



PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION



NOTE: Please retain these Policies and Procedures for information. Do not submit them with the application.

AMOUNT OF FUNDING REQUESTED: \$ 8,000.00

1. **EVENT: Wesley Chapel Fall Festival** _DATE(s) OF EVENT: October 13-14, 2012

2. **VENUE/LOCATION OF EVENT/PROJECT:** (address and/or location(s) where event will take place):

Address The Grove at Wesley Chapel 5827 Wesley Grove Blvd.

City Wesley Chapel State FL Zip 33544

3. **NAME OF APPLICANT/HOST ORGANIZATION:**

Legal Name as per registered with Sunbiz.org The Greater Wesley Chapel Chamber of Commerce

Address 6013 Wesley Grove Blvd., Suite 105

City Wesley Chapel Zip FL Website www.wesleychapelchamber.com

4. **EVENT CONTACT:**

Name Wendy Bechtelheimer and Jeff Miller Title Co-Chairpersons

Phone No. (813) 994-9228 Fax No. (813) 994-8154

E-mail office@wesleychapelchamber.com

5. **TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.): 59-3531838**

IF A NEW EVENT (1st time applicant), ATTACH ARTICLES OF INCORPORATION, BYLAWS. Fed ID No. **Not a new event**

IF A NEW EVENT (1st time applicant) ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS AND A LIST OF PAID STAFF. **Not a new event**

IF A NEW EVENT (1st time applicant) ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR. **Not a new event**

6. **OVERVIEW OF EVENT:** Including whether your event has received a TDC grant in the past?

If yes, indicate name and date of event/project and amount received within the last three years. (Attach separate sheet if needed)

This is our fourth annual event. The event will feature arts and crafts with approximately 125 participants with arts, crafts, business and food vendors. There will be live music both days. A Battle of the Wings contest, large children's area, Hay Ride, and Pumpkin Patch sponsored by the local Rotary Club. We are continuing to add items to our show and believe it will be larger than in previous years. Local, Regional and State participants in the show ensure a great crowd for the event. Listed below are the grant amounts we have received in previous years.

Year	Grant Funding
2011	3321



**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION**

2010	3509
2009	N/A

LIABILITY INSURANCE? ___ No ___ X Yes Carrier Mount Vernon Insurance Co.

7. ATTACH EVENT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.

PRODUCTION OF ROOM NIGHTS AND ECONOMIC IMPACT

9. HAS HOST HOTEL(S) OR ACCOMODATION PARTNERSHIPS BEEN SECURED? ___ No ___ X Yes
If yes, indicate place(s), contact(s), telephone number(s)

<u>Hotel</u>	<u>Contact</u>	<u>Telephone Number</u>
Sleep Inn	Gysselle Salazar	813-973-1665
Comfort Inn	Melissa Williams	813-991-4600

11. ANTICIPATED NUMBER OF ROOM NIGHTS/ OVERNIGHT ACCOMODATIONS FOR THIS YEAR:
(Please identify any room nights provided free, in-kind or paid by your event)

<u>Date(s)</u>	<u># of Rooms</u>	<u># of Nights</u>	<u>AVG ROOM \$</u>
10/12	10	1	70.99
10/13	50	1	70.99
10/14	10	1	70.99

12. QUALIFIED ROOM NIGHT PRODUCTION/HISTORY:

<u>Year</u>	<u># of Rooms</u>	<u># of Nights</u>	<u>Total Room Nights</u>	<u>Avg. Room \$</u>
Example	50	2	100	\$75
2011	116	1	116	129
2010				
2009				
Total				

13. ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS (not overnight): 20,000 _____

14. ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS (not overnight): 25,000 _____

15. WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS? ___ \$5,205,000 _____

The Office of Tourism Development uses the out-of-state event formula provided by [VISIT FLORIDA](#) and the [FLORIDA SPORTS FOUNDATION](#) information.

Out of county participants/attendees are estimated at 45,000 – adults at 25,000 and youth at 15,000 x \$143 per day = \$2,145,000.00 5,000 x \$72 = \$360,000.00

In county is estimated at 15,000 adults and 5,000 youth

35,000 x \$72 per day = 2,520,000.00 and 15,000 x \$12 per day = \$180,000.00



PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
 FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

Total \$5,205,000

ADVERTISING & MARKETING OUT-OF-COUNTY

16. INTENDED MARKETING/ADVERTISING BUDGET FOR YOUR OUT-OF-COUNTY PLAN: Please provide details of the cost, activities, placements, collateral materials, names of publications targeted, number of brochures to be produced, and where brochures will be distributed, etc. (attach separate sheet if needed)

Advertiser	Type	Amount
True Oldies	Radio	2,000
The Laker	Print	1,000
Billboards	Outside	3,000
Orlando Sentinel	Print	1,000
Sarasota Herald Tribune	Print	1,000

17. FOR REPEAT EVENTS: please provide copies of all event promotional materials, including radio or television scripts, printed fliers, ads or other materials you purchased with Pasco County grant funds. Only provide material on the most recent year a grant was received. **This is a repeat event, copies attached.**

18. What research do you have regarding the demographics of your attendees? How do you measure the success of your event? How do you measure the effectiveness of your promotions? (Attach separate sheet if needed)

We measure the success of our event by the sales of the artists/craftsmen, feedback, mall management statistics for foot traffic and food vendors success during the event.

ADDITIONAL INFORMATION

19. Has the organization attended the annual Pasco Tourism Summit and or Grant Workshop? Yes No

20. Has the organization volunteered at other local events and/or travel expos with the Office of Tourism Development to promote Tourism? Yes No

21. Does the event have a recycling plan in place? Yes No

(see below for key areas when answering question)

RECYCLING AT AN EVENT

At the April 11, 2011, TDC Meeting the TDC initiated a recycling segment to the application process. The goal is to integrate a recycling message with the County's Tourism brand: "It's Only Natural." The applications **will not** be scored on recycling, but based on the results and post event reports the TDC may advise the BCC to permanently add recycling to the scoring process. Please provide the information requested below to assist the Recycling Coordinator and this initiative.

From the Pasco County Recycling Coordinator: Waste management and recycling at special events – from sports games, to music festivals, to county fairs, etc. – can be a challenging behind-the-scenes job for any event coordinator. But, if an event effectively handles its trash, then recycling collection can be a simple extension of that function. The job becomes easier the earlier in the process it is planned. By utilizing some proven techniques and effective communication the job can run smoothly.



PASCO COUNTY TOURIST DEVELOPMENT COUNCIL FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

There are several key areas to enhance Recycling at special events:

- 1) Clear, simple communication about trash and recycling. How will you tell people you're recycling?
- 2) Site examples of getting a buy-in from everyone... from sponsors to vendors to volunteers to attendees;
- 3) What is the majority of your trash? Do you know what you can recycle?
- 4) How convenient is it for your participants and visitors to deposit both trash and recyclables?
- 5) How do you determine who and how will the collection and disposal of both trash and recyclables?



**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION**

VERIFICATION OFFICIAL WITH CONTRACTING AUTHORITY FOR THE ORGANIZATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Official's Signature

Official's Name and Title

CHIEF FINANCIAL OFFICER FOR THE ORGANIZATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Official's Signature

Official's Name and Title

CONTACT PERSON AS LISTED ON PAGE ONE OF APPLICATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Official's Signature

Official's Name and Title



PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

THE FOLLOWING FORMS ARE FOR COMPLETION ONLY AFTER CONFIRMATION THAT TDC FUNDING HAS BEEN AWARDED AND THE EVENT HAS OCCURRED

**PASCO COUNTY TDC POST EVENT REPORT
FISCAL YEAR 2012-13**

EVENT NAME: _____

REPORTING DATE: _____

ORGANIZATION: _____

CONTACT PERSON: _____ TITLE: _____

ADDRESS: _____

TELEPHONE: _____

E-MAIL: _____

ON AN ATTACHED SHEET, ANSWER THE FOLLOWING QUESTIONS:

1. What is the overall assessment of the event?
2. What was the total number of participants/attendees and economic impact based on your visitor numbers?
3. Did the event have the anticipated overnight results?
 - Number of participants and attendees from out of Pasco County.
 - Number of room nights generated by the event (please identify any in-kind or free room nights provided for officials/vendors/participants). If needed please utilize the Room Night Certification form to accurately reflect overnight stays in Pasco County.
4. How were the advertising, marketing, or public relations efforts measured?
5. What was your total out-of-county marketing/advertising budget?
6. What were the results (i.e., how many people/media inquired about the event, where did they hear about it, etc.)?
 - Please attach any post event/visitor research or survey conducted with event.
 - See the County's example for a Special Event Grant Visitor Survey.
7. What tourism or marketing recommendations do you have for the event in the future?

NOTE: This Post Event Report, including all relevant tear sheets and copies of the front and back of canceled checks with corresponding invoices, must accompany any request for reimbursement.

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL GRANT
FY 12/13 REQUEST FOR REIMBURSEMENT FORM**

NOTE: *Please provide the original and one photocopy of the form and all supporting documentation. Incomplete requests will cause a delay in the reimbursement process.*

EVENT NAME: _____
 ORGANIZATION: _____
 ADDRESS: _____
 CONTACT PERSON: _____
 PHONE: _____
 REPORT DATE: _____
 TDC FUNDS AVAILABLE FOR REIMBURSEMENT: \$ _____

ITEM	VENDOR NAME	TOTAL INVOICE AMOUNT	% OUT OF COUNTY (if applicable)	\$ AMOUNT OUT OF COUNTY EXPENSES	REQUESTED REIMBURSEMENT AMOUNT
TOTAL REQUESTED REIMBURSEMENT AMOUNT (must match or be less than initial award)					

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

I certify that the above data is correct based on this organization's official accounting system and records, consistently applied and maintained, and that the costs shown have been made for the purpose of, and in accordance with, the terms of the TDC funding application.

Signature: _____ Title: _____

Printed Name: _____ Date: _____

THIS IS NOT AN INVOICE. A SEPARATE INVOICE, ON YOUR ORGANIZATION'S LETTERHEAD, MUST ACCOMPANY THIS FORM.



**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION**

ROOM NIGHT CERTIFICATION

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Pasco County for this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.

Hotel/Location: _____

	TRACKED ROOM NIGHTS					
GROUP NAME						
EVENT/FESTIVAL NAME						
DATE						
PAID ROOM NIGHTS						
COMP ROOM NIGHTS						

Please provide any comments:

Hotel Representative Signature:

_____ I certify the organization/event listed above utilized the reported room nights.

Print Name: _____ Title: _____

Telephone _____ Email: _____

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Pasco County Office of Tourism Development at (727) 847-8129.



PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 12/13 "LOCAL" SPECIAL EVENT GRANT APPLICATION

Local Special Event Grant Visitor Survey

1. What is your zip code? _____

2. How many are in your visiting party? _____

3. What was the PRIMARY reason for visiting PASCO COUNTY? _____

1-this event 2- Vacation 3- Visit Friends/Relatives 4-Business 5-Other

4. How did you travel to Tampa Bay/Pasco County?

1- Vehicle 2- Plane 3- Bus 4-Other

5. How many nights did you stay in Pasco County?

#Nights _____ Day Trip Only _____

6. Where are you staying in Pasco County?

1-Hotel 2-Vacation Rental 3-Friends/Relatives 4-Bed & Breakfast
5-Campground 6-Other 7- Name of Accommodation _____

7. How much did you spend on average per day in Pasco County? Circle one

\$0-25 \$26-50 \$51-75 \$76-100
\$101-125 \$126-150 \$151-and up

8. What activities did you participate in while in Pasco County? Circle all that apply

1-Ecotourism 2-Downtown 3-Beach/Fishing 4- Dining Out
5-Arts/Culture 6- Sports 7-Other _____

9. How did you find out about our event? Circle all that apply

1- Newspaper Ad 2- TV/Radio 3- Website 4- Social Media
5- Word-of-Mouth 6- Magazine 7- Returning Visitor 8- Other _____

Optional Information:

Name _____

Address _____

City _____ State _____

Zip _____

Email _____

Inside:
Stepping Into The
(Yummy) Wolf's Den!
See page 23!

The Direct-Mail News Magazines Serving Wesley Chapel & New Tampa Since 1993!

THE INDEPENDENT COMMUNITY NEWS MAGAZINES DIRECTLY MAILED TO:

- WESLEY CHAPEL: Aberdeen • Belle Chase • Brookside • Chapel Pines • Country Walk • Lexington Oaks • Meadow Pointe • New River • Northwood • Pinewalk • Pine Ridge • Saddlebrook • Saddleridge Estates • Saddlewood • Seven Oaks • Lakes at Northwood • The Villages of Wesley Chapel • Wesley Pointe • Westbrook Estates • Williamsburg
- NEW TAMPA: Arbor Greene • Cory Lake Isles • Cross Creek • Grand Hampton • Heritage Isles • Hunter's Green • Hunter's Key • K-Bar Ranch • Lake Forest • Live Oak Preserve • Pebble Creek • Richmond Place • Tampa Palms • West Meadows

Wesley Chapel Chamber's Fall Festival Opens With A 'Perfect Day!'

By Gary Nager

I can't even come up with the words to describe how perfect the first day of the two-day Wesley Chapel Fall Festival at The Grove shopping center was and, unfortunately, I had to go to press with this issue before the second day.

All I can tell you is that the Festival was sooooo much bigger, better and better-attended this year than ever before!

Plus, the weather on

Saturday may not have been a perfect beach day (it was cool, with low humidity and stayed over-cast but never rained), but it was the most perfect weather I can remember for any outdoor festival in Florida.

Saturday again featured Wesley Chapel's annual "Battle of the Wings," where both of last year's winners — the judges' favorite, The Oaks

See "Festival!" on pg. 28.



(Clockwise from top left): The Wesley Chapel Chamber's Dir. of Marketing Christine Hope & exclusive Fall Festival auto & entertainment sponsor Wesley Chapel Nissan GM Glen Gibson are on the air live with "Marvelous Marvin" from True Oldies 106.3FM. The Oaks Restaurant & Santo's Italian Grill defended their respective "Wing Battle" titles. Family Fun Zone sponsor Ierna's Heating & Air provided awesome children's activities. This trio of T-Birds was among our editor's favorites at the Ronnie Setser Custom Car Show.

State Rep. Will Weatherford Endorses Mitt Romney For President

By State Rep. Will Weatherford

No armchair quarterback has ever won a football game. No spectator has ever been the victor in a battle. Contests are decided by the participants; this important truth forms the basis of my appeal to all Floridians to take an active role in the election of our next U.S. President.

America, once widely considered the "shining city on a hill," is now struggling under the weight of excessive spending, an extended recession and an uncertain future. This has led some to say that America's best days are behind us: those critics are wrong. The desire for and pursuit of freedom is still alive and well. Yet, many of our government's policies are stifling the very spirit

that has made our country great.

We have all heard that leadership starts at the top. The President of the U.S. has an important role in setting a direction for the nation. I believe that our country needs a change of course.

For this reason, I have taken an active role in support of Mitt Romney for President. Mitt Romney still believes in the promise of America.

As the former Governor of Massachusetts, a traditionally liberal state, he has a proven record of results. In just one term, Gov. Romney turned around a state that was mired in fiscal and economic problems. When he came into office in 2002, Massachusetts was shedding jobs and running a deficit. By the time he left office in 2006, he had balanced the budget, cut taxes 19 times, and generated enough new revenue to create a surplus of \$2 billion for a rainy-



State Rep. Will Weatherford (left) endorses former Massachusetts Gov. Mitt Romney to be our next President.

day fund. The result? Employers once again began hiring. All of this was accomplished in a politically polarizing

See "Romney" on page 5.

Also Inside This Issue!

<p>NEWS, BUSINESS, SPORTS & EDUCATION UPDATES</p> <p>Raymond James At Wiregrass Promises New Jobs, Turning Wrenches At Wesley Chapel High's Auto Shop Class, Arnold & Parkinson Dentistry & Much More!</p> <p>See pages 3-22!</p>	<p>NEIGHBORHOOD MAGAZINE!</p> <p>An Exclusive Look At The Wolf's Den Restaurant, Your Kids Should Jump Into Jump-In, You Can Still Enter Our 2011 Dining Survey & Contest & More!</p> <p>See pages 23-32!</p>
--	--

PERMIT 2801
TAMPA FL
PAID
U.S. POSTAGE
FIRST CLASS

ECRWS
Postal Customer
Please Return
Dated Material

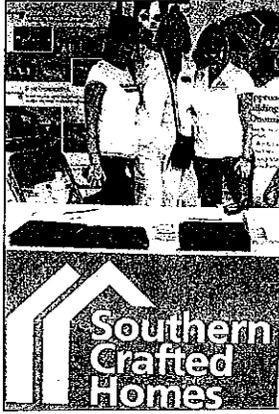
Festival”
Continued from page 1

restaurant at Lexington Oaks Golf Club and Santo's Italian Grill both retained their titles from last year, as Lexington Oaks again was this year's favorite. Competing on a panel of nine judges (which included Pasco County commissioner Mark Mariano) and Santo's again won

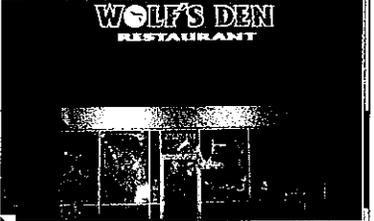
“The People's Choice” award. Unfortunately, I had to leave the event early to go to press, so I don't know which vehicles won awards at the Ronnie Setser's Custom Car Show or which kids won Sunday's “Pumpkin Patch Pageant” sponsored by the Rotary Club of Wesley Chapel. We will provide those updates and maybe more pics in our next issue!



Clockwise from top right): The crowd obviously enjoyed the cool, comfortable day. Voice of The Orphans and many other school and non-profit groups — as well as businesses like Southern Crafted Homes and Keller Williams Realty in New Tampa — pitched their messages to thousands of attendees. “Wing Battle” judge Jacky of News & Talk 99.9 FM enjoys another spicy wing. Lutz resident and craftsman Ron Lynn was among the dozens of crafters who displayed and sold their wares at the Chamber's Fall Festival.



WOLF'S DEN RESTAURANT



Wesley Chapel's Neighborhood Diner announces Expanded Hours and Menu beginning November 1st!

Great Breakfast, Lunch & Dinner Specials Everyday
Breakfast Served ALL DAY

Inside & Outside Dining 7 Days a Week (weather permitting)

RESTAURANT HOURS:
 Monday - Friday 7am-7pm
 Saturday & Sunday 7am-4pm



Pressed Cuban

10% OFF your total bill
 Breakfast, Lunch or Dinner
 With WCNN coupon. Expires 11/30/11.

20% OFF any party of 4
 Breakfast, Lunch or Dinner
 With WCNN coupon. Expires 11/30/11.

\$2 OFF any pizza
 With WCNN coupon. Expires 11/30/11.



Seven Oaks Plaza
 27607 State Rd 56, Suite 110 • Wesley Chapel, Florida 33543
 (813) 907-9124 • www.wolfsdenrestaurant.com

Inside:

Your Last Chance To Enter Our Dining Survey & Contest!
See page 351

The Direct-Mail News Magazines Serving New Tampa & Wesley Chapel Since 1993!

THIS INDEPENDENT COMMUNITY NEWS MAGAZINE IS DIRECTLY MAILED TO

- NEW TAMPA: Arbor Greene • Cory Lake Isles • Cross Creek • Easton Park • Grand Hampton • Heritage Isles • Hunter's Green • Hunter's Key • K-Bar Ranch • Lake Forest • Live Oak Preserve • Pebble Creek • Richmond Place • Tampa Palms • The Hammocks • West Meadows
- WESLEY CHAPEL: Aberdeen • Belle Chase • Brookside • Chapel Pines • Country Walk • Lexington Oaks • Meadow Pointe • New River • Northwood • Pinewalk • Pine Ridge • Saddlebrook • Saddlebridge Estates • Saddlewood • Seven Oaks • The Lakes at Northwood • The Villages of Wesley Chapel • Wesley Pointe • Westbrook Estates • Williamsburg

'Segment A' Bruce B. Downs Blvd. Widening Getting Started

By Sean Bowes

Drivers should be even more careful traveling on the portion of Bruce B. Downs (BBD) Blvd. that extends south from Palm Springs Blvd. in Tampa Palms to E. Bearss Ave., now that some of the preliminary utility lines relocation work of this second segment of BBD to undergo its scheduled widening (from four or six total lanes to eight in each direction) has begun.

According to Hillsborough's Public Works Steve Valdez, however, this portion of BBD, known as Segment A (the portion representing Segments B & C, between Palms Springs Blvd. and Pebble Creek Dr. already has been under construction for more than a year), is not yet beginning its actual construction. He says the road work that residents are currently seeing, mainly between Bearss Ave. and Amberly Dr. is all utility work.

"TECO, the Tampa Water Department, Bright House, Veri-

zon...They all need to move their utility lines before the actual widening can begin," Valdez says. "They are working with the water lines now. Drivers are going to need to be cautious. There will be lane closures, if needed, but only during the night time hours."

Drivers are encouraged to pay close attention while traveling on BBD, especially during the evening, as unexpected temporary lane closures may crop up. The utility work on the median of Segment A will continue until next summer.

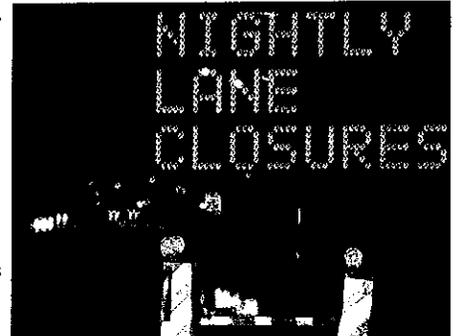
Dangerous Intersections

A little further south, the intersection of BBD and E. Fletcher Ave. is regarded as one of the most hazardous in the county. Since last year, the Hillsborough County Sheriff's Office (HCSO) has cracked down on red-light runners turning onto BBD and those continuing on BBD as they cross over Fletcher Ave., as the intersection is one of only 19 in Hillsborough County that

has red light cameras installed. A red light camera violation is \$158.

HCSO has even posted videos on its Youtube.com account where viewers can watch trucks and vehicles barrel through red lights on their way into New Tampa.

In addition, over the course of the last 90 days, the Tampa Police Department has listed several intersections on BBD as among the most dangerous in our area. In reverse order, they are: BBD & Regents Park Dr., #68; BBD & Dona Michelle, #67; BBD & I-75, #66; BBD & CC Blvd., #43 and BBD & Amberly, #19 (with 53 crashes in the past three years). The city's second most dangerous intersection for drivers is Fowler Ave. and 30th St. (BBD), which has seen more than 115 crashes in the last three years.



The widening of Bruce B. Downs Blvd. south of Tampa Palms is getting under way with nightly lane closures for pre-construction utility work.

Speaking of danger, for pedestrians and bicyclists, the most dangerous roadway segment in the entire Tampa Bay area is the stretch of E. Fletcher Ave. between Nebraska Ave. and BBD.

After years of police writing jaywalking citations, bicyclists getting into See "Dangerous Roads" on page 8.

State Rep. Will Weatherford Endorses Mitt Romney For President

By State Rep. Will Weatherford

No armchair quarterback has ever won a football game. No spectator has ever been the victor in a battle. Contests are decided by the participants; this important truth forms the basis of my appeal to all Floridians to take an active role in the election of our next U.S. President.

America, once widely considered the "shining city on a hill," is now struggling under the weight of excessive spending, an extended recession and an uncertain future. This has led some to say that America's best days are behind us: those critics are wrong. The desire for and pursuit of freedom is still alive and well. Yet, many of our government's policies are stifling the very spirit

that has made our country great.

We have all heard that leadership starts at the top. The President of the U.S. has an important role in setting a direction for the nation. I believe that our country needs a change of course.

For this reason, I have taken an active role in support of Mitt Romney for President. Mitt Romney still believes in the promise of America.

As the former Governor of Massachusetts, a traditionally liberal state, he has a proven record of results. In just one term, Gov. Romney turned around a state that was mired in fiscal and economic problems. When he came into office in 2002, Massachusetts was shedding jobs and running a deficit. By the time he left office in 2006, he had balanced the budget, cut taxes 19 times, and generated enough new revenue to create a surplus of \$2 billion for a rainy-



State Rep. Will Weatherford (left) endorses former Massachusetts Gov. Mitt Romney to be our next President.

day fund. The result? Employers once again began hiring. All of this was accomplished in a politically polarizing

See "Romney" on page 11.

Also Inside This Issue!

LOCAL NEWS, BUSINESS, SPORTS & EDUCATION

Panhandling Ban Passes In Tampa, Wharton Wins 'Battle of Bruce B. Downs,' Your New Tampa Chamber Newsletter & Lots Of Business News!

See pages 3-32!

NEIGHBORHOOD MAGAZINE!

An Exclusive Look At The Wolf's Den Restaurant, Recapping Lots Of October Events & Your Last Chance To Enter Our 2011 Dining Survey & Contest!

See pages 33-56!



Near-Perfect Weather At Wesley Chapel Chamber's Fall Festival!

The weekend of October 15-16 was a tough one for me. Not only was I on deadline with our most recent Wesley Chapel issue, I also had to try to attend and take pictures at two all-weekend events — the Arts & Crafts Under The Palms show and sale (see page 41) and the Greater Wesley Chapel Chamber of Commerce (WCCC)'s Fall Festival, held at The Grove shopping center.

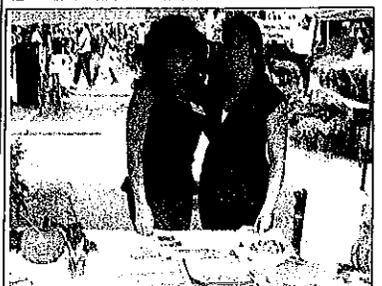
Worst of all, you really couldn't have picked a better weekend weather-wise, which made leaving those events to finish that issue even tougher.

The WCCC's Fall Festival was bigger, better and better-attended this year than ever before! Saturday's festivities again featured Wesley Chapel's annual "Battle of the Wings," where both of last year's winners — The Oaks Restaurant

at Lexington Oaks Golf Club and Santo's Italian Grill — both retained their titles from last year. The Oaks again was this year's favorite among a panel of nine judges (which included Pasco County commissioner Jack Mariano) and Santo's again won "The People's Choice" award.

Unfortunately, I had to leave the event early to go to press, and all of the results of the other contests — the Ronnie Setser's Custom Car Show and Sunday's "Pumpkin Patch Pageant" sponsored by the Rotary Club of Wesley Chapel — have not yet been posted on the web.

We will provide those updates and maybe more pics in our Nov. 19 *Wesley Chapel Neighborhood News* & on our website! — GN



Don't Miss The Wesley Chapel Health & Wellness Festival
Sunday, November 13, 9 a.m.-4 p.m., at The Grove shopping plaza!



(Above) The crowds at the Wesley Chapel Chamber's Fall Festival were treated to amazing weather, lots of great activities for children and adults and a variety of delicious food. (Center) The Oaks Restaurant at Lexington Oaks Golf Club and Santo's Italian Grill both successfully defended their respective "Battle of the Wings" titles.



(Top left): The Wesley Chapel Chamber's Dir. of Marketing Christine Hope & exclusive Fall Festival auto & entertainment sponsor Wesley Chapel Nissan GM Glen Gibson are on the air live with "Marvelous Marvin" from True Oldies 106.3FM. (Left, top right & above) Businesses like FL Hospital Wesley Chapel, Southern Crafted Homes & Keller Williams Realty and nonprofit organizations like Voice for the Orphans all benefited from the event.

TOPASH PAINTING, L.L.C.
formerly Paul Topash & Son Painting

FREE ESTIMATES

THE NEAT & TIDY PROFESSIONAL
Helping you preserve your largest asset...YOUR HOME

16 Years Experience • Interior/Exterior
HUNDREDS OF HAPPY CUSTOMERS 😊

No Subcontractors • Owner/Operated

Licensed, Bonded & Insured • References Available
Pasco LP-09362 • Hillsborough PA2854

Call **K.T. Topash** (owner/painter)
813.780.2511

\$100 OFF any booked painting project \$500 or more!!!

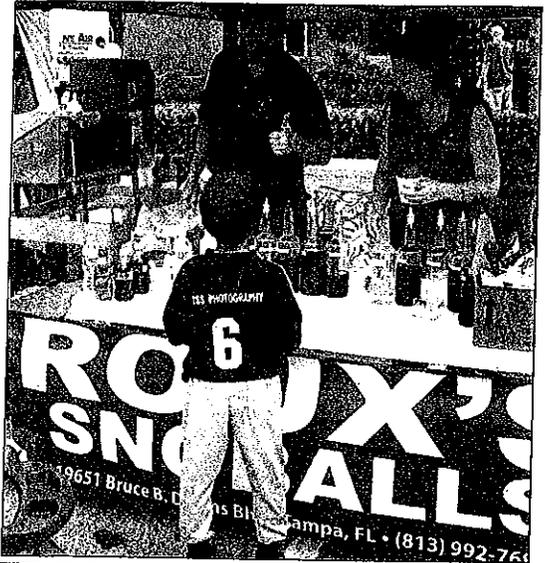
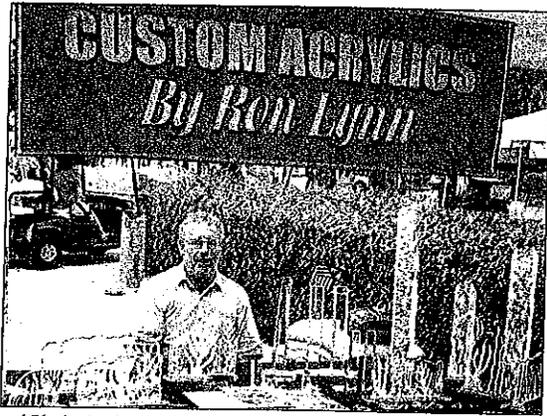
INSURANCE AND TRUST

"Protecting Your World"

If your home is valued at \$1 million or more, we can and will find and fix gaps in your insurance coverage and save you 20-30% off your premiums.

8548 N. Dale Mabry Highway, Ste 2-A
Tampa Florida 33614
Office: 813-933-7333 | Fax: 813-932-4240

We provide coverage for all luxury homes in the New Tampa area. Please call for a valuation.



(Clockwise from top right): Lutz resident and craftsman Ron Lynn was among dozens of crafters who displayed and sold their wares at the Wesley Chapel Chamber's Fall Festival. "Wing Battle" judge Jacky Manuel of News & Talk 99.9 FM enjoys another spicy wing. Roux's Snowballs in the Pebble Creek Collection was one of several New Tampa-based businesses at the event. The amazing weather kept the smiles on the crafters' faces all weekend. Our editor's favorite vehicles at the Ronnie Setser's Car Show was this trio of T-Birds. Lerna's Heating & Air sponsored face painting & other children's activities.



Discount RATES without discount SERVICE.

Talk to someone who understands your needs and will be there for you with a variety of discounts. It's no accident more people trust State Farm to insure their cars. Talk to your neighborhood State Farm Agent today.



Ardeshir K Khorsandian Ins Agt
Ardeshir Khorsandian, Agent
20752 Center Oak Drive
Tampa, FL 33647-3466
Bus: 813-991-4111

LIKE A GOOD NEIGHBOR  STATE FARM IS THERE.®

Providing Insurance and Financial Services

State Farm Mutual Automobile Insurance Company • Bloomington, IL • statefarm.com

star's organic spa



Chemical-free & Organic Salon

All In One Location: Hair :: Fitness & Nutrition :: Style :: Wellness :: Aesthetic

★ Hair Services

- ★ Organic Hair Color
- ★ Highlights
- ★ Perms
- ★ Vegan Hair Smoothing System

★ Fitness & Nutrition

- ★ Ideal Protein
- ★ Weight Management
- ★ Personal Training
- ★ Zumba
- ★ Yoga

★ Style

- ★ Facials
- ★ Manicures & Pedicures
- ★ Gel-Polish
- ★ Glow Minerals Makeup
- ★ Jewelry & Bag Boutique
- ★ Carrying Special Occasion Formal, Bridal Wear & Tuxedos

★ Wellness & Aesthetic

- ★ Massages
- ★ Body Therapy
- ★ Maternity Massage
- ★ Reiki
- ★ Laser Hair Removal
- ★ IPL Photorejuvenation
- ★ Rosacea Treatment
- ★ Brown Spot or Vessel Treatment



Star Ryan
Owner & Stylist



CONTACT US TODAY
813.973.8787

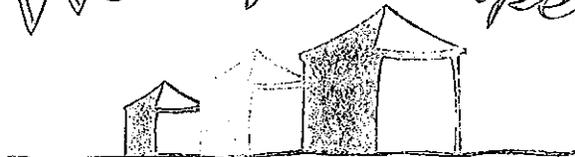
Seven Oaks Professional Park
2136 Ashley Oaks Circle, Suite 101
Wesley Chapel, FL 33544
www.StarsOrganicSpa.com



SATURDAY AND SUNDAY, OCTOBER 15TH AND 16TH

In the GROVE at Wesley Chapel located at I-75 and SR54 from 10am-5pm

Wesley Chapel



fall festival

- Art • Crafts • Specialty Items
- Local and Out of Area Restaurants
- Wesley Chapel's Battle of the Wings Contest on Saturday

- People's Choice from 1:30pm - 3:30pm
- Judge's Choice at 3:30pm
- Winners announced at 4pm
- Come vote for your favorite!



LIVE ENTERTAINMENT!

Adults

- 11:30am - The Time Bandits
- 1:00pm - Ed Wright - Blues Guitarist
- 2:30pm - Catch of the Day
- 4:00pm - Jake Mackey Band



Harold Jones



Bryan Edwards

Children

- 10:00am - 11:30am - Pumpkin Patch Pageant
- 1:00pm - Bryan Edwards
- 2:30pm - Harold Jones Band
- 4:00pm - Nunes at Night

CHILDREN'S ACTIVITIES!

- Bounce Houses
- Inflatable Games
- Face Painting
- Interactive Crafts
- Human Hamster Ball

Sponsored by:



CUSTOM CAR SHOW

Presented by:



"The Paint & Body Specialists" www.ronniesetser.com



Saturday will feature Classic Cars

Sunday will feature Hot Rods

10am - 5pm

ROTARY CLUB OF WESLEY CHAPEL EVENTS

- Pumpkin Patch Pageant (children up to age 10)
- Hay Ride
- Pumpkin Patch - pick your own!

TERNA'S FAMILY FUN ZONE

Sponsored by:

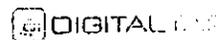


BEER GARDEN

Sponsored by:



THANK YOU TO OUR PARTNERS AND SPONSORS



www.wesleychapelchamber.com
Contact (813) 994-8534 or (813) 505-3065

CALL TO CRAFTERS AND ARTISTS

The Greater Wesley Chapel
Chamber of Commerce
Presents



October 15th & 16th
10 am - 5 pm

Located at

The Grove at Wesley Chapel,
located at I-75 and SR 54

Vendor Booths (2 days)
\$125.00 (until Sept. 10)
\$150.00 (Sept. 11-30)

[CLICK HERE FOR MORE INFORMATION](#)

Visit our website,
www.wesleychapelchamber.com
for application and rules.

Mark Your Calendars for Wesley Chapel Fall Festival Oct 15 & 16

Press Release

WESLEY CHAPEL, FL - The official arrival of autumn means it's Fall Festival time!!! Simpson Farms and the Greater Wesley Chapel Chamber of Commerce proudly present the Wesley Chapel Fall Festival coming to the Grove at Wesley Chapel located at I-75 and SR-54 October 15th and 16th from 10 am to 5pm. This year's Festival returns with even more family-friendly features and fun. Simpson Farms will be giving the spectators a very special treat with their new line of Kumquat Pie's. Try a slice of this sweet and tangy delicacy and when you LOVE it; they will have full pies on hand to take home with you.

Fall Festival will feature a Battle of the Wings Contest Saturday at 1:30 pm – 3:30 pm. Last years' winner, Santo's will compete again this year to defend their title of People's Choice. While Lexington Oaks defends its Judge's Choice against Texas Roadhouse, Quail Hollow, and Saddlebrook Resort. The public is invited to participate in the People's Choice Award. All winners will be announced at 4p. The newest edition to the festival is "The Beer Garden" sponsored by Miller Lite and Skinny's Sports Bar is well prepared to get you ready to sit back and enjoy the music. The spotlight will be shining on the area's favorite bands with live entertainment all weekend presented by Wesley Chapel Nissan. Local favorites that include The Time Bandits, Ed Wright, Catch of the Day, Jake Mackey Band, Bryan Edwards, Harold Jones Band, and Nunes at Night.

Artists and crafters will line the streets and will display their specialty talents. Check out the classic and hot rods car show presented by Ronnie Setser's Customs. Fall Festival has other awesome features sure to put a smile on everyone's face.

For Children's Activities the Wesley Chapel Rotary Club will be providing hayrides, a pumpkin patch and hosting the pumpkin patch pageant. Costume Pageant for your little ones; be sure to bring your camera to capture the expressions of the little ones. For more information, visit: www.facebook.com/pumpkinpatchpageant. The Victorious Life and Ierna's Heating and Cooling Family Fun Zones will have bounce houses, interactive crafts and more!

Wesley Chapel Fall Festival is brought to you by the Pasco County Tourist Development Council, Simpson Farms and the Greater Wesley Chapel Chamber of Commerce. Join us as they celebrate the fall season with something for the whole family. The festival is open to the public with no entry fee.

For more information about the festival, including sponsorships and vendor opportunities, visit our website at www.WesleyChapelChamber.com or call Christine X. Hope at 813-994-8534.

All Pages

###

Wesley Chapel Fall Festival
:30 (ENTERTAINMENT)

Simpson Farms and the Greater Wesley Chapel Chamber of Commerce proudly present the Wesley Chapel Fall Festival coming to the Grove at Wesley Chapel located at 175 and SR54 October 15th and 16th from 10 to 5.

Fall Festival will feature a Battle of the Wings Contest Saturday, Beer Garden, and Live Entertainment all weekend presented by Wesley Chapel Nissan. Artists and crafters will line the streets.

Wesley Chapel Fall Festival is brought to you by the Pasco County Tourist Development Council, Simpson Farms and the Greater Wesley Chapel Chamber of Commerce.

Remember...(pause) Fall Festival, the Grove at Wesley Chapel, Oct 15th and 16th.

Radio Commercial Script
to be read on 99.9fm WXSB and The Voice 104.3
Starting 10 days prior to event

Wesley Chapel Fall Festival

:30 (FAMILY FUN)

Simpson Farms and the Greater Wesley Chapel Chamber of Commerce proudly present the Wesley Chapel Fall Festival coming to the Grove at Wesley Chapel located at 175 and SR54 October 15th and 16th from 10 to 5.

Fall Festival will feature Artists, crafters and Children's Activities like hayrides, a pumpkin patch, and Victorious Life and Ierna's Heating and Cooling Family Fun Zones will have bounce houses, interactive crafts and more!

Wesley Chapel Fall Festival is brought to you by the Pasco County Tourist Development Council, Simpson Farms and the Greater Wesley Chapel Chamber of Commerce.

Remember...(pause) Fall Festival, the Grove at Wesley Chapel, Oct 15th and 16th.

Radio Script
to be aired on
99.9 WXTB and True 101.3
starting 10 days prior to event

Wesley Chapel Fall Festival

:60

Simpson Farms and the Greater Wesley Chapel Chamber of Commerce proudly present the Wesley Chapel Fall Festival coming to the Grove at Wesley Chapel located at 175 and SR54 October 15th and 16th from 10 to 5.

Fall Festival will feature a the Battle of the Wings Contest Saturday Beer Garden, and Live Entertainment all weekend presented by Wesley Chapel Nissan. Local favorites like The Time Bandits, Ed Wright, Catch of the Day, Jake Makey Band, Bryan Edwards, Harold Jones Band, and Nunes at Night.

Artists and crafters will line the streets. Check out the classic and hot rods car show presented by Ronnie Setser's Customs.

For Children's Activities the Wesley Chapel Rotary Club will be providing hayrides, a pumpkin patch and host the pumpkin patch pageant. The Victorious Life and Ierna's Heating and Cooling Family Fun Zones will have bounce houses, interactive crafts and more!

Wesley Chapel Fall Festival is brought to you by the Pasco County Tourist Development Council, Simpson Farms and the Greater Wesley Chapel Chamber of Commerce.

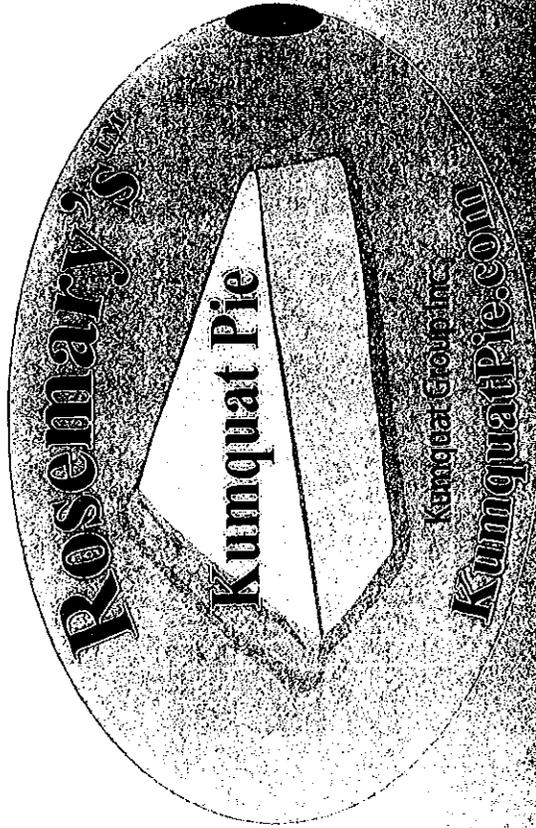
Remember...(pause) Fall Festival in the Grove at Wesley Chapel, Oct 15th and 16th.

Radio Commercial Script
to be aired on 99.9 FM WX13 and WX13.6
Starting 10 days prior to event.

S Simpson Farms, Inc.
Wilton Simpson

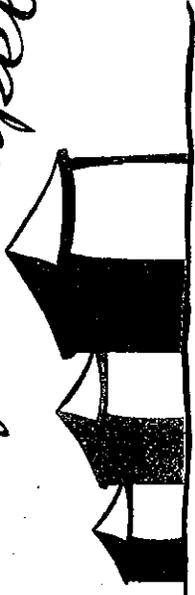


P.O. Box 721 | Trilby, FL 33593



**Come visit us at Fall Fest,
 and try a slice!**

Wesley Chapel



fall festival

THE GROVE AT WESLEY CHAPEL
 October 15 & 16 from 10:00 am to 5:00 pm

Presented by:

S Simpson Farms, Inc.
Wilton Simpson

Entertainment Sponsor:



Sponsored by:



Hosted by:



GROVE
 AT WESLEY CHAPEL
 www.groveshopping.com



SCHEDULE OF EVENTS

SATURDAY

- 10:00 am - 5:00 pm Arts and Crafts for Display and Sale
- 10:00 am - 3:00 pm Ronnie Setser's Custom Car Show
- 10:00 am - 5:00 pm Children's Area Open for Play and Activities
- 10:00 am Pumpkin Patch Opens
- 11:00 am Hay Rides Begin
- 11:30 am Time Bandits - On Stage
- 1:00 pm Ed Wright - Blues Guitarist - On Stage
- 1:30 pm People's Choice Wing Contest Begins
- 2:30 pm Catch of the Day - On Stage
- 3:00 pm Judge's Wing Adjudication
- 4:00 pm Wing Winner Announced Just Before 4:00 pm
- 4:00 pm Jake Mackey - On Stage

SUNDAY

- 10:00 am - 5:00 pm Arts and Crafts for Display and Sale
- 10:00 am - 3:00 pm Ronnie Setser's Custom Car Show
- 10:00 am - 5:00 pm Children's Area Open for Play and Activities
- 10:00 am Pumpkin Patch Opens
- 11:00 am Pumpkin Patch Pageant
- 11:00 am Hay Rides Begin
- 12:00 pm Softball Award Ceremony
- 1:00 pm Bryan Edwards - On Stage
- 2:30 pm Lorelei and the Cocktail Kings - On Stage
- 4:00 pm Nunes at Night - On Stage



Welcome to the Greater Wesley Chapel Chamber of Commerce 2011 Fall Festival presented by Simpson Farms. The Chamber hopes you enjoy an incredible weekend of art, crafts, fantastic food, a great car show and tons of fun!

On behalf of the Chamber, vendors, performers and sponsors, we thank you for attending our event and contributing to its success. This event is brought to you in part by the Pasco County Tourist Development Council and the support of the GROVE at Wesley Chapel.

We look forward to seeing you back next year!



It's only natural.

Cindy Fleming and Laura Miller, Committee Chairs would like to say a special thank you to:

The Fall Festival committee members, Chamber Support Staff: Mary Adele Cluck, Interim Director of Operations; Christine X. Hope, Director of Marketing and Sales; Carla Griffin, Administrative Assistant; also, thank you to the volunteers who provide so much value over the weekend.

With Special Thanks to:

The GROVE at Wesley Chapel for hosting the event, including the Property Management Office, Maintenance, Security and Ben Carter Properties. Koot Kat DJ & Karaoke Services for helping with the audio. Digital Tap for designing our banners, signs and program; and our partnering hotels Hampton Inn, Saddlebrook Resort and Sleep Inn.

And our Wing Contest Judges:

Chris Olsen, Community Volunteer; Cindi Matter, YCN Publishing; Ed Cluck, Community Volunteer; Gary Nager, Wesley Chapel Neighborhood News; Glen Gibson, Nissan; Joe Humphreys, The Lake/Lutz News; Scott Hudson, The GROVE at Wesley Chapel; Seth Weightman, Office of Will Weatherford, State Representative District 61; Tony Masella, OurTown FLA; Wilton Simpson, Simpson Farms



ARTISTS & CRAFTERS

- A Butterfly Experience
- A Vested Interest
- A Whirl & A Twirl
- Aiken Family Farms
- Alice Mann's Crafty Creations
- Arthur Dillard
- Basketry by Kirsten
- Big Woof Dog Stuff
- Bob's Scroll Saw & Wood Turning
- Bowtique Bows and Beyond
- Buddies Creations
- By the Letter
- Cathy Jo Silpada Designs
- Crafts by Judi
- Crystal Workz
- Cydne Pie Creations
- Designz by Maggie
- Ed Cottrell
- Hand Made Creations
- Helen A Brauer Creations
- Hey Mon Caribbean Cooking
- Hua-Yao Tung
- Jackie Dry
- Janet Hall/ Brenda Young
- Jen's Rags
- Jessie Mason
- Jim's Creative Woodworking
- Kayti Brooke Creations
- Kayz Designz
- Mina Hueslein
- Moore Art
- Nanike Originals
- Nature's Gifts
- New Earth Soy Scents
- Not Another Hair Bow
- Outrageously Millie
- Para-Koro Creations
- Pat's Country Boutique
- Paul and Donna Buckley
- Petal Boutique
- Premier Design Jewelry
- Ricks Harmony Candles
- S.E.A. Creative Sand Art
- Sewing All
- Specialty Made for you Gifts
- Sun Kissed Jewelry
- Sungate Concessions
- Table for Two
- Terry's This & That
- The Fantastic Fairies
- The Treasure Chest
- Thirty One
- Lisa on the Left
- Wheat Instruments
- Zadi's Fashion & Magnetic Jewelry
- Zoobeedoo's Name Art



BUSINESS SUPPORTERS

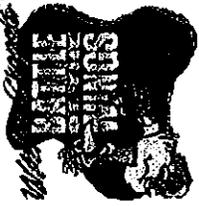
- AAA Auto Club South
- DeSigns Plus
- Direct Buy
- Mary Kay Cosmetics
- Maureen Diefenwirth Insurance
- Premier Jewelry designs
- Rivera Chiropractic
- Strive Athletic Club
- Thirty One



COMMUNITY PARTNERS

- American Cancer Society
- Bay Area Greyhound Adoptions
- Big Brothers Big Sisters
- Crossroads Community
- Cub Scouts Pack 177
- Eckerd Community Alternatives
- Florida Blood Services
- Florida Hospital Wesley Chapel Foundation
- Habitat for Humanity
- John Negley for Honorary Mayor
- Koss Music
- Little Jan for Big Mayor
- Mitze Richeson for Honorary Mayor
- Oasis Pregnancy Center
- Ronnie Setzer's Customs
- Support the Troops
- Turner Elementary
- Verizon
- Vixens for Violence
- Watergrass Elementary PTA

Mix Business With Pleasure!



THE 2011 CONTENDERS

Santo's Pizza and Pasta -
Defending People's Choice Champs

Lexington Oaks -
Defending Judge's Choice

Texas Roadhouse
Saddlebrook Resort



CUSTOMS

"The Paint & Body Specialists"

SATURDAY: CLASSIC CARS

SUNDAY: HOT RODS



LIVE MUSIC



LIVE MUSIC

Live Music Entertainment presented by Wesley Chapel Nissan



The spotlight will be shining on the area's favorite bands with live entertainment all weekend presented by Wesley Chapel Nissan. Local favorites that include the Time Bandits, Ed Wright, Catch of the Day, Jake Mackey Band, Bryan Edwards, Lorelei and the Cocktail Kings and Nunes at Night.



The Time Bandits

The Time Bandits are a crowd pleasing, classic rock and blues band. From Jimmy Buffet to BB King, the Time Bandits make vintage rock and blues new again for the 21st Century audiences, young and old alike.

Ed Wright is for the nascent blues fans as well as veteran blues audiences. Ed Wright is a refreshing act with multiple musical talents by playing the blues on the bass, a guitar and a harp. He has played at the House of Blues and other famous venues.



Ed Wright



Catch of the Day

Catch of the Day is blues rock that never stops and their playlist is designed to please all musical tastes. Whether you like the Doobie brothers or Marvin Gaye, Catch of the Day promises to give you a great show.

Jake Mackey Band has all the ingredients for great music like huge beats, slick bass, oozing organ, tasty guitar rhythms and most importantly soul. Jake's songwriting and sheer playing ability is more alive than ever. Don't miss your chance to experience this Bay Area icon.



Jake Mackey Band



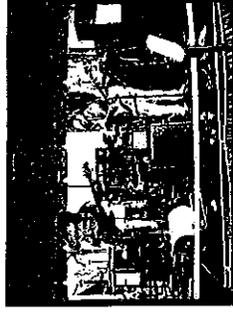
Bryan Edwards

Bryan Edwards is one of Nashville's hottest up and coming singer songwriters and his "My Kinda Party" has become the top selling country album of 2011. Bryan has performed for thousands in opening spots for some of the biggest names in country music, including Keith Urban, Charlie Daniels, Alan Jackson, Jason Aldean and Martina McBride.

Lorelei and the Cocktail Kings are a veteran Tampa Bay band playing in the area for over a decade. They have played all over the Tampa area including Ybor City, Brandon, Riverview, St. Petersburg, Lutz, Land O' Lakes, and Orlando. They have an eclectic style that includes blues, R & B, funk and rock from the 70's through today. With a funky rhythm section, great guitar leads and soulful singing, Lorelei and the Cocktail Kings are a great recipe for a good time.



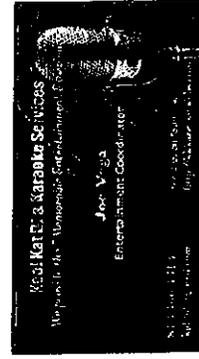
Lorelei and the Cocktail Kings



Nunes at Night

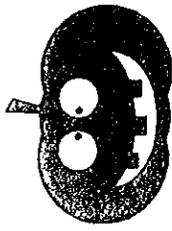
Nunes at Night is a Wesley Chapel Fan Favorite. John Nunes has been blessed surrounding himself with some of the best musicians in the area. John Tillmas on Bass, Kevin Menary on percussion, and Doug Cecil on bass/guitar, are just a few of the musicians he includes in his weekly shows. John Nunes is a talented musician and inspiring music teacher. John has fought a courageous battle against cancer at the Moffitt Center and he is on his way to recovery. He is grateful for the support of the community, his fellow musicians and friends. He is a cancer survivor and an inspiration to the Wesley Chapel Community. Always a party, always a great show!

Kool Kat DJ and Karaoke Services will provide music in between the band sessions to keep the crowds entertained.



Kool Kat DJ and Karaoke Services

Wesley Chapel Nissan is proud to provide you with all the musical entertainment for the whole weekend. So if you like Rock, Blues, Country music, Fall Festival boasts a high stacked lineup of local talent



Children's Activities

Rotary Club of Wesley Chapel Events

- Pumpkin Patch (children up to age 10)
- Hay Ride
- Pumpkin Patch - pick your own!

Sponsored by:

ROTARY CLUB OF WESLEY CHAPEL

Children's Activities

- Bounce Houses
- Inflatable Games
- Face Painting
- Interactive Crafts

Sponsored by:

VictoriousLifeChurch.com
813.973.2230 352.799.2821
LOVE • ACCEPT • FORGIVE

Ierna's Family Fun Zone

- Lowry Park Zoo Animals
- Cotton Candy
- Face Painting
- Crafts
- Bounce House

Sponsored by:



www.WesleyChapelNissan.com

WESLEY CHAPEL



Rentals for Wesley Chapel Chamber starting at **\$179/wk**

CERTIFIED Pre-Owned
#1 CPO Dealer in Tampa Bay!

Hassle Free Friends & Family Chamber Pricing!
1% OVER INVOICE & FREE LIFETIME WARRANTY
Ask for Troy Stevenson for special chamber pricing 813-956-4444

WESLEY CHAPEL
28519 Evans Road 54 | Wesley Chapel
TOLL FREE: 888-462-7938 | www.WesleyChapelNissan.com

SIGNARAMA of New Tampa

Architectural Signs
Vehicle Graphics
Graphic Design
Channel Letters
Dimensional Letters
Trade Show Displays
Magnetic Signs
Window Letters & Graphics
Banners

813-994-0101
1821 Bruce B. Downs Blvd. #111
Wesley Chapel, FL 33544
www.signarama-newtampa.com

24830 SR 54
Lutz, FL 33559

BIG FROG OF WISEY CHAPEL

Custom T-Shirts.

NOW OFFERING EMBROIDERY!

10 minimums
24 hour turnaround
No Setup Fees
15 Minute Pick

T-Shirts - Car Flags - Beach Bags
Towels - Coasters - Mouse Pads
Bandanas - and much more!

IERNA'S HEATING & COOLING
Licensed, Bonded & Insured #CA1813676

FREE ESTIMATES • FREE SECOND OPINIONS on System Replacements

Scan the QR code using a text phone and get connected.

Help your A/C system stay efficient & prevent costly breakdown with this comprehensive service. All Year!

\$29 REG. \$80

21-POINT CLEAN & TUNE

Help your A/C system stay efficient & prevent costly breakdown with this comprehensive service. All Year!

813-948-6355

WWW.IERNA.COM

IERNA YOUR TRUST - IERNA YOUR BUSINESS

Saturday & Sunday, October 15 16, 2011 10am to 5pm

Live Music
Beer Garden
Arts & Crafts
Children's Activities
Award Winning Wings
2 Day Custom Car Show
Pumpkin Patch
Hayrides
Scarecrow Stuffing
Restaurant Row

Wesley Chapel



fall festival

THE GROVE IN WESLEY CHAPEL

Located at I75 and SR54 in Wesley Chapel

SPONSORED BY

THE GREATER
WESLEY CHAPEL

Chamber of Commerce



Bryan Edwards, Time Bandits,
Jake Mackey Band, Harold
Jones and Nunes at Night

Wesley Chapel's
Battle of the Wings
Saturday at 2:00pm

www.wesleychapelchamber.com or 813 994 8534



the Final
LIVE style-off

Featuring:



STACEYLEEAGENCY
CONVENTION MODELS • STYLING • TALENT

LEMUR

PROJECT STYLE

Seeking Top Trendsetters!

SEPT. 8 | 6-9PM

@ The Shops at Wiregrass

in celebration of

FASHION'S NIGHT OUT

The Shops
AT WIREGRASS

Bruce B. Downs and SR. 56 . Wesley Chapel . (813) 994-2242

theshopsatwiregrass.com

[/shopwiregrass](http://shopwiregrass)



[/shopsatwiregrass](http://shopsatwiregrass)



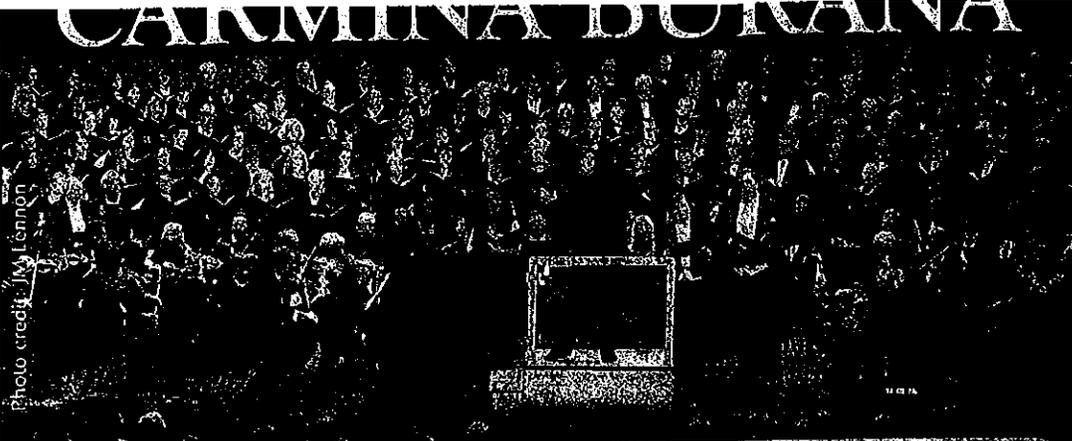
wiregrass.shoptopia.com

For more details & specials,
snap this code.

Get the free mobile app for your phone.
<http://gettag.mobi>



Photo credit: Jim Lennon



Orff's *Carmina Burana* is a powerhouse of a piece for over 300 instrumentalists and voices on a program with Mozart's *Abduction from the Seraglio Overture* and Haydn's *Symphony No. 100, Military*. Featuring the Master Chorale of Tampa Bay, Markus Huber conducts.

FRI, OCT 14, 8 PM
STRAZ CENTER FOR THE PERFORMING ARTS

SAT, OCT 15, 8 PM
PROGRESS ENERGY CENTER FOR THE ARTS
MAHAFFEY THEATER

SUN, OCT 16, 7:30 PM
RUTH ECKERD HALL



New Lower Prices! Tickets \$15, \$30 & \$45
727.892.3337 or www.FloridaOrchestra.org

St. Petersburg Times



Presents

SATURDAY AND SUNDAY, OCTOBER 16TH AND 17TH
In the GROVE at Wesley Chapel located at I-75 and SR54 from 10am-5pm



- Art/Crafts/Specialty Items
- Local and Out of Area Restaurants
- Wesley Chapel's Battle of the Wings Contest on Saturday including last year's winner Texas Roadhouse defending their title against Santo's Pizza and Pasta, Beef O'Brady's and Saddlebrook Resort. People's Choice from 1:30pm-3:30pm and Judge's Choice at 3:30pm. Winner announced 4pm.

LIVE ENTERTAINMENT:

<p>Saturday</p> <p>Looper Band - Noon GreenLight Iguana - 1pm Bryan Edwards - 2pm Ferengata - 4pm</p>	<p>Sunday</p> <p>Harold Jones - Noon Nunes at Night - 1pm The Bucket List - 2pm 10th Concession - 3pm</p>
--	--

CUSTOM CAR SHOW
Presented by
RONNIE SETZER'S
CUSTOMS
"The Paint & Body Specialists"
www.ronniesetzer.com

SATURDAY WILL FEATURE CLASSIC CARS
SUNDAY WILL FEATURE HOTRODS
10am - 5pm

- CHILDREN'S ACTIVITIES!**
- BOUNCE HOUSES
 - INFLATABLE GAMES
 - FACE PAINTING
 - INTERACTIVE CRAFTS
 - HUMAN HAMSTER BALL

- ROTARY CLUB OF WESLEY CHAPEL EVENTS**
- ANNUAL PUMKIN PATCH
 - SCARCROW STUFFING • HAY RIDE

Thank you to our partners and sponsors:

TRUSTUS area with Geoffrey Giraffe on site Saturday and Sunday at 11am, 1pm & 3pm!

St. Petersburg Times
www.wesleychapelchamber.com
Contact: (813) 854-8524 or (813) 865-3068

Wrong date - old ad

Gathering and Art Show
MC Phil Penna preside...
Native American...
vendors also will be...
Native American...
jewelry, bla...
Native Amer...
made...
Free Will...
With a...
763/2116-9am Sat

to
And
Find M
any
Discount excluc
customer per d
St. Pe
St. Pele
Sprin
Wesley
Pe
More

» Gulf & Bay every Friday

Concert Lis
Every T
weel

Business digest

Evolutions Healthcare Systems of New Port Richey, a leading provider of group health PPO networks and health management solutions, recently participated in the Florida Economic Gardening Institute's GrowFL program, which provided its employees with free assistance from local experts and numerous other services.

Through the program, employees received a large amount of industry intelligence, including market research and competitive intelligence, prospective contact lists, and marketing recommendations via social media and web strategy.

Events

The Greater Wesley Chamber of Commerce will have its Fall Festival from 10 a.m. to 5 p.m. today and Sunday at the Grove at Wesley Chapel, 6013 Wesley Grove Blvd., Wesley Chapel.

The West Pasco Chamber of Commerce Ambassador Luncheon will be from 11:30 a.m. to 1 p.m. Monday at Boulevard Beef & Ale, 6236 Grand Blvd., New Port Richey.

The event is sponsored by 1-800-Dry-Me-Out. The cost is \$11 (including tax and gratuity). RSVP to the chamber at (727) 842-7651.

The West Pasco Chamber of Commerce will have its quarterly chamber dinner from 5:30 to 7 p.m. Tuesday at Seven Springs Golf and Country Club, 3535 Trophy Blvd., New Port Richey.

The social hour will be from 5:30 to 6 p.m. with a cash bar. Dinner will be served at 6 p.m. The cost is \$15 per person and includes tax and gratuity. For information or to RSVP, call (727) 842-7651.

The West Pasco Chamber of Commerce has scheduled these ribbon-cuttings this week:

Edmar Outfitters, 11:30 a.m. Tuesday at the chamber office at 5443 Main St., New Port Richey.

Zephyrhills, noon Wednesday.

For information, call the chamber at (813) 782-1913.

The Greater Zephyrhills Chamber of Commerce will have its monthly chamber mixer from 5 to 7 p.m. Thursday at Microtel Inn & Suites, 7839 Gall Blvd., Zephyrhills. To RSVP, call the chamber at (813) 782-1913.

The Greater Wesley Chapel Chamber of Commerce will have its monthly business mixer at 6 p.m. Thursday at Wesley Chapel Toyota, 5300 Eagleston Blvd., Wesley Chapel.

Calusa Business & Professional Women will meet at 11:30 a.m. Friday at Seven Springs Golf & Country Club, 3535 Trophy Blvd., New Port Richey.

This month's program speaker will be attorney Charles S. Dayhoff III.

BPW luncheons are open to the public. Meals are \$12.95 per person. For information, call Joanne Grassi at (727) 856-9595.

A free seminar, "Estate Planning - What You Need to Know," will be offered at 9 a.m. Oct. 22 at the Holiday Inn Express, 10619 U.S. 19, Port Richey.

The seminar, presented by local lawyers, will cover the fundamentals of estate planning. Participants will receive complimentary educational materials. Refreshments will be served.

Reservations are required. Call toll-free 1-855-352-5291 by Tuesday.

The Referral Institute will offer "5 Steps to Referral Success" from 5:30 to 7:30 p.m. Oct. 24 at the Pebble Creek Country Club, 10550 Regents Park Drive, Tampa.

The presentation will offer tips on networking and growing your business through word of mouth. Open networking will be from 5:30 to 6 p.m.; the presentation will be from 6 to 7 p.m. Program graduates will speak at 7 p.m.

For a complimentary ticket

Networking opportunities

Trinity Positive Business Network: 8:30 a.m. Monday at Panera Bread, 3234 Little Road in the Mitchell Ranch Plaza, Trinity. Meets every Monday. Call Ashok Visuvasam at (813) 333-1622.

Wesley Chapel Networking Coffee: 8 a.m. Tuesday at Organic Life Coffee House and Bakery, 1900 Oak Grove Blvd., Land O'Lakes. Join Rob Kellog for coffee and early morning networking opportunities.

Suncoast Women in Networking (WIN): Breakfast meeting, 8 a.m. Tuesday at the Quality Inn, 5316 U.S. 19 North, New Port Richey. The cost is \$8. Speaker is Carolyn Carter with Trademark Capital Tax & Accounting. WIN is a group of professional businesswomen who meet on the third Tuesday of each month for breakfast, but in July and December, the group meets for lunch. For information or to RSVP, call Linda McFarland at (727) 863-6151.

West Pasco Business Network: 11:30 a.m. Tuesday at Atria Windsor Woods, 13707 Dallas Drive, Hudson. Meets the third Tuesday of every month. To reserve a seat, call Abby Hamilton at (813) 817-1905.

Pasco Hernando NPI Networking Group: 11:45 a.m. Tuesday at Boulevard Beef & Ale, 6236 Grand Blvd., New Port Richey. Call Rob Marlowe at (727) 847-2424.

Wesley Chapel Networking on the Nines: 3 p.m. Tuesday at Saddlebrook Resort, 5700 Saddlebrook Way, Wesley Chapel. Bring a client or associate for a unique networking opportunity. Play nine holes of "Best Ball" golf for \$20 per person (includes greens fees/cart). For information, contact Rob Kellog at (813) 817-5655 or rob@threadartfl.com.

West Pasco Business Association: 5:30 to 6:30 p.m. Tuesday at 2150 Seven Springs Blvd., Trinity. The association is a pool of profession-

clation: 5:30 p.m. Tuesday at Fox Hollow Country Club, 10050 Robert Trent Jones Parkway, Trinity. Meetings are on the first and third Tuesday of each month. E-mail Info@TrinityBusinessAssociation.com.

BNI Revenue Source: 7:30 to 9 a.m. Wednesday at Heritage Springs Country Club, 11345 Robert Trent Jones Parkway, Trinity. Visitors welcome. Cost, including breakfast, is \$10. Call David Randall at (727) 842-7744.

Central Pasco Chamber Wednesday Morning Networking Group: 7:45 a.m. Wednesday at Hungry Harry's Famous Bar-B-Que, 3116 Land O'Lakes Blvd. A full breakfast will be served at no cost. The group meets on the first and third Wednesdays of each month. To RSVP, call the chamber at (813) 909-2722.

Free Networking International: 11:30 a.m. to 1 p.m. Wednesday at Cantina Laredo restaurant, 2000 Piazza Ave., Building 4, Suite 170, Wesley Chapel (at the Shops at Wiregrass). Attendees pay for their own lunch. Call group director Martine Duncan, co-owner of the Theater Doctor, at (813) 929-6816.

Neighborhood Networks: 11:45 a.m. Wednesday at Trio's Restaurant at Quality Inn & Suites, 5316 U.S. 19, New Port Richey. The group meets every Wednesday. Call Maryann Wilkes at (813) 264-6108 or visit ourneighborhoodnetworks.com.

BNI Eagles: 7:15 a.m. Thursday at Spartan Manor, 6121 Massachusetts Ave., New Port Richey. Cost is \$10 (includes breakfast). The group meets every Thursday. For information or to RSVP, call Sheryl Ryan at (352) 556-7711.

BNI Referral Connection: 7:15 to 9 a.m. Thursday at Los Vallarta Mexican Restaurant, 22948 State Road 54, Lutz. Call Capt. Rob Hamilton at (813) 431-5887.

Wesley Chapel NPI Networking Group: 7:45 a.m. Thursday at Saddlebrook Resort, 5700 Saddle-

HUGE MAKEUP

Vertical sidebar with various advertisements including 'FREE Landscape Estimate', 'Hal', 'Come', and 'NO'.

HOLLIDAY BOMHOFF KARATINOS

FL Attorneys at Law
Helping Injured People

18920 N. Dale Mabry Hwy Ste 101
Lutz, FL
(Corner of Sunlake & Dale Mabry)



Saturday and Sunday,
Oct. 15 & 16 • 10 to 5

GROVE AT WESLEY CHAPEL
175 AND SR 54

Fun for the whole family!

Battle of the Wings
Kid's Pageant • Hay Rides
Custom Car Show • Crafts
Beer Garden • Live Music

FOR NEEDS, SPECIALS, VICTIMS,
CONTACT: 813-941-8111

ROCK SOLID



- MULCH • FINE BARK • COLOR ROCKS
- LAVA ROCK • STEPPING STONES
- ALL SHAPES EDGER • TOP SOIL
- PAVERS • FIRE PITS • SHELL
- RIVER ROCK • WEED MATT
- MASON SAND • WEED KILLER
- LANDSCAPE BOULDERS • FILL DIRT
- WE INSTALL BRICK PAVERS



(Photo courtesy of Vicki Anderson) Story and photos, page 16.

Club encourages women to share business sense

By B.C. Manion
bcmanion@cnewspubs.com

They come from all walks of life. There's a home inspector, a banker, a real estate agent and travel agent, to name just a few.

Their background and experiences are varied, but they have some things in common: They're women, they are engaged in business, and they enjoy sharing what they know with each other.

These women are members of Women-n-Charge, Inc., a group that meets once a month to gain exposure for their businesses and to help each other grow — professionally and personally.

The group began as the dream of Christine Cooper, who wanted to put together a group that would support women in business.

"I heard about the group from another networking group," said Anne Childers, a member since 2006.

"I was invited by another young lady," said Rosie Heim, an award-winning Avon

representative. She said the woman told her that joining the organization would give her a great way to meet other women and expand her business.

It turned out to be all that and more, Heim said.

"I love the ladies. I belong to another group as well, Lutz Land O' Lakes Woman's Club. That is my giveback to the community group."

"I do this (belong to Women-n-Charge) for me. I need this. I need the ladies. They're all women in business. They're teaching me a lot," Heim said.

"When we have speakers, it is only telling you how you can make yourself better. You can grow outwardly in your business, or you can grow inside," Heim added.

Loran Tripp, who joined the group in January, said the group is unlike others she's joined.

"All of us belong to other networking groups and many times, you get a lot of overlapping of the same people," said Tripp,

See BUSINESS, page 15



Some of the members of Women-n-Charge, Inc., a business group for women that draws members from Lutz, Land O' Lakes, Wesley Chapel, New Tampa and other communities. From left, Alicia Largel, Loran Tripp, Judy Nicolosi, Mary Ann Whallen, Anne Childers, Rosie Heim and Elayne Bassinger. (Photo by B.C. Manion)

EDGE
SIDE
SINI

The beauty of butterflies

-Page 2

St. Joseph's big honor

-Page 6

2015
wate
ple s
said
Bay V
vide
rates
and v
tinue
Sc
tative
dirc
tion j
in m
corp
coun
"I
durin
Rapp
Wate
sellin
prod
R
beca
after
abov
peop
to th
Tl
year
of \$1
mon
boar
201C
poss
"A
crea
said.
tion
choi
So
whic
trict
othe
mitt
effec
whic
gallo
T
first
incre
othe

AT WAS THE ORIGINAL IDEA FOR THE FESTIVAL?

Biden chose to drop by Oakstead Elementary School last week in a pitch to sell President Obama's American Jobs Act.

Oakstead is the largest elementary school in Pasco County, a school district that's been rocked in recent years by steep budget cuts — including a \$54 million shortfall this year that resulted in 513 fewer jobs.

Biden visited Kelly Keene's fifth-grade class in a portable classroom building before holding his afternoon news conference in the school's media center.

Keene's class has 25 children. That's six more students than she taught last year.

THE SCHOOL WAS CONSTRUCTED FOR 700 PUPILS. It must use 22 portable classrooms to accommodate the overflow.

At the Oct. 4 news conference, Biden said the proposed American Jobs Act would jumpstart the economy.

In part, the measure calls for preventing up to 280,000 teacher layoffs, while keeping cops and firefighters on the job; modernizing at least 35,000 public schools; providing tax cuts to small businesses; and building or repairing roads, rails, airports and waterways.

The measure was expected to go to a vote before the Senate as early as Tuesday, Oct. 11.

See BIDEN, page 2

Anatomy of a VP visit

Friday, Sept. 30: Special visitors drop by Oakstead Elementary School.

Principal Tammy Kimpland doesn't give it much thought. Her school is often a district showcase for visitors from Spain, China and other places.

Later that same day, some special visitors drop by again — this time there are some men in dark suits. Kimpland and Assistant Principal Megan Hermansen find out their school is being considered for a visit by Vice President Joe Biden. The two school administrators are sworn to secrecy.

Saturday: Kimpland and Hermansen are at the school, making preparations for the Biden's possible visit. They get the word around 4:30 p.m. that it's a go. It was, as Kimpland put it, "a pretty exciting moment."

Sunday: Kimpland and Hermansen are at the campus, while more preparations are made.

Monday: Kimpland arrives at 6:30 a.m. and doesn't leave campus until around 9:30 p.m. That's the day when school staff called about 250 district staff, parents, students, teachers and members of the community to invite them to the event; nearly everyone said yes.

Other pre-visit logistics included:



Oakstead Elementary Principal Tammy Kimpland introduces the vice president after days of preparation for the "special visitor." (Photo by Anthony V. Masella Jr. of www.OurTownFLA.com)

—Moving shelves in the media center out of the way to make room for about 200 chairs for guests.

—Rounding up 200 matching chairs from all over campus to create a nice appearance for the event.

—Rearranging books onto different shelves in the library, including the addition of books on top shelves behind the podium where Biden would make his remarks.

—Touching base with Publix to order refreshments for the vice president, Secret Service agents, the Sheriff's Office and the White House staff. (Although she said she rarely tries to pull rank, Kimpland said did

See VISIT, page 2

HEctic for Candy Fleming.

The chairwoman of the Wesley Chapel Fall Festival said it takes about six months of planning to get the festival ready, but she said the two weeks prior to the actual event are the most stressful just making sure everything comes together.

Finally, Fleming can relax with the start of the Wesley Chapel Fall Festival on Saturday, Oct. 15 and Sunday, Oct. 16. The festival will take place at the Grove mall at Interstate 75 and SR 54. It will go from 10 a.m.-5 p.m. both days.

Fleming said she expects about 10,000-15,000 people to show up each day, weather permitting.

"It's been growing every year," Fleming said. "Every year we've added something new, and we've expanded the area, and there's more for people to do every year."

It's a setting primed for kids and adults, families and friends.

"Families really like it because we have this huge kid's area — kids can come and basically stay for hours. It gives parents a chance to relax while kids are playing."

See FESTIVALS, page 11



Madison Santo with her dad Jack Santo, owner of Santo's Pizza and Pasta and Skinny's Bar, as he accepts the People's Choice Award for best wings at the 2010 Wesley Chapel fall festival. (File photo)

Wesley Chapel
fall festival

**Saturday and Sunday,
Oct. 15 & 16 • 10 to 5**

**GROVE AT WESLEY CHAPEL
175 AND SR 54**

Fun for the whole family!

Battle of the Wings
Kid's Pageant • Hay Rides
Custom Car Show • Crafts
Beer Garden • Live Music

FREE ADMISSION

**45th ANNUAL
Pattasnake**
FESTIVAL

OCTOBER 15 & 16, 2011
SAN ANTONIO • FLORIDA

Slings up some FUN!

SANTOSWINGSFESTIVAL.COM

Fall Festival 2012
Estimated Budget

Estimated Income

Vendor Booth Rental 50x150	7500.00
10 Non Profit Rentals	500.00
Food (15 vendors @ average of \$300.00)	4500.00
Sponsors	15000.00
Total Estimated Income	27500.00

Estimated Expenses

Ice	500.00
Bands	1900.00
Commissions	4000.00
Tent	1300.00
Chairs	300.00
Banners & Signs	1000.00
DJ/Sound	1500.00
Advertising	7100.00
Ribbons (Contest)	150.00
Printing	400.00
Insurance	1000.00
Permits	400.00
Sales Tax	525.00
Golf Carts (3)	400.00
Social Media Advertising	500.00
Generators	3000.00
DOT Signs	1000.00
Toilets	450.00
Security	300.00
Trash	<u>500.00</u>
Total Estimated Expenses	26225.00
Net Estimated Profit	1275.00