite dessert I did learn that his daughter Lilian baked a birthday cake in 1969 for his 76th birthday. In keeping with the times it was decorated with psychedelic frosting (swirls of food coloring on white icing). Those of you who know Lilian and her penchant for cooking - or lack thereof - would probably have loved to have been a fly on the wall in that kitchen.

Cheers!

Faye

For Faye's recipes go to page 46

Can anyone tell me? When Southern brides spend hours picking out china, crystal, and silver, why do they hide it away in a box or in the side board? Gals, if you are lucky enough to have the good stuff, get it out and use it. If you use and wash silver regularly it will not tarnish, and washing a couple of spoons and forks everyday beats the living daylights out of polishing silver.

Avoid Bad Wine

What's in the Bottle? Buying Private Label Wines

By **Jim Boswell**

Private label wines are a pretty big business. Google comes up with 492,000 matches for it. Many marketing people believe it is a prestigious way to get some attention., assuming the wine is worth drinking.

The wine has to be worth drinking? Aye, there's the rub, as old Hamlet said. How prestigious is it going to be if your private label wine tastes like cough syrup? How many new clients is that going to bring in? If you use Google to find private label wine how sure are you that the wine is good? I suppose some sites have testimonials, but personally, I'd like a little more hands-on with the decision.

This is the approach AllCass.com took when looking for some private label wines. The first thing they did was to find a reputable local wine retailer – in this case, Cork and Olive in Lake Mary. The beauty of this is that you don't just take the wine you are given, you get to choose them. With some help from someone who knows wine, you have the opportunity to sniff, taste, talk about price, availability, and so on.

What you end up with is wine you yourself would drink, wine at a price within your budget, wine you know is available, and most important, wine on which you will be proud to see your label.



***Salud to AllCass.com
for doing it right!***



Jim's passion for wine began more than 35 years ago. Early influences were television shows The Galloping Gourmet (Graham Kerr) and Julia Child.

Before blogging, Jim has had a distinguished career in management. He has given his time and energy to his community in leadership positions in both business and non-profit sectors, including the Boy Scouts, Rotary, and Casselberry Chamber of Commerce.



You can follow Jim at AvoidBadWine.com, a blog targeted toward the casual wine drinker rather than the wine connoisseur. "Our main interest is in helping people find out what they like and how to find it at a good price."

Where in the world is Carlos?



Getting Away from the Hustle and Bustle in the North Georgia Mountains

by Carlos Giraldo



I had a business trip planned to Miami earlier in the month, but it was cancel at the last minute. Thank goodness our personal summer getaway did not get canned as well.

I am sitting now in a cabin totally surrounded by a thick forest about 2 hours northeast of Atlanta near the North Carolina border. The nearest town is Blairsville 2,000 feet above sea level and at the beginning of the Blue Ridge Mountains.

Our goal was to get away from the stifling heat and humidity of Orlando. We didn't entirely getaway from the heat. Temperatures during the day rise into the low 90s but as soon as the sun starts its decent into the west the temperatures almost precipitously drop into the cool low 70s.

Sitting on the porch in the early evening hours is almost like being in paradise. Birds singing, the deer scampering through the woods, the cacophony of insects as they welcome relief from the heat of the day and the smell of the barbecue is simply "heaven."

Why I love Casselberry: I love more than Casselberry. I love Seminole County. Being smaller than its neighbors it seems to work better.

Jim Boswell—Avoid Bad Wine Blog



Climb the mountains and get their glad tidings. Nature's peace will flow into you as the sunshine flows into the trees.

The winds blow their own freshness into you and the storms their energy, while cares will drop off like autumn leaves.

John Muir

This is as far as we can get from Florida but not Floridians. We find this place to be the favorite getaway for Floridians and almost every other person we meet comes from somewhere in Florida. Blairsville is one of many towns in the North Georgia area with names like Hiawassee, Blue Ridge, Young Harris, and Dahlonega. They all feature a small town square with lots of shops (yes, even a Wal-mart) and summer/fall festivals.

Outdoor activities abound and we have done it all – hiking, mountain biking, horseback riding, white water rafting, tubing and boating (lots of lakes in the area). My wife loves the farmers markets, antique shops and general stores. And, we treat ourselves to slow leisurely lunches at local cafes.

I recommend for first time visitors to stay in a local hotel for a couple of days, check out the area and find a cabin suitable for the family. Prices are unbelievable. You can rent fully furnished cabins for as little as \$500 per week.

For hotel or motel lodging information and reservations check out www.crs-hotels.com and click the tab – Additional Destinations. While in town visit the nearest real estate office (there are quite a few) and rent a cabin.

Ideally, you don't want to be more than 5 miles from a town and no more than 1 mile from a major road. It's nice to be in the wilderness but definitely you don't want to be in the wild.

More information on Blairsville at www.blairsvillechamber.com

Why I love Casselberry: Great central location, super concerts.

Brian Mullen

PRO-CO (Process Control Instrumentation)


Why I love Casselberry: We love feeding our local and hard working citizens!

Larry Leo, Amelia's Italian Restaurant

Employ.Ed



This is Ed. He wants a new job.



This is Ken Dickson.
Employment Recruiter.

The Mysterious World of Employee Infidelity

Meet Ed. Last Friday afternoon, Ed walked into my office and began a parade of accolades about all the outstanding work he has done at his current job. He held his breath for a moment and then blurted out about having been passed over for a new position.

“I decided to have someone from outside of the company fill that position,” his boss said. “This new person has the contacts and experience we need. I hope you understand.”

Ed had known for a while that if he wanted to advance, it probably wouldn't be where he works now. Deep down inside, he wanted to give his boss his a rather unique resignation. But while Ed's work ethic is somewhat impaired, he's not dumb enough to make that blunt a statement. He needs this job until he gets a new one.



Ah, welcome to the mysterious world of employment infidelity. Ed is now a confidential job seeker, currently employed but looking for a new position. If Ed's boss were to find out, his position would be in jeopardy. So, he has to look for a new job in a different and occasionally more secretive way.

While Ed is my buddy, and a nearly hopeless case to keep employed, he knows I'm an executive search consultant, a recruiter, or in the term de jour: a headhunter. I link qualified job seekers with qualified companies. When that happens, the conversation usually goes like this:

“Ken, I'm dissatisfied with the company because...” Then check a box: (a) there's a change in management (b) I've been passed over for a promotion, (c) my career is going nowhere (d) I want to work for a bigger/smaller/ company, (e) the boss is a jerk, or (f) all of the above.

Why I love Casselberry: An unbelievable vibrant community and business environment.
Michael Kaye, DC, Network Chiropractic

That's when I say, "Many people feel that way. Go talk to your boss and explain your dissatisfaction. Don't let your boss know you are considering leaving, but just discuss your possible career path. There may be things developing that would make you want to stay. If that conversation does not yield what you are looking for, then it is time to look for a new position."

In Ed's case, he has had that conversation with his boss and knows the search is on .

While Ed is like many job seekers I talk to daily, he's not a real person. He is a "Phoobie," an original creation and figment of my imagination, born during my early underground life as a writer, cartoonist, and satirist. We've been together a long time, but because I have a job, he has decided he wants one too. Go figure.

Oh well, this will take some time. Stick with us!

ABOUT KEN: Ken has over 10 years experience working with hiring managers and job seekers. Technical fields placed include architecture, engineering, defense, power generation, wind energy, and environmental. Ken received his Bachelor's Degree from The Citadel and is currently seeking his Masters Degree from St. Leo University. If you want to get Employ. Ed ore often, then you can find Ken at:

www.linkedin.com/in/kcdickson or www.twitter.com/kcdickson



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September 11 from 7:30 to 9:30

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Why I love Casselberry: I moved here with my family in 1969, and have lived here ever since. It is convenient to all Orlando has to offer, without having to live in Orlando. We chose Casselberry for our business because of the diversity of its people and businesses here.

Elaine and Art Waldman, Klassy Kidz Children's Consignment Shop

Growing Up in Casselberry

After World War II, Hibbard's two sons, Hib Jr. and Len, and their wives settled into life in Casselberry. He expected his sons to learn his businesses from the ground up, as he had done at Hibbard Spencer Bartlett & Company, his first job at his grandfather's hardware firm.

Hib watched as Cedric Benz, the bookkeeper, tried to balance Hibbard's income against his overdue invoices. It didn't take long before Hib could see the task was more like juggling time bombs. He had no easier time keeping the multiple companies straight than his Uncle Bill had, and gave his father the same advice about his incessant land purchases: quit buying and let the cash flow catch up. But with Hibbard's headstrong attitude, he rarely listened to other people's advice.

Len took to the "hands on" part of the business, working outside with the crews. Because televisions and drive-in theaters had yet to come to Casselberry, Hibbard wanted movies at the Community House to keep the junior citizens happy. Len ordered some from a catalog, and everyone was pleased, especially the parents who dropped their sons and daughters off, thinking the ten-cent (\$1.00) admission a bargain price for baby-sitting.



Above: Len and Jane Casselberry at the time they ran the horse track. Len after landing an airplane on the track at Azalea Driving Park.



Why I love Casselberry: Casselberry is a quiet community full of charm and history nestled in Central Florida. The parks and lakes are absolutely beautiful and regarded as a hidden gem. The business environment in this area reassures its residents they "Really Care" about their customers.

Harry Foote, Footnotes Web Services

Why I love Casselberry: The location and the people of Casselberry.
Joe Laurenza, Laurenza Insurance Group

After World War II, Hibbard's two sons, Hib Jr. and Len, and their wives settled into life in Casselberry. Eventually, Hibbard told his sons that they start businesses. With their father's two thousand acres at their disposal, the young men had a broad range of opportunities. Although neither one of them could afford an airplane, they thought, why not build an airport? They liked to fly, as did Hib's wife Audrey, and Jane was taking lessons.

Len and Hib chose a relatively flat, dry area, south of Seminola Boulevard, a major road on the northern edge of town, and then wrote the Civil Aeronautics Administration for instructions on how to draft a proper plan. The brothers aimed the runway at Lost Lake. The task of clearing the land fell to Len and Jane.

Morning until sunset, day after day, Jane drove the truck across the rough-cut terrain and palmetto roots, while Len bounced on the trailing chopper, trying to weigh it down. Unfortunately, the runway stopped – as did their plan for an airport – when they got to the wetlands, just short of the length they needed.



Hib's wife, Audrey, above, loved flying. Notice the name Lake Jane, Lake Audrey, and Lake Molly on the plat to the right.

Why I love Casselberry: Mayberry - Casselberry We have our town criers and town drunks, but then we also have the Aunt Bea's and the Andy Taylor's and even a Barney Fife to balance the scales. I love this town enough to stay focused on its growth and appreciate it's past. My home My business and My family are all in Casselberry.

Bill Allen, Mechanics Plus

Bavarian Cream,

Ingredients

- 2 tablespoons unflavored gelatin
- 1/2 cup cold water
- 4 egg yolks
- 1/2 cup white sugar
- 1 pinch salt
- 2 cups milk
- 1 teaspoon vanilla extract
- 2 cups heavy cream



Directions

In a small bowl, stir together the gelatin and cold water. Set aside to soften.

In a medium bowl, whisk together the egg yolks, sugar and salt until smooth.

In a medium saucepan, bring the milk to a boil. Stir a small amount into the egg yolk mixture, and then stir the egg yolk mixture into the hot milk until well blended.

Whisk in the softened gelatin and vanilla. Run through a strainer, and allow to cool.

When the mixture has cooled almost to room temperature, whip the heavy cream to medium stiffness and fold into it. Refrigerate until ready to use .

BID ON FAYE'S SPECIAL OFF THE GRID DINNER FOR 4 IN THE CELEBRATE CASSELBERRY SILENT AUCTION OCTOBER 7

Why I love Casselberry: Casselberry is a wonderful bedroom community of greater Orlando. You get the small hometown atmosphere, yet you're minutes from the metropolitan city of Orlando.

Lynne Breckon, InvestOrlando Realty

Why I love Casselberry: We love Casselberry because it's conveniently located. You get great access to Jacksonville, Tampa, Miami/Ft. Lauderdale, or Daytona Beach. It's a short distance to anywhere you want to be.

Isabel and Roxane, Greater Properties Inc.

Why I love Casselberry: I not only work but live in Casselberry. I love the community and its people! Casselberry is convenient to all of Orlando and is a great place to live!

Ralph Proctor, Barter First International

Why I love Casselberry: I love the friendly people, beautiful parks, and a great central location. Its' a great place to call home. Dodie Stevens, Above and Beyond Pet Sitting

Angel Food Cake₁

Ingredients

- 1 cup cake flour
- 1 1/2 cups white sugar
- 12 egg whites
- 1 1/2 teaspoons vanilla extract
- 1 1/2 teaspoons cream of tartar
- 1/2 teaspoon salt



Directions

1. Preheat the oven to 375 degrees F (190 degrees C). Be sure that your 10 inch tube pan is clean and dry. Any amount of oil or residue could deflate the egg whites. Sift together the flour, and 3/4 cup of the sugar, set aside.
2. In a large bowl, whip the egg whites along with the vanilla, cream of tartar and salt, to medium stiff peaks. Gradually add the remaining sugar while continuing to whip to stiff peaks. When the egg white mixture has reached its maximum volume, fold in the sifted ingredients gradually, one third at a time. Do not over mix. Put the batter into the tube pan.
3. Bake for 40 to 45 minutes in the preheated oven, until the cake springs back when touched. Balance the tube pan upside down on the top of a bottle, to prevent decompression while cooling. When cool, run a knife around the edge of the pan and invert onto a plate.

1. Allrecipes.com, 413 Pine Street, Suite 500, Seattle, Washington 981011

PS. If any of you would like to contribute recipes to this column feel free to send them to me at faye@allcass.com. I think it would be great fun to share recipes from our past and those we love most today. Don't tell anyone, but I don't always make everything from scratch either.

Why I love Casselberry: Casselberry sits right smack in the middle of everywhere I have lived in central Florida, so it is a very familiar area. Despite being right in the middle of everything, it still has a "small town" appeal about it.
Randy Sanders Action Gator Tires

Why I love Casselberry: I love Casselberry because of its charm and nice people.
Yolanda Tyler, Amaya Papaya Indoor Children's Playground

Why I love Casselberry: Small town feel and convenient location.
Alan and Jayne Adamski, Ol' Times Smokeshop

The Untold Story—from Page 36

Once news of the contorted map found its way to Barnett, he blistered over the injustice. He and eleven others rushed to attorney George Garrett's office to find legal first aid for the wounded subdivision. When Garrett called Hibbard's attorneys, Garland Spencer and Hershel Moats, they politely responded that, although the map did have a peculiar form, it met all the legal requirements.

Prominent Winter Park writer Irving Batchelor had once penned, "Good leadership can accomplish miracles in any town, and friendship is the cement that holds a town together." Hibbard probably expected he would need a miracle to heal the resulting rift between the two communities, but he tried to do just that by becoming a one-man Chamber of Commerce. In a formal letter to the "Residents of Casselberry," he officially introduced himself as the largest grower of ferns in the United States. Besides growing ferns and azaleas, he developed land, sold lots and owned a utility system. He shared his grand plan for a beautiful Belgian Azalea Garden in the 20-acre tropical jungle along the highway, where the town might eventually build a more fitting community house. Until then, he offered to do improvements on the current one for their use.

Hibbard proudly promoted the area's only organized group, the Fire Department. When rain was scarce, dry pine needles and leaves cracked even under the weight of a child's footstep. Because citizens had built frame homes, Hibbard offered to install additional fire hydrants to as many nearby residences as was possible at cost. He had already installed standard fire hose connections to the water mains near each house that his company owned. The irrigation system for ferneries and commercial gardens could supply 2,000 gallons of water per minute, and he assured them the domestic water system had an excellent bill of health. (In 1936, Hibbard had dissolved Lake Concord Company. In March 1941, he would incorporate Casselberry Utilities to expand service to the fledgling town.)

When he finished with his accolades, Hibbard boasted about every businessperson inside the town's limits. William Drake was an insurance agent. The Dollisons raised the most delectable broilers that never put foot on the ground. The Simpsons ran the Rustic Cabin Camp, a tourist lodge. Everyone in the South knew the Smiths for their exquisite calla lilies. Of course, the Colles were internationally known azalea growers.

Hibbard should have stopped at that, but he extended a little free publicity to the businesses just outside of town. "Mrs. Barnett, Sr., nestled right in our midst, although not included in the recorded plat, has a charming little gift shop, worthy of one half-hour of anyone's attention when looking for a bridge prize or party gift. Col. Haines, Mr. Black, Mr. Russell, and Dr. Scott have extensive groves along our borders, and there are several who have smaller groves in our neighborhood."

Given the delicate circumstances between Casselberry and Fern Park, Hibbard planned to attach a special card, saying that while the letter did not apply to them, he expected they would be interested in what was happening nearby. Unfortunately, in the excitement, the letters went out without the cards.

Hibbard honestly wanted the hostility to end, and anywhere else, his congenial letter and blurbs of free advertising would have been welcome. However, a backlash erupted in Fern Park, no doubt resulting in calls and visits from Barnett and his friends. On April 21, 1940, Hibbard wrote a letter to nonresidents and digested a big piece of humble pie. "We do not blame you for being displeased after receiving a letter address-

ing you as a resident of Casselberry, Florida. We have explained the error in the omission of the card, and we trust you will forgive it.”

Because he and the others in Casselberry were asking the government for their own post office, Hibbard had to smooth over that issue, too. He wrote how nearby towns of Longwood and Altamonte had been concerned about a loss of business when he first established a railroad stop in Casselberry, but that he did not solicit any business from either one. Likewise, the town residents wanted their own post office but had no interest in soliciting any outside postal patrons:

“We have been consistent in saying that we do not wish to interfere with the Fern Park Post Office and would continue our stamp purchases, which run from \$360 (\$5,000) to \$500 (\$7000) per year.” The revenue must have been due mostly to Hibbard’s voracious advertising and was quite a concession. Rather than revenue, Hibbard wanted the Town of Casselberry to receive the recognition and credibility that came with a post office. “Communities have grown up side by side – Cocoa and Rockledge, Daytona Beach and Seabreeze, Daytona and Holly Hill. Why not Fern Park and Casselberry? Let’s work side by side in harmony.”

On June 4, 1940, Hibbard Casselberry and Gordon Barnett stood side by side, but it was not in harmony. It was in front of the county commissioners, who, thanks to Barnett’s attorney, now realized the unprecedented nature of battle over the Map of Casselberry.

Why I love Casselberry: Casselberry is nestled amongst trees and lakes, close to the big city, without having all the stress that comes with large urban masses. It’s a place that’s easy to call home.
Tish Moore Whitting, Juice Plus

Why I love Casselberry: "I love Casselberry because of the great community. Many of the people that live in Casselberry seem to be involved in events and taking care of the surroundings".
Bernadette Maisonet, Snowasis Snowcones

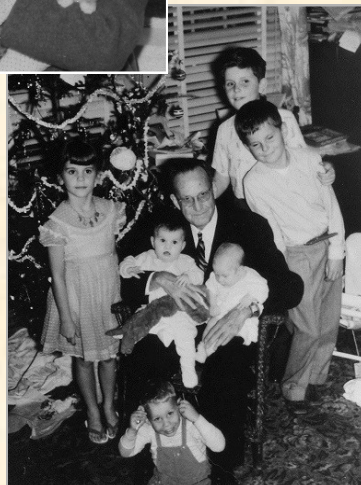
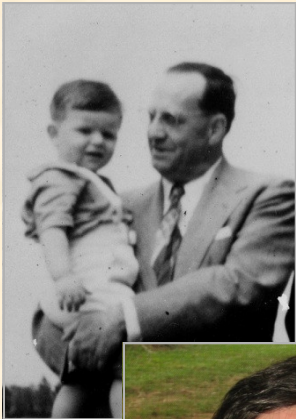
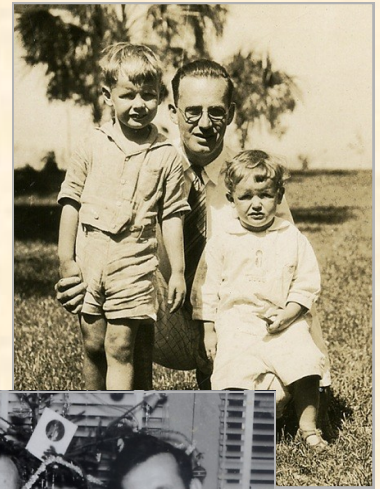
Why I love Casselberry: Casselberry is going through a resurgence and I am proud to say that I play a small role through the Chamber and the Rotary Club. Although it is not my "home" community, I spend lots of time in Casselberry. I love what is happening here.

Carlos Giraldo, CRS Hotels – A Worldwide Reservation Service

Thank you to all of those who have served the city in many ways over the decades—those who are here and those who have left us. Without you, Casselberry would not have been the beautiful and enriching city it is today.

With great appreciation from the Casselberry Family

For more on Hibbard and the early days of the city, go to www.kingofcasselberry.com



Upper left: Lilian Casselberry, lower left: John Casselberry — Upper right: Hibbard with Hibbard Jr (left) and Leonard, circa 1927 and with them again (Hib Jr left, Leonard right) circa 1950s. Today: Hib Jr and wife Martha - Leonard and wife Jane. Hibbard with grandchildren, and Diane (with kitten) (Daughter Molly, deceased, and more grandchildren not pictured.)