

Heron

East Lake Woodlands



Volume 18 | Issue 01 | 2018

WWW.EASTLAKEWOODLANDS.COM



PRESIDENT'S REPORT

by Susan Whitehead

I am happy to report that we finally have a Declaratory Judgment in the lawsuit that the Cross Pointe Homeowners Association brought against the East Lake Woodlands Community Association. Most significantly, the judge ruled that the ELWCA CAN NOT assess or charge the unbound communities for "...incurred costs related to capital improvements, alterations, repairs,

replacement or maintenance of the property included in the East Lake Woodlands Community, including specifically costs related to the drainage project currently underway, other than the moneys paid pursuant to the Unbound Agreements..."

The position of Cross Pointe was that we must assess the unbound communities and the ELWCA board's position was that we did not have the legal authority to do so.

As we have said many times, the unbound communities were built and sold before the ELWCA was formed and therefore they are not legally required to participate in our association. We are extremely grateful to the many unbound communities that voluntarily become a Contract Member with us and contribute so much.

The judge also ruled that the ELWCA must operate under FL Chapter 720 law (which all of our individual HOAs currently follow) which the ELWCA is happy to comply with. Past reservations in doing so were only because of the increased cost to our members (additional mailings and annual audits as opposed to every 3 years).

The judge also ruled that any bound resident should be able to attend meetings, again something that the ELWCA is happy to comply with. Because we were the defendant in this case, most of our legal costs were covered by our insurance. The complete ruling of this case is posted on our website.

It's never easy when a "family" has disagreements but, like good families everywhere, we all have to put the past behind us and move forward. I certainly hope to see many Cross Pointe residents at the ELWCA meetings.



ELWCA LANDSCAPE REPORT

by Pam Brown, Grounds Chairman

Dead and dying pines are still a major problem on lands that are managed by the East Lake Woodlands Community Association. During 2017 we have removed 74 dead pines and six hazard oaks. This has caused the line item in the budget "Grounds tree/ shrub add/remove" to be over budget. We spent \$34,800 on

tree removal alone.

As mentioned in a previous update, Southern bark beetles are killing the pines, but they only attack trees that are already declining. However, with so many trees being attacked, there is a very large reservoir of beetles out there to move to more trees. The beetles need living trees to reproduce, so they move away from those trees that have already died.

It is imperative that dead pines be removed as soon as possible to reduce the number of beetles. I would like to ask each HOA and resident, along with the Club, to remove any dead pines on your property in a timely manner to help mitigate this problem. Thank you in advance for your efforts.

A problem that seems to be growing is the placement of piles of landscape debris on ELWCA lands with the expectation that it will be removed by our landscape contractor. This is not part of the contract that we have with Liberty Land Management. Each HOA and resident is responsible for removing debris from their property. Placing it on community property increases our costs to everyone.



PRSR STD
US POSTAGE
PAID
TAMPA, FL
PERMIT #1502

ECRWSS

**ECRWSS
EAST LAKE WOODLANDS
RESIDENT**



WELCOME 2018

by Jaime L. Soderland-Ballard, PCAM

As promised the drainage committee has begun working on the maintenance plan for the common facilities storm water system. Part of this plan will require each of the sub-associations to participate in jet cleaning the storm water drains within their communities. We will be sending out information on how the Community Association plans on monitoring this once the maintenance plan is complete.

Your annual membership meeting will be held on March 27, 2018. All bound and contract members will be receiving their first notice in the mail on or about January 26, 2018. If you wish to run for a seat on the Board you can contact any of the nominating committee members to schedule an interview. The nominating committee member's contact information will be in the mailer.

East Lake Woodlands Community Association is having both of the manned guardhouses upgraded. We are asking that everyone be aware of construction while entering or exiting the community.

Please don't forget to visit the new East Lake Woodlands Website at www.eastlakewoodlands.com. As always your input means a lot. Please don't hesitate to contact me with any concerns, recommendations and suggestions.

We are hoping that all of you have a safe and happy holiday season.

HOA Publishers, Inc.

727-403-5506

5420 Pioneer Park Blvd. Suite C Tampa, FL, 33634

Submit articles to: www.HOApub.com

Customer Service Manager.....Liza Carde

Design Manager.....Claudia Huerta

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****Susan Whitehead, President**

Chairman: Administrative Committee

Keith Crank, Vice President

Chairman: Controlled Access Committee

Janet Peterson, Treasurer

Chairman: Finance Committee

Chuck Fairman, Secretary

Chairman: Roads Committee

Pam Brown, Director

Chairman: Grounds/Irrigation Committee

Richard Corrigan, Director

Chairman: Government Relations/Legal

Jeffrey Hunt, Director

Chairman: Communications Committee

Jack Picker, Director

Chairman: Lakes/Drainage Committee

Paul Burmeister, Director

Chairman Insurance Committee

Jaime L. Soderland-Ballard, Manager

Management and Associates

720 Brooker Creek Blvd. #206 Oldsmar, FL 34677

813-433-2000

Communications: Board@eastlakewoodlands.com

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 WOODLANDS
COMMUNITY PATROL REPORT**

Tampa Road Gate 727-785-7384

or North Gate 727-785-1465

NOVEMBER 2017**Alarm Calls/911 Hang Up** 0**Emergency Calls** 1**Complaint Calls** 36
(Noise, speeders, solicitors, domestic disputes, trespass, fireworks, suspicious persons)**Parking Violations** 62**Irrigation Calls** 3**Motor Vehicle/ Pedestrian Accidents** 3**Crimes Reported** 1
(Vandalism to mailboxes, gates, grass damage, stolen bikes, dumping, all other criminal activity)**Miscellaneous/Other** 17
(Welfare checks, pets, wildlife, all others)**The Sheriff monitored 33 hours during November 2017****Performed 0 Hours of Presence/Visibility.****Citations 4, Warnings 60, Vehicles Stopped 63****Top speed: 49/30 MPH.****2018 EASTLAKE WOODLANDS
COMMUNITY ASSOCIATION
BOARD MEETING SCHEDULE**

January 9th 6:30pm	East Lake Woodlands Country Club
February 13th 8:00am	Management & Associates
March 13th 6:30pm	East Lake Woodlands Country Club
April 10th 8:00am	Management & Associates
May 8th 6:30pm	East Lake Woodlands Country Club
June 12th. 8:00am	Management & Associates
July 10th. 6:30pm	East Lake Woodlands Country Club
August 14th 8:00am	Management & Associates
September 11th 6:30pm	East Lake Woodlands Country Club
October 9th 8:00am	Management & Associates
November 13th 6:30pm	East Lake Woodlands Country Club
December 11th 8:00am	Management & Associates

*All meetings are the second Tuesday of each month.

Presidents/Nominating Committee to meet
at 6:00pm January 16th at ELWCC

Annual Meeting/Election March 27th 7:00pm ELWCC

Management & Associates office is located at
720 Brooker Creek Blvd Suite 206 Oldsmar, FL 34677**Butler Plumbing Services**
*Let The Butler Do It!*Water Heaters • Toilets & Faucets
Electric Sewer & Drain Cleaning
Small Job Specialist

Christian Owned & Operated

Psalm 90:17

Tom Butler 727-236-2452

Jeff Butler 727-236-2257

License # RF11061417

HAVE SOME FUN WITH COLOR!

by Sally Giar

Today's home furnishings fabrics and designs are often color coordinated to help you take the guesswork out of your next decorating project. Fabrics, wall coverings, area rugs, bed linens, accessories, and yes, even lampshades feature a wide variety of motifs and patterns....all designed to work in harmony as you work to create your room's new "look".

But, no matter the design, motif or pattern, the common denominator in successfully creating the look you want to achieve is COLOR!

So how do you begin selecting color for your next project? Why not start by playing favorites – and selecting colors your comfortable with. Even if your favorite colors might not work as a major player in your new room, you could possibly consider using that favorite color as an important accent shade.

Here are some tips of helping you "hone in" on your perfect color selection:

1. Take a look in your closet! What colors do you see in your wardrobe that you particularly enjoy? Pastels? Dark jewel tones? Neutrals? Bright, lively shades?

Doesn't it stand to reason that the very colors you're attracted to in your wardrobe, might just be the perfect shades to consider in re-coloring a room?

2. Take a look around your room. Is there an accessory, piece of art, even an area rug that "speaks" to you? Entire room designs have been beautifully accomplished by focusing on one simple multi-colored vase.

3. What's your personal style? Do you enjoy a more casual lifestyle? Perhaps the contemporary style is more "you". Knowing your style will give you an important clue as to the color options you might want to consider!

Once you've done your homework and decided on your perfect color palette, be sure to select one dominate color, a maximum of three adjacent hues, and a dramatic accent color to complete your overall color scheme.



CUSTOM WINDOW TREATMENTS | FINE FURNITURE | WALL, FLOOR & BED COVERINGS | LIGHTING | ACCESSORIES

DECORATING DEN
INTERIORS™

Save up to 20%
ON CUSTOM WINDOW TREATMENTS

Sally Giar
727-789-4886



Call today for a FREE in-home design consultation.



"WHY WE LOVE A CLUB IN OUR COMMUNITY"

by Dan Riker, General Manager

On behalf of East Lake Woodlands Country Club, we want to wish the ELW Community Residents a Happy New Year and a happy and healthy 2018! 2017 was another positive year at the Club with improved retention, strong and consistent golf course conditions, Member events in all departments and execution of our 2016 multi-million dollar investment of the new state of the art fitness center, tennis clubhouse/Crossroads Café and resort style pool renovations. With over 5 million dollars of capital investments at the club from 2014-2017 there is no doubt the Club is healthy and the goal for 2018 is of course to get healthier and stronger for our Members and ELW Community!

WHY DO WE LOVE A CLUB IN OUR COMMUNITY?

First, as residents you have an inclusive, inexpensive club in your own backyard that provides 36 holes of golf, tennis, new state of the art fitness center with group x classes, resort style pool, full restaurant (and bar), junior programming and plenty of fun events in all departments so you don't have to go outside the gate (unless you need groceries!).

Secondly, and as we have said many times before, 'As the Club grows the Community grows, and as the Community grows the Club grows'. Another important item for all of us in the community, whether a Member or not, is your home value and how it can be affected by the Club. A recent **study indicated that property values around golf courses/clubs that had secured a permanent future appreciated in value by 18%** in the past 3 years. On the flip side, home values in golf course communities with an insecure club can decrease anywhere from 10% - 30%.

A few 'takeaways' from all of the information above:

ELWCC has secured a permanent future!

It is important we get even stronger!

Through Member Referrals and ELW Community Members, we need your help! For our current Members, please continue to support your Club, provide us feedback on how to get better, and bring all of your neighbors and friends to join the FUN.

And for those ELW Community Residents that may not join or don't see the reason to support '*silly characters in pink pants chasing a little white ball around a field of grass*', please recognize the benefits the Club brings to your community and home values with all that we do offer (beyond chasing a little white ball!)

Happy New Year and hope to see you all at the Club!



E.L.W. MANAGEMENT COMPANIES

Management & Assocs.
813-433-2000

Aberdeen
Cluster 1
Cluster 2
Cluster 3
Condo 5
Cross Creek
ELW Community Assn.
Enclave
Greenhaven 1
Greenhaven 2
Greenhaven 3 & 4
Pinewinds
Pinnacle
Quail Forest
Silverthorne
St. Andrews
Woodlands Estates
Woods Landing
Worthington

Associa Gulf Coast
(813) 963-6400

Condo 3

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

Condo 2
Condo 4
Condo 7
Creekside
Turtle Creek 1 & 2

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 1
Cypress 2
Cluster 4
Cluster 5
Heatherwood/Laurel Oaks
Patio Homes

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

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

As of 09/19/2017

REAL ESTATE CHANGES FOR YOUR NEW YEAR?

by Ernie Del Barba

Happy 2018 from the McCaffery Team of Berkshire Hathaway Home Services East Lake Woodlands office. We hope that you have had memorable holidays and are ready for the new year ahead. We appreciate your donations made at our office to Metropolitan Ministries to help brighten the season for those in need in the Tampa Bay Area. It has been a good year for us in the real estate market and we saw the continued steady increase in home values of the past several years. The National Association of Realtors has become more than concerned about the controversial issue of the new tax bills effect on home values, and predict that prices could fall. The impact will differ from state to state, and for their findings by examining the numbers of homeowners who have mortgages, average home values of that state, average number of years that homeowners stayed in their homes, how many homes they owned and the property tax values. For our state of Florida, using these variables results in a prediction of home prices to fall from 7% to 11% It could mean a loss in home value of \$14,620-\$21,950 for the typical homeowner. We will have to wait and see. I am sure that most people already know what the impact areas are from the tax bill, but if you do not here they are. Changes to mortgage interest deductions, caps on state and local property taxes, and amended capital gains exclusion rules. These are highlights that are worth your research time to see how they could affect your real estate goals.

Very good news according to the U.S. Census Bureau is that Builders of new construction homes are producing 1.18 million homes nationally per year. Realtors have noticed the increase finally after years of decline in this market, and appreciate this option especially due to our low inventory of homes for sale. There are differences between Resale and New Build that require an agent to understand the information they must have, time-frames for each type of transaction and what to expect along the way until you reach closing. As with the tax bill it seems to be more important for a consumer to be consultative with professionals when trying to know what they can expect, and if what they assume is correct information really is. Both resale and new construction can be stressful and time consuming, so the McCaffery Team would like to make it easier for you by being there for you every step of the way. And remember, Metropolitan Ministries needs your help all year long, and are grateful for any size donation.

Why Are We All Smiling? "Ask Bob"

Bob Knows Real Estate & So Does The Team!



Come meet our team! Tammy Vigh, Claudia Preisig, Joan McIlhorne-Daly, Linda Gagliardi, Ernie Del Barba, Maria Nicholls, Annie Galatro, Fonda Dillard, and seated, Bob McCaffery.

From condos to estates, our team of real estate professionals have over 100 combined years of experience!

TAKE ADVANTAGE OF THE MCCAFFERY TEAM. WE KNOW REAL ESTATE.

Team McCaffery works from East Lake Woodlands' only Real Estate Office/Oldsmar

The MCCAFFERY TEAM
The key to unlocking your real estate dreams.

BERKSHIRE HATHAWAY
HomeServices

VISIT OUR NEW WEBSITE
mccafferyteam.com

301 Woodlands Parkway, Suite 1, Oldsmar FL 34677 | 727.331.8257

like us on facebook
/HOA Publishers

HOA PUBLISHERS



SPECIAL ASSESSMENT FOR DRAINAGE PROJECT

by Janet Peterson, Treasurer

All bound members received an \$800 special assessment invoice in early June of last year. I am happy to report that many people have paid this already, the due date was \$400 by December 31, 2017 and \$400 by December 31, 2018.

We offered a discounted price of \$750 for payment in full by December 31, 2017. As of November 30, 2017, we had received approximately 40% of the total amount assessed. This represented 778 homeowners that made a full payment, taking advantage of the \$50 discount offered. We also received many partial payments from homeowners. Thank you to everyone who has paid already, this significantly reduces the interest cost on the loan we secured for the project.

If you did not make your payment in full before December 31, please remember that at least \$400 was due in 2017 and the remaining \$400 is due before December 31, 2018. We can accommodate monthly payments if you prefer, be sure to mark your payments "special assessment".

Please note this invoice requires payment, it carries the same penalties as a regular HOA payment in the event of non-payment or default, including a lien on your property and/or foreclosure.

Thank You.



THE NEXT WAVE

by Jeff Hunt, Editor

People. As a 22+ year resident of East Lake Woodlands and currently the longest tenured member of the East Lake Woodlands Community Association Board of Directors, I have witnessed the selfless service that a few residents have given to our Community over that period of time. I've witnessed that these few residents don't get the credit they deserve. They work "extra" hours on their assigned

areas of responsibility. They work without receiving a paycheck.

As I've written in this space many times, we/you are truly fortunate that these few residents have stepped forward and given their time and energy toward maintaining and improving East Lake Woodlands.

People. Any good organization rises or falls on the quality of those individuals. We/you again are extremely fortunate that high integrity, high character people have volunteered to serve our ELW Community on the Board of Directors AND individual committees. Again, as I've written in this space many times, I'm just the mutt on the ELWCA Board compared to the pedigree of those that I have served with over the years. Woof,woof.

People. We are now at the point that several of our residents that have served on the ELWCA Board and corresponding committees will be stepping aside or have already left to focus on another part of their lives. Your Community needs a few of you to step up now and lead the next wave of residents in safeguarding the unique place we all call home.

People. It doesn't matter what you do for a living or how much money you may have. You only need an interest in helping your Community and a willingness to serve. (I've found that a good sense of humor and educating yourself about the complexities and nuances of ELW really help too.)

People. With the New Year upon us I'm hoping there are at least a few of you who are inclined to help lead our Community forward over the next few years. People who see the value in building, giving to and serving the Community they love.

"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity."

- Douglas Adams -

EAST LAKE COMMUNITY LIBRARY SPECIAL EVENTS FOR JANUARY 2018

by Patty Ann Wiczorek, Reference & Marketing Librarian

GENTLE YOGA WITH DAWN (AT NEW LOCATION)

Thursdays, January 4, 11, 18, 25, 12:00-1:00pm

Beginning Thursday, November 30, Gentle Yoga with Dawn LaCross will move to an offsite location during the library construction. It will be offered from 12:00-1:00 every Thursday at Yoga Shakti Center for Wellness, 2625 Keystone Road, Suite A-2, in Tarpon Springs (on the



corner of East Lake Drive in the Cypress Turn Professional Center). No preregistration is required but a \$5.00 donation to the instructor is requested. Breathing techniques combined with various postures and meditation will help purify, strengthen, and transform your life. Increase your vitality and reduce your stress! Minimum age: 16 years old.

COFFEE & CONVERSATION WITH THE DIRECTOR

Thursday, January 11, 2018: 12:00-1:00pm

Monday, January 22, 2018: 9:30-10:30am



Come talk about the building expansion, favorite books, programs and services you'd like to see, or anything else library-related with Lois Eannel, our Director. We bring the coffee - you bring the conversation!

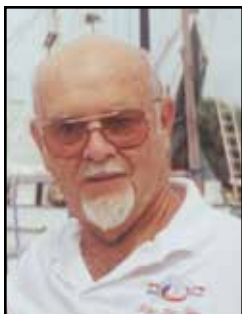
CHARITY BINGO AT HAMBURGER MARY'S!

Sunday, January 28, 5:00-7:00pm

Join us for a hilariously fun evening of Charity Bingo at



Hamburger Mary's Bar & Grille in Clearwater located at 28910 US HWY 19N. Bring your friends for dinner and then play bingo afterwards. Costs are \$10 for 10 games (cash only) and a minimum \$10 food and beverage tab. Beautiful gift basket prizes for winners and a 50/50 raffle too! 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.



BACK TO COLLECTING

by Paul Leaser

CRÈCHES

Crèches are three-dimensional models mostly for Christmas; the Nativity most noteworthy.

The peak of the crèche-maker's art was reached in 18th century Naples, where puppet-like figures in terra-cotta or wood heads were created.

Cast in molds, many of which have been passed down for several generations, the figures represent people of the area dressed in the costumes of the early 19th century. These santons, as they are often called, are the ones that collectors prize the most.

Examples of this art from the 19th Century and earlier are particularly scarce and expensive.

These figures can still be found at auctions and doll shows. Do not pass up any unusual style of crèche, as even those produced in quantity, may never be made again, thereby becoming scarce and a valuable collectible.



Many of these old Crèches I bought at House Auctions when I resided in Bethlehem, Pa.

EDITOR'S NOTE: The following article appeared in the 12/25/17 edition of the Tampa Bay Times. I thought point #2 was extremely instructional considering our own ELWCA commitment to restoring our Master drainage system.

5 TRUTHS ABOUT SUNSHINE STATE FACT-CHECKERS SHARE SOME SURPRISING TRIVIA THEY LEARNED.

By Allison Graves, Times Staff Writer

Every day, PolitiFact Florida researches claims by candidates and elected officials to sort fact from fiction for voters.

In fact-checking the 2018 governor's race and Gov. Rick Scott, we've collected heaps of information about Florida and the rest of the country. There's some good news, and some not-so-great news.

(If you know of a trivia night where these facts would earn us the top prize, please let us know.)

1. Florida has a nursing shortage.

Our need for nurses might not come as a surprise, considering Florida's aging population. But data from the Department of Economic Opportunity shows registered nurses have consistently topped the lists of monthly online job advertisements and annual job openings in Florida since 2007. In recent years, the shortage has been exacerbated by a lack of students studying to become nurses, a shortage of faculty teaching students and an aging workforce and state population.

2. Florida's stormwater infrastructure is in bad shape.

Every four years since 2008, the Florida Section of the American Society of Civil Engineers has issued a report card outlining the condition of Florida's infrastructure. In 2016, Florida's coastal and stormwater infrastructure received D-plus and D ratings.

What does that mean? The infrastructure is in poor to fair condition, below standards and not prepared to handle climate change.

'It might be too late for the next hurricane, but the sooner we start, the more we could prevent damage in the future,' said Dave Randle, University of South Florida director of sustainable tourism.

3. The rate of insured children has jumped substantially in recent years.

The rate of uninsured children in Florida dropped from 14.8 percent in 2009 to 6.2 percent in 2016, according to a September 2017 study by the Georgetown Health Policy Institute Center for Children and Families. That's a reduction from 601,000 uninsured children to 257,000.

The report says Florida's progress is a result of improvements for children through Medicaid and the Children's Health Insurance Program, and gives credit to the Affordable Care Act signed by former President Barack Obama.

Still, Florida lags behind the national rate of uninsured children, which was 4.5 percent in 2016.

4. Florida is the only place to tax commercial leases.

And Scott, a Republican, is none too happy about it.

Other states and municipalities have similar taxes, but none of them are comprehensive sales taxes like Florida's 6 percent sales tax on the total rent paid for any commercial property, including storefronts, offices and warehouses.

Scott has tried unsuccessfully for years to phase out this tax. But the Legislature has not gone along with a complete cut, settling this year for a 0.02 percent reduction that goes into effect Jan. 1.

5. Hispanic entrepreneurs are opening a lot of businesses.

Whether looking at just Hispanic immigrants or Hispanic entrepreneurs, Hispanic-owned businesses are popping up faster than non-Hispanic white demographics in Florida and across the country.

By using data from the Census Bureau's 2015 American Survey of Entrepreneurs, PolitiFact Florida found the Hispanic growth rate for businesses from 2014 to 2015 was more than three times the growth rate for non-Hispanic white businesses opened by men and women.

Have a fact for us to check? Email us at truthometer@politifact.com.

Read more rulings at PolitiFact.com/florida. Contact Allison Graves at agraves@tampabay.com. Follow @AllisonBGraeves.

**NEED A PLACE TO STAY
AFTER THE PARTY?**

**You can always stay with us at the
Holiday Inn Express & Suites
Oldsmar. Call 813.854.5080
and ask for your Eastlake Woodlands
discount or scan this QR code.**



ANIMAL OF THE MONTH AFRICAN LEOPARD

by Jake Jacoby

All Great Cats, like the Leopard which is the smallest of the Great Cats, are the ultimate hunters. They have a strong, muscular body with forward-facing eyes, razor-like teeth, and sharp claws. They have extremely quick reflexes and keen senses. Most eat nothing but meat; many live alone and only spend time with others when they are mating or raising young; and they are most often active at night. They are basically land dwellers and are great climbers and are good swimmers as well.



Leopard profile

It is no wonder that they are such great hunters as they can run up to 36 MPH, jump forward 20 feet, and leap 10 feet straight up. Their ears can hear 5 times more sounds than a human ear. The Leopards spots are called rosettes because they look like roses.



Leopard on the hunt

All Great Cats (Lions, Tigers, Leopards, and Jaguars) hunt in similar ways, depending on their eyesight and hearing to judge distances accurately and pick up the faintest sounds. Leopards stalk their prey in silence, remaining hidden while creeping toward their prey. Once the Leopard is close enough, or if they are spotted, they pounce. If they capture prey, they wrestle it to the ground and kill it with a bite to the neck or throat. The prey can die of suffocation before bleeding to death as the Leopards powerful jaws cut off the air to their windpipe. Leopards do not need much water and can go without for up to 10 days as they obtain the moisture they need from feeding on their prey.

Leopards spend a lot of their time in trees. Their spotted coat camouflages them, making them blend in with the leaves of the tree. They will often drag their prey into trees to keep it from being taken by other animals. They have incredible strength and can climb

as high as 50 feet while holding a fresh kill in their mouth, even one larger and heavier than themselves!

A pregnant female uses a cave, burrow, or an opening in thick vegetation as a birthing den. Leopards have a gestation period of approximately three months and typically give birth to a litter of two to three cubs in a den. Each cub weighs just 17 to 21 ounces at birth, is blind and almost hairless. They are totally dependent on their mother for food and do not leave the den until they are 3 months old.

At 12 to 18 months, the cubs are ready to live on their own and at 2 or 3 years old will create their own offspring. Leopards live 12 to 15 years in the wild.

I took all of these photographs in the Mala Mala Game Reserve in South Africa and the Mashutu Game Reserve in Botswana, Africa in September 2017.

Please see my favorite photographs on my website at: www.flickr.com/jake_jacoby



Leopard leaving its tree



Leopard Cub

DONE RITE ROOFING, inc.

If You Want It Done, Have It Done Rite!

ROOF LEAKING?

NEED FAST, RELIABLE & AFFORDABLE SERVICE?

ALL WORK GUARANTEED

Residential • Commercial • New Construction • Re-Roofing

Shingles • Flat • Metal • Tile • Roof Vents

Skylight Repair & Installation • Rotted Wood Replacement

Serving all of
Pinellas County

FREE ESTIMATES

727-228-3989

www.DoneRiteRoofing.com

Family Owned
& Operated

Licensed • Insured • Bonded Coupon must be presented at time of estimate. LIC#CCC1330640

HERON BUSINESS DIRECTORY

DVC360.COM



**PRINT
SIGNAGE
APPAREL
WEB**

813.875.6068

Minor Repairs & Installations

ACE Homes & Condos

HANDYMAN

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

Call Lou for your **FREE** estimate

727-785-7330

"Done Right The First Time"

J & J

ALUMINUM

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

East Lake Café

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



"Voted #1 Breakfast in Palm Harbor"
"An Old Fashion Family Run Neighborhood Restaurant"
- AOL's City's Best

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

\$4 OFF a \$20 Purchase
Coupon is good 7 days a week. Not to be included with any other offer. Expires 1/31/18

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




www.eastlakewoodlands.com

LOOKING FOR MORE BUSINESS?

Get noticed in your community

www.HOApub.com
Pinellas, Pasco & Hillsborough newsletters

727-403-5506



HOA PUBLISHERS

Only 1 Space Available in The Heron Business Directory



CRUISE PLANNERS®

OUR SERVICE TRAVELS WITH YOU WORLDWIDE!

Your "local, in person" fun planners!

TOURS – CRUISES – GROUPS – MEETINGS

Book locally – get service locally!

Contact our team for your next travel adventure.

Miki – 727-856-9100
Debbie – 727-934-4343
Holly – 727-697-1619



MULCH IN THE LANDSCAPE

by Pam Brown (ELW resident)

This is an article that I reuse periodically because it is very pertinent to our landscapes. Mulch prevents loss of water from soil by evaporation, suppress weeds, and moderates soil temperature. It can improve absorption of water into the soil, reduce erosion, and organic mulches add organic matter to our infertile soil as it decomposes. In addition, mulch adds beauty to the landscape. You don't have to remove old mulch when you apply new. Just add the new mulch on top of the old and the old will just continue to decay adding organic matter to the soil. Two to three inches of mulch is the proper depth to apply. It is important to not pile mulch up around the trunk of trees or shrubs or on the bases of plants. This can hold moisture against the trunk and result in rot or fungal disease.

Some environmentally friendly and sustainable mulch choices are:

OAK AND OTHER TREE LEAVES – this is a great way to use these free natural resources. As winter progresses and spring approaches, we have an abundance of especially Oak and other leaves. If you have large leaves, run over them with a lawn mower to mulch them so that they don't blow in the wind. Once in place, leaves can be covered with a layer of one of the mulches mentioned below to improve the look if they are in a high visibility area.



Mulch in the landscape



Oak leaves as mulch

PINE BARK – a waste by-product of the lumber and pulp paper industry

PINE STRAW – from plantations or your own pine trees

EUCALYPTUS: CHIPS OR SHREDDED – farmed sustainably on plantations

UTILITY MULCH OR RECYCLED YARD WASTE – usually available



Proper mulch around a tree trunk

free from Pinellas Solid Waste and good for areas that you need mulched but do not want to spend lots of money. It is not the most attractive, however, you can put down two inches of this mulch and cover with more expensive mulch to help control cost. Free mulch sites are listed on the web at: http://www.pinellascounty.org/solidwaste/recycling-directory/pdf/free_recycled_mulch.pdf. The two sites closest to us are John Chestnut Park and Anderson Park.

MELALEUCA – an invasive tree here in Florida that is being harvested and ground for mulch. It is said to resist some insects including termites. It is usually sold as Floramulch

MIXED HARDWOOD: COLORED MULCH – This mulch could be ground pallets or other wood by-products. It is dyed many colors, but red seems to be the most available. There is concern that this mulch contains CCA-treated wood that contains arsenic or other poisons but the EPA has stated that chipped or ground CCA-treated wood is a hazardous and it is not allowed in garden mulch.

CYPRESS MULCH – is probably the most abundant in the stores, but I discourage using it because large stands of native Cypress trees are being cut to produce it. It is not farmed sustainably and is not usually a by-product of lumber production. In addition, it tends to mat down and not allow water absorption through it into the soil as well as the other mulches do.

ROCK MULCH – is popular with some people and it does give a uniform appearance. Rocks are not organic, so they do not add any fertility to the soil. But, they are permanent and do not need to be refreshed as often.

RUBBER MULCH – is good for paths or perhaps playgrounds. However, research at the University of Washington found that zinc leaches out of these mulches at levels that are toxic to plants. There is also concern about chemical leaching when using it in children's play areas and even concern about the volatile gasses which could be toxic that are released when the rubber mulch gets hot. Rufus Chaney of the USDA Agricultural Research Service, after over 20 years of research concludes that on the zinc factor alone, ground or chipped tire material should never be used in gardens or landscaping. I have also read that tire rubber crumbs are being used as bulking agents in commercial compost products. That really concerns me. The Black Kow Compost web site states that they do not add any type of fillers to their compost so; it should be safe to use.

The question always arises about mulch and termites. A research study was done at the University of Florida using, Eucalyptus, Melaleuca, Pine bark, Pine straw and Utility mulch. Termites fed on all of the mulches, but Melaleuca was the most resistant. Utility mulch was the most consumed then Pine. It is recommended that no mulch (wood based or rocks) or only a thin layer of about one inch thick be placed up against the foundation of the house. It is actually best to leave an area of at least 12 inches or more from the foundation mulch free. The termite treatment is in the soil at the base of your house. By placing mulch or rocks over this treated soil, you run the risk of the termites being able to access your foundation without being intercepted by the treated soil. You should not have any plants this close to your house either, so you could use Roundup or another weed killer to keep weeds down in this area. You should be able to walk behind any landscaping around the foundation of your house so that it is easy to inspect whether termite activity is present.

JANUARY LANDSCAPE CHORES

It is a good time to plant woody shrubs. Be sure to water frequently to get new plantings off to a good start. See Planting Trees and Shrubs: <http://edis.ifas.ufl.edu/ep112>

Plant deciduous fruit trees now so that their roots have time to develop before the warm, dry spring months. Prune and fertilize existing trees. See Temperate Fruit for the Home Landscape: http://edis.ifas.ufl.edu/topic_home_temperate_fruit

Be ready to cover tender plants to minimize damage and be sure covers extend all the way to the ground. Frost or freezes are likely this month and next. Bring sensitive plants like orchids inside if a frost or freeze is predicted. Thoroughly water and cover sensitive plants in the landscape 12–24 hours before a freeze. See Cold Protection and Chilling Damage of Landscape Plants: http://edis.ifas.ufl.edu/topic_landscapes_and_cold

Prune non-spring flowering shrubs and trees this month to improve form. See Pruning Landscape Trees and Shrubs: http://edis.ifas.ufl.edu/topic_tree_pruning

Crape Myrtles - remove seed pods, crossing branches, and small twiggy growth to improve the appearance and form of the plant, if desired. Hard pruning is not required. See Crape Myrtle: http://edis.ifas.ufl.edu/topic_crapemyrtle

Apply horticultural oil to citrus, shrubs, and deciduous fruit trees while plants are dormant to control scale. Apply copper spray to mangos as they start to bloom to control Anthracnose (*Colletotrichum gloeosporioides*). This is the most important disease of mango in Florida. It attacks flowers, young fruits, leaves, and twigs. Prevention can be accomplished by maintaining a coating of fungicide on susceptible parts starting when bloom buds begin to expand and ending at harvest. See Landscape Pest Management: http://edis.ifas.ufl.edu/topic_landscape_pests

EAST LAKE WOODLANDS 2018 DRIVE FOR A CURE...

by Lollie Moyer, Communications and Marketing for ELW Drive for a Cure



We're almost ready, and we hope you are! The plans are moving forward quickly for the East Lake Woodlands "Drive for a Cure" Golf outing. The Four Person Team Scramble will take place on Friday, February 23, 2018 at the East Lake Woodlands Country Club. Arrival and registration begins at 10:00 AM with an 11:30 AM shotgun start. There will be flights for women, men and mixed foursomes. Dinner, along with several auctions will follow play. The cost is \$100.00 (if paid before February 16, 2018; \$115.00 if paid after February 16, 2018) and it covers golf, cart, range, snacks, dinner and a contribution to our charities. Dinner and auctions will begin at 4:30 PM. The cost for dinner (only) is \$45.00, which includes a contribution to our charities.

Last year, in the U.S., there were an estimated 252,710 new cases of invasive breast cancer and 63,410 new cases of in situ breast cancer among women resulting in 40,450 breast cancer deaths.

Although breast cancer in men is rare, it does happen. In 2016, there were an estimated 2470 new cases among men in the U.S. resulting in 460 deaths.

We support the Morton Plant Mease Mammography Program and the Florida Suncoast Affiliate of Susan G. Komen because of our dedicated effort to use the funds in the Tampa Bay area. While the major portion of the funds raised focus on screening, diagnostic and treatment services for the uninsured and underinsured, a portion of the funds is also used to support research with the goal of eradicating breast cancer once and for all. Both recipients are designated as 501(c) 3 organizations.

Since 2007 the Drive has raised over \$200,000 for the organizations we support. This year our goal is to reach a cumulative total of over a quarter of a million dollars to support those dealing with breast cancer. Participation and sponsorship is very important to this effort, and there are many opportunities available to help us meet this goal. Come play with us on our beautiful, top-quality golf courses; you'll have a wonderful time and you will be instrumental in supporting this very worthwhile goal.

For more complete information about the event, registration, sponsorship and donations, please visit our web site at:

<http://www.elwdriveforcure.com>

www.facebook.com/elwdriveforcure.com

We'll see you on February 23rd!

TORINO INC

C 10761 C 10842

Steve Johnson
Owner

727 534 5965
torinoinc22@gmail.com
www.torinoincorp.com

- Int Painting
- Carpentry
- Drywall repair
- Laminate Flooring
- Assembly and more

Ask about our house checks and maintenance programs

Sign up in pro shop or online



Presented by



Benefiting



February 23, 2018

\$100 registration before 2/16/18 includes
Golf • Dinner • Contribution

10:00 am: Registration
11:30 am: Shotgun Start
4:30 pm: Dinner and Auctions

*Separate flights for
Men • Women • Mixed*

Call 727-215-9862
for details or register online

www.elwdriveforcure.com
www.facebook.com/ELWDriveforaCure

*Proceeds benefit the
Suncoast Affiliate of Susan G. Komen for the Cure
and Morton Plant Mease Mammography*

FOR SALE

2013 Yamaha VX Deluxe Jet Ski w/trailer & accessories. Like new, 27.8 hrs! \$7000 - 508-479-0619

DR ALL TERRAIN BRUSH MOWER Powerful Kawasaki 15.0 motor. \$1500 OBO Call 727-781-3619

Items for sale Porcelain dolls, Hoover vacuum, pair of oriental gold lion - 727.415.4036

Toro 5500 portable generator, 10hp B&S engine. Like new. Manual incl. \$375 - 727.785.9028

King embroidery quilt w/shams Taupe, 100% cotton like new \$40 - 727-741-5121
King Bedsread Ivory Matalese w 3 Euro shams JCPenney like new \$35 - 727-741-5121

Doll House All Wood, Electrified 7Rooms 30 In Wide X 27 Hi With Accessories - 727-787-6154

Thomasville lighted wood hutch/cabinet professionally refinished \$200 64x84 - 727-789-5051

Super Nintendo classic edition. New in box. Call 727-772-7525 Elizabeth - 727 772-7525

25" PC Monitor \$35.00 - 727-784-8883
2004 Cadillac Deville. Loaded, 122K Immaculate Cond. Garaged kept. \$3,495. - 609-846-4358

Assortment of household items for sale 11/11/17 call for details. - 727.808.4117

Mink! Full lgth, blue fox shaw collar sm. Appraised \$4500. Sell \$800.00 - 727 784 9205

Mattress - Thomasville Twin Mattress Boxspring and Frame - New - \$125 - 727-940-4966

STORM PANELS FOR SALE- 9 80" AT \$45.00 each 9 104" AT \$65.00@. PLEASE CALL - 727-789-4397

TREADMILL-Landice High quality -pd \$3000 IPOD/IPAD connect Excellent \$1500 - 727-623-4649

Teeter Hang-Ups EP-970 Comfort Track Series, 1 yr old, \$250. - 727-644-9562

For Sale - Indiana acoustic guitar with case & music stand. \$70 Call after 6pm - 813-613-1499

Delta Portable Folding Crib & Mattress. Espresso. Birth-24months. BabiesRUs \$55. - 727-754-7795

For Sale- very new corner tv glass stand. Holds 45-55". asking \$25. - 916-847-0062

Patio Set Glass Top Table, 6 Chairs, Aluminum Frame, in good shape \$40 - 727-784-7887

Queen air mattresses (2). Great condition, 1 single, 1 double height. \$25. - 4074662387

Jamome Sewing machine Model 7330 bought in 2015 Like new Has 25 yr warranty \$250 - 7279445122

'05 Camry XLE 61+K mi. New tires, tint. Excellent cond. All maint recds. \$7900 - 727-940-5566

Florida Room Furniture-Three Piece Tropical Print-must see!-like new!\$695. - 727-386-4837

NordicTrack recumbent cycle programmable very good condition \$125 or offer - 727-785-8920

Penguin figurines large collection ceramic or glass various 80 pieces \$150 - 727-785-8920

Gorgeous Artificial palm in basket, 6'ground to top, like-new \$45 - 727-643-1709

Beautiful designer coffee table, wood/glass, off-white in color, 45.5"sq. \$75 - 727-643-1709

Mosler Safe (army) 17"deep, 15"wide, 12"tall \$85 - 727-643-1709

3yr old stainless steel side by side fridge 68H 351/2W 231/2D Spotless. \$600 - 727-210-7815

For Sale Frat boy fridge \$50 wine fridge \$20 - 727-785-8380

Monsieur Seriziat d'après David Custume Directoire print, mat, fr, glass 43x55 ELW - 727-286-7020

1800's N. C. Corner Cupboard 16 lite upper doors, 2 blind on bottom ELW resident - 727-286-7020

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

FREE CLASSES

FREE dance classes for all EAST LAKE HS students during the month of June. - 7656351941

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

Computer repair, virus removal, technology assistance. Free Quotes. Call Anytime - 8147223378

Home Cleaning 15yr experience with excellent references. Call for free estimate. - 7276877588

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

ALONE, & NEED HELP? Call Bob (CNA/HHA) for Home Health Care & Companionship. - 302-358-9368

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

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.

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. suncoastanimalleague.org

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

CLASSIFIED ADS

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

SERVICE PROS

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

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.

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

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, fascia, 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

NICK'S PRESSURE CLEANING SERVICES INC. 727-919-1591

Soft Roof Washing, Complete House Washing Services, All Concrete Surfaces Cleaned, Pool Decks & Patios, Paver Re-Sanding & Sealing Services, Free Estimates, Licensed/Insured, Serving the Tampa Bay Area since 1993. www.nickspowerwash.com

Feature your business in the
SERVICE PROS
For rates: info@hoapub.com

FREE CLASSIFIED ADS

Submit yours: hoapub.com

The deadline is the 15th of each month.

Harr & Associates
Insurance, Inc

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

BUILD A BUSINESS YOUR WAY

(Family Features) Creating a business from the ground up is no small endeavor. From planning to financing to putting standard business services in place, there's a lot to tackle. All of that is in addition to operating the day-to-day business.

To overcome these obstacles, franchising is an ideal solution for many aspiring business owners. It provides the advantages of business ownership, but with the added support of a recognized brand and an established method of doing business. Partnering with a franchise like The UPS Store offers numerous benefits.



FLEXIBILITY.

Opening a franchise allows you to enjoy the freedom and flexibility of making your own business decisions and being your own boss, while working toward your goals of personal and financial independence at your own pace.

START-UP RESOURCES.

Getting a new business off the ground requires a wide range of activity, from site selection and lease negotiation to hiring and training staff. A franchise can help you navigate these early decisions and needs with a deep pool of experience and knowledge to help overcome the hurdles you may encounter.

TRAINING.

Even a well-educated business owner has room to learn. With a franchise, you have the opportunity to receive in-depth training in areas such as business operations, technical systems, human resources, marketing and financial management.

NETWORKING OPPORTUNITIES.

Connecting with other franchisees at area meetings, regional conferences and national conventions helps you stay informed of industry trends, discover new tools and resources, and develop lasting relationships with fellow franchisees. The result is a peer group that has intimate knowledge of your business model that can serve as a valuable resource as your business grows.

PRODUCT DEVELOPMENT.

Part of developing your business is understanding your customers' needs and introducing new products and solutions. As a franchise owner, you can contribute insight to the process but focus on running your business while development experts dedicate themselves to researching and innovating new products and services that can help you better serve your customers.

MARKETING SUPPORT.

Many franchises conduct national advertising campaigns to build brand awareness, while regional efforts and local store marketing can build excitement in your market. A layered marketing plan extends the reach of your marketing budget and lends credibility to your business.

FINANCING ASSISTANCE.

Funding your franchise according to your unique goals and background can help eliminate many of the financial pitfalls that those without experience or industry expertise may encounter.

Learn more about franchising and the options available to aspiring small business owners at TheUPSStoreFranchise.com.

A MILESTONE ACCOMPLISHMENT

A focus on small business is driving big results for one national retailer. The nation's largest franchise system of retail shipping, print and business service centers, The UPS Store, Inc., is now 5,000 locations strong.

"The UPS Store network is made up of dedicated individuals and families who are committed to serving small business owners, customers and their communities," said Chris Adkins, vice president of franchise development for The UPS Store. "We look forward to welcoming more franchisees into our network as we continue to challenge ourselves to find new ways we can bring convenience and value to our customers."

Over the years, the retail concept has expanded to include a range of solutions for small business owners, creating a one-stop shop for small-business support. Small business owners can find resources such as notary services, shredding, mailbox and locker rental, and, in some cases, even inventory management solutions, as well as the packing and shipping services that business and non-business customers alike can utilize.

5 TIPS FOR CREATING A BUSINESS PLAN

Once you've settled on a business model that meets your needs, developing a business plan is an essential next step. These five tips can help you get started:

- **THINK LONG-TERM.** A solid business plan should account for your start-up, of course, but also the longer range future of your operations. Consider how you want your business to look five years down the road. Create goals and build in milestones to chart your progress on that long-term path.
- **WRITE IT YOURSELF.** No one can embrace your vision as completely as you can and developing the plan yourself gives you a deep understanding of every aspect of the business, which is essential for good management. Even if you hand over certain responsibilities down the road, being aware of each aspect of your business can make you a stronger, more successful leader.
- **REVIEW THE PLAN OVER TIME.** Know that time brings change. The business climate and other variables that influenced your original plan will likely shift over the course of your ownership. That's why it's important to revisit your plan at least annually to ensure your original roadmap is still on the right track strategically.
- **SHARE YOUR PLAN WITH OTHERS.** Inviting input from an adviser or experienced friend or colleague is a great way to spur new ideas and identify potential problem areas. Be sure you're prepared to accept constructive criticism to help shape the best possible business plan.
- **STICK TO IT.** After all the sweat equity you invest in creating your business plan, the worst thing you can do is allow it to collect dust on a shelf. Use the plan to guide you in launching and growing your business. When business is booming and you're too busy to think strategically, you'll be grateful to have a well-conceived plan to rely upon.

Source: *The UPS Store*

Dryer Vent Cleaning

✓ Prevents Fires ✓ Clothes Dry Faster

www.wegotthelintout.com

Call Richard Dubay

727-326-2075