Welcome to My City



### CASSELBERRY

Celebrating 70 Years

To Return to www.allcass.com

Click the links on the bottom of the pages.

"This community is small enough to be like a large family, and large enough to provide a quality environment in which to live work and raise a family."

Vicki Helmick, CPA

Featuring
Volunteers
& Being
Thankful





### Put your car's maintenance on the top of your holiday list.

This holiday season it's easy to get distracted from your long list of things to do. But your car doesn't care that you're late to a meeting, your child's doctor's appointment, or that you are stuck in traffic.

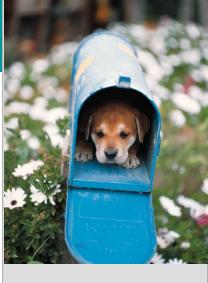
If you do find yourself at the mercy of an unexpected problem, who will you call? Who can you trust far away from home to tell you the truth? One call will give you that peace of mind.

Need help? Bill Allen welcomes your call any time. Or you can find him online at <a href="https://www.mechanicsplus.com">www.mechanicsplus.com</a>



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### All Casselberry Magazine

www.allcass.com Editor and Publisher Lilian Casselberry

**Director of Operations**Faye Beach

### **Contributing Photographer**

Robert Buckley Faye Beach Nancy Urban

**Contributing Artist**Joe Mark

#### **Contributions**

Food: Faye Beach
Wines: Jim Boswell
Travel: Carlos Giraldo
Leadership: Bill Hufford
Growing Up in Casselberry:
Jane Casselberry
Website 101: Harry Foote
Special People:
Rev. Tony Tizzio

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### From the Editor-Volunteer Left a Quiet Legacy



What drove Hibbard Casselberry was his vision of a prosperous town where everyone would want to live. However, it was the first citizens required that it be a tax-free town, one where everyone worked together to support it in some way.

To be self-sustaining meant it had to be volunteer-driven. People took turns serving in office out of pride. Simple logic prevailed: if no one broke the law, the town did not need a jail. If you wanted a paved road, you had to be willing to sign a note to pay for it

Fire was the common enemy, with most homes built of frame construction. Paul sat across from Hibbard at the table in 1940, ready to be Chief of the Volunteer Fire De-

partment. The men raised the money for most of the equipment, bought it, and put out the fires. They trained on their own time.

For over two decades, the Fire Chief was Paul Bates. Standing about 5'5" tall, and weighing less than a whisper, you might think he was one of the neighborhood boys. Students in our local schools knew him on sight, and he could call each one by name. Today you might say he and other volunteers acted like Outreach Officers always teaching at the schools.

Paul served as the town's second mayor, and numerous terms as a council member and chairman. He worked for Hibbard at Casselberry Utilities, but when the fire alarm went off he headed for the Town Hall were the fire truck was kept. Along with his Assistant Chief Herman Joyce, he led the volunteers to mud and house fires, pull people out of car wrecks, and performed CPR. Then they went back to work. They did it year after year despite the scenes of emotional trauma replaying in their heads, because they loved the town.

As the town grew in the Sixties, county school busses traveled Winter Park Drive. Without any maintenance contribution from the county, the road's dry clay surface deteriorated quickly. Cars rumbled down the washboard-rough surface in the hot months, and slid from side to side in thick orange slime when it rained. Committees formed and talked about how to resolve the issue. Each member looked for the other to lead.

The city needed proper releases to obtain funding from the county. A handful of people had not signed. Letters sent out in the mail failed to produce results. Time dwindled down to a precious few days. Finally, Paul went to the commission and got the forms. Over the next few days he talked with each property owner, neighbor to neighbor. He told them what the city needed, and obtained their signatures. In 1965 the Triplet Lakes Homeowners Association called him the man of the year. Today few people remember the association.

By 1970 the loss of his wife and a disease of the nervous system had taken its toll on Paul. His friend Hibbard, the man who had given him a job as a young boy in 1926 had died. Paul continued to work at the utility company taking payments, and probably lived alone. Then one day he passed away.

Few other people have given as much to Casselberry as Paul Bates, and with that thought I thank all of the volunteers who have given their time, talents, and energies to the city. While names may have disappeared from daily conversations the city is your legacy as it was Paul's.

Have a Happy Thanksgiving, Lilian

### Holiday Grocery Shopping Before Publix and Superstores



Family and friends gather with Hibbard and Martha Casselberry for the first Thanksgiving after their home, Brightwater, was built in 1952. The turkey came from the Maitland Turkey Farm.

In the upcoming seasons many of us associate with our good friend, Tom Gobbler, aka The Turkey it is befitting I tell the story of the area down Lake Howell Road and Howell Branch Road... and an unlikely event that happened there that became a part of Florida folk history.

Return with me now to 1953, a time before we had a Wal-Mart, Sam's Club, or even a Publix Grocery Store here. You have Weaver's Market in town right next to Hibbard Casselberry's fernery office. Caddy cornered from Highway 17-92, a two-lane blacktop road, is the Fern Park Post Office. Next to that is Hotis's Market. Competition is new in the town. Hibbard didn't want two of the same businesses until the first man was making a good living at it.

When holiday season rolls around, however, you go a bit further out to buy your fixins. The biggest roadside stand is the Horn of Plenty on Horatio in Maitland. Being practically at the back door of Winter Park the fruit, vegetables, and flowers are good. But if you want your shopping experience spiced with the latest local gossip, you wander over to

Dolly's Market in Fern Park. Dolly has all the charm of Tugboat Annie, and beautiful brown hair that she sells when it gets long enough. She and Hibbard have a love-hate relationship because she knows everything that goes on in town sometimes before he does, but she refuses to annex into Casselberry.

The milkman usually delivers dairy products to your doorstep twice a week. The milk comes in glass bottles with cream floating at the top. When you finish it you leave the empty bottles out for the milkman to pick up. No one has ever heard the word recycling. It's just what you do. For fresh eggs you go into Longwood to the Carlson's Egg Farm on S. Grant Street (just off Highway 434). Now, all you needed is a fresh turkey.

To get to get a prime white feathered feast is straight from the farm. You head back on Highway 17-92 to the dirt road on the south edge of town called Lake Howell Road (now Highway 436). A ways past that is Red Bug Road, the straight-away where the guys go to race on Friday night. It goes to Oviedo, but few people have a reason to go there. Just a bit further, you ease your car to the right in order to avoid running into the barbed wire at County Commissioner Dodd's cow pasture. If anyone would tell you there would ever be a stop light at this point – or a place called Hooters – it would seem absurd.

Long before you get to the turkey farm, the pungent aroma of gobblers lets you know you're there. Then you hear your future dinner clucking and cackling. You leave your youngsters focused on the feathery fluff while you go in and pick up your clean, plump, ready to cook bird, unbeknownst to your children that they have just picked up tomorrows entrée.

But there was that one every eventful holiday in 1953... read on >>>

### Neighborhood Spotlight—Lake Howell Road\* &

### "The Great Maitland Turkey Farm Massacre of Nineteen and Fifty-Three"

Most Thanksgiving holidays in the area around Casselberry went in the traditionally festive manner in the 1940s and 1950s. That was except for one very memorable Thanksgiving Eve which became part of Florida's folk history thanks to "The Oracle of Oklawaha," Gamble Rogers. Rogers, a storyteller and philosophical humorist once said, "The stories I tell are all true except the few that are obviously whimsy." In 1991 when his star was at its highest he died trying to save the life of a drowning tourist.

From the Gamble Rogers Memorial Foundation site: Gamble Rogers has been described by journalists coast-to-coast as:

"An American treasure ... an awesome talent ... one-hundred percent enjoyable ... a rare and guaranteed treat ... worthy of inclusion in the Smithsonian."

"He was a gentleman in the truest sense of the word." Yet according to one of Rogers' album/CD covers, "The Lord Gives Me Grace and the Devil Gives Me Style."

"I never tired of listening to him expound about the Maitland Turkey Farm Massacre or deliver a history lesson on the Seminole Chief Osceola, as he sang a Will McClain song. I was the apprentice and he was the master."

Jimmy Buffett

### LIMITED TIME ONLY: http://www.gamblerogers.com/stories/

Please enjoy this song, pass it on to others, and then delve into the remarkable life and stories by and about Gamble Rogers.

\*Note: The turkey farm was at the NE corner of Lake Howell Road and Horatio. The name Red Bug just fit the story.

"The Great Maitland Turkey Farm Massacre of Nineteen and Fifty-Three" by Gamble Rogers followed

1970 – 2010 Steady Arm Music (BMI); referenced with permission courtesy of the Gamble Rogers

Memorial Foundation, Inc. <a href="http://www.gamblerogers.org">http://www.gamblerogers.org</a>; ALL RIGHTS RESERVED

To fine a home that's right for your lifestyle go to <a href="http://www.myfloridahomesmls.com">http://www.myfloridahomesmls.com</a>

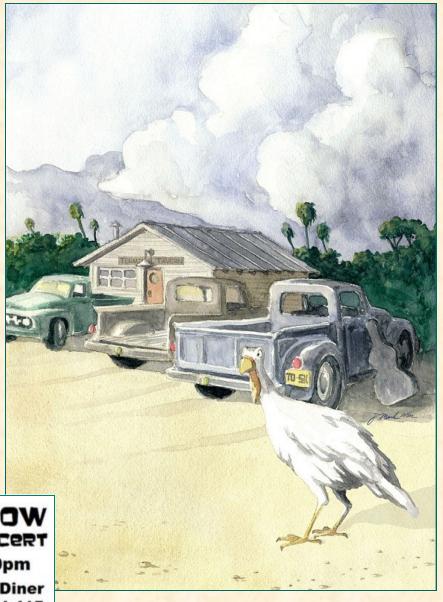
### "The Great Turkey Farm Massacre Nineteen and Fifty-Three"

By Joe Mark

#### **About the Artist:**

**JOE MARK** is a lifelong Floridian, musician and artist from St. Augustine, who writes songs and illustrates stories that reflect the stories he's heard and experiences he has enjoyed with friends and fellow musicians over the years.

Used with permission of the artist, Joe Mark, ©2003, ALL RIGHTS RESERVED.



CFF LIVE SHOW INDOOR FOLK MUSIC CONCERT Sunday Nov 28 2010 2:30pm

oting and preserving folk music

Osteen Diner 195 South State Road 415

Osteen, FI 32764 407-323-6469 Featuring **Mindy Simmons** 

\$12 donation at the door



Mindy combines a classy mix of original songs and cover tunes. Her musical style includes blues, jazz, swing, folk and ballads. A seasoned professional for 29 years, Mindy is a truly genuine performer who guides her audiences down the bumpy road of life smiling all the way. She combines quick wit and charm with a gutsy voice to create a memorable performance that feels like an evening with your best friend.

#### Joe Mark and Michelle Lowe (opening)

Joe and Michelle's music is a blend of traditional and original songs that take you home to familiar scenes and pleasant emotions, with songs that are the essence and fabric of American Folk Music. Together they have performed throughout Florida since the early 1980's, making regular appearances at the Florida Folk Festival and the Gamble Rogers Folk Festival. With their guitars, mandolin, fiddle, bass guitar and backing vocal harmonies, they present a sound that is unique but some how familiar...

Sponsored by Central Florida Folk (inc) A Not-for-Profit Florida Corporation ebsite: www.cffolk.org





Jam Session Starts at 5:00

For more information contact: Sheila 407-679-6426 E-mail: centralfloridafolk@gmail.com Joe Mark has his own folk singing style you can hear on Nov. 28 At the Osteen Diner!

**DON'T MISS IT!** 

http://cffolk.org/ end of month concert/ end of month.htm

### City Volunteer Boards



#### PLANNING AND ZONING COMMISSION

Left to right standing: Anthony Aramendia, Daniel Hale, Stanley Weinthrob. Seated: Ed Bakalla, Harley Parkhurst (Chairman), Nathan Van Meter. \* Anthony Aramendia is a Super Volunteer. What ever you ask him to do he says," No problem. But you can rest assured that if he says something IS a problem, then you do indeed have a problem!



### **CODE ENFORCEMENT BOARD**

Left to right standing: Robert Flint (Vice Chairman), Dave Henson, Paul McKernan. Seated: Kathleen Hale, Richard L. Henderson (Chairman), Kenneth Herron, Nole Smith.

\*Dave Henson is a Super Volunteer, having already served on the City Commission for 12 years, as well as on other volunteer boards.

#### **COMMUNITY REDEVELOPMENT AGENCY**

Seated: Paul Daigle, CRA Chairman – Bytes, Bits & Megabytes

Standing, left to right: Glenn Ritchie, CRA Board Member – State Farm Insurance, David McGregor, CRA Board Member – Amerifirst Capital Group, LLC, George Isom, CRA Board Member – Fifth Third Bank, John Jones, CRA Vice Chairman – Law Offices of John Edward Jones, Alan Trueba, CRA Board Member – American Family Funerals & Cremations

#### Members of Other Board not pictured:

Board of Adjustment: Mary Anne Gauvin, Louis Guzman, Brian Suto, Phyllis Wallace (alternate), Earl McMullen, Arlin Armour

Parks and Recreation Advisory Board: Bruce Spence, Phyllis Shepphard, Michael Mason, June Herron

Our apologies for anyone whose name we did not have at the time we publish... but a sincere Thank You regardless.

### Super Volunteers: Owen Shepphard and Phyllis Shepphard



Owen Shepphard began his decades of service in the early 1970s. He served on volunteer boards, on the commission, and as our elected mayor. Losing an election never discouraged him. He just found another way to help, and was always lighthearted about it.

As recently as last summer those who came to a City Commission meeting on a Monday night probably saw him there in the lobby. He preferred to listen from there over the speakers while Phyllis preferred to sit inside the chambers.



One of the most dedicated volunteers and often a candidate has always been Phyllis Shepphard. Seen below at the dedication of Pawmosa Park. Dog owners consider it one of the best in Central Florida.

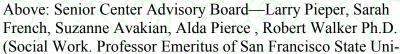






### City Volunteer Board Members Hosted at Event at the German American Society





Below, left to right: Commissioner Susan Doerner, Mayor Charlene Glancy, Stanley Weinthrob of the Planning and Zoning Board, Commissioner Sandi Solomon and Commissioner Colleen Hufford.



Members of the Police Officer and Firefighter Pension Board: (left) Dan Galncy and Harold



Have you ever wondered why some articles sound so professional in a magazine that is written by volunteers? Here's our secret.

### Lois Lane Style Reporter Back on the Job at 85

"I'm afraid we'll see reporters top chasing quotes around the same time dogs stop chasing cars." Daniel Okrent, former public editor of The New York Times, knew well the reporter's inquisitive nature. Expressing themselves in ink, on the web, or later a journal of their days keeps the blood surging through the most hardened arteries. Thus it is not surprising to those who know Jane Casselberry to hear that she is writing again.



Busy Mom Jane Casselberry doubled as a reporter for the Sanford Herald. Here with children left to right: Melenda, Danny, Rick, and below Cathy.

Jane's talent first expressed itself during World War II, when she wrote for the Winter Park High School newspaper and a Girl Scout column for the Winter Park Herald. She married Leonard Casselberry, son of Hibbard Casselberry, the founder of the Central Florida city. Then, the six-year-old town was so small that it had no real estate taxes or elections. It was a "pay-as-you-go" government, and people took turns being mayor. But there was always local news, and Jane wrote it for the Orlando Sentinel, Sanford Herald and Winter Park Herald until her son Danny was born in 1947.

By 1960, South Seminole County was the hot small town hot-spot of Central Florida. The US Census reported that Casselberry was the fastest growing small town in the fastest growing metropolitan area in the country. By that time, Jane's motherhood and family obligations had cleared enough for her to return to The Sanford Herald.

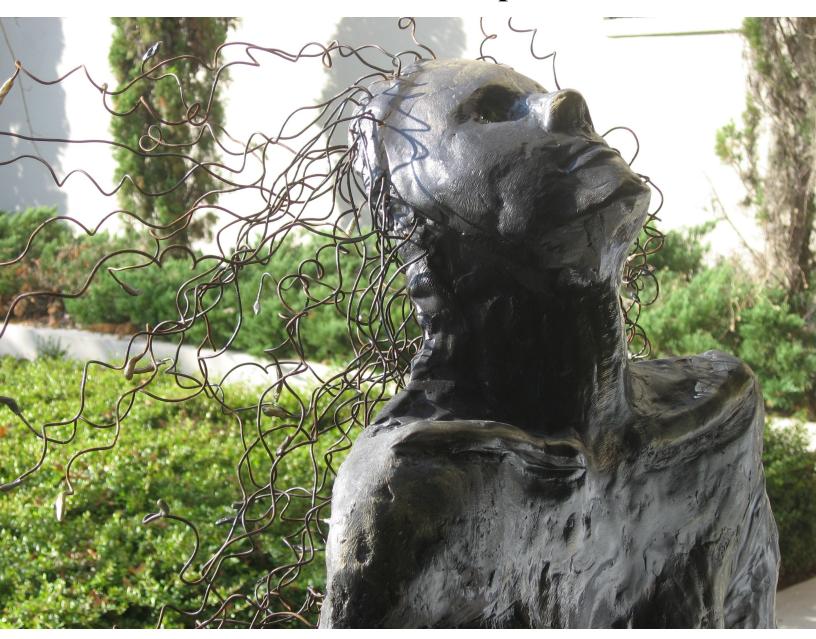
Besides being a mother of four, Jane's schedule looked like that of Lois Lane's, star reporter for the Daily Planet, in the Superman series. "I started covering everything that moved in South Seminole and taking pictures," she said. "They soon had me working on special editions such as the Progress Edition and filling in for vacationing society, county and religion desks as well as covering city government meetings. When my county/religion editor died, they asked me to take over that position full time in addition to being a staff writer."

When Jane needed to take more family time off the Herald kept the job open for her. When she returned, she often worked five days a week and many nights. Then it went to publishing six days a week.

Continued at the bottom of Page 39

### **Artist of the Month**

### Florida Sculptors Guild



The Florida Sculptors Guild (FSG), formed in 2007, was conceived in order to help professional sculptors in central Florida make direct business connections with builders and architectural firms in central Florida. The Guild regards sculpture (outdoor sculpture in particular) as a proper and much needed aesthetic ingredient to a sensible approach to growth and development.

Before the Guild, the City of Casselberry had compiled a "Sculpture Resource Book" consisting of an assortment of single-page printed ads, postcards, and the like. This was available to builders who were looking for a sculpture or a sculptor. In 2009 the Guild took on the task of upgrading and maintaining the Resource Book with the polished and professional look that prospective corporate clients expect to see.

The Guild meets at 7 p.m. at the Art House on the first Monday of each month, unless it is a holiday. If you are a sculptor and want to know more, visit <a href="https://www.floridasculptors.com">www.floridasculptors.com</a>

### **Casselberry's Newest Artist Creation**

### The Firehouse Sculpture Center



Above left: Before the Jazz Concert Jackiem Joyner visits with VIPs at the grand opening of the Firehouse Sculpture Center., Center, Nick Colionne catches a moment with the City's Maria Simmons and Commissioner Colleen Hufford.

Bottom left: Paul Katinas; A surprising benefit of the firehouse is the wonderful acoustics that the space provides.

Bottom right: Commissioner Sandi Solomon, Sculptor Marcos Cruz, Maria Simmons, Mayor Charlene Glancy,, sculptor David Cumbie of the Crealde School of Art who acted as curator for the exhibit, and Commissioner Colleen Hufford.



### In Praise of 200+ Volunteers

Christian HELP depends heavily on volunteers to keep our offices, services, programs and events running smoothly and effectively. Currently there are over 200 volunteers serving in a variety of support roles. Without their efforts and donor contributions Christian HELP's means of providing assistance to the community would not be possible.

Brenda Newham is one of our many volunteers who demonstrate the giving spirit and commitment in helping our clients. Brenda is not only a donor to the organization, but can be found distributing food weekly to those in need from the pantry. Brenda is also an active participant in other events and activities benefiting our clients throughout the year.

Don Dye a 10+ volunteer veteran is part of our committed team of counselors whose dedicated efforts have inspired and supported many of our clients. A retired minister, Don has faithfully contributed his time providing job placement assistance and spiritual counseling to those seeking employment.

Through the hard work and efforts of volunteers such as Brenda and Don, Christian HELP has assisted approximately 6000 successful job seekers, and collected and donated 150 tons of food annually.

#### ABOUT CHRISTIAN HELP

Our Mission: To prevent homelessness by helping people find jobs while providing for them materially and spiritually.

Our Vision: To see God honored by providing for the vocational, material and spiritual needs of those who are unemployed and actively seeking employment.

#### Honored as:

- The outstanding Faith based ministry in the Southeast in 2006
- One of the ten top Social Entrepreneurial organizations in the United States by the Manhattan Institute in 2004
- A model Faith based program for the White House in 200
- The most productive Private Permanent Placement Agency in Central Florida by The Orlando Business Journal, since 1999

450 Seminola Blvd. Casselberry, FL 32707 Email info@christianhelp.org Phone: 407-834-4022









Events like the Book Fair offer books at very reasonable prices to the students, and the school gets a percentage of the sales. This is a Win-Win, but it cannot be done without volunteers.

Nancy Pierce, the school's Media Specialist, is in charge of setting up this event, but it requires about 100 volunteer hours to set up the fair, break it down and man the cash registers as well as help the younger children with their book selection.

Top left: Grandparent, Nancy Moore, works with children in the classroom.

Top right: Volunteers Peggy Godby, Bonnie Harris, Amity Morales, Taryn Souders, Alice Friedman, Laura Carroll, & Darlene Pierce. Middle rightMatt Prostak helps out at a Book Fair.

Bottom: 2009-2010 PTA Board and Committee Chairs: President Laura Carroll, Family Programs Beth Karoly, Ways and Means Jennifer Mazzio, Recording Secretary Alicia Kerns, Corresponding Secretary Jessica Mendoza, Treasurer Donna Bradford, Membership Evelyn Alicea, Hospitality Lorrie Bell, Room Parent Coordinator Kim McCue, Legislative Shelly Broadwell, Reflections Alicia Kerns/Shelly Broadwell, AR Store Dianne Johnson, Box Tops for Education Doug Acosta, Restaurant Nights Vanessa Breedlove, Skate Night Evelyn Alicea, ESOL Representative Claudia Carnevale

### Salutes its Volunteers









Tip of the Hat goes to Laura Carroll, former English Estates PTA President who passed the word about All Casselberry Magazine to English Estates...

AND TO— Nancy Urban, Assistant Principal, for her photographs.

### **South Seminole Middle School Dividends**

"Teaching is the profession that teaches all the other professions."

~Author Unknown



This 2010-2011 school year South Seminole Middle school boasts two prestigious awards because of the involvement of our wonderful volunteers. First, our school has earned the distinction of being a Golden School, an award recognizing schools with exemplary volunteer programs.

Last year, our Dividend Volunteers accumulated over 2400 hours of service. This year, SSMS sends kudos to their volunteers for a wonderful start to the school year. Dividend Volunteers support our many curriculums and extra-curricular activities by assisting with field trips, special projects, grant writing, working in classrooms and mentoring students!

Our volunteers make special events such as the Fall Social, Masquerade Mixer, Red Ribbon Week, and the Great American Teach In a huge success.



One of our Dividend Volunteers, Mr. Richard Griffin, assists in both Mrs. Chaver's Digital Communication class and Mrs. Reiss's Art Class, spending two class periods a day, twice a week, in each class. Students report that Mr. Griffin is a cool guy, very patient when helping, and always listens and helps. One student stated, "He is great, he reminds me of my dad!"

This is just one example of a Dividend Volunteer making a difference at South Seminole Middle School.



South Seminole Middle School also received the distinction of being recognized as a Silver School. This award recognizes students who provide exemplary volunteer services to elementary and secondary schools within Seminole County Public Schools. As a Leadership and Global Connections Magnet, it is very important that our students here at SSMS make a positive impact in their community. Students often volunteer at neighboring Casselberry Elementary and serve as mentors and classroom helpers. In addition, student volunteers work on service projects to benefit the community throughout the year.

One example is the Empty Bowls Project organized by Mrs. Reiss. This fundraiser is sponsored by Second Harvest Food Bank and helps approximately 300,000 people each year by providing meals for those in need throughout our community. Mrs. Reiss's art students create bowls that are sold for between \$35.00 and \$40.00 each at the yearly Second Harvest Fundraiser luncheon. Each bowl represents 60 meals served to men, women, and children in our community. The students get the opportunity to be part of their community and participate by volunteering their time to create these beautiful bowls. The students recognize that giving back is a gesture that defines their lives and builds character!

Volunteer service is a crucial element contributing to student success at South Seminole Middle School. We appreciate and thank our volunteers, both students and adults!



Habitat Seminole would be nowhere without all of the wonderful volunteers who have given so generously of their time. We would like to extend our deepest thanks to any and all of you who have helped us to build homes, build lives and build communities.

Whether you came to a construction site or volunteered in our local ReStore, the gift of your time means so much to us.

to all of our frightfully wonderful ghouls who volunteered heir time at this year's Longwood Haunt!

THANK YOU!





You give. We get. Everyone wins!

Make your *tax-deductible*donation now to your local
Habitat for Humanity ReStore,
and be a part of the solution.



Habitat Seminole's ReStore is a home improvement outlet where your generous donations of gently used and functioning items help continue Habitat's mission of providing decent, affordable and safe housing to low-income residents of Seminole County.

### Accepted items include:

- Doors
- Functioning appliances and electronics
- Sinks, countertops, cabinets and lighting
- · Furniture, mirrors and artwork
- Building materials

Current Store 1100 Americana Blvd Sanford, FL 32773

Coming Soon to 335 State Road 436 (Sam's Club Plaza) Casselberry, FL 32730

**NEW** location in Casselberry **COMING SOON!** 

Call 407-688-8874 to schedule your FREE PICKUP!

### "Take a Kid Fishin'!"

Take a Kid Fishin'! What a wonderful way to spend a day. I did just that this year with my three grandchildren who are 10, 8, and 4. None of them had ever been fishing, and visiting in Central Florida was the perfect place for a first, wonderful fishing trip.

My 8 year old grandson is now "hooked" and thinks it was the best part of his summer. His older sister, a very grown up ten year old, is still trying to determine if handling slimy worms is worth the thrill, and the youngest granddaughter who is four years old loves digging in the worm cup.

can still hear her saying with much excitement as she is holding a red wriggler in her fingers, "Gram, do you need a worm?" Oh, the thrill of teaching them one of life's small pleasures!



This summer, writer Faye Beach had the thrill of taking her grandchildren fishing.

All children are not afforded the excitement of being taught how to fish by a loved one, or even live in a family where fishing gear is in the budget. That is where Bill Allen comes in. He has a passion for fishing. Even greater than his passion for fishing is his passion for teaching children in our area to fish and providing them with the equipment they need to learn and pursue a hobby that will live on in their lives for years.

Bill sponsors and arranges for 100 of our local children who need a special touch in their lives to go fishin'. Each young fisherman is given the needed equipment and taught basic techniques from knot tying to casting. At the end of the day they are ready to keep fishin' and having fun.

Bill solicits help from the Casselberry Rotary Club to make the day a success. Each adult fisherman is assigned three elementary school age fishermen in training. Secret Lake is then fished like on no other day.

We always think of heroes as those who save lives in war, fires, and other disasters, but Casselberry has its own hero who make a difference in the lives of our children. One never knows what kind of impact we make on those we touch. I can guarantee you that there are many lives out there that have been made better because Bill Allen "Took a lot of kids fishin." We salute you, Bill, and the

other volunteers who play such a vital role in Take a Kid Fishin. Thanks to all of you.

Wait a minute I tried to get my car fixed one Saturday, and there was a Gone Fishin' sign on the door. But he does leave his cell phone number if anyone needs





Left page bottom Rotary members. Right, not everyone wants to bait their hook or can tie a knot, but this is where they learn. Above, young anglers eye the prizes for the prize catch.

Right: What sporting even would be complete without referees and judges. Below right, what competition would be complete without an awards banquet. Fish was not served.

Few people who know Bill Allen would suspect he needs a bullhorn to be heard. However, when he takes charge of his dream to take hundreds of underprivileged children fishing for a day at Secret Lake Park, even he needs some help. It comes in the form of Rotary members, corporate sponsors, volunteers, schools, and city staff.





### Volunteers help enrich our quality of life, protect and enhance our natural habitats

Casselberry Friends of the Park s is a volunteer group excited about working with others in beautifying parks and other public spaces in the Casselberry area. We work with schools, corporations, civic groups, and other nonprofits to perform numerous activities. During both scheduled and special work events volunteers plant trees, remove non-native invasive plants, plant native species, pick-up litter, clean up lake shorelines, help maintain our tree farm, along with other community efforts. Since 1999 they have recorded more than 7000 volunteer hours.

We invite you to take part in enhancing and protecting the natural environment of the Casselberry community. We will continue to partner with local businesses, residents, schools, civic groups, and other volunteer organizations to beautify our city as we further develop and help maintain our parks, neighborhoods and waterways. We encourage you to become involved by helping out at any of the upcoming projects to make our community a special place to call home, work or just come to visit.

For more information, please call Bill Hufford at 407-699-9194. For FOP 2011 Schedule see Upcoming Events page 49. (Above, Bill Hufford President, Antony Aramendia, Vice President, Mayor Glancy)



# Friends of the Parks and Hands on Orlando Honor the Life of Larry Singletary in the same way he lived his life... \*By Giving\*\*





When friends, family volunteers and leadership pull in the same direction, everyone can have fun! Right, Friends of the Parks and Hands on Orlando Project: Larry's Park.

Drew and Karen Colston and their kids Laura, Gracie, Mary Beth. Also Warren Davis, Tamra Singletary, Sue Schmidt, Teddie and Grady Singletary (Larry's parents), Flossie Forte, and Mike Murphy





For more info go to http://casselberryparks.homestead.com/

### "Special People" in our Community

When a disability or disease strikes a nationally known person, public interest is heightened and perceptions change. Such was the case when actor Michael J. Fox was diagnosed with Parkinson's Disease, or when Superman star, Christopher Reeve was left a quadriplegic after a horse-back riding accident in 1996. The media focused on their tremendous strength and determination in dealing with their circumstances. Eventually, both actors became spokesmen for the Disabled.



However, most disabled persons survive in anonymity. Every day they garner their inner super powers to deal with the challenges of life and their conditions. They also raise their families and help their communities.

How does being born disabled differ from being disabled later? If we are lucky we all experience the normal aging process. As we get older especially for those of us over forty we move a little slower when we walk. When we go to the eye -doctor for a yearly visit we discover that we need a stronger prescription.

Being disabled from birth you have no idea what it is like not to be Disabled. This is profoundly different from becoming disabled later on. That's when you find that your body is out of your control. It no longer does what you tell it to. Michael J. Fox once said, "You've probably read in People that I'm a nice guy - but when the doctor first told me I had Parkinson's, I wanted to kill him."

When interviewed once Christopher Reeve explained that the lives of the disabled could be helped dramatically, simply through more money, money that would go into research for disabling conditions such as MS, spinal cord injuries and others. It also helps others buy equipment such as the airblowing device Reeve used to operate his wheel chair.

"We live in a time when the words impossible and unsolvable are no longer part of the scientific community's vocabulary," Reeve said. "Each day we move closer to trials that will not just minimize the symptoms of disease and injury but eliminate them."

These two men have given men and women across the world an awareness of what it is like to be Disabled. To those of us who are Disabled, they have given Encouragement.



For more info, go to <a href="www.gemmchurch.org">www.gemmchurch.org</a> or email Rev. Tizzio at <a href="mailto:specialpeople81@msn.com">specialpeople81@msn.com</a>

JUST A REMINDER! our Nov. Mtg. (at our new home-the American Families Funeral Home), has been scheduled for this Tuesday, Nov. 16th. 2010, It's at 7:30 pm. (Our new time). See address and phone number's below. Please let me know if you have any additions or questions. It's an exciting time for us folks with a spot in some new office space (for our Mtgs. & Computer work), and a new Ministry Program (Sunday Service), and a Fund-Raiser

for Charity Challenge. So it's going to be a great Mtg., Thanks, see you there.

American Families Funeral Home is located at: 5011 S. Hwy. 17-92, s. S. of the Methodist Church (on the right had side).

### Evergreen Cemetery

### Throws Thank You Party and Fundraiser





On November 7 Evergreen hosted a fundraiser and thank you party for those who have and continue to help keep the cemetery well maintained, improve its roads, plot the spaces and install signage.

This community cemetery is maintained by volunteers who work with a special goal in mind: to offer a gravesite assignment without an annual cost for perpetual care.

The event was hosted by the Cemetery's chairman Alton Williams at his home in Altamonte Springs. Guests enjoyed the amazing talent of singer Randall Gray (left), who placed third in a statewide talent competition last year. Along with cocktails and a wonderful dinner, some lucky guests walked out with door prizes.

For more information on Evergreen Cemetery, go to www.evergreencemetery.us

Naturally with all the food, some of the ladies shared recipes. That led into conversation about just what does go into **Doris Justice's Corn Pudding** that makes it so good. Here's what Doris says: Try it for yourself:

can of whole kernel corn
 can of cream style corn
 box of corn bread mix
 stick of butter
 8 oz. container of sour cream

Mix ingredients and place in greased pan (or you can use Pam). Bake until brown on top. About 45 minutes to 1 hour.

Cora Snead, Treasurer and Board Member of the Cemetery, had her own favorite corn dish:

Make Do Corn Casserole - for when you have to make do with what you can find in the refrigerator or in the cabinets.

2 cans of whole kernel corn 2 cans of cream style corn 4 diced white potatoes Chopped onion 1/4 cup of milk 1/2 stick of butter Salt and Pepper to taste.

Cook until potatoes are done—in an over at 350 degrees or in a microwave.

# The easy way to create a party they will remember!

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# WIN Two Roundtrip Southwest Frequent Flyer Airline tickets to any Southwest destination!

Refer the most booked parties at Gallery J between Oct. 1 thru Nov. 30th (actual party dates can be through Jan. 1) Winner to be annouced December 1, 2010 on www.galleryjstudios.com

( subject to frequent flyer seat availability ) flights must be scheduled by 10/07/11



There's a mutual admiration society in Casselberry between the City and a new corporate citizen, JVD Construction. It began not long ago when Jim DiSalvatore, owner of the business drove down Anchor Road and saw the former Water Bonnet Manufacturing Company building sitting vacant.

A 40 year-old 110,000 square foot basically hollow metal building may not be a dream come true to every business owner, but it was to Jim. It sits on 17 acres of industrial land not more than a mile off of Highway 436, and mile off Highway 17-92. This made it prime for his construction company, because this allowed him to consolidate his Altamonte Springs office space with the storage and equipment facility that he had on Orange Blossom Trail.

What you need to know about Jim DiSalvatore, however, is that he is a perfectionist. This being the case over the last 35 years he has built JVD, a company that does road construction projects. Word of mouth got around bringing him larger and larger contracts such as the one for the Florida Turnpike on which JVD is working now.

The old building was hardly Corporate Headquarters material. Jim saw beyond that and gave that job to his wife and corporate spokesperson Loretta. The massive transformation of the building entailed many meetings with the City's staff who was thrilled at the possibility of having Casselberry as the home to this premier contractor.

Loretta along with her Administrative Assistant Sherry Young has made the JVD Construction building a top contender for any company looking to share its outstanding corporate headquarters.

"I can't say enough about how great the city staff was to work with," Loretta says. "And the location is excellent; it's close to everything."

Left to right, Loretta with Sherry, the JVD Conference Room and the Bistro (rather than a kitchen)









For decades the Woman's Club of Casselberry has served the community in various ways, mostly through its charitable giving.

The club holds a goal of giving a large portion of the proceeds of all its activities to charitable organizations in the area. Each woman is allowed to submit the name of a charity or service group, and then the selection is made by a vote of the membership.

In the upcoming months, you may be approached by a club member to buy raffle tickets to win this beautiful hand crafted quilt made by Kathy Hale. It will fit a large size queen bed or a regular king. To buy tickets call 407-375-1920.

Please buy tickets generously.



The money you spend on a raffle ticket may win the quit for you –

but it's guaranteed to go back into the community.

### "For the Holidays, make it more, bigger, and brighter"

At the last Club meeting Orlando Sentinel columnist Jean Patteson encouraged a lively and willing group of women to go with more, bigger, and brighter this holiday season. We can all get away with a little extra fun because people just figure, "Oh why not. It's the holidays!" Patteson showed members and guests how a few accessories can turn that "little black dress" into a dazzling fashion statement - for surprisingly little money. Remember: some is good – but more is better! Mixing different plaids is not only okay, it's in style. And always add a little sparkle.



For more information go to : WWW.WOMANSCLUBOFCASSELBERRY.ORG



Rotary Club of Casselberry Celebrates 35 Years of Service

### Club Motto "Service Above Self"

Rotary International was founded on February 23, 1905 in Chicago by Paul Harris, a young lawyer, along with three other businessmen. Rotary is an organization of business and professional leaders united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. There are approximately 1.2 million Rotarian members in more than 30,000 Rotary clubs in 199 countries. Rotary International was named "Rotary" because members met in rotation at their various places of business. This was done so that the members would acquaint themselves with one another's vocations and to promote business amongst each other - persons that could be trusted. Pretty soon, other people in the community wanted to do business with those merchants.

Soon after its inception, Rotary changed its original focus to a service-driven organization. Today, Rotary's motto is "Service Above Self."

Casselberry Rotary Club was chartered on November 16, 1975 and will celebrating its 35<sup>th</sup> anniversary this month. Casselberry Rotary consists of over 40 members meeting weekly on Wednesday mornings at Metro Life Church. In implementing the Rotary motto we serve not only in Casselberry and the Central Florida area, but also internationally as well.

Our signature fundraising event is the World Festival where several countries showcase their talents on stage in support of Seminole County's *Families in Transition* program. We also support our local schools through essay contests, produce a community calendar that each month displays the art or photo of local artists, serve the city of Casselberry as ambassadors for the jazz concerts, help maintain Rotary Park in the city, and have sponsored several international projects that included the Philippians, Bahamas, and Dominican Republic.

Every Rotary activity comes with fun, friendship, fellowship, business networking, personal growth and leadership, prestige, and of course, an opportunity to serve.

Above: Members of the Rotary Club of Casselberry and Friends of the Parks finish up a morning clean up at Rotary Park on Winter Park Drive.

To find out more about our club go to <a href="http://www.RotaryClubofCasselberry.com">http://www.RotaryClubofCasselberry.com</a>.





Most volunteers use their hands and hearts to help others, but men and women of The Singing Seniors also use their voices to bring inspiration, entertainment and encouragement to others in the community.

Under the able direction of DonnaLou Barnes Evert the choir is composed primarily of older members of Community United Methodist, but also includes singers recruited from area retirement communities. There are from 28 to 36 singers ranging in age from 50 to 90 years of age.

Some of them were already active in the group when DonnaLou took over as director 15 years ago. She has come full circle since she began as a teenager directing the children's choir at the Casselberry church.

"A number of the current and past Singing Seniors were my Sunday School teachers back in the 1950s," said DonnaLou. "They like to say, 'We've traded places. Now it's our turn to be the students.'

In addition to the weekly rehearsals, she spends countless hours and effort finding just the right music for her dedicated choristers and scheduling their many performances.

Asked why she does it, she explained, "I have always had a soft spot in my heart for seniors. I feel this ministry is God's calling on my life. How could I not do it and how could we not then share it with others."

Continued on Page 32



### Growing Up in Casselberry—

By DonnaLou Barnes Evert

Whenever I tell anyone about growing up in Casselberry, my first description is, "When I lived in the boondocks." We were far out from Orlando and Sanford. I also remember the freedom of riding my bike where ever I wanted - no fear at all. Even rode down Highway 17-92 to the custard stand in Casselberry and back!

Most memories of home and the area are about living on Lake Kathryn and swimming with the gators! Sometimes we would find them sunning themselves on our sandy beach. My Dad went out one night with some other guys in

an aluminum boat to shoot a gator. They took a spotlight so they could see the gator's eyes. But when they went under a low hanging branch a snake fell into the boat. With natural instinct, one of the men immediately shot it - and put a hole in the boat, too.

I especially remember Doc and Mrs. Gatchell who lived two doors down. If I remember correctly he was a surgeon, but after a war wound that left him unable to perform surgery he became a chiropractor. He also had a small pond. When his grandchildren Larry and Barbara came to visit in the summer the guys in the neighborhood, Donald, Frankie, and Doc's grandson, Larry would go frog gigging. Mrs. Gatchell always had an open door for visitors and some home baked cookies. She became my confident, always had time to listen, offer advice or help, never ratted on me! Of course, it was nice she had a handsome grandson, too!!

My brother Donald and I picked wildflowers and made bouquets. Then we toted the flowers and our little brother David in a wagon down Seminole Boulevard to sell them! I guess this was the beginning of our sales careers. Only problem was we didn't tell Mom what we were doing. We were well down the road by the time she discovered us gone and jumped in the car to find us. When she did, she took David back in the car, but made Donald and me not only walk the entire way back, but also return the money. I don't remember anyone taking the money back - 5 cents each, I think. I'm sure we were punished in some way, but funny, I don't remember that part! What I remember most is that how safe it was back then to have the security to venture out and not be afraid.

### YOU CAN CREATE GREAT HIGH FUN LOW STRESS HOLIDAYS

CHECK OUT PAGES 48 AND 49



#### **Continued from Singing Seniors:**

The love, support and fellowship among the choir members and their enthusiastic director are apparent. When a member becomes ill or loses a spouse the others are quick to respond with prayer, a card, a phone call or a visit. They have even been called on to sing at the funeral when a member of the group goes to join "the heavenly choir."

On the second Sunday of the month, The Singing Seniors sing in the 8:30 and 11 a.m. worship services. They get up early to be in their red robes by 8:10 for a sound check.

Besides singing on Sunday and on Christmas Eve, the choir reaches out to the community. You may have heard them sing at the City of Casselberry's 70<sup>th</sup> anniversary celebration Oct. 7<sup>th</sup> or at the annual national Day of Prayer observance breakfast in May.

Once a month, you'll find them at Southland Suites, an assisted living facility in Longwood, singing for and with the elderly residents. Three of the singers... Ed Cooper, Lillian Balmer and Robert Day... take turns delivering a sermonette and occasional solo or duet.

Robert and his wife, Miltraud, who met and married when he was stationed with the U.S. Army in Germany, joined the choir over 5 years ago and she said they were warmly received. "We consider it our ministry going to nursing homes to visit, so singing with the Singing Seniors fit into our lifestyle. DonnaLou is wonderful, she's very patient, putting up with all our weaknesses."

DonnaLou has even worked separately with residents of retirement facilities so that they can learn the special music and be able to sing along with the choir. She also goes to Southland Suites regularly for "Girl Talk" sessions with some of those ladies, who regale each other with tales of their younger years.

Joe, Donna Lou's husband, is a member of The Singing Seniors, and has a history of volunteering with Central Florida Helpline, a crisis phone line ministry, teaching Sunday School and a Men's Bible Study as well as chaperoning youth groups on out of state work trips.

When The Singing Seniors present special concerts or musicals once or twice a year at the church, they go "on the road" performing all or part of the music at Bram Towers in Sanford, Lake Kathryn Mobile Home Park, Casselberry, Tuskawilla Trails, Winter Springs, as well as the Golden Years Luncheon at the church.

The Singing Seniors have been known to don costumes for their musicals even going so far as to masquerade as sheep for "We Like Sheep". This year's Christmas musical, "God with us, Emmanuel", scheduled for Dec. 12<sup>th</sup> at 3:30 p.m. in the sanctuary of Community United Methodist Church, is open to the community.

God sent his Singers upon earth
With songs of sadness and of mirth,
That they might touch the hearts of men,
And bring them back to heaven again.

~Henry Wadsworth Longfellow





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# Do you feel you're missing something in life?

We've heard about the benefits of alignment, exercise, nutrition, and healthy thinking. Yes, minimize the sugar in your diet, drink more pure water, turn off the television, smoke less, and attract love and intimacy. However, Dr. Richard Bucco, of Seminole Wellness and Injury Care, says that to live a life of richness, it helps if you become an advanced citizen.

Being an advanced citizen means you dedicate some of your time, your thoughts and your perspectives to a cause that you believe in. This may be something as simple as volunteering a few hours every month to visit with senior citizens in the local nursing home, perhaps becoming a mentor to a child, or becoming active in your local government.

Whatever it may be for you, by making your feelings known, you shape the world for the future generations. Your ideas are more important than you may realize, so please participate in your local, state and national organizations, and add to the process with your own individual slant. The more that all of us do this, the more we'll develop a world which we can all be proud.

Each of us has a sphere of influence, a circle of friends and acquaintances who need to hear our message. Whether you decide to do something small or great, please accept your share of the responsibility for moving our society ahead. If we all invest our own special something, the net effect will be a happy, healthy and fulfilling life for us all.

### Non Residential Real Estate

### **Incentives Show Cities Want Your Business**

### **BUT KNOW THE GUIDELINES**

By Pamela Lynch, Casselberry Economic Development Coordinator



In real estate incentives are created as enticements or motivators to spur a potential business owner to a particular area. Suppose you want to rent a warehouse. The landlord hangs out the sign saying, "One month free rent with one year lease." That's an incentive, properly used. You see if the property suits your needs negotiate the incentive and other details, and finalize the transaction. If you try to get that one month free rent after you signed the lease, what do you think your landlord would say?

In today's market, a potential owner and/or lessee have many sites to choose from. Here are three ways to make sure you get the best deal:

- 1 Knowledge is power, so know what grants are available ahead of time. Incentives must be applied for BEFORE the contract is in place or someone has taken possession of the property.
- 2 If you are fairly close to a deal with someone, to have them start this process of application for whichever grant they may be eligible for. It can be a lengthy process. That's why it's important to contact them early. There are detailed specific forms and questions to answer, depending on the program so it's best for the potential tenant/owner to contact them directly.
- 3 Keep on top of your information. If you have any questions or concerns about new, changed or withdrawn incentives, contact someone in that jurisdiction.

### The Seminole County Economic Development Department has a **Job Growth Incentive Fund**.

The criteria that need to be met for a business depends on if they are a new, expanding, or relocating business:

- New start-up companies must create a minimum of 3 new jobs that will earn 80% of the county's average annual wage which is \$38,484
- <u>Expanding companies</u> must increase their employee base by a minimum of 10% & the jobs created must earn at least 80% of the county's average annual wage of \$38,484
- For companies that <u>relocate</u> to Seminole County, they will need to create a minimum of 25 new jobs & must earn at least 115% of the county's average annual wage of \$38,484

CONTACT: Bill McDermott, Seminole County Economic Development Director (407) 665-7135

### One of the Top 3 Small Cities in the US 2010

#### The Qualified Target Industry Tax Refund

The QTT encourages quality job growth in targeted high value-added businesses. Pre-approved applicants who create jobs in Florida receive tax refunds of \$3,000 per net new full-time equivalent Florida job created; \$6,000 in an Enterprise Zone or Rural County. For businesses paying 150 percent of the average annual wage, add \$1,000 per job; for businesses paying 200 percent of the average annual salary, add \$2,000 per job. Included in this e-mail is additional information, including a specific list of targeting industries that may be eligible.

CONTACT: Application needs to be made to Enterprise Florida but Tracy Turk with the Metro Orlando Economic Development Commission needs to be the initial contact to discuss the proposed project. Tracy Turk, Metro Orlando Economic Development Commission (407) 665-7143

The site falls within the CRA and our entire CRA is designated as a Florida Brownfield which may allow for certain incentives. The <u>Florida Brownfields Redevelopment Bonus Program</u> information is attached as well.

CONTACT: George Houston, FDEP Central Florida, (407) 894-7555

If you have any other questions, please let me know.

### Pamela Lynch

Email: plynch@casselberry.org or call(407) 262-7700 Ext. 1107

# **Congratulations Jeff Bloom** on the sale of the former Bally's on Highway 436. Casselberry will now be home to Herzing University.

Herzing University was one of the first post-secondary institutions founded to prepare students for careers in the computer industry. Since 1965 business and computer-related education has been the focus of Herzing even as it grew to encompass campuses in eight U.S. states and the founding of its Online Division, Herzing University Online.

While expanding its campuses Herzing also diversified its educational programs to include the fields of business management, electronics, health care, graphic design, and public safety. It also raised the level of credentials from diplomas to bachelor of science degrees and associate of science degrees at all U.S. campuses and master's degrees at the Online campus.

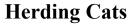
The managers and executives of Herzing have been leaders in their respective industries, and Herzing University has been nationally recognized for its community service.



Click here for a special selection of Casselberry area listings Courtesy of Total Commercial

http://|-|-|-|-|.com/allcass

### Better Leadership Together







When an opportunity to serve effectively connects volunteers' passion to the purpose you can't keep them away even if you called in the National Guard. Take for instance the recent BP oil spill in the Gulf. The number of individuals and corporations from across the world wanting to volunteer their time, expertise, and resources outweighed the opportunities.

Volunteers in organizations like Keep Seminole Beautiful and Hands on Orlando work in a variety of efforts. Most, but not all of them are related to the environment. Other organizations focus on housing, the arts, animals, and an array of worthwhile causes. Their volunteers get excited about what they are accomplishing and truly feel they are making the community a better place to live, work, and play.

We have also heard stories about leaders having difficulty in getting a group organized. You may have even thought, "How can I possibly wrestle up enough volunteers working together that could possibly make a difference in a community. Why, that's like trying to trying to herd cats."

Now let's take that into the corporate world, and think about true leadership for a moment. Are you a leader if the only reason people are following you is because you pay them, and, if they fail to "perform" their fired? Frankly, that doesn't sound like real leadership to me. The true test of leadership is when you have a group of people who, of their own accord, join in to accomplish a goal. So, how do you lead if there is no pay involved to compensate them for their work and no way to "threaten" them if they fail to perform?

Some of the basics are the same whether you're leading volunteers or paid individuals. You need to plan, be organized, and have the resources to accomplish the mission, communicate a clear vision, and match skills with tasks to be performed. The key is to relate their passion to the purpose of the project.

So how do you do that? First of all it helps if you're passionate about it yourself. You don't have to be as fanatical as those you are leading but you have to at least speak their language. They can spot a phony a mile away. Just leading with your head won't convince folks to follow you if they think you really don't believe in what you're asking them to do.

Secondly, get to know those you are trying to lead. How else can you know what motivates them in the direction you want them to go. Just because they show up doesn't mean they are onboard. They may have taken a wrong to turn somewhere and ended up in the wrong place. One of Stephen Covey's seven habits is to "first seek to understand, then be understood." Another way to relate to them are through short-term tasks. That way their actions are more readily identified, and it doesn't take a rocket scientist to figure them out. It's the longer-term efforts where the test of true leadership comes.

Continued on page 39



### SIGN UP FOR OUR PREFERRED CUSTOMER MAINTENANCE PROGRAM







**Domains** 



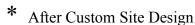
**Hosting** 



**Email** 





















**SEO** 

## **Searching for Optimization**

In October's edition of All Casselberry we looked to see if you need a website. Then we discussed the Do-It-Yourself type. You figured out that you can have a pretty "brochure" but that's not what search engines are looking for. They want pertinent content and properly formatted elements in your code. You want results, i.e. more people finding your website. How do you get there?

So you speak to some of your more technical friends. Some of them tell you the site is perfect. You have enough content in your site, and your site is even properly formatted according to specifications required by search engines. But still no visitors.

Someone else tells you about Search Engine Submission and site indexing. You go to Google and search for "free search engine submission." You get about 2 million returns on your query and start clicking away. You find one, put in all of your information, and hit the submit button. Usually you immediately get an email back asking you to confirm the submission. You click the confirmation link and think to yourself, "Okay, now I'll start getting customers coming to my site."

Instead, you get about thirty more email messages all telling you for a "nominal fee" you can submit your site to even more search sites or try email marketing. One company tells you they can get you on the first page of Google in 4 hours! Another tells you 12 hours, yet a third tells you 48 hours. Some even tell you about other places where you can submit your site for free!

Fortified with a fresh cup of coffee you proceed to do more research. You find more free services! You enter your site information again and again. It seems like they all want the same info. Some won't accept your submission unless you have a valid email address while others require you put their logo on your site as part of the verification process.

The result is more email messages. A few of them ask for more verification. Some are offers of even better deals on search engine help, and a few others telling you how wonderful their service is. You begin to wonder if this is going to work or are you just wasting your time.

You are indeed wasting your time submitting your site over and over again, some emails say. They advise you to try them, instead! Along the way you bump into new expressions: SEO, Search Engine Optimization, and Internet Marketing. You wonder, "Perhaps this is what I should be doing."

You quickly discover the "Premium" services either have a very high price tag or one that varies. After more study, you boil it down to your top four choices:

- (A) Only \$59.95 per month with \$499 down.
- (B) Only \$78.95 per month with \$250 down.
- (C) Only \$250.00 per month, or
- (D) Only \$499.95 one-time payment.

Which one is best for you—and how do you decide? Let us know. Send your response to <a href="mailto:info@allcass.com">info@allcass.com</a>



For more information on website s and SEO, you can email Harry at <a href="harry@footnotesinc.com">harry@footnotesinc.com</a> or go to www.footnotesinc.com

## Congratulations! Car Care for a Cure Raises \$405



Mechanics Plus donated \$5.00 from each Oil Change Service last month.

The total of 81 oil changes adding up to \$405.00 was donated to the Susan G, Komen Race for the Cure on October 29th 2010.



#### Lois Lane Style Reporter Back—Continued from Page 11

After experiencing complications from a broken hip in 1988, Jane formerly retired from The Sanford Herald and her practically super-human lifestyle in March 1989.

Looking back on her 27 years with the Sanford Herald, Jane points to a number of memorable moments that she covered in national and local history. What comes to her mind most is covering and photographing President Ronald Reagan giving the "Evil Empire" speech at the National Association of Evangelicals in Orlando. She was also part of a team of reports covering the Sanford jail fire that killed 10. "It won our paper an award for coverage on deadline."

Jane also received a Florida Engineering Society award for her magazine feature on solar energy, held an exclusive interview with First Lady to-be Roslynn Carter, and covered the infamous Casselberry sinkhole for the wire service and The Herald. After retiring, she wrote some stories for The Sun, and was the editor and writer for the Casselberry Community United Methodist edition of The Methodist Reporter newspaper.

#### **Herding Cats: Continued from 36**

Finally, recognize them for the work they are doing acknowledging the effort they have put into it especially for the larger projects. When a marathon runner is at the 25-mile mark you don't tell them they "are almost there." At that point it will seem like eternity after all they have been through. Instead, you recognize them for what they have already accomplished (by running the 25 miles) and to keep up the good work. Volunteers as well as paid workers need the same kind encouragement to keep them going.

Let's face it, some of the volunteer projects aren't the most fun and it usually means getting your hands dirty, shoveling stuff, and waking up stiff the next morning. But when we ask for help in making our doggie park a better place to play, dog-lovers from all around the Orlando area come to pull weeds and make sure there is plenty of mulch so they don't get their paws dirty. (Of course I thought that's what dogs are supposed to do.)

### Off the Grid Gourmet

By Faye Beach

#### IS THE TURKEY DONE?!?

The traditional Thanksgiving feast conjures up many different images in our minds, and the traditions of our family are always the best. I know that my grandma's meal was undoubtedly the best ever. There never has been nor ever will be any better



dressing made on the face of the earth. Along with the absolute best dressing went creamed corn, green beans, butter beans, turnip greens, biscuits, cornbread, pumpkin, pecan, and apple pie, ambrosia, and at least a couple of different kinds of cake, and this was just the start.

There was one item, however, that for the life of me I cannot say was the best ever cooked, and that was the turkey. I still hear the alarm clock ringing at 4:00 a.m. so Grandma and Mama could get up and put the turkey in the oven so it would be done when we ate at noon or 1:00 in the afternoon. Now let me count the hours. That is eight or nine hours to cook a poor little 10 - 12 pound turkey. Their reasoning was to be sure the turkey was completely done and there would be no chance of salmonella poisoning. I can attest to the fact that none of us was ever sick from eating undercooked turkey, and to this day my brother thinks cooked turkey is horribly dry and he hates it.

Turkey is done when a thermometer inserted into the thickest part of the thigh reaches a temperature of 180 degrees F. Insert a meat thermometer into the thickest part of the thigh during roasting or check this part of the thigh after about  $2\frac{1}{2}$  hours of cooking with an instant read thermometer. It is hard to know exactly how long to cook a turkey, so you should check the roasting guide that is on the bag in which the turkey comes or a good cookbook. Butterball says to cook a 9-18 pound unstuffed turkey for  $3-3\frac{1}{2}$  hours. Your best bet is to depend on a thermometer. That way you will not have horribly dried out turkey. Also, once the turkey is done you should let it stand for at least 15 minutes to let the juices set. Now let's see what time Grandma's turkey would have been done if it went into the oven at 4:00 a.m. We could have had it for breakfast and it would have been perfectly done.

Here is one of my favorite Thanksgiving recipes. Through the years I have tweaked it a little, but it is still basically like the one Grandma used. When making the ambrosia I really don't use a recipe, because Grandma didn't. I cut up the Navel oranges until I have the amount I need for the number of people I am feeding, then I add the right amount of apples and bananas. One small can of pineapple is usually enough, but if you are making a very large amount you might need two small cans or one large can. If you like marshmallows you can add them, but that was as good as a sin in Grandma's kitchen. The Ambrosia recipe is simply a guide, and you really can use any amount of the fruit you want.

See Jim Boswell's article on page 41 for good wine parings for your Thanksgiving feast. If you don't want wine there is always a place for fresh brewed sweet tea. Ahh, I can taste all of this now. Is it Thanksgiving yet?

Blessings, Faye

For Faye's Ambrosia recipe go to Page 50

### **Avoid Bad Wine**





### Choosing a Thanksgiving Wine

Ask 15 people about a Thanksgiving wine, and you'll get 15 answers. Listen but don't be afraid to try something new. If you know you won't like a certain wine, don't drink it just to please someone else.

For my own dinner recommendation, I'll set one basic rule. We're talking turkey here. Traditional Thanksgiving dinner. If you're having duck, ham, roast beef or tofu, my recommendation goes out the window. Most so-called knowledgeable people will recommend a red with Thanksgiving dinner. I can understand it, although I personally prefer something else. Grapey, jammy reds don't seem to go with roast turkey as some other reds, plus you already have jammy flavors with cranberry sauce. Most Pinot Noir would be OK, as would a mature Cabernet. Even a Bordeaux with some bottle age would be good. I know, we're talking some serious cash with this one. A dry rosé could be very nice. Dry rosé actually goes with more foods than just about anything else. If you're looking for something that just about everyone will like, go with a Riesling - not too sweet; off dry at most. There are some beautiful dry Rieslings around. Think Washington State.

Here's what I like, along with my justification. Please understand that this is not the recommendation of most wine people. But I like it. A Thanksgiving dinner has all sorts of rich, roasted flavors; the turkey itself, the toasted flavors of the stuffing, and the rich roastyness of the gravy with mashed potatoes. Yum. I like a wine that matches this. I like a rich, toasty (oaky) buttery California Chardonnay. Wine snobs in five states are rolling their eyes right now. Let 'em. To me this is what big California Chard was made for.



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 nonprofit sectors, including the Boy Scouts, Rotary, and Casselberry Chamber of Commerce.



You can follow Jim at <a href="https://www.AvoidBadWine.com">www.AvoidBadWine.com</a>, 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?



# Checking out the Ideal Place to Stay A "FAM" Trip to South Beach

When you think of **South Beach** (Miami Beach) what comes to your mind? Beautiful white sandy beaches filled with tall palm trees, their leaves swaying to the cool ocean breeze. The **Art Deco** buildings painted in bright pastels, the open air restaurants on Ocean Drive with Latin music engulfing passersby.

This image of South Beach would be ruined if you are unlucky enough to stay in the wrong hotel. South Beach (SoBe) is famous for the small boutique hotels that line Ocean Drive, Collins and Washington Avenues. These three avenues which run parallel contain over 50 hotels between 1<sup>st</sup> Street and 15<sup>th</sup> Street. This is the true heart of the Art Deco District. My company has been working with at least half of these hotels over the last two decades and visits are necessary to see "new and improved" properties or check out the condition of "older" properties.

In character with the South Beach mystique these hotels have colorful names – The Wave, Palms, Colony, Kent, Albion, and Clinton. And just as colorful are the owners who come from France, Italy, Spain, etc. Because these hotels are independently owned and managed it is critical to review their standards to keep our customers happy. In the vernacular of the hotel industry, we need to do "FAM trips" (FAM for familiarization) as often as we can.

A couple of weeks ago, I traveled to South Beach with my staff for a fall FAM trip. It's a tough job (tongue-in-cheek) but we gladly take the challenge without complaining. Our goal was to see the condition of three "old" hotels and visit a "new improved" one. It would take me quite a bit of writing space to talk about the "old" hotels (which by the way they are all great places to stay) but let me share with you what we discovered a "new and improved" hotel – the Betsy.

The Betsy is on 14<sup>th</sup> Street and Ocean Drive directly across from the beach with the façade of traditional colonial architecture – expansive four-column portico and shuttered windows – definitely at odds with its Art Deco architecture neighbors which display flamboyant curvy geometric patterns and clean "Art Deco" lines. Interestingly, it was designed by L. Murray Dixon, the same architect who created the majority of the hotels in the Art Deco district.

I think everyone in our party gave a big WOW in unison when we entered the hotel. The Betsy offers a level of sophistication, pampering and comfort we see in top notch hotels. It has what I felt was a very intimate garden pool and rooftop solarium's with private spa treatments, which is almost unheard of in South Beach.

**The Betsy** only has sixty three rooms designed in tropical colonial décor. The details of white wooden plantation shuttered windows, accents of rich dark-wood and everywhere touches of grass green, coral red, lilac and ochre matched perfectly with white lacquered dressers, custom built poster beds, raffia ceilings. And the bathrooms...beautifully appointed with Thasos and Carrera marble, bath mirrors with (check this out) – LCD television screens, walk-in showers with shower wands and rain forest shower heads. The WOW got a little bigger each time we peeked at the details.

Of course, all of this made us awfully hungry and the whole party was treated to the best steak in town at the BLT Steak restaurant in the lobby. I learned from our hosts that BLT stands for Bistro Laurent

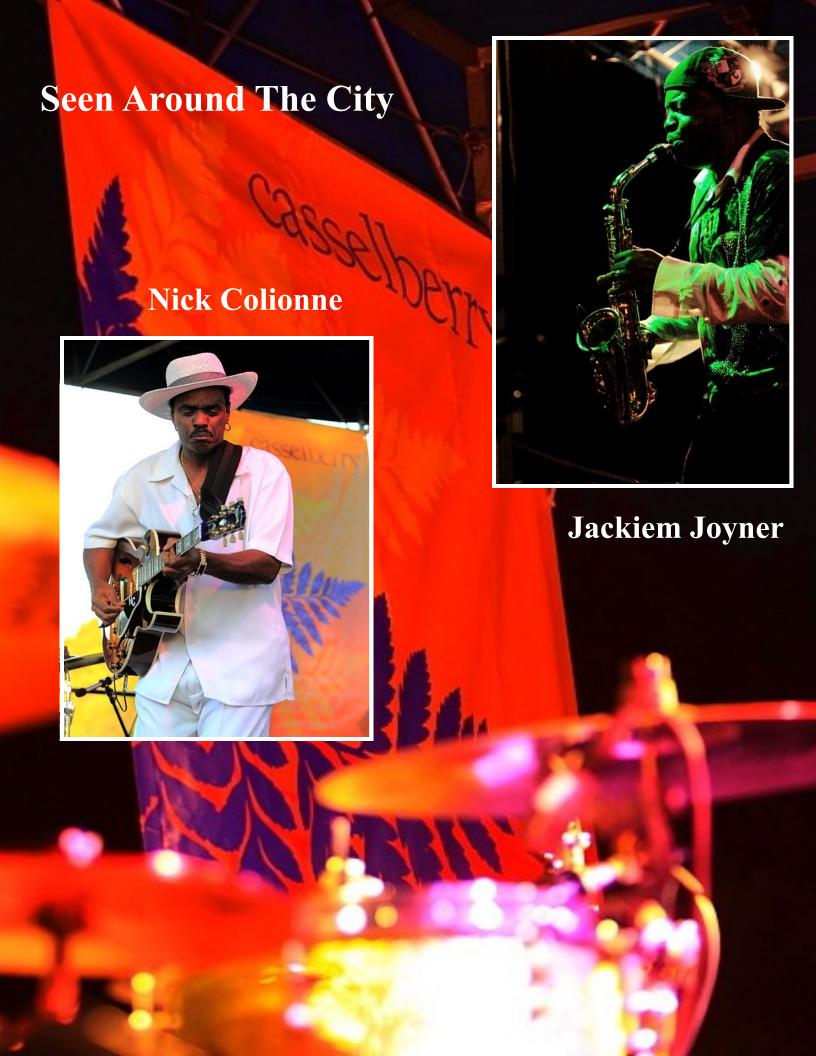


Above, Carlos also takes in the Art Deco ambience of the Beacon Hotel.

Tourondel (yes, a French man) who has integrated traditional elements of a cozy French Bistro with those of a stylish, urbane American bistro. The mouth watering steak accompanied by French fries (no pun intended) and roasted vegetables just capped the day nicely.

We were saddened by our quick departure from SoBe, so on the ride back to Orlando we planned our winter FAM trip in December.

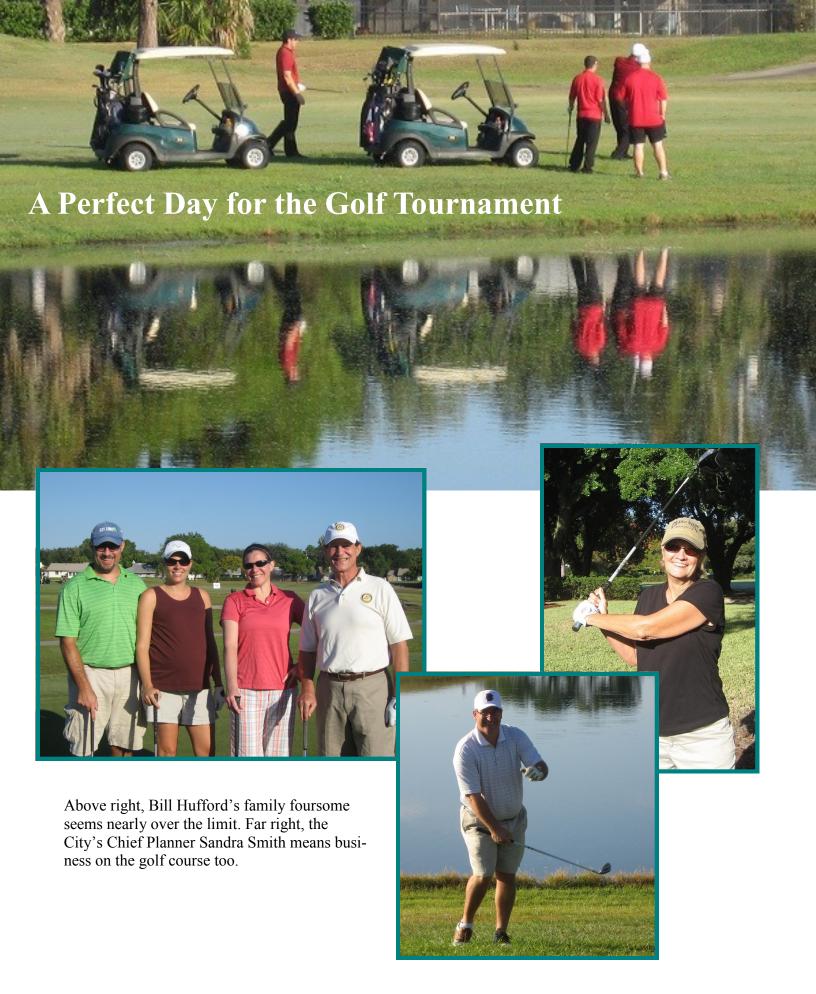
Visit <a href="www.CRSHotels.com">www.CRSHotels.com</a> (Click on the link DESTINATIONS) and read about the hotels we visited on this trip – the St. Augustine, the Beacon, the Suites on South Beach and the Betsy.





For more pictures by Bob Buckley, follow the link on the link on the front page of our website

www.allcass.com







Halloween weekend, Anne Blood, center, had a frightfully delightful time getting her hair done at JW Salon in the Summit Plaza. The owner, John, gives a thumbs up to Anne's health and the job done by Anne's stylist Kathy Dobson.



At the last Chamber of Commerce meeting, President Colleen Hufford handed out awards of appreciation to volunteers and sponsors of October's Celebrate Casselberry. Above left, the award went to Reiss Engineering.



Another anxious foursome waits in line to tee off at the tournament



The weather could not have been better for this outside wedding in Lake Concord Park. It has become quite a popular event venue for nuptials as well as jazz concerts.

## How to Get What You Want This Holiday Season

Now you can have the happiness you want this holiday season with less rush, stress, and disappointment. How? It begins with knowing what you want. After all, if you don't know, what you want how can you expect anyone else to?

First, rekindle your memories. What made them special? What's important this year? From finances, to feasts, to football, you can make it happen. Have your love make a list, too. Then, discuss your answers. Finally, get the mistletoe and celebrate your best holiday season ever.



#### Tips:

Dear

- \* List more than one choice for your requests. This gives you and your love options if your first one can't be fulfilled.
- \* Say thank you often. Everyone needs to be appreciated if only for their efforts and thoughtfulness. A heart-felt "Thank you" is a timeless gift.
- \* Need a little coaxing to get the something done? Sweeten your request with a gift certificate for hugs, kisses... whatever. Get creative!

To make the holidays easy, special, and fun for us this year, here's a list of	my favorites:
Places to go	
Events/Activities	
Food	
Songs/Music	
People to be with	
Holiday tradition	
New tradition I'd like to create	
My three biggest challenges and how you can help are	
I'd like to go out for	
I like to have (holiday/s)	at home

## Help for the Holidays—Local Businesses



#### AUTOMOBILE REPAIR AND MAINTE-NANCE –

Action Gator Tire – <u>www.actiongatortire.com</u> Mechanics Plus – <u>www.mechanicsplus.com</u>

#### **BEAUTY AND STRESS RELIEF -**

Lee's Hair Salon - 407-6757-9450 Beauti Control Mobile Spas – Faye Beach spatreatments@ymail.com Ancient Sun Henna - http://www.allcass.com/ biz.asp?Business=Ancient+Sun+Henna

#### **CASH**

The Gold Buying Company - <a href="http://www.thegoldbuyingcompany.com/">http://www.thegoldbuyingcompany.com/</a>
Barter International - <a href="http://www.allcass.com/">http://www.allcass.com/</a>
biz.asp?Business=BarterFirst+International
Klassy Kids Consignment - <a href="http://www.klassykidz.com/">http://www.klassykidz.com/</a>

#### **CATERING** -

C. Mattern Catering - <a href="http://www.allcass.com/biz.asp?Business=C.+Mattern+Catering">http://www.allcass.com/biz.asp?Business=C.+Mattern+Catering</a>

#### CHILDREN -

Amaya Papaya Play Lounge – www.amayapapaya.com
Klassy Kidz Consignment - http://www.klassykidz.com/

#### **CLOTHING AND APPAREL -**

Red Willow Dry Cleaners - <a href="http://www.allcass.com/biz.asp?">http://www.allcass.com/biz.asp?</a>
Business=Red+Willow+Cleaners
Angora Design - Alterations, Seamstress, and more - <a href="http://www.allcass.com/biz.asp?">http://www.allcass.com/biz.asp?</a>
Business=Angora+Design
Klassy Kidz Consignment - <a href="http://www.klassykidz.com/">http://www.klassykidz.com/</a>

#### EVENT VENUE- ENTERTAINMENT—

Gallery J Studios – <a href="www.galleryj.com">www.galleryj.com</a>
Music Teachers' Collective - <a href="http://www.allcass.com/biz.asp?">http://www.allcass.com/biz.asp?</a>
Business=Music+Teachers+Collective
Harpist Gilbert - <a href="http://www.myspace.com/gilbertromeroharpist">http://www.myspace.com/gilbertromeroharpist</a>

#### GIFTS -

Blue Sky Collection - <a href="http://www.allcass.com/biz.asp?Business=Blue+Sky+Collection">http://www.allcass.com/biz.asp?Business=Blue+Sky+Collection</a>
Office Depot - <a href="http://www.allcass.com/biz.asp?Business=Office+Depot">http://www.allcass.com/biz.asp?Business=Office+Depot</a>
Ol' Time Cigarshop - <a href="http://www.allcass.com/biz.asp?">www.oltimecigars.com/biz.asp?</a>

#### JEWELRY—

Jewelers of Maitland- <a href="http://www.allcass.com/biz.asp?Business=Jewelers+of+Maitland">http://www.allcass.com/biz.asp?Business=Jewelers+of+Maitland</a>
Silpada Jewelry - <a href="http://www.allcass.com/biz.asp?">http://www.allcass.com/biz.asp?</a>
Business=Silpada+Designs

## HOME CLEANING, IMPROVEMENTS AND REPAIR –

Capitol Cleaning & Company - <a href="http://www.allcass.com/biz.asp?">http://www.allcass.com/biz.asp?</a>
Business=Capitol+Cleaning+%26+Company+,LLC
Color Tile - Carpets Plus www.colortilecasselberry.com
Kitchens by Antonio www.kitchensbyantonion.com

#### PET SERVICES -

Above and Beyond Pet Sitting - <a href="http://www.allcass.com/biz.asp?Business=Above+%26+Beyond+Pet+Sitting,+LLC">http://www.allcass.com/biz.asp?Business=Above+%26+Beyond+Pet+Sitting,+LLC</a>
Feelin' Groomy Pet Salon and Self Service Dog Wash – <a href="http://www.feelinggroomypetsalon.com">www.feelinggroomypetsalon.com</a>

#### PHOTOGRAPHY -

R. Buckley Photo http://www.allcass.com/biz.asp? Business=R+Buckley+Photo and www.rbuckleyphoto.com

#### SHIPPING—BILL PAYMENT—

Pak Mail of Casselberry

http://allcass.com/biz.asp?
Business=Pak+Mail+of+Casselberry

#### TRAVEL—

CRS Hotel Reservation Services - www.CRSHotels.com



City Calendar: For meetings, <a href="http://casselberry.org/CurrentEvents.aspx">http://casselberry.org/CurrentEvents.aspx</a>. The most comprehensive calendar is on the right side, sorted by week and month.

#### **Standing meetings:**

Rotary Club of Casselberry— Every Wednesday 7:15 am—Metro Life Church, 910 S. Winter Park Dr. Casselberry. The Rotary Club will not meet the Wednesday before Thanksgiving or the one between Christmas and New Years. For more info: www.casselberryrotaryclub.org

Boy Scouts—Troop 341— for ages 11-18— Monday nights 7:30—9 at Community United Methodist Church.

#### **Seminole County Public Schools**

Oct 1—Dec 1—Find out about Magnet Schools

Nov 24-26—Schools Closed for Holidays

#### From Off the Grid Gourmet—Ambrosia

- 6 Florida Navel Oranges
- 4 Medium Red Delicious Apple
- 3 Bananas
- 1 can crushed pineapple
- ½ cup chopped pecans

Peel and cut oranges into bite size pieces letting the juice run into the bowl. Core and cut apples into bite size pieces. Peel bananas cut into slices. Pour pineapple with juice into the bowl being sure to coat the apples and bananas with the juice. This will prevent them from turning brown. Add chopped pecans. If ½ cup is not enough, just add some more to your taste.

Gently stir all the ingredients together, cover and chill for several hours

**Womans Club of Casselberry**: the first Tuesday of the month (October-June) beginning at 11:30. For more info call Carol Fildes at 407-695-2026 or go to www.womansclubofcasselberry.org

December 7 Program - Christmas/Holiday Music

Jan 4 - Canine Companions for Independence, trainer will speak about training companion

#### Angel Food—VOLUNTEERS NEEDED.

www.angelfoodministries.com

**Friends of the Parks**—Our tentative 2011 schedule thru May:

Jan. 15 MLK Community Service Day Jan. 22 Air Potato Raid- Wirz Trail Head

February Dog Park Clean Up

March Tree Farm Nursery Planting

March Rotary Park Clean Up

**April 23** Earth Day/Arbor Day Celebration

May Dog Park Clean Up

#### SCHOLARSHIPS AVAILABLE

The Casselberry Chamber of Commerce recognizes graduating seniors from Lyman, Lake Howell and Winter Springs High Schools who have been employed by a business on a part-time or full-time basis during their high school years with their annual "Promoting Prosperity" Scholarships. Applications are due the middle of January and the scholarships are awarded at the Chamber's April Member Luncheon. Applications can be requested from Suzanne Lander

at: SELander1@Earthlink.net

So many of us face obstacles and trials daily, especially at this time in our country. Even through the hard times give thanks for what you have and be grateful. I am especially grateful for all the

wonderful people whom God has placed in my life since returning to Florida a year ago. You all know who you are and for you I give thanks. Blessings to all for a wonderful Thanksgiving.

Faye,

Off The Grid Gourmet