

OUR LITTLE CORNER

by Jeff Hunt, Chairman of Communications Committee

I've been called several, let's just say, "amusing" things over my time as "editor" of the Heron and Chairman of the East Lake Woodlands Communications Committee.

Not that I receive huge amounts of fan mail, but my experience in this role has shown me that when residents of ELW

are motivated to "reach out" to me, some prefer to do so in what could be summed up as a "negative, name-calling, bullying, (job) threatening" kind of way. That method is contrasted with a smaller group of residents who prefer a "gracious, good-natured, contrasting, helpful" way of communicating their differences of opinion. My own personal calculations would give an advantage to the first group I described by approximately a 3 to 1 ratio.

Over the years I've "penned" articles over a wide range of topics and while I'm sure that only about three of almost one hundred are Pulitzer prize worthy, I must admit that the "feedback" I received from one ELW resident several years ago has stuck with me longer than any other. So in a "gracious, good-natured, contrasting, helpful" way, please join with me this year in celebrating Earth Day on April 22nd. Or if you prefer, join the aforementioned resident who characterized my mention of Earth Day as "left-leaning, liberal, tree hugging \$#*&%@!".

IS IT AN EMERGENCY?

by Judy Gauron, Controlled Access Committee

PRSRT STD US POSTAGE PAID TAMPA, FL ERMIT #1502 ECRWSS

> ECRWSS AST LAKE WOODLANDS RESIDENT

Do you keep your phone and car remote by your bedside within easy reach? If the answer is no, please reconsider. Having both devices accessible in an expersence sould

in an emergency could save your life. Does a neighbor have a key to your home?

If we experience a medical emergency and need help, we all know to dial 911. But what would you do without a phone? PRESS THE EMERGENCY BUTTON ON YOUR CAR REMOTE. The alarm will sound for a while and turn off but keep pressing to activate. Do it as long as you are able to do so. Even if your car is inside the garage, someone will hear and hopefully respond. I say hopefully because we have all gotten accustomed to ignoring car alarms as well as house alarms.

Your first action should be to walk to the entrance of the home, determine if you hear calls for help from inside the home. If you do, call 911 immediately. The 911 operator will dispatch medical emergency responders.

So while I don't expect hundreds of ELW residents to suddenly sign up for membership in the Sierra Club or take a few weeks off and volunteer for Greenpeace, it would be really nice if I had some residents "reach out" to me with some "feedback" about things they did for Earth Day this year. It would be even nicer if those residents included some pictures that I could put in the Heron. Heck, I'd be happy if you just sent me a picture of yourself hugging a tree.

You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make." —Jane Goodall

EARTH DAY HISTORY

Earth Day seeks to highlight and promote efforts dedicated to the protection of the environment. As we enter the 21st century, we face many environmental crises, including global warming, deforestation, endangered wildlife, shortages of potable water and widespread pollution, all which negatively affect our planet's resources and can have adverse effects on our long-term lifestyle and health.

In 1970, a US Senator named Gaylord Nelson was inspired to bring about mass public awareness of environment problems. He heavily promoted the day across the nation in an effort to gather the largest amount of public support possible and ultimately, in the hopes of elevating environmental protection onto the national political agenda. This day in 1970 marked the creation of United States Environmental Protection Agency and the passage of the Clean Air, Clean Water and Endangered Species Acts. Today, Earth Day is celebrated by billions of people around the world and is observed in over 190 countries. Worldwide, Earth Day celebrations utilize educational programs to inform people of ways that can help protect the environment and its natural resources. It is observed annually on April 22nd and is celebrated as International Earth Day.

She'll ask you fact finding questions and based on the information she receives from you, Fire Rescue personnel will have a general idea of what to expect; the Sheriff may be dispatched as well.

If you are able to enter the home, stay calm and assure the victim that help is on the way and you will stay until help arrives. Do not move the victim. If you are trained and qualified to administer first aid please do so.

If you find yourself in a situation that leads you to believe that a crime has occurred, immediately retreat and call 911. The operator will dispatch Fire Rescue and alert the Sheriff. Do not put yourself in harm's way by entering the home; the intruder could still be in the home. You would also contaminate the crime scene and thereby hamper a criminal investigation.

Perhaps everything I've said is common sense but what is really essential is that you need to act, call for help, and remain calm. Follow your instincts, listen to your gut and render help. You may save a life.

HOA Publishers, Inc.

727-403-5506 5420 Pioneer Park Blvd. Suite C Tampa, FL, 33634 Submit articles to:

www.HOApub.com

Production ManagerClaudia Huerta

Director of Bus. Development... Jarrod Wallach

The East Lake Woodlands *Heron* is distributed free by HOA Publishers to all East Lake Woodlands residents, paid for through ad revenue. The Eastlake Woodlands Board of Directors welcomes all residents to submit positive and informative articles about our community.

Total Circulation: 4.500

Mailed to all homes in East Lake Woodlands and available online.

www.EastLakeWoodlands.com

ELW COMMUNITY ASSOC., INC. BOARD OF DIRECTORS

Judy Fosbrook, President

Chairman: Administrative Committee j.fosbrook@verizon.net

Keith Crank, Vice President

Chairman: Controlled Access Committee kwc131@verizon.net

Janet Peterson, Treasurer

Chairman: Finance Committee peterson1 j@verizon.net

Chuck Fairman, Secretary

Chairman: Roads Committee chuck@driveway.net

Pam Brown, Director

Chairman: Grounds/Irrigation Committee pamperedgardeners@gmail.com

Richard Corrigan, Director

Chairman: Government Relations/Legal rcorr@aol.com

Jeffrey Hunt, Director

Chairman: Communications Committee jlhunt0225@aol.com

Jack Picker, Director

Chairman: Lakes/Drainage Committee jackpicker@ymail.com

Susan Whitehead

Chairman: Insurance susan400@verizon.net

Jaime L. Soderland, Manager

jsoderland@mgmt-assoc.com Management and Associates

720 Brooker Creek Blvd. #206 Oldsmar, FL 34677

813-433-2000

The Heron assumes no responsibility for the advertising contents of its publication. No endorsement of any product or service is made by the Heron and none should be inferred. We reserve the right to reject any advertisement that we believe would not benefit the residents of East Lake Woodlands. We do not knowingly accept objectionable or fraudulent advertising.

EAST LAKE COMMUNITY LIBRARY SPECIAL EVENTS FOR APRIL 2017!

Hamburger Mary's ELCL Fun-Raiser

Sunday, April 2, 4:30-7:00pm

Join us for a hilariously fun evening of Charity Bingo at Hamburger Mary's Bar & Grille in Clearwater. Bring your friends for dinner & then play bingo afterwards. Costs are \$10 for 10 games (cash only) & a minimum \$10 food/beverage tab. All bingo proceeds benefit our library. Reservations are required for this popular night! When you call Mary's at (727) 400-6996 to RSVP, please mention the East Lake Library event.

Paws for Reading: Read to a Dog!

Tuesdays, April 4, 18, 3:00-4:30pm

Readers in Grades 1, 2 & 3 who may need a bit of extra help will enjoy practicing with Izzie, our furry friend & an office Tail Waggin' Tutor from Therapy Dogs International. Readers can sign up for a 15-minute reading session. We will have a selection of books for your reader to choose from or you can bring the book you are currently reading. Parents are required to complete a permission slip prior to reading time. After registration Miss Sherri will contact you will your reading time.

Butterfly Kisses: Gentle Yoga with Dawn (for Adults)

Thursdays, April 6, 13, 20, 27, 12:00-1:00pm

Hatha Yoga classes for only \$5 per session (payable at the beginning of each class to the instructor), offered by certified instructor, Dawn LaCross. Breathing techniques combined with various postures & meditation will help purify, strengthen, & transform your life. Increase your vitality & reduce your stress! No registration required but space is limited. Min age: 16 years old.

AARP Smart Driver Course

Saturday, April 22, 2017

9:30am-4:15pm

AARP's Smart Driver Course is a 6-hour workshop that will provide drivers 55 & over with defensive driving techniques & proven safety strategies. Register online, by phone or in person with payment made the day of the course - \$15 for AARP members & \$20 for non-members.

EAST LAKE COMMUNITY LIBRARY 4125 East Lake Road Palm Harbor, FL 34685 727-773-2665





Where there's a Will..

There's a Way!

Serving Others Since 1980

787-3020

FLWILLSANDTRUSTS.COM

2672 West Lake Rd., Palm Harbor, FL 34684





OUTSIDE THE GATES

by Richard Corrigan, Director ELWCA

Governments spend your tax money, that is what they do. It is up to the citizen taxpayers to keep an eye on those expenditures to ensure that they are spent wisely and if not, or if the planning is not in the public interest, to voice their concern. We are entering the budgeting and planning season for Pinellas County and

a lot of options are on the planning table. I have been out of town so I have not observed the repaving of East Lake Road (which I hope will be done by the time I get back), but that was a fortuitous happenstance of scheduling availability of the public works department and some found money. The original plan was to pave from Curlew Road up to Ridgemoor but half a loaf is better than none and we will keep an eye on the budget to make sure the lower portion gets done. Paving further north is another objective for the upcoming year.

While roads consume a major portion of the budget, as we reported last month, the BP monies have been allocated and we should see results in the coming months. Next in line is Penny for Pinellas. Beginning now the County Commissioners are soliciting responses from the community for ideas on how those monies should be allocated assuming the measure to extend the 1 percent additional sales tax in this November's referendum is passed. The first of three town hall meetings was held on Wednesday March 15th and two more are scheduled for later this spring. In addition, CNCN is holding a commissioner's forum on the Penny for Pinellas issue, currently scheduled for April 17 at the East Lake Country Club. While transportation will be a big issue for sure, now is a good time to put your thinking cap on and ruminate on what improvements you might suggest for the northern part of Pinellas County and get those communicated to the County Commissioners at one of the upcoming meetings or by letting your CNCN representative know.

One area we will be emphasizing is the funding for the environmental resources of the county, especially for inspection and certification of lakes and ponds that contribute to drainage systems. There will be more on this issue in upcoming columns. However, to see what the county is currently doing and to get a sense of the resources available to North County residents, plan to come to the Lakes and Ponds Education Event and Arbor Day to be held at Brooker Creek Preserve on April 29th at 9:00AM until 12:30PM. Sponsored by the Pinellas County Environmental Management Dept., this event provides plenty of tips to the homeowner, to HOAs and to community leaders on how to manage your aquatic environment. AND you can get free plants! Give some thought to attending this upcoming seminar and it may give you some ideas as to how we can contribute to enhancing our environment. Plus, you get the added benefit of visiting beautiful Brooker Creek Preserve which is the major conservation area for the North County and an important ecological resource for us all.

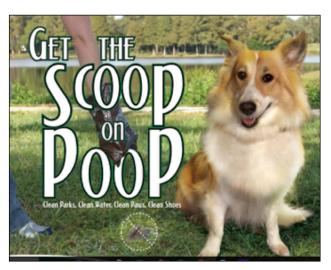
R J's Airport Shuttle & Doctor's Appointment Taxi

Lower competitive flat rates 727.389.9473

E-mail: rjshuttleservice@gmail.com

MIND THE DOO?

by Bruce Berger, Cross Creek Resident



Picture - courtesy of Pinellas County Animal Services. http://www. pinellascounty.org/animalservices/pdf/scoop poop.pdf

In the last few years the ELWCA pursued a long-term goal to provide a more extensive system of pedestrian pathways (boardwalks, sidewalks and safe zones on the roadways). It's a project that has vastly improved the quality of life of the residents. The last major segment was the extension of sidewalks on Woodlands Boulevard.

The sidewalks have been hugely successful with walkers, runners, skaters, and especially dog walkers (including myself – walking 2 and sometimes 3 dogs).

One consequence of the new sidewalks is an expanding canine "wasteland". Previously, the broad grass aprons along Woodlands Boulevard were areas where liberties were taken in "scooping the poop". Now, it's not uncommon the see "posterior aftermaths" in the immediate proximity of the sidewalk.

This directly relates to the restoration of the stormwater master drainage system in our community.

As stormwater flows over our lawns, driveways and parking lots, it picks up fertilizers, oil, chemicals, grass clippings, litter, pet waste, and anything else in its path.

Water and other debris that enter storm drains, ditches, culverts, etc. do not go to a treatment facility.

The Tampa Bay Estuary Program (TBEP) web site, outlines why it's important to pick up after your dog.

- Ninety-five percent of a disease-causing bacteria called fecal coliform found in urban watersheds comes from animals. Dogs are a key source of this pollution because so many of us have canine companions.
- Dog feces left on the ground will wash into the nearest pond, lake, stream or bay when it rains. Just one ounce of dog feces contains 23 million microorganisms of bacteria nearly twice that of human waste.
- Dog waste also adds nutrients to our waterways, and most of Tampa Bay and the rivers and streams that flow into it already have too much nitrogen.

It's not as simple as out of sight, out of mind. Storm drains in our region carry dog doo and other pollutants directly to the nearest waterway, NOT a sewage treatment plant. (CC has had people throw bags in our pond - likely people traversing through).

A potential cruel irony of improving the drainage within ELWCA could be increasing the bacteria burden of receiving (outfall) waters. Unfortunately – the solution to many types of pollution is NOT dilution.

Anyone still want to eat any fish caught in one our stormwater ponds?

E.L.W. MANAGEMENT COMPANIES

Management & Assocs. 813-433-2000

Aberdeen Cluster 1 Cluster 2 Cluster 3 Condo 5 Cross Creek

Cypress 1 ELW Community Assn.

Enclave Greenhaven 1 Greenhaven 2 Greenhaven 3 & 4 Pinewinds Pinnacle

Quail Forest Silverthorne St. Andrews Woodlands Estates Woods Landing Worthington

As of 10/18/2016

Ameri-Tech Prop. Mgmt. 727-726-8000

Condo 2 Condo 4 Condo 7 Creekside

Turtle Creek 1 & 2

Associa Gulf Coast (813) 963-6400

Condo 3

Caliber Management 727-796-1996

Condo 1 Condo 6

Citadel Management 727-938-7730

Cypress 3

Woodlake Run 1, 2 & 3

Jim Nobles 727-447-8949 Stonebriar

First Choice Management

727-785-8887 Preserve Woodridge Green

Innovative Community Mgmt. *727-938-3700*

Muirfield

Elite Property Mgmt. 727-224-1871 The Meadows

Hunter's Crossing

Progressive Mgmt. 727-773-9542

Cypress 2 Cluster 4 Cluster 5

Heatherwood/Laurel Oaks

Patio Homes

Property Group of Cent. Fla. 727-771-7753

Tom Butler 727-236-2452

Jeff Butler 727-236-2257

Diamond Crest Isleworth

Resource Management

727-796-5900 Deerpath Hunter's Trail

Sentry Management 727-799-8982

Kingsmill Cypress I

Turtle Creek 3 & 4

Holiday Isles Prop. Mgmt. 727-548-9402

Cross Pointe

Self-Managed

Avenel Lake Shore Vista

Warwick Hills

The Cove at East Lake Woodlands

Suncoast Property Management 727-533-6941

Lake Estates

Don't wait until it's too late! eaning : Clothes Dry Faster

Richard Dubay

727-326-2075 • 727-938-7828

www.wegetthelintout.com Group rates available!

Butler Plumbing Services Let The Butler Do It!

Water Heaters • Toilets & Faucets **Electric Sewer & Drain Cleaning Small Job Specialist**



Harr & Associates

Your LOCAL Insurance Specialist!

WE ARE WRITING INSURANCE POLICIES FOR:

- Homeowners/Flood/Wind
- Auto/RV/Boat
- Commercial/Business

Why deal with out of the area hassles when you can stop by or call our

LOCAL OFFICE AT:

3466 Tampa Rd Palm Harbor, FL 34684

Call us today and check our rates! 813-855-3603

www.HarrInsurance.com



MANAGEMENT AND ASSOCIATES

Professional Community Association Management

Accessible • Competent • Dedicated

Call Now For A FREE Consultation office: (813)433-2000 toll free: (877)626-2435

www.mgmt-assoc.com









HISTORICAL BITS AND PIECES By Paul J.H. Leaser

BACK TO COLLECTING: ADVERTISING

"American Pickers" Ephemera: television has "rejuvenated" advertising as a collectible. They claim that they are "discovering history one piece at a time."

Advertising a rich source of emphermistic collecting. Scenes of yesteryear, from circus adds, minstrel shows, and rodeos, all have their enthusiasts. What will future collectibles be? TV guides, automobile literature, the changing paraphernalia of today's everyday life.

Advertising has always been with sometimes us, as ʻgimmicks" sometimes as words that haunt us. That free calendar from the local pharmacist is as important as the Gucci label purse.

















Notable Past Sales w/Select Properties

- · 60 Willowood Lane in East Lake Woodlands
- 95 Deerpath Drive in East Lake Woodlands
- 1703 Captiva Drive in East Lake Woodlands
- 4150 Rotherham Court in Ridgemoor
- 3672 Windber Blvd in Ridgemoor
- 3271 Glenridge Drive in Ridgemoor
- · 3924 Belmoor Drive in Ridgemoor
- · 4620 Aylesford Drive in Lansbrook · 1528 Lago Vista in Boot Ranch
- 4690 Avron Terrace in Lansbrook
- 5253 Mira Vista in Lansbrook
- 4301 Auston Way in Lansbrook
- 4068 Carlyle Lakes Blvd in Lansbrook
- 4301 Fallbrook Blvd in Lansbrook
- 5294 Karlsburg Place in Lansbrook
- · 3562 Justin Drive in Lansbrook
- 1946 Fishermans Bend in Brookers Landing
- 3968 Executive Drive in Lansbrook

Frank Acerra Your East Lake Woodlands & N Pinellas Real Estate Professional

727-410-9849

FrankAcerra@Gmail.com www.SelectProperties.biz

SELECT PROPERTIES **Full Service Real Estate**

2611 Keystone Road | Suite B5 Tarpon Springs, FL 34688

Comprehensive Services Include:

- A 22 Year Trusted Real Estate Professional Handling All Aspects of Real Estate with Honesty and Integrity
- **Outstanding Track Record Getting** Top-Dollar For N. Pinellas Properties
- Free Mortgage Pre-Qualification
- **Extensive Advertising Virtual Tours**
- MLS and Several World-Wide Real Estate Websites
- Rental Property Management
- Short Sale and Foreclosures
- **Extremely Competitive Real Estate Rates**

Commission O To Sell Your Home /E Thousands on Wasted Real Estate Commissions Call For a Free Market Appraisal

If you are currently listing with another broker, please disregard this brochure.

CONFUSED ABOUT WHICH WINDOW TREATMENT IS RIGHT FOR YOU?

By Sally Giar

I hear this question often. And, because windows vary so much in style, construction and function, they always end up playing an extremely important role in every decorating plan.

Here are some things you need to think about before planning your next custom window treatment design:

1. Natural, energy-efficient shades

The push toward a more energy-efficient world doesn't exclude interior design, which is why one of the biggest emerging window treatment trends this year are shades that contribute to an eco-friendly home. For example, plantation shutters, honeycomb shades and motorized blinds are growing in popularity. They're particularly efficient at managing natural light, allowing more in during the day for enhanced energy efficiency.

2. Function

How is the window being used? Do you need to block outdoor light? Is privacy your priority? Or, do you have a beautiful view that needs capturing?

3. Focal points

Are your windows a natural dramatic architectural feature of your room? If so, you have a built-in focal point, and should plan your treatments accordingly. If not, then consider working with a professional decorator to make your window treatments true show stoppers!

4. Style

What's yours? Casual? Formal? Traditional? Contemporary? Window treatment designs vary greatly by design style, so think about the ultimate style and feeling you'd like to incorporate into their design.

5. Challenges

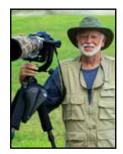
Are your windows too small? Too large? A carefully designed window treatment can actually be a clever cover-up to any window challenge.

Because there are so many fabulous window treatment design options available today, it's wise to start doing your homework early. And remember, by working with a professional decorator, your window treatments are guaranteed to be the perfect design and function solution!









BIRD OF THE MONTH

ROCKHOPPER PENGUIN

By Jake Jacoby

Rockhopper Penguins are one of the smallest species of penguin in the world. After reaching full growth, they are about 20-inches in height and weigh between 5 and 8 pounds. Males and females cannot be distinguished just by looks,

so when necessary, a DNA test is conducted by taking a feather from the bird to determine its sex. Like many other penguins, Rockhoppers have a white belly and the rest of their body is black. Some characteristics that differentiate them from the other penguins are their red eyes, orange beak, pink webbed feet,



Rockhopper Penguin portrait

and the yellow and black spiky feathers they have on their head. Due to the harsh rocky environment they nest in, they cannot slide on their bellies like most penguins, so they hop to get from one place to another.



Rockhoppers returning from breakfast

Rockhopper breeding colonies may be very large, with up to a hundred thousand nests at single breeding Colonies are site. shared with often Albatross nesting Cormorants. and Rockhoppers only return to the same breeding site each year, but they also use the same nest, which they refurbish with stones, sticks, vegetation or

any other suitable material. Their preferred nesting sites are steep, rocky gullies, above approaches into deep water. Rockhoppers also regularly bathe and drink fresh water, and most breeding sites are close to natural springs or freshwater puddles.

Rockhoppers are carnivorous birds, and they survive on marine animals. Primarily, their diet consists of krill and small crustaceans, which may include crabs, lobsters, crayfish, and shrimp. In the Falkland Islands, their primary food is squid and small fish.

We support the Rotary Club of East Lake Sunrise's "Cruisin' The Park" April 29th at John Chesnut Sr. Park, Palm Harbor. Come visit us at our tent between 10:00am and 3:00pm.



Jeff Mizner, CFP®, AAMS® Financial Advisor

301 Woodlands Pkwy Ste 5 Oldsmar, FL 34677 727-787-1419

www.edwardjones.com



Member SIPC



plumage, the colony is joined by pre-breeding birds arriving to molt. These birds are distinguished from newly fledged chicks by a faint yellow stripe above the eye, and a reddish brown bill. The crest is not developed until birds Rockhoppers do not mature. breed until at least 4-years of age, and have been known to live for up to 25-years in captivity.

being Despite among smallest of the penguins, Rockhoppers are probably the most aggressive. They show little fear of people, or of birds and animals larger than themselves.



Comedy Central at the colony

Rockhoppers reproduce sexually with one male and one female. Southern Rockhopper Penguins that I photographed in the Falklands and which are shown here in the article, lay two eggs (a few days apart) in November in hopes that at least one will survive, and the second egg is usually larger than the first. Eggs hatch about 30days later and the female will feed the chicks. Chicks completely lack the yellow markings of the adult birds, and even the bills are black. As chicks molt into adult



Anything that comes within range of an incubating bird will be pecked, including another Rockhopper, or the long wings of a neighboring

The Falkland Islands used to be the world's largest Rockhopper Penguin breeding site, with an estimated 2,500,000 breeding pairs in 1984. This has since declined to around 300,000 pairs as a result of commercial fishing around the

Please see my favorite photographs at www.flickr.com/jake jacoby



OVER \$41,000 RAISED FOR BREAST CANCER







The East Lake Woodlands Drive for a Cure Tournament had one of its most successful events ever, as community and neighboring golfers turned out to play in the event. We worked very hard to raise funds in support of the Morton Plant Mease Mammography Program and the Florida Suncoast Affiliate of Susan G. Komen. Both organizations will use the funds donated here in the Tampa Bay area. Over the years, the East Lake Woodlands Drive for a Cure has raised nearly \$250,000 to assist in the detection, treatment and research for breast cancer.

The East Lake Woodlands "Drive for a Cure" took place on February 24, 2017 at the East Lake Woodlands Country Club, and it was a beautiful, sunny day. When play finished up the participants met inside for the delicious banquet, and to look over the wonderful array of items in the Chinese, silent and live auctions. All were a big success.

After recognition of our breast cancer survivors, we enjoyed a lovely dinner. Then

we got down to the real business...awards to the winning teams.. The winners in the mixed flight are Tom Barron, Roanne Barron, Jim Smith, and Dave Beattie. The winners in the women's flight are Barb Wellard, Marg Barnes, Joanne Domson, and Karen Cramm, and the winners in



the men's flight are Don Damico, DJ Damico, Trae O'Hara, and Chris Gouyo.

This success couldn't have been accomplished without the help of the entire community, from the publications which ran our articles to the staff in the cart barn and everyone in between. For all of the golfers who participated; for those who donated auction items; those who were cash sponsors; those who donated food, drinks and water; and to East Lake Woodlands Country Club for its generous help and support...we couldn't have done it without you!

A very special thank you to our presenting sponsors, Lokey Motor Company, Fidelity Investments, ZJF Brands (The Black Pearl and The Living Room Restaurants) and Gasco Products. Drive for a Cure is so appreciative of your contributions.

THANK YOU!

The East Lake Woodlands "Drive for a Cure" 2018 is already in the works. We'll see you here on Friday, February 23, 2018 for an 11:30 AM Shotgun. Be sure to get your registration in early for next year's event and continue to check our website for pictures and updates at:

http://www.elwdriveforacure.com

www.facebook.com/elwdriveforacure.com

Vibrant. Active. Transformed.











EXPERIENCE The All New East Lake Woodlands

Become a Member and enjoy:

- 36 holes of championship golf
- 17 outdoor tennis courts
- Two heated swimming pools and a splash pad
- All new fitness center with group exercise classes
- CrossRoads Café new poolside bar and café
- Compass Grill reinvented clubhouse restaurant
- Active social calendar, live entertainment and daily happy hours

Contact our Membership Directors to experience the ultimate private Club lifestyle today!

Courtney Smith | courtney.smith@clubcorp.com, or Michael LaBrecque | michael.labrecque@clubcorp.com

727.784.8576 x: 16 or x: 12



Stay Connected To the ERs You Trust

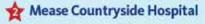


The ERs You've Always Depended On

In times of emergency, you want an ER you can trust to provide quick, quality care when you need it most. BayCare's full-service emergency centers are trusted leaders in exceptional emergency care throughout Tampa Bay. It's comforting to know that these ERs are not only close by, but have been trusted by generations of Pinellas County residents for their quality of care. For your minor illnesses and injuries, visit a BayCare Urgent Care center for fast pediatric and adult care.

For more information: BayCareER.org









BayCare Urgent Care: Countryside, Clearwater, Largo



HERON BUSINESS DIRECTORY

I will help you get noticed in your community

Pinellas, Pasco, Hillsborough & Brandon/Riverview NEWSLETTERS

727-403-5506 info@HOApub.com











HANDYMAN

& Installations

AC=

- Experienced craftsman
- Prompt & Reliable
- No Job Too Small

Call Lou for your FREE estimate

727-**785-7330**

"Done Right The First Time"



The ONLY FULL-Service Breakfast & Lunch Restaurant in the East Lake Area!

Dr. Tara Rusoff Dr. Stephanie Coates www.eastlakeeyecare.com



"Voted #1 Breakfast in Palm Harbor"

"An Old Fashion Family Run Theighborhood Restaurant" - AOL's City's Best

Breakfast Served All Day • Dine In or Take Out Outside Patio Seating (Pets Welcome) • Wifi "Hot Spot"

\$40FF a \$20 Purchase
Coupon is good 7 days a week. Not to be included
with any other offer. Expires 4/30/17

Catering & Space Available for all Occasions Major Credit Cards Accepted

www.TheEastLakeCafe.com Phone: 727-772-0707 • Fax 727-772-0372 3430 East Lake Rd., Suite # 3 & 4 East Lake Woodlands Center, Palm Harbor LOOKING FOR MORE
BUSINESS?

Get noticed in your community

www.HOApub.com

Pinellas, Pasco & Hillsborough newsletters

727-403-5506

jarrod@HOApub.com



Only 1 Space Available in The Heron Business Directory



Specializing in Custom Built:
Pool Enclosures,
Screen Rooms, Patios,
Front Entry Ways,
Complete Rescreens

Lic SCC 131157465

WE ANSWER YOUR CALLS!

727-992-2923

Free Estimates

REAL ESTATE TODAY!

Hugh A. Lichter, M.A. REALTOR®, Century 21 East Lake Realty

The condo resale market is very strong in many Florida cities. Condo owners across the world are looking to take advantage of strong sellers markets.

Selling a condo is considerably different than selling a single family residence. Just like there are important tips for buying a condo, there are some very important tips for selling a condo.

In general, you'll face competition when selling a condo. It's important that if you're selling a condo in a competitive market, you know what it takes to make your property stand out.

Below are the 8 best tips for selling a condo:

1. Learn About The Process Of Selling A Condo

One of the easiest ways to educate yourself on the process is to discover helpful resources and have a good agent with condo knowledge.

2. Know Condo Association Rules, Regulations, Fees, & Assessments

One of the major differences between selling a condo and selling a single family home are the homeowners association (HOA) rules, regulations, fees, and potential assessments. When selling a single family home, it's unlikely that an HOA is involved which typically makes the process easier because fewer parties are involved.

Condo owners are obviously aware of the PROs and CONs of homeowner associations, but that doesn't necessarily mean potential buyers will be.

A common real estate contract contingency that's made by condo buyers is a review of the HOA rules and regulations. This contingency states that the purchase contract is contingent upon the buyers and their attorney's review of any HOA rules and regulations.

Before listing your condo for sale, gathering any HOA documents will save a lot of time in the future.

3. Hire A Realtor® Who Knows How To Sell A Condo

4. Decide On The RIGHT Listing Price Of Your Condo

The two most important factors in the sale of a condominium are price and marketing. By hiring the right Realtor® you'll have one of the two factors covered. The next tip for selling a condo is to decide on the RIGHT listing price of your condo.

There are many mistakes made when pricing real estate that you must be aware of when selling a condo. For example, pricing your condo

higher to leave room for buyer negotiations can be a big time mistake.

Hiring the Realtor® will also help you decide on the right listing price for your condo. An experienced and successful agent will know how to determine the market value of a property and provide their recommendation for a listing price. The same agent will also not be afraid to turn down a listing if they feel a seller is being unrealistic with the price they want to list their condo for.

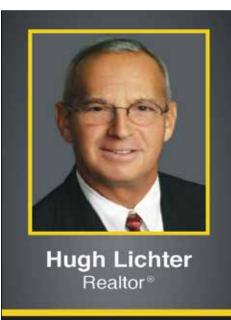
5. Get Your Condo Ready For The Market

The first couple weeks that a condo is for sale should be the busiest for showings. There is only one opportunity to make a great first impression on prospective buyers, so it's vital your condo is ready for the market.

Correctly preparing a condo for the market does require some time, effort, and potentially some money. Are you going to have a pre-listing inspection? Are you going to stage your condo?

These are just a couple important questions to consider as you're getting your condo ready for the market. If you decide to stage your condo, make sure you evaluate if it'll be worth it. There are some great Continued on page 14







(727) 421-5010 Cell • (727) 748 4148 Fax (727) 784-6040 • hugh.lichter@yahoo.com

782 East Lake Road Palm Harbor, FL 34685

CALL FOR A FREE HOME SALE ANALYSIS!



"Setting the Gold Standard" www.HughLichter.com



FOR SALE

DR All Terrain Brush Mower for sale

Kawasaki 15.0 engine. \$1800 - 727-781-3619

TWIN BUNKBED set w/ stairs & pull-out drawers for storage, solid wood, \$325 - 727-804-1420

Sit-down STATIONARY BIKE, good condition, asking \$125 - 727-804-1420 Richelle Mobile Dog Crate/Pen. Like New. 36.8Lx24.2W x26H in., 25.2Lx18.1W -727-946-2767

Mosler safe \$140, 33" x 25" beveled mirror\$75; 52"x36" granite/metal mirror \$150 - 727-643-1709

Artificial trees, 5.5'\$45 & 7'\$75 Artificial plant arrangements,\$25-45 - 727-643-1709

Pair of vintage Kloss "The Smaller Advent Loudspeaker" 9.5"d-11.5"w-20"h - 727-939-8233

Palm Tree design; Shower curtain & hooks with 10 matching accessories-\$55 all -727-330-6924

CD stand-Brand new in box. Floor or wall mount. \$20 - 727-330-6924

DR brush mower. Kawasaki 15.0 all terrain brush mower. \$1800 OBO - 727-781-3619

Kirby Vacuum and Shampoo System w/all attachments,bags,filters,manual \$225. - 727 785 7141

Copies of six historic patents circa 1836-1907 \$35 - 727 785 7141

5 sealed coins in case honor Arnold Palmer's fifty years as a PGA Tour Pro.\$150 - 727 785-7141

Westlake village Villa.3/2/2 One of a kind. Totally remodeled.275k. - 727-744-5484 Men's beach bicycle. Used Huffy brand, 26" - \$50 - 727-254-1261

Power Lawn Tools. Gas push mower (Kraftsman) 6.0 \$60 and leaf blower (Toro) \$30 - 727-254-1261

Power lawn tool. Gas edger (Troy-Built) \$45; Weed-eater (Homelite) elec. \$25 - 727-254-1261

Adult Schwinn Tricycle, red, 26", never used, ELW resident \$225 obo - 813-843-9553

Executive Full Leather Plush Conference High Back Chairs. Black. Five Available. - 727-787-8600

Estate sale of 19th century antique furniture by appointment. - 727-787-8600

Brunswick 9' professional pool table, 3 tier green lights, cue sticks. \$1900 - 727-787-8600

Porsche Boxster, 2001 Like new, senior ELW owner, 87,000.mi. \$10,750. - 727-781-1578

White kitchen sink Deluxe 33"x19x8". Finish Biscuit,like new\$95. 727-474-7548 - 727-474-7548

All oak wood wall unit holds 42" TV curios CD Orig \$1800 asking only \$300 OBO -727-786-0938

2015 Chrysler300 Limited Loaded 18k miles Like New White W/tan leather \$23,900 - 727-233-2872

Battery operated cart w/ oxygen holder, adjustable speed \$350. Wheelchair \$100 - 727-785-2485

HOME HEALTHCARE AIDE Bonded, experienced, great references. I will help you! Valerie - 845-235-2852

FOR SALE SCHWINN 26" MENS BICYCLE BRAND NEW, STILL IN BOX. NICE GIFT! \$70.00. - 727 784 9205

New 6 foot truck bed liner, heavy duty asking \$25. - 727-781-9152

Sewing machine. Pfaff Creative 1471 with Homespun EZ Lift. \$800 - 727-333-7344 Tuff Stuff free weight Lat Machine in great

condition \$100 obo. - 314-799-9731

3 Living Rm tables glass/chrome-1 rect 2 square great condition \$200 OBO - 727-270-7160

Light green love seat excellent condition \$300 OBO - 863-353-8643

Ken Edward, Mexican plates and serving pieces. \$10 and up. - 727-939-8233

7pc PVC Pipe Patio Set 4 chairs, 42"

Table, Lounge Chair and Ottoman \$150.00 - 727-504-2826

Thomasville-Tuscany lg coffee table 57x39" Beautiful wood wth 2 drawers \$500 - 727-375-0881

Used JAZZY electric wheelchair. \$400.00. Call 727-272-2824 - 727-372-2824

Bissel Expert, PRO-Heat Carpet Cleaner, \$150 new, \$90 OBO. Used 5 times. - 727-741-6247

Mens biclyle for sale. Need 1 tube for tire. \$20 - 317-627-8142

Broyhill Fontana BR Set ALL-\$200 2 Night Stands, 5 Dwr Chest, Qu Bed - 727-504-2826

HOME FOR SALE

Salem Square Villa Ridgemoor. 3/2/2car Waterfront,Lg.enclosed Lanai, 273K - 727 786-4437

HOME FOR RENT

Maui condo for rent any week. Oceanfront, pool \$1400/wk 5 star resort sleeps 4 - 973-800-5434

JOB SEEKERS

Start your own business backed by a company with more than a century of quality and service for only \$10.00. Contact: Julie Potter, Avon Independent Sales Representative. Call: 727-810-1352 or e-mail me at jbowlerm@msn. com or visit my website: www.youravon. com/Jpotter

HELP OFFERED

Liliya's Cleaning, weekly, biweekly, great references Call Today 727 267-9083 - 727 267 90-83

IN-HOME hourly or 24hr care companion: Cooking, lite cleaning, rides, etc.. - (813)512-1643

IN HOME HELP, CLEANING, SENIOR CARE, CHILD CARE. 25YRS EXP. CALL DEBBIE. 727-236-3497

HELPING HANDS 4 U – Sr/Jr. Care, Cooking, Lite Cleaning, Rides, Errands, etc., Low Rates, Call Anna 727-512-4844

NAR-ANON -Are you effected by by someone's addiction? Do you keep trying to make things better and nothing helps? Join us Saturdays @ 10:00 A.M. 207 Buckingham Ave. East – Oldsmar (United Methodist Church) For additional meetings: naranonfl.org or call 1-888-947-8885

Alzheimer's Family Organization Are you a Primary Caregiver for someone with Alzheimer's Disease or other Dementia? You are not alone. Support Groups, Respite, Education, Wanderer's Bracelet or Pendant and additional tools for your support. 727-848-8888.

Recovery International Abraham Low Self-Help system, a weekly support group for people suffering from anxiety, panic attacks and symptoms caused by fear and anger. Tuesdays, 1pm, Lake View Community Church, 475 East Lake Rd N., TS. 727-942-4095. Free, offerings appreciated.

Fixing your antique furniture,will 30+ years experience help? - 727-807-7252

PETS & PET CARE

Florida Poodle Rescue, Pinellas www.
FloridaPoodleRescue.org. Rescued
Animals in need of good homes. Suncoast
Animal League, 1030 Pennsylvania
Ave., Palm Harbor. 727-786-1330 www.
suncoastanimaleague.org

Doodle Rescues: all kinds, ages and size poodle mixes waiting for new homes. www. **DoodleRescue.org**

Cats for adoption fully vetted/equp'd. e-mail=nanwzz@yahoo.com/call 7842608. - 727-784-2608

PetCarewww.rover.com/sit/lisaslovingpetcare.Call me for\$ 20 offcoupon code - 302-293-1227

Pet Sitting and Odd Jobs Wanted. Super low cost. Aberdeen community only. - 727-223-9598 Home 863-259-0381 Cell

CLASSIFIED ADS

SERVICE PROS

ACME WINDOW CLEANING 727-457-8848 In business since 1984, family owned & operated Fully insured, professional and detailed cleaning including tracks sills etc. Prompt "neat and tidy" service at very reasonable prices.

GERRYS POOL SERVICE 727-514-9369 weekly pool maintenance,leak detection, green pool cleanups, online invoicing, equipment checkup, serving your area since 1992. free estimates. gerryspoolsvc@gmail.com

NICK'S PRESSURE CLEANING From Roof to Driveway and everything in between including Paver Cleaning & Re-sealing. We will beat any reasonable written estimate Guaranteed!!! 727-376-7031/727-919-1591 www.nickspowerwash.com

BROKEN GARAGE DOOR? Broken Springs • Rollers • Cables etc. Same day service on all Doors & Openers. Honest, Reliable, 37 year Local Resident. FREE Service Call with Repair. 727-504-4948. 7 Davs a Week.

HANDYMAN SERVICES Ridgemoor resident with 30 years experience in interior home painting, home repairs, maintenance and upgrades. Any residential job requiring clean and quality work with savings. (No Appliance repair) Please call Kevin at (727) 787-4991

Feature your business in the

SERVICE PROS

For rates: info@hoapub.com

GREAT PANES WINDOW CLEANING -Professional window cleaner with 18 years experience. FREE NO PRESSURE

Estimate. My promise: "You owe me nothing until you are 100% satisfied!" Licensed and Insured. Call Tom at 727-777-6030 www.greatpanesfl.com

SUPER DAVE'S PRESSURE CLEANING Give your home a facial, get the works! Works includes driveway, sidewalk, facia, soffit, pool area, walls. Call Dave today! We show up on time! 727-433-1670. Licensed/Insured.

SAFE EXTERIOR CLEANING Soft wash roof cleaning house wash pool cages decks lanais driveways gutters community walls and sidewalks full coverage workers comp will beat any reasonable price commercial and residential 727-873-1185 Bosley's Roof Cleaning & Power Washing LLC Office: (727)873-1185 Cell: (727)804-1917 Fax: (727)834-8745 www.bosleyscleaning.com

MARIA'S CLEANING Weekly, Biweekly & Monthly Services Available. Window Washing & Cleanups for Parties, Birthdays, Baby showers, etc. Call Today for FREE Estimate! 727-259-3649 References Available.

DUNNA PAINTING LLC Interior / Exterior Painting, Free Estimate. Quality Work. We accept all major Credit Cards License#: Paso LP 09550 / Pinellas C-11103. Bonded, Insured, 727-505-8613 www. dunapainting.com

FREE CLASSIFIED ADS

Submitt yours: hoapub.com
The deadline is the 15th of each month.





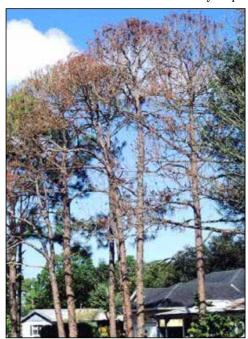
PINE TREES DYING IN EAST LAKE WOODLANDS

by Pam Brown, ELW Resident

In the last several months a number of Slash Pines have died here in the Woodlands requiring the removal of a number of these dead pines from our common areas. The area most affected is along East Lake Woodlands Boulevard near Cross Creek and Cross Point. There are also

Cross Creek and Cross Point. There are also some dead pines on golf course property. I am fairly certain that these pines were infested with Ips Engraving Beetles, commonly called pine bark beetles.

Ips beetles do not kill the pine trees. They infest trees that are stressed and declining from some environmental reason. The wetter than normal winter and summer of 2016 along with the extended drought of late summer and winter is a most likely culprit.



Slash pines appear to be very hardy trees. We see them growing with abandon in the pine flatwoods of our preserves and parks. But Tom Williams with the Florida Division of Forestry says that "weather or caused events trigger their demise. Irrigation, fertilization, pesticides, and lawns all tend to adversely affect the mycorrhizal fungi that are associated with the roots and needed by the pine to assimilate the nutrients they require."

The symptoms of a bark beetle infestation can look like a nutrient deficiency. The needles

will turn yellow, then red to brown. You could see small reddish to orange colored masses of resin oozing from small holes in the outer bark (see picture) usually around the lower ten feet of trunk. There might also be boring dust in bark crevices or underneath the tree. You probably will not see the adult beetles, but they are small (3/16 inch long) and dark brown to black with tiny spine projections at the end of the front wing covers. The adult female beetle lays her eggs inside the bark and the larvae bore through under the bark carrying a fungus that blocks the tubes that carry water and nutrients throughout the tree, eventually killing it.





These beetles don't infest healthy trees, but attack the stressed, sickly pines. It is very hard to tell when a pine is stressed. Since the dying slash pines are not an insect caused problem, the University of Florida does not recommend pesticide applications. Removal of declining trees that could be a hazard to home, property and people is highly recommended. The East Lake Woodlands Community Association is having the dead pines that are located on the common property removed as we find them.

The University of Florida makes the following recommendations for keeping urban and residential pine trees healthy:

- avoiding compaction of, physical damage to, or pavement over the root zones of pines,
- providing adequate spacing (15 to 20 feet) between trees,
- minimizing competing vegetation beneath pines,
- maintaining proper soil nutrient and pH status by employing an acidic needle or pine bark mulch over the root zone in place of turf grasses that require frequent fertilization and irrigation,
- providing supplemental deep watering during extended drought periods

When infested trees are removed, care should be taken to avoid injury to surrounding pines. There is no effective way to save an individual tree once it has been successfully colonized by Ips beetles.





Real Estate Today ... continued from page 11

cheap staging tips to consider if you don't want to spend a lot of money on staging your condo.

The most important takeaway with this tip is to just be sure that when your condo is officially for sale that it's ready to be viewed by prospective buyers. One of the quickest way to turn off a buyer is to have them walk into a property that's a complete mess or a property that clearly needs repairs.

6. Accommodate Showing Requests

Another important tip for selling a condo is to accommodate all showing requests if possible. Restricting showings is one of the worst mistakes made when selling a property.

Selling a condo is certainly not convenient and showings can be requested at any given moment. While it may be inconvenient to leave your condo for an hour on a Sunday morning, it may be the only time the prospective buyer has available to view your condo.

Anytime a seller is being difficult with showing requests, it raises the question whether they're actually interested in selling their property.

7. Prepare For Inspections

There are dozens of reasons to have an inspection when buying a home. It's important to realize while selling a condo that it's likely the buyer will want to have their own inspection.

Sellers who understand how to prepare for a home inspection greatly decrease the chances that the transaction falls through because of the inspection. The inspection period is when the highest number of real estate transactions fall through, many times because the seller doesn't prepare for the inspection beforehand.

8. Start Packing & Preparing For The Move

It's somewhat common that sellers will wait until the last minute to begin packing and preparing for their move, which doesn't make a lot of sense.

If you are even thinking of selling, you owe it to yourself to have a conversation with a real estate professional. We can give you sound advice and good, solid local market info that will greatly assist you. And, if you or someone you know is even thinking of buying, a real estate professional is best able to go over price, payment, location, and value information for this very large decision.





Watching your home while you're away. Call for FREE Estimates!







THE EAST LAKE REAL ESTATE MARKET

by Ernie Del Barba

Tax time approaching (and our annual Tampa Bay great music calendar starting up in April) is a time of year that motivates us whether we want to be motivated or not. And to many of us taxes done and filed is really the start of a New Year. We've assessed our financial picture and now have an idea of how much money we have for

maintenance and improvements to our homes during 2017.

Since you are gathering all your receipts and documents that have altered your income and expenses, why not take note of all the things you've done to your home in 2016. Starting a diary of all that you have done in repairs, alterations, improvements, and their costs, can be an invaluable tool for you as a homeowner. It can help in your planning for the coming year.

If you are thinking of moving from a condo or villa in East Lake Woodlands to a single-family home, or downsizing from a larger sized home, it is information to have to accurately represent your home for sale, but more importantly to help you understand your properties best and realistic list price. Even if you have no intention of making a move, it doesn't hurt to know where you stand. In our conversations with neighbors who have called or dropped in to our office, there is still a misunderstanding between what is considered an improvement or expected maintenance in determining a property's value.

Our Team would like to help you organize that information and advise you of which improvements would be best to increase your property value, and make the most of your budget. The McCaffery Team at Berkshire Hathaway, Bob McCaffery, Ann Galatro, Joan Daly, Fonda Dillard, Maria Nichols, and Claudia Preisig are right at the center of East Lake Woodlands and have many years of experience in the Oldsmar property market.

As realtors, our team has all the statistical knowledge for the market such as median values, sold prices, absorption rates, but we aren't trying to impress you. We take more pride in you understanding that knowledge to help you reach your goals in 2017. Talk with us anytime, we'd like to meet you!





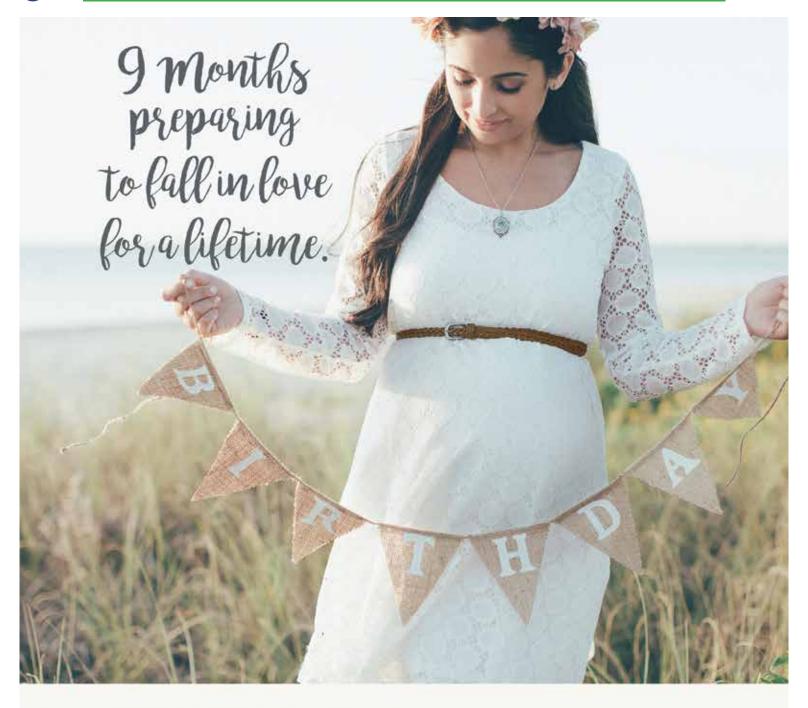
The Trinity Democratic
Club welcomes Melanie
Hall, Executive Director of The
Family Health Care Foundation,
as guest speaker on Wednesday,
April 26. With 25 years of expertise in
healthcare advocacy, legislation and policy
implementation, she will discuss the nation's
current health insurance crisis and the impact
that "repeal and replace" will have both here
in Florida and nationally.

The group's monthly meeting is held the fourth Wednesday of each month at Fox Hollow Golf Club, 10050 Robert Trent Jones Parkway, Trinity and starts at 6:30 pm. Everyone is encouraged to arrive early starting at 5:00 pm to join club members and fellow Democrats for dinner and Happy Hour at The Grille at Fox Hollow before the meeting (food/drinks can also be ordered during the meeting). For more information, call (727) 482-8709 or contact us by email at trinitydems@earthlink.net and visit us on Facebook.



The key to unlocking your real estate dreams.





Your biggest blessing deserves The Birth Day Experience*

From the time you dream of starting a family until the day you deliver, there are so many decisions to make. Let us help take the worry out of preparing for your delivery with The Birth Day Experience³⁶ team, exclusively at Florida Hospital. Our birth advocates will help you make decisions and plan special touches to make the day more memorable. We'll help you design a one-of-a-kind celebration for a once-in-a-lifetime event – your child's one and only real Birth Day.

This is inspired obstetrical care.

InspiredBirthDay.com - (844) 441-BABY

DSLAM - Deliver - Discover



A MEMBER OF ADVENTIST HEALTH SYSTEM