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*gazette*

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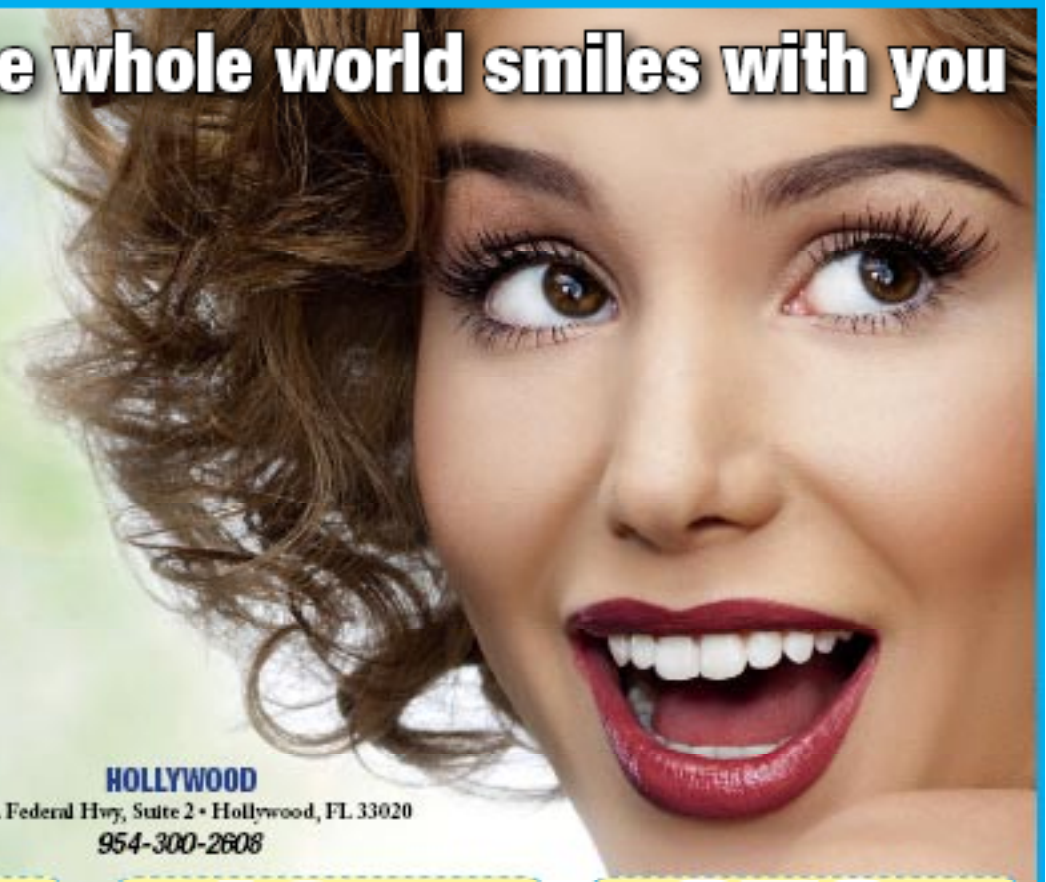
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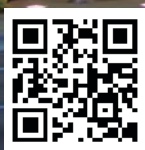
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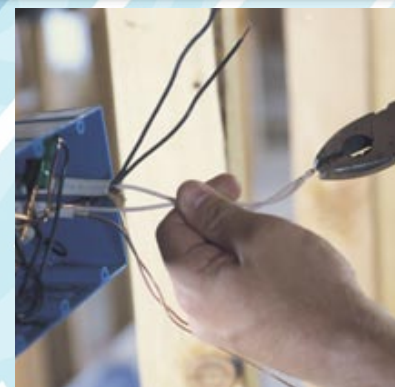
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# Hollywood Hills High expands curriculum for students

BY BRETT DALY | ASSOCIATE EDITOR  
brett@hollywoodgazette.com

Starting this school year, Hollywood Hills High School will offer its students the opportunity to receive enhanced learning opportunities and experiences through a new academic program. Called ACE Academy, or Academics for College Excellence Academy, the program will expose students to a curriculum of advanced

placement, college dual enrollment, gifted and honors courses to help prepare them for college.

“We want our students to be college ready,” said Hollywood Hills Principal Chip Osborn. “We’re very excited about the program because we think it’s going to meet a need. The program puts a laser focus on college readiness.”

ACE students will have unique opportunities to complete internships, participate in study groups, hear guest

speakers and go on college tours. ACE students also will receive individual help with the college-planning process, work closely with a BRACE adviser (Broward Advisers for Continuing Education) and have access to a computer resource lab and study room. Osborn said that as getting into college becomes harder and harder, he hopes the ACE program will help facilitate the process for Hollywood Hills students.

To participate in the program,

students must apply. Requirements include a minimum 3.0 grade point average and a level 3 on both the Reading and Math portions of the FCAT. ACE students must also maintain the grade point average, must stay in good disciplinary standing and must adhere to an honor code. The ACE Academy will have classes for each high school level, and Osborn expects around 400 to 450 students to participate during its first year.

“I think schools need to have some innovative program that they can showcase,” he said. “I would love Hollywood Hills High School to be known for its ACE program.”

Osborn said the program is one more way the school is continuing its legacy of academic excellence. Over the past decade for example, seven Hollywood Hills students received the prestigious Silver Knight Award while 16 earned Honorable mentions; Hollywood Hill’s graduates have been accepted to some of the nation’s top schools, including Harvard, MIT, the University of Chicago and George Washington University; Hills students won \$1.4 million in scholarships in 2011 alone; and over the last 13 years, more than 92.4 percent of AP Calculus students have passed the College Board AP exam.

For more information about Hollywood Hills High and the ACE Academy, visit <http://www.broward.k12.fl.us/hollywoodhillshigh/>.

## ‘STEM Academy’ opens at McNicol Middle School

Students and staff at McNicol Middle School will be pleasantly surprised upon their return this school year. The opening of the McNicol STEM (Science, Technology, Engineering and Mathematics) Academy will provide a fresh start to the implementation of the STEM magnet program at the school. STEM is a nationwide initiative that focuses on Science, Technology, Engineering and Mathematics. The McNicol STEM Academy will highlight three houses of STEM Curriculum: Forensics Science, Alternative Energy and a STEM Paxton Lab.

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### Code of Student Conduct Booklet Goes Green

For the first time, the 2011/12 Broward County Public Schools' Code of Student Conduct handbook will be distributed electronically in English, Spanish, Haitian Creole and Portuguese. The handbook is now being e-mailed to those parents and students who have entered their e-mail addresses in the District's Virtual Counselor. Parents and students may register for Virtual Counselor access at [www.broward.k12.fl.us/dwh](http://www.broward.k12.fl.us/dwh). The Code of Student Conduct handbook will also continue to be available on the District's website ([www.browardschools.com](http://www.browardschools.com)). A limited number of print copies of the handbook are available to parents. Parents/guardians may contact their school to request a print copy.

### Change to Common Core State Standards Begins

To level the playing field for students and better prepare America's students for college or a career, Florida has joined 43 other states and the District of Columbia in the Common Core State Standards Initiative (CCSS). The change to common standards will begin this fall. Starting with the 2011/12 school year, Broward and all other Florida school districts are mandated by the Florida Department of Education to implement CCSS for kindergarten students across all content areas and CCSS Literacy Standards in grades 1 to 12. This is the first step in a process timeline that will lead to complete implementation in all content areas in all grades, during the 2013/14 school year, and new CCSS aligned assessments, to replace FCAT 2.0 in the 2014/15 school year.

### Dual Enrollment College Courses Available Online

BCPS has announced a unique venture to expand its dual enrollment program with Broward College. The new venture expands current Broward College course offerings to include online learning options. The dual enrollment program gives high school juniors and seniors an opportunity to enroll in courses at Broward College and earn both high school and college credits. Through collaboration with Broward Virtual School, Broward College is now offering five college courses entirely online to

BCPS high school students. This is the first venture of its kind in Florida.

### Middle School Science: New Books - Big Change

BCPS middle school students, grades 6 to 8, and their parents will see a big change this fall, when traditional science books are replaced with soft-cover books with perforated pages that can be removed. Each student will have his or her own personal science textbook and will be able to use a highlighter, write notes and even cut, draw and paste directly into the book. It will be an interactive learning tool, and unlike any other textbook students have ever seen before. BCPS recently purchased the new science textbooks as part of a statewide, state-funded textbook upgrade. This process takes place on a six-year cycle for all textbooks.

### Students Gain Driving Experience in SUVs

Driving fatalities continue to be the No. 1 cause of death for young people ages 15 to 24. The District has recognized the need for Driver's Education and will serve more than 9,000 students during the 2011/12 school year. A recent addition to the program has been the purchase of 10 SUVs to give students a more rounded driving experience.

### School Duel Begins Second Season

The 2011/12 school year on BECON-TV marks the second season and expansion of School Duel, South Florida's first locally produced academic quiz show, hosted by Lisa Lee. The show's debut season matched 16 high school teams from across Broward,

Miami-Dade and Palm Beach counties in the single-elimination contest. The first season of School Duel was so successful and popular that there will be even more opportunities for schools and corporate sponsors to participate in 2011/12. School Duel season two will have an expanded field, consisting of 20 talented teams from across South Florida. Applications for School Duel will be made available at the start of the school year.

### Sports Blitz Universe Expanding

Coverage of the county's top football, basketball and volleyball matchups will be expanded this year on Sports Blitz Game Time on BECON-TV. You can also go behind the scenes and up close with local athletes and celebrities on Sports Blitz, On The Record and All Access. It's all a part of the Sports Blitz Universe, only on BECON-TV.

6TH ANNUAL

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# Broward County Public Schools announces policy for free and reduced price meals

The School Board of Broward County announced its policy for Free and Reduced Price Meals for students under the National School Lunch and Breakfast programs. Household size and income criteria will be used to determine eligibility. An application cannot be approved unless it contains complete eligibility information. Once approved, meal benefits are good for an entire year. You need not notify the organization of changes in income and household size.

Households may complete an application online at [www.broward.k12.fl.us/foodservice/](http://www.broward.k12.fl.us/foodservice/) or [www.applyforlunch.com](http://www.applyforlunch.com). Application forms with a letter to parents or guardians are being sent home from the schools. To apply for Free or Reduced Price Meals, households must complete the application and return it to the school. Additional copies are available at the principal's office in each school. The information provided on the application will be used for the purpose of determining eligibility and may be verified at any time during the school year. Applications may be submitted at any time during the year.

Households that receive Florida SNAP (Supplemental Nutrition Assistance Program) or Florida TANF (Temporary

Assistance for Needy Families) are required to list on the application only the child's name, the name and valid Florida SNAP/TANF case number for the person who receives the benefits, and signature of adult household member.

Foster children will receive free benefits regardless of the child's personal income or the income of the household.

Households with children who are considered migrants, homeless or runaway should contact the district's Migrant Coordinator at 754-321-1414 or Homeless/Runaway Liaison at 754-321-2494.

If any household member becomes unemployed or if the household size increases, the household should complete a new application.

Under the provisions of the Free and Reduced Price meal policy, the Free and Reduced Price Meal Application Determining Official will review applications and determine eligibility. Any interested person may review a copy of the policy by contacting Mark Mills, Manager, Food and Nutrition Services, 7720 West Oakland Park Boulevard, Suite #204, Sunrise, Florida, 754-321-0233.

If a parent or guardian is dissatisfied with the ruling of the official, he or she

may wish to discuss the decision with the determining official on an informal basis at 754-321-0250. If the parent wishes to make a formal appeal, he or she may make a request either orally or in writing

to Director of Food and Nutrition Services, 7720 West Oakland Park Boulevard, Suite # 204, Sunrise, Florida, 754-321-0215.



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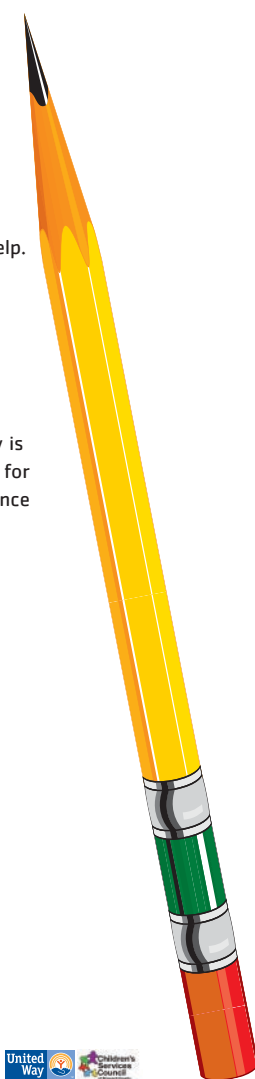
As a cause-driven charitable organization, Social Responsibility is one of the Y's three areas of focus. This is a great opportunity for you, in conjunction with the Y, to give back and provide assistance to your neighbors.

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## SCHOOL NEWS

### Broward teachers joining Florida public employees in suing State over 3 percent retirement income tax

Members of the Broward Teachers Union have joined Florida public employees in filing a lawsuit today in Leon County Circuit Court in Tallahassee to stop the 3 percent pay cut otherwise known as a mandatory retirement income tax on school employees and other workers imposed by Governor Rick Scott following this year's legislative session.

BTU President Pat Santeramo said Tallahassee Lawyer Ron Meyer on behalf of the union's state affiliate, the Florida Education Association, filed the lawsuit because the 3 percent mandatory retirement income tax, which amounts to a pay cut from school employees as "contributions" toward their Florida Retirement System (FRS) benefits, is unconstitutional.

"Florida's leaders talk ad nauseam about the need to cut taxes for businesses and the state's wealthiest residents and yet, when it comes to our police officers, firefighters and teachers, they didn't even blink an eye when imposing this income tax increase," Santeramo said. "Under the false premise of a retirement pension contribution, the governor and legislators are doing nothing more than trying to balance the state's budget on the backs of public employees."

The lawsuit alleges Florida law provides that the Florida Retirement System

is one in which employees do not have to contribute part of their salaries and describes that as a contractual obligation of the State. The suit claims that the Legislature's action unconstitutionally impairs those contractual rights.

The FRS collects retirement money for more than 900 state and local government employers in the state, covering 655,000 active employee members and providing benefits to 219,000 retired members. It has been a non-contributory plan since 1974.

The lawsuit names Gov. Rick Scott, Chief Financial Officer Jeff Atwater, Attorney General Pam Bondi and John Miles, secretary of the Department of Management Services, as defendants in the lawsuit. Scott, Atwater and Bondi are the members of the State Board of Administration that is responsible for overseeing the Florida Retirement System Trust Fund and Miles runs the agency that oversees the fund.

Meyer will be representing BTU and FEA's members in the lawsuit. He is requesting the court to segregate the money it collects from the 3 percent pay cuts and place it in an interest bearing account until the lawsuit is fully settled. If the court agrees with the claims, teachers, school employees and other public workers would receive their money back with interest.

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# Temple Solel to offer infant care program

Temple Solel will expand its services this upcoming school year with an infant care program. The Jill Edison Infant Care Center – named after a past president of Temple Solel – will open on Aug. 22 and will offer child-care service for children 3 months old to 1 year old.

“This is a state-of-the-art facility with all new equipment and toys related to infant care,” said Executive Director Robin Miller. “The program offers peace of mind for parents who are working and want to know their child is in a safe environment.”

The program incorporates developmental learning based on age and includes activities like “tummy time” and exercising muscle groups.



The infant care program, located at 5100 Sheridan St., takes place from 9 a.m. to 4 p.m. with extended days available.

For more information about the new program, contact Robin Miller at 954-989-0205 or [rmiller@templesolel.com](mailto:rmiller@templesolel.com).



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# Advocates for education and religious groups file suit to challenge amendment on 2012 ballot

The Broward Teachers Union's state affiliate, the Florida Education Association, as well as individuals and groups representing Florida's public

schools and religious community, filed a lawsuit in state Circuit Court in Tallahassee challenging an amendment placed on the ballot by the Florida

Legislature that would significantly weaken constitutional protections against separation of church and state and alter the no-aid provision in the Florida Constitution.

"The real goal of Amendment 7 is to give the state legislature the power to promote taxpayer-financed school vouchers that would require Florida's tax payers to subsidize private religious schools," BTU President Pat Santeramo said. "With so many charter schools receiving failing grades this year, tax payers should be very suspicious of this effort to give away even more of our tax dollars to private schools that are not held to the same accountability standards as traditional public schools."

"Tax payers deserve to know how their tax dollars are being spent and the result of how their money is used whether done so by a traditional public school, charter school or private religious school. Floridians have good reason to become leery whenever the constitutional line that separates church and state is blurred," Santeramo continued.

The constitutional amendment, labeled Amendment 7 by the office of the

Secretary of State, would substantially alter the no-aid provision of the Florida Constitution, which has been in effect for more than 125 years. The provision, which is in Article 1, section 3 of the Constitution, protects the religious freedom rights of all Floridians by barring taxpayer-funded aid to religious institutions.

"The ballot summary adopted by the Legislature are misleading to voters about the impact of Amendment 7," said attorney Ron Meyer, who is representing the plaintiffs in the case. "This is a violation of the requirement that the summary be clear and unambiguous, and must state the legal effect of the ballot proposed."

The lawsuit also challenges another piece of legislation passed by the Legislature this year that provides that the state attorney general may rewrite a ballot title or summary if the court removes it from the ballot. The lawsuit says that under the Florida Constitution, the Legislature may not delegate its expressed duties to another branch of government.

A copy of the complaint can be found at <http://www.meyerbrookslaw.com/Litigation.htm>.

## Why background screening for school volunteers is important

By Bill Tate  
Education Contributor

As the back-to-school season swings into full gear this fall, there are many opportunities for adults to volunteer and support school activities. Volunteers lend valuable time and assistance to school systems, and while the majority of school volunteers are law-abiding role models for the nation's children, unsavory adults sometimes come into the mix. Predators, or "wolves in volunteers' clothing," can be quite wily at finding ways to be near children. When the infamous bank robber, Willie Sutton, was asked why he stole from banks, he said, "Because that's where the money is."

The practice of background checks for school employees is standard issue for all employees with access to children. Background checks reduce organizational liability and help protect children. So why should this practice differ with school volunteers? Depending on the role of the volunteers and the level of supervision they will have, many believe school volunteers should be subject to the same screening criteria as any other school employee. While not universal, more and more school districts across the country are adopting policies mandating that volunteers who interact with students must go through a criminal background check first. School districts in Charlotte, Nashville, Seattle and San Antonio, for example, actively screen all volunteers who will interact with students. The Broward County School Board also requires a criminal background check before volunteers can interact with students.

It is important that parent volunteers don't become offended when asked to go through a background check. A comprehensive screening policy should dictate that everyone interacting with the students be screened – even if they are a parent of a current student. Most parents will understand this need and will support

the school district's commitment to student safety.

Parents should also inquire about the background screening policy at their child's school. This will allow parents to better understand the school's position on the issue and what will be required of them if they have the opportunity to volunteer. If there is no background screening policy for volunteers, ask for one. It is important that schools establish criteria for background checks, and guidelines for unsupervised access to children. What level of access is the volunteer given? Are they alone with children in the classroom? Are they transporting students in a vehicle? Are they acting as the primary student supervisors on overnight trips?

While some schools engage only in limited county or state checks, the national criminal background check offers the most comprehensive way to investigate someone's criminal history within the United States. A national criminal background check searches for criminal and county court records, correctional facility records, and sex offender, terrorist and most wanted criminal records. National criminal background reports show current and historical felony convictions and misdemeanor offenses.

Parents, along with parent's associations, teachers' unions and school officials, should review the level of access volunteers are granted to the children when building an effective volunteer background check program. Children are the world's most precious resource, and they must be vigorously protected. Ensuring that "wolves in volunteers' clothing" don't enter children's vulnerable world is of paramount importance.

*Bill Tate is president of, HR Plus, a leading provider of comprehensive employment and background screening solutions and a division of AlliedBarton Security Services, a provider of highly trained security personnel.*

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# Humane Society of Broward County looking for help from community

BY BRETT DALY | ASSOCIATE EDITOR  
brett@hollywoodgazette.com

The Humane Society of Broward County has entered into a contest that could earn the nonprofit organization \$100,000, but to win, it needs the community to adopt furry, four-legged pets into their homes.

The ASPCA \$100,000 Challenge is a nationwide contest in which 50 shelters throughout the country compete for a chance to win the abundant monetary prize. The shelter that increases its adoption number and its RTO (return to owner) the most this August through October, compared to last year during the same time frame, will win. Last year, the Humane Society sent home approximately 2,400 animals during that period, and it has set a goal of 4,500 for the challenge.

“We have been a part of the community for a really long time,” said Cherie Wachter, vice president of Marketing. “As our community has grown so has the need to help animals and to expand the [Humane Society]. If anyone is thinking about getting a pet, I strongly suggest they come to the shelter. All pets deserve a second chance.”

Founded in 1944, the Humane

Society of Broward County provides shelter, aid and responsible adoptions to animals entrusted to their care and educates the community about respect and kindness to all animals, according to its website. Last year, the shelter found loving homes for more than 8,400 animals and would like to increase that number to more than 9,000 this year. At any given time, the shelter has around 150 to 200 animals eligible for adoption, and Wachter pointed out that more than 30 percent of those are purebred animals.

To encourage the community to adopt animals from the shelter during the contest, the Humane Society will have various adoption specials, such as its “Diamond in the Ruff,” a special in which each week a dog being overlooked will have its \$100 adoption fee waived and a cat older than 6 months will have its \$85 adoption fee waived.

Wachter said the shelter has already received tremendous support from the community because the Humane Society had to win a spot into the contest through community votes. She said more than 12,000 votes secured the Humane Society of Broward County’s place in the ASPCA contest, and she hopes the community continues to support the

shelter’s initiatives to help it win the money.

If the Humane Society of Broward County wins the contest, it will put the money toward low-cost and free spay/neuter programs, especially for at-risk pets in the community like pit bulls and feral cats.

“We hope that everyone comes down to the shelter,” Wachter said. “You may find your next family member.”

The Humane Society of Broward County is open seven days a week and is located at 2070 Griffin Road. For more information about the contest and for challenge updates, visit [www.humanebroward.com/challenge](http://www.humanebroward.com/challenge).

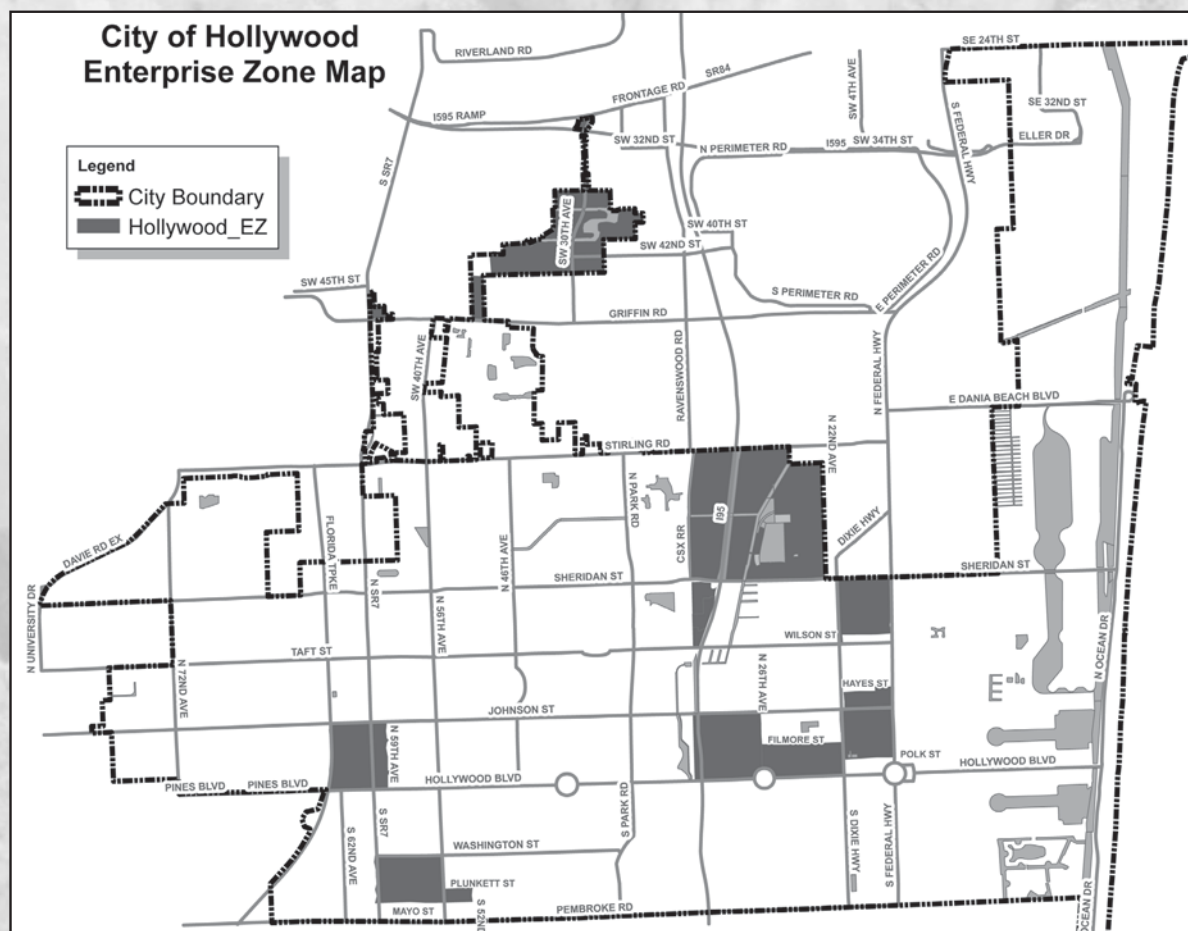


The shelter is conveniently located at 2070 Griffin Road, just a block west of I-95 and is open seven days a week.



More than 500 volunteers give of their time to help the animals at the shelter.

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Certain areas of the City of Hollywood are now part of the Broward County Enterprise Zone. It’s an important designation that’s designed to help businesses and residents in these areas.

### What is an Enterprise Zone?

Enterprise Zones are specific areas targeted for economic revitalization. The idea is to spur investment and growth in these areas by offering tax advantages and incentives to businesses and residents inside the zone boundaries. Not only can businesses and residents get tax breaks for improvements they make to their home or business, but businesses also get breaks for creating new jobs and hiring people who live in an Enterprise Zone.

To determine if you are located in a zone, review this map or contact the City of Hollywood Office of Business & International Trade at 954.921.3388.

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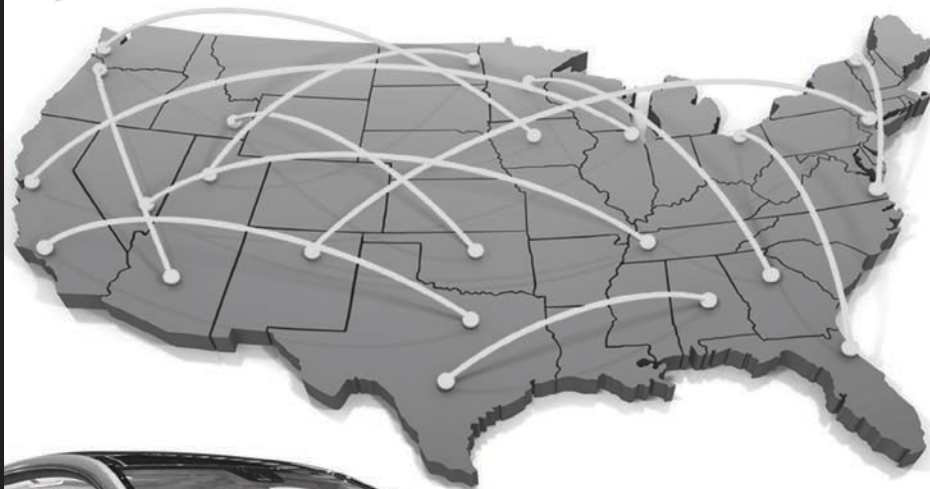
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# Joe DiMaggio celebrates opening of its new freestanding hospital

BY DAVID UDOFF | CORRESPONDENT

A rare moment occurred last month when thousands of families actually wanted to go to a hospital in order to partake in the dedication ceremony of Joe DiMaggio's new freestanding children's hospital and to tour the state-of-the-art facility.

For the past two years, the \$140 million children's hospital has been under construction across from its parent Memorial Regional Hospital. This four-story, 160,000-square-foot facility showcases an overall "Power of Play" theme with each floor displaying themes of sports, arts, games or dreams.

The dedication ceremony took place on July 16, and the community gathered outside to see a colorful parade, listen to lively entertainment, and participate in a health and safety fair, arts and crafts and games. Free food and beverages were served underneath a big tent courtesy of the hospital.

Positive energy resonated everywhere during the event, and giving back seemed like an overall theme. For example, Hollywood resident Carmelo Termine came to the event to donate stuffed animals that he had collected from neighbors for children in the hospital.

The ceremony also included speeches from several dignitaries. Frank V. Sacco, CEO, Memorial Healthcare System spoke in veneration of Joe DiMaggio, the famous New York Yankee baseball slugger, and of the hospital's dedicated staff. "A children's hospital is not about bricks, mortar, concrete and steel, but it's about the people inside and the people who are caring for those most vulnerable," he said.

Since its inception, Joe DiMaggio Children's Hospital has evolved into a specialized tertiary care facility for children. From 2,000 admissions in 1992, the children's hospital now handles more than 8,000 admissions and observation cases annually. The hospital's expansion reflects South Florida's call for medical programs serving the young.

"One of the keys to our success has been truly listening to our patients and their families and incorporating their feedback into our plans," said Nina Beauchesne, administrator, Joe DiMaggio Children's Hospital. "Our staff and members of the Family Advisory Council traveled throughout the country to visit other children's hospitals so that we could make this new hospital the best possible facility in South Florida."

**Cont. on page 15**



Joe DiMaggio's celebrated the opening of its new freestanding hospital on July 16 with a dedication ceremony in which residents gathered to see a colorful parade, listen to lively entertainment, and participate in a health and safety fair, arts and crafts and games. Photo courtesy of Joe DiMaggio's.



Dalia Inman and Pat Walker with Intouch Health Robot.



The parade.



Cont. from page 14

Families eagerly waited in line to take the guided tour of the new facility connected to Memorial Regional Hospital via an elevated walkway. With a total of 204 licensed beds, each floor has a cheerful color motif and a racetrack floor layout. The first floor contains the main lobby/admitting and registration, the pediatric ambulatory & lab draw, the family resource center and the Clipper Café, while the second floor has six pediatric operating rooms. The third floor of the facility offers a 24-bed inpatient unit and pediatric imaging services, and the fourth floor offers outpatient hematology/oncology, along with a 24-bed inpatient hematology/oncology department.

This kid-friendly environment also has a CT scan machine designed to resemble an adventurous pirate ship in order to make the experience less intimidating, and in addition, "Get Well Network" rooms are installed with the latest in gadgetry, providing access to flat-screen televisions, movies, video games, the Internet and educational programs while room service allows patients and families to order food any time of the day.

One piece of equipment observers found interesting while touring the facility was the Intouch Health Robot. The robot will be stationed at the Memorial Hospital Miramar Emergency Room. A pediatric specialist from the Hollywood hospital can check a Miramar patient's vital signs via the robot and make an evaluation to determine if the patient needs to be transferred to the main hospital.

To help underwrite the cost of these programs and equipment at the hospital, The Wasie Foundation, an ardent philanthropic supporter, established a \$2.5 million matching challenge grant that will raise funds and match dollar-for-dollar all new gifts and pledges starting at \$20 or more. The Foundation created this new matching challenge grant to ensure Joe DiMaggio Children's Hospital Foundation achieves the capital campaign goal of raising \$36 million for the new children's hospital. Currently, \$32 million has been raised; the additional funds will ensure that the goal will be surpassed. It will continue the fundraising effort through July 2012.

The Foundation serves as the central agency through which charitable contributions are made. To learn more or make a donation, call Joe DiMaggio Children's Hospital Foundation at 954-265-3454.

## Sales Tax Holiday set for Aug. 12-14

Florida law directs that no sales tax or local option taxes (also known as discretionary sales surtax) will be collected on sales of clothing, footwear and certain accessories selling for \$75 or less or on certain

school supplies selling for \$15 or less. This three-day tax exemption is in effect from 12:01 a.m. on Friday, Aug. 12, through 11:59 p.m. on Sunday, Aug. 14.

The sales tax exemption applies to each eligible item

of clothing selling for \$75 or less and to each eligible school supply item selling for \$15 or less. The exemption will still apply no matter how many items are sold on the same invoice to a customer. The exemption does not

apply to any item of clothing selling for more than \$75, or to any school supply item selling for more than \$15.

Books are NOT exempt from tax during the 2011 Sales Tax Holiday.



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## Ruby

Ruby Aguilar will turn 10 months old on Aug. 19. Proud parents Ramon Aguilar and Vanna Cabana said Ruby always giggles and laughs and loves playing peek-a-boo. She also loves playing with remotes, cell phones and computers.

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## First public budget hearing set for Sept. 12

Mayor Peter Bober has called two special public budget hearings in September to discuss Hollywood's budget issues.

The first, scheduled for Monday, Sept. 12, will address the Fire Rescue Assessment and Fire Inspection Assessment for Fiscal Year 2012.

The second Fiscal Year 2012 budget hearing will take place on Monday, Sept. 19, with both hearings beginning at 5:30 p.m. at the City Commission Chamber, Room 219. The hearings are open to the public.

The agendas will be distributed when they are finalized in order to allow sufficient time for review by the City Commission and others attending the public hearings.

For more information, call the City Manager's Office at 954-921-3201.

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# Hollywood student participates in student ambassador program in Australia

BY BRETT DALY | ASSOCIATE EDITOR  
brett@hollywoodgazette.com

When 12-year-old Hollywood resident Sean McVey received an invitation to participate in a student ambassador program in Australia, he knew he couldn't pass up the opportunity to explore a foreign country. For Sean, the People to People Ambassador Program was an opportunity to not only see everything Australia had to offer but also a way to learn how people outside of the United States live and compare their culture to his own.

The program, started by President Dwight D. Eisenhower in 1956, aims to bridge cultural and political borders through education and exchange. According to the organization's website, Eisenhower created the program based on his firm belief that direct interaction between ordinary citizens around the world could promote cultural understanding and world peace. Since the program's inception, more than 500,000 people have participated in the program on seven continents.

Sean decided he would do

anything to gather the necessary funds to partake in the experience, so he held yard sales, sold chocolate bars and asked his friends and family to help him achieve his goal. However, he said it was local businesses and restaurants that really helped make his dream come true.

"The community really helped me," he said. "It was a lot of work, but it was worth it."

Sean's mother, Andrea, said Hollywood businesses made donations to Sean and restaurants donated gift certificates that they raffled off, and without the help of the community, Sean's trip would not have been possible. Organizations like the Kiwanis Club, the Community Service Foundation of Broward County and the Police Benevolent Association and businesses like the Mardi Gras Casino, the Children's Medical Center and the David Park Tennis Center, Andrea said, all played a part in helping Sean raise the money he needed to go to Australia last month.

"Traveling is really, really fun," Sean said after getting back from his trip. "It's fun, and I had a great time."

Sean said his trip included snorkeling in the Great Barrier Reef, visiting an Aborigine museum, touring the Sydney Opera House and walking across the Sydney Harbour Bridge. Through these experiences, he said he learned a lot about Australia's history, culture and lifestyle.

His favorite part of his overseas adventure?

"Sydney was my favorite," he said. "The city is magnificent. I love it. My trip was great, and all the hard work was worth it."

For more information about the People to People Ambassador Program, visit [http://](http://www.peopletopeople.com/OurPrograms/Pages/default.aspx)



The People to People Ambassador Program, started by President Dwight D. Eisenhower in 1956, aims to bridge cultural and political borders through education and exchange. According to the organization's website, Eisenhower created the program based on his firm belief that direct interaction between ordinary citizens around the world could promote cultural understanding and world peace.

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**Second Annual Taste of Hollywood fundraiser set for Sept. 21**

On Sept. 21, the Hollywood Hills Civic Association and the City of Hollywood CRA will host the Second Annual Taste of Hollywood during their general monthly meeting at the David Park Community Center.

The event, which begins at 6 p.m. and is open to the public, will include food tastings from local Hollywood restaurants and a raffle. For only \$1 per ticket or \$5 per book of six tickets, residents will have the chance to win a grand prize of a six-night stay at the Belizean Shores Resort Hotel in Belize. The Association will donate all raffle proceeds to local school education programs and student scholarship funds.

The David Park Community Center is located at 108 N. 33rd Court.

For more information, call Susan Farinhas at 954-963-9831.



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As kids go back to school this month, families throughout Hollywood make a run for the border! The border of Park and Sheridan, that is. This month's dining column is a double feature filled with flavor, fun and lots of toppings.

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First stop: Tijuana Flats. This newly opened hip and trendy "hot spot" for fast Tex-Mex fare boasts an expansive selection of serve yourself hot sauces ranging from mild to "call the fire department!" Their notorious hot bar has something to satisfy each adventurous diner. Let your hair down, relax and have a good time with your family, and for a fun night out, they also serve beer, wine and sangria.

and more than enough sample cups of sauce at the hot bar (even if it's a dare) are available daily.

To get started, the main dishes are created with your choice of fillings, toppings and meats. From Chimichangas to Enchiladas (o-lay!) and from Nachos to Burritos (oy-vey!), the selections are endless and your server will be glad to help you (hurray!).

Service is over-the-top friendly, management is wonderful (thanks Chris) and the menu even boasts items with a 500 calorie or less selection of very flavorful dishes. A good time was had by all.

Fresh Salads, Tostadas, Tacos and more were being ordered by neighboring tables around us.

Leaving Tijuana Flats, we stumbled into a crowd of people going into Yogurtland, so we did what we just had to do...loosen the belt... take a deep breath and start all over again.

Within no time our order had arrived at the table... Enchiladas loaded with just about every filling imaginable. The Nachos were piled high, loaded with melted cheese, guacamole and other toppings and lots of salsa on the side (my-my). Next up was for sure my favorite: the Flautas. Also available in whole wheat, these lightly fried tortillas are rolled and loaded with pork, chicken or beef. The tightly rolled Flautas look almost like spring rolls and are served with queso dipping sauces and more toppings.

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**Cont. on page 21**

**Cont. from page 20**

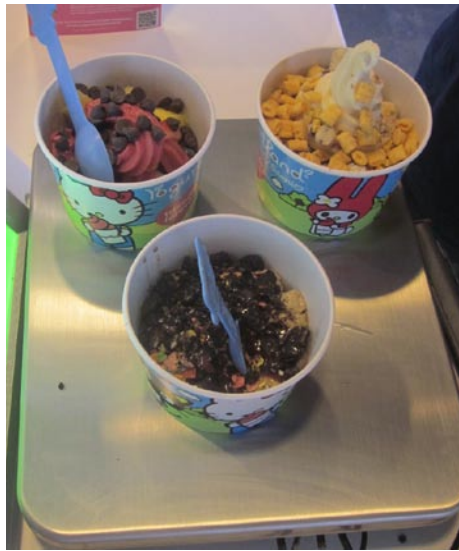
pick up your empty cup to the frozen yogurt portion you choose. Finally, you have your choice of a fresh assortment of traditional toppings and some unusual ones like fresh lychee and dragon fruit, cheesecake bites and even pumpkin seeds.

At just 33 cents an ounce, dessert could be endless, and it was for us: 16 flavors and counting (every week, two or more flavors are changed). For sure, Yogurtland will bring the entire community of Hollywood out to enjoy their wonderful and fun way of eating yogurt. I myself had the Strawberry and Chocolate yogurt that tasted just like homemade churned ice cream. I also sampled the New York Cheesecake and their Toasted Coconut yogurt flavors. Not only is the yogurt delicious, but it is also nutritious – gluten-free (other than cookie flavors), kosher certified, packed with calcium, vitamins, probiotics and live and active cultures.

Check out Yogurtland anytime between 11 a.m. and 11 p.m. (The place is always packed.) Open seven days a week. How sweet it is!

Here's to good food, good times and good friends.

Marty Foyer can be reached at [diningadventures@aol.com](mailto:diningadventures@aol.com).



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# Cuenca Cigars to host 'My Father Cigar' event Aug. 13

As each month passes by, Cuenca Cigars of Hollywood celebrates the freedom to smoke cigars, and this month, Cuenca will welcome My Father Cigars for the third time at its store.

Don Pepin, who has more than 30 years experience in the cigar business, and Jaime Garcia, the youth generation coming after his father, are responsible for the My Fathers Cigar brand, which contains blends like 601, Tatuaje, Art Deco, La Aroma de Cuba and San Cristobal. Their state-of-the-art factory is located in Nicaragua with distribution in Doral, Florida.

The event, which takes place on Aug. 13, starts at 6 p.m., and Pepin and his son are both expected to attend. Cuenca Cigars will have many cigar specials that day and will also have raffles, wine and beer.

Cuenca Cigars, located at 1928 Harrison St., offers a retreat for those who appreciate premium cigars, in addition to its handmade Corona. The store offers its patrons complimentary cappuccino or espresso and Wi-Fi access, all in a cozy and relaxing setting in Downtown Hollywood.

For more information, call 954-364-7660.



PHOTOS BY JOHN GILLAN

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*Temple Solel*

**Friday, August 19<sup>th</sup>**

**MUNCHKIN MINYAN Tot Shabbat**

Featuring Toby the Torah Puppet Show 6 – 7 p.m.

\*\*\*Perfect for families with young children\*\*\*

Shabbat Services at 7:30 p.m.

Enjoy the musical and spiritual sounds of Cantor Israel Rosen

Followed by Delectable Pie Oneg

**Friday, August 26<sup>th</sup>**

**BREWS & SHMOOZE**

Membership & New Perspective Members Happy Hour 6:15 – 7 p.m.

\*\*\*A Perfect introduction to our fabulous Clergy\*\*\*

Shabbat Services at 7:30 p.m.

Followed by Cookie Crumble Oneg

**Sunday, August 28<sup>th</sup>**

**CAFÉ SHALOM**

Membership Brunch and New Perspective Member Meet & Greet

\*\*\*A Taste of Temple Solel's in-house caterers, Palm Caterers\*\*\*

9:30 a.m.

**Friday, September 9<sup>th</sup>**

**WINE & ISRAELI HORS D'OEUVRES NOSH**

Membership & New Perspective Members Happy Hour 6 – 6:45 p.m.

\*\*\*An insight into our dedicated and engaged Membership\*\*\*

Shabbat Services at 7:00 p.m.

Honoring Linda Altshuler for designing & donating an artistic Torah Cover, and

Stacey & Bruce Levine and Family for donating a new Torah

Followed by Chocolate Indulgence Oneg

**Friday, September 16<sup>th</sup>**

**JAMMIES & JEANS Tot Shabbat**

Featuring Puppet Show 6 – 7 p.m.

\*\*\*Perfect for families with young children\*\*\*

Followed by Milk & Cookies in the Lobby

Shabbat Services at 7:30 p.m.

Followed by Ice Cream Sundae Buffet Oneg

**Sunday, September 18<sup>th</sup>**

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# Margaritaville project inches forward

BY BRETT DALY | ASSOCIATE EDITOR  
brett@hollywoodgazette.com



The Margaritaville project has secured its USCIS approval to start taking in its EB-5 financing and has set up an office in Beijing to solicit investors, developer Lon Tabatchnick told City Commissioners at their July 13 meeting.

The EB-5 Investor Visa Program, which was authorized by Congress under the Immigration Act of 1990, is a federal program that offers green cards to foreign nationals and their immediate family members to invest in a project that creates a minimum of 10 American jobs.

The EB-5 project will consist of \$75 million of the project's \$130 million total cost. Other financing includes \$10 million in developer equity and a \$10 million loan from the City's Community Redevelopment Agency to be repaid in 10 years at 5 percent interest. Tabatchnick will pay the City \$20,000 a month during construction, which is scheduled to begin Oct. 1, 2011, and the City will be paid \$500,000 a year, with a 3 percent increase annually, once the project is finished.

"Everything seems to be moving forward on that front," he said, referring to the EB-5 aspect of the beach project.

In addition, Tabatchnick said they have made several minor adjustments to the site plan that the City Commission approved on Dec. 15. Adjustments include a dual-lane slide as opposed to the original single-lane slide, added embellishments to the 5 O'Clock Somewhere Bar and increased directional signs. They have also decided to modify the designs to the intracoastal property by creating two separate loading areas for the kayak/jet ski rentals and the excursion boat/water taxi boarding. City Commissions will need to approve the changes to the intracoastal property in September, Interim City Manager Cathy Swanson-Rivenbark said.

"This was driven by input

from working with the excursion boats, water taxi and the CRA," Tabatchnick said. "What are the needs? Why didn't it work? These are our answers to those questions."

Tabatchnick also said the water taxi company is trying to develop a Hollywood specific tour for residents and tourists. Currently, the water taxi operates on a 2-hour tour that expands

past Hollywood, so they want to create a 45-minute tour that includes solely Hollywood attractions like bars and the Hollywood Lakes community.

Next, Margaritaville developers will conduct an operational meeting this month to secure financing for the proposed parking garage that will contain up to 456 hotel parking spaces and up to 600 public parking spaces and

submit the construction drawings/plans to the City Commission in October. In addition, they will begin searching for investors for the EB-5 program.

The Margaritaville Resort is scheduled to open in March 2014.

For more information about the Margaritaville project, visit <http://www.hollywoodfl.org/html/JohnsonStBeachRFP.htm>.



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# Local Realtor helps struggling families find homes

BY CARON CONWAY | LEAD CORRESPONDENT

Struggling families and distressed properties are getting a much-needed helping hand in Hollywood's southwest section, where one company is providing quality affordable housing to low-income renters while enhancing neighborhoods, fostering a sense of community pride and increasing area property values.

"Everybody wins – the neighborhood, the community, the renter," said Rochelle Lecavalier, a real estate agent and the fund manager for SISCO Limited Partners, a private equity fund that purchases and rehabilitates foreclosed and distressed properties in South Florida and rents them to tenants who have qualified for Section 8 housing.

Sponsored by the U.S. Department of Housing and Urban Development (HUD), the Section 8 program, also known as the Housing Choice Voucher Program, awards vouchers for subsidized housing costs to applicants who meet certain income and other requirements.

Lecavalier, who has worked in land development, construction management and real estate for 15 years, currently oversees seven single-family rental properties in southwest Hollywood. The need for public housing assistance in South Florida is great, with a three-year waiting list for prospective Section 8 tenants through local public housing authorities, which approve the vouchers.

"Right now there is such a dearth of affordable housing, especially in Broward," Lecavalier said. "I think I'm on the forefront of what is possible with residential rental property."

Lecavalier knows firsthand about the difference a helping hand can make in the lives of families struggling to get on their feet financially.

"I grew up very poor. It was always an issue. My parents divorced when I was really young, and there weren't a lot of social programs," said Lecavalier, who grew up in Bakersfield, an agricultural community in Southern California.

She recalled not having enough to eat and living with her mother and siblings in a single room in relatives' houses during the toughest times.

"It was always a very shameful thing that we didn't have money and



PHOTO BY COURTNEY ORTIZ | WWW.COURTNEYORTIZ.COM

“I think I’m on the forefront of what is possible with residential rental property.”

- Rochelle Lecavalier

had to stay in someone's house," Lecavalier said.

When she was 8, a lack of other options forced her family to live in a house damaged by fire while repairs were being made. "So I can really identify with a tenant telling me they have to take a 5-gallon bucket of water and fill the toilet so you can flush," Lecavalier said. She said being able to help other families in their time of need is extremely rewarding. "And I'm actually making my investors very nice returns while we're doing it," she added.

Lecavalier's advocacy of Section 8 housing extends to educating landlords about the program.

"I think there's a misconception in the community about the Section 8 program," she said, citing landlords' fears that tenants won't pay their required share of the rent or will destroy the property.

"My experience has been the opposite," Lecavalier said. "They're very grateful to live in a great house."

One of her tenants, single mother Opal Johnson, has been renting a three-bedroom, two-bath home on 45th Terrace for the past year. Johnson and her daughter April, 15, were forced to move from the two-bedroom townhouse they were renting in Miramar when the property was foreclosed.

Johnson, 35, completed her studies in medical billing and coding at Florida Career College in 2006 but hasn't found employment in her chosen field because landing the requisite internship has proven elusive.

"Right now I'm not working," said Johnson, who plans to further her education, most likely in nursing. "It's really nice to have somebody to help you out in time of need."

Lecavalier characterized voucher holders as hardworking, responsible tenants who take pride in the rental property they occupy. Lecavalier also pointed out that the local public housing authority conducts annual

property inspections, and criminal activity of any nature results in an automatic expulsion from the program.

Lecavalier's real estate company, Pink Realtor, is known for helping match prospective voucher-holding tenants with landlords, and it also donates 10 percent of its profits to Habitat for Humanity to encourage home ownership.

"I want to see people around me be the best they can be," Lecavalier stressed. "I want people to excel."

To qualify for the Housing Choice Voucher Program, an applicant's income must not exceed 50 percent of the Area Median Income. Other considerations are the number of household members, their ages, and employment and citizenship statuses. Information on the program and its local eligibility requirements are available from the Hollywood Housing Authority at 954-989-4691 or [www.hollywoodhousingauthority.com](http://www.hollywoodhousingauthority.com).

For more information on SISCO Limited Partners, call 954-960-6760 or visit <http://siscolp.com>.



"The Greater Hollywood Chamber of Commerce has been great for our business. With events like the table-top breakfast that allows us to network and spread the word on what our company is about, combined with their leads groups, trainings and educational tools, it has proven to be a no-brainer to partner with them," said Barry Frett (pictured left with Jenaveve Lombardo) of ThePetDeli.com.



(Left to right) Chamber Trustees Gary Bitner of Bitner Goodman with July breakfast speaker Phil Madow of the Seminole Hard Rock Hotel & Casino.



"What a great opportunity for BB&T to play a vital role in another successful Hollywood Chamber of Commerce event. Small business is the core of our communities, not only in Hollywood, but throughout our country. Moreover, BB&T locally supports our greater Hollywood area in many different ways and commends the continued efforts of our dynamic chamber," said Hollywood Branch VP Dave Mercer.

## This is Why YOU Should Join Leadership Hollywood!

We can tell you to join Leadership Hollywood and all about the program 'till we are blue in the face, but what better way to get the facts than from those who actually took part in one of Florida's longest-standing leadership programs?

Meet Some Graduates of Class 35!  
**Dayana Muzinek of Velocity Processing**

Q. In one sentence, what is Leadership Hollywood to you?

A. Leadership Hollywood is the

opportunity to build business and personal relationships directly with the people who run and are responsible for the City of Hollywood, as

well as the future leaders in the class.

Q. What was your perception of Leadership Hollywood before joining



the program?

A. Before joining the program, I saw Leadership Hollywood as field trips for adults. I did not expect to attend these field trips with future leaders, nor did I expect to be educated by current and influential leaders.

Q. How was Leadership Hollywood beneficial to your professional life and personal life?

A. Professionally, I have been able to call city officials and established and successful business owners for advice on business decisions as well as introductions to other businesses for opportunities. Personally, I have grown with a group of individuals who are on top of their game and who are always available to answer questions, have lunch or reminisce about our days in Leadership Hollywood.

Q. What kind of leadership roles will you take now that you have graduated from the program?

A. My interest is in education and arts – there is something about kids and culture that I have always been attracted to. I look forward to volunteering my time at elementary schools tutoring kids and reinforcing their skills so they can be leaders in their community one day.

Q. Why would you recommend this program to others?

A. In one phrase, I would have to say, "tremendous experience." We all have one day a month that we can dedicate to our community; to learning how our community depends on us; and to meeting with extraordinary leaders of our community.

**Jeff Sheffel of the City of Hollywood**

Q. In one sentence, what is

Leadership Hollywood to you?

A. A fabulous opportunity to learn how the local society operates with the fringe benefit of developing or expanding your professional network.

Q. What was your perception of Leadership Hollywood before joining the program?

A. I had seen it several times as a participant in local government day, so I was pretty familiar with it before I joined.

Q. How was Leadership Hollywood beneficial to your professional life and personal life?

A. As stated above, I significantly expanded my professional network and made some good friends in the process.

Q. What kind of leadership roles will you take now that you have graduated from the program?

A. Help to train future generations.

Q. Why would you recommend this program to others?

A. The devotion of the people involved to the participants getting as much out of the program as possible.

Want to learn more about Leadership Hollywood? Log onto [www.hollywoodchamber.org](http://www.hollywoodchamber.org), or call Marie Suarez at 954-923-4000 or e-mail [programs@hollywoodchamber.org](mailto:programs@hollywoodchamber.org).

Deadline to submit your application is Sept. 14.



### CHAMBER MEMBER PROFILE:

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Intown Publishing offers South Florida's most complete directory of must eat, must see and must shop information in both print and online formats.

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The Intown guide offers a calendar of events that is updated every three months and walking maps of high-volume tourist destinations. It also offers a large eight-panel fold out map in the center of the guide highlighting

the South Florida tri-county area with all major arteries, including airports in all three counties.

The online counterpart, Intown411.com, offers all of the information in the guide and more. Search the site for items such as articles, photos, reviews and hot deals for some of South Florida's hottest dining, shopping and tourist attractions. Just click on the "must save" button at the top of the homepage to purchase gift certificates at up to 50 percent for some of your favorite hot spots. Twenty-five percent of all monies generated are donated to the Humane Society of Broward County.

For more information, visit [Intown411.com](http://Intown411.com) or [facebook.com/Intown411](http://facebook.com/Intown411) or call 954-471-2148.

# The Hollywood Business Community shows its support for Education

In Hollywood, the business community does more than just believe in the value of a strong education; it actually does something to support it and promote it. On Friday, Aug. 12 at 7:30 a.m. at the Hollywood Beach Marriott (2501 North Ocean Drive), the Greater Hollywood Chamber of Commerce (GHCC) will be gathering dollars and backpack items for the Jaycees Back to School program. The Chamber's monthly breakfast will become a forum for "Education in Broward County" and is sponsored by Dade Medical College. Breakfast registration is \$12 for members and \$20 for future members.

To further demonstrate its support for education, the GHCC will roll out its ninth Grapes for Grades event. This spectacular wine tasting and fundraising event, benefitting the Hollywood Florida Education Foundation, has contributed more than \$196,000 in the last eight years to fund scholarships for students in need of financial assistance to further their education. Save the Date: Sept. 23 from 6:30 p.m. to 9:30 p.m. at



the Hollywood Beach Marriott, for this ultimate grape experience with tantalizing wines, great food, silent auction and a multiprize drawing for either a 16-day Panama Canal Cruise for two, a 12-night Caribbean cruise for two or a two-night stay at the

Ritz-Carlton in Naples, Fla.

Grapes for Grades tickets are on sale now and can be purchased at [www.hollywoodchamber.org](http://www.hollywoodchamber.org). For more information, call 954-923-4000.

## Greater Hollywood Chamber's Marie Suarez graduates from Institute for Organization Management

The Greater Hollywood Chamber of Commerce (GHCC) is pleased and excited to announce that Marie Suarez, programs director of the GHCC, has graduated from the Institute for Organization Management, the U.S. Chamber's premiere leadership management program.

Suarez has received the designation of IOM, a certification that signifies her completion of 96 hours of course instruction in nonprofit management.

"Graduating from this program requires commitment and dedication – traits that Marie



The 2011 U.S. Chamber of Commerce's Institute For Organization Management (IOM) graduation ceremony was held on June 29, 2011 at the University of Georgia with Board of Trustees, James Chavez, Chair (left) and Rex Hammond (right).

Suarez has demonstrated at the Hollywood Chamber since beginning her employment

in 2000," said Hollywood Chamber Executive Director Anne Hotte. "She has led and grown the Chamber's programs to the point where our Chamber has developed a reputation of excellence and unsurpassed dynamism for its programs. Marie's dedication to the Chamber, her understanding of the business community and her knowledge of Chamber programs are at the core of our Chamber's continued growth."

### CHAMBER OF COMMERCE AUGUST EVENTS

#### Friday, Aug. 12

Good Morning Hollywood Education Breakfast  
7:30 a.m. to 9 a.m.



2501 N. Ocean Drive  
Hollywood

Sponsored by



\$12 members / \$20 future members

#### Monday, Aug. 15

Fire & Ice Chamber Slot Tournament  
6 p.m. to 8 p.m.



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Hollywood

\$10 buy-in members / \$15 future members

#### Friday, Aug. 19

Travel & Tourism Luncheon  
11:30 a.m. - registration • 12 p.m. - luncheon



1818 South Young Circle  
Hollywood

Topic: Tourism Trends & Initiatives from Visit Florida.  
Speaker: Will Sccombe of VisitFlorida.com

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#### Friday, Aug. 19

Benefits Presentation  
7:45 a.m. to 9 a.m.

Greater Hollywood Chamber of Commerce  
330 N. Federal Highway  
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#### Wednesday, Aug. 24

Business After Hours  
5 p.m. to 7 p.m.



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\$7 members / \$12 future members  
Limited Space. RSVP is required.

**REGISTRATION REQUIRED FOR ALL EVENTS!**  
Call the Chamber at 954-923-4000 to register for all your Chamber events or visit [www.hollywoodchamber.org](http://www.hollywoodchamber.org).



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### SMALL BUSINESS MARKETING

## How to Become an Inbound Marketing Expert



(Part 3 of 3)

BY WENDY CROQUET LIEBER  
wendy@athena-marketing.com

I hope you have been experimenting with your inbound marketing efforts over the last few months. If you have, you are beginning to experience the power that "showing up" and delivering relevant, remarkable content to your visitors can have on your business. In part 3 of this series, I will focus on the importance of monitoring your efforts. By using analytics, you can continually assess and refine your inbound marketing programs.

One of the things I love about digital marketing is the immediate gratification it provides. The Internet is an amazing and responsive marketing testing bed. You can take a great idea and within 24 hours, test that idea using one of the digital tools available to you (i.e. main website, branded landing pages, blog, social media sites, discussion boards, etc.). Each one of these tools has analytics associated with them that you can use to determine if it created the results you wanted (i.e. increase in visitors, more "likes," sign ups, shares, feedback, etc.).

Companies should review key analytics on a monthly basis, at the very least, and then use that information to drive actions. Here are some tips you can use immediately to begin measuring your efforts:

1. Make sure you have Google Analytics (or at least some analytics package) set up for all your websites, blogs, landing pages, etc. It's free and it's powerful.

2. Understand and review these analytic terms:

- New vs. returning visitors
- Time on site
- Bounce rate
- Traffic sources

- Most popular pages
  - Highest exit page
3. Measure your social media using the following:
- Audience (number of friends, fans, followers).
  - Referrals from social media to your website.
  - Engagement – is your audience participating?
  - Leads/customers – are your social media visitors converting into a business lead or customer?
4. Set up a Google Alert for key phrases or terms for your own company, your competition, your industry.

5. Experiment – use your digital marketing landscape to test an idea, a message, a new offer or a hot topic in your industry right now. Continually analyze the results so you can constantly improve.

It's important to realize that although we are using new terms that didn't exist a decade ago, the underlying principles haven't changed. It's always been about:

1. Showing up and Getting found.
2. Converting visitors Into leads/customers.
3. Analyzing results to learn and constantly improve.

The difference today is that there are new tools available that make it easier and quicker to apply those principles. So what are you waiting for?

If you would like to receive a FREE ebook, "How to become an Inbound Marketing Expert," plus BONUS material, e-mail me at [wendy@athena-marketing.com](mailto:wendy@athena-marketing.com)

Wendy Lieber is the president of Athena Marketing, a trusted marketing adviser and resource to companies interested in the growth and success of their business. To contact her, e-mail [wendy@athena-marketing.com](mailto:wendy@athena-marketing.com) or call 954-294-6467 or follow her blog at [www.wendylieber.wordpress.com](http://www.wendylieber.wordpress.com).



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# Music Club of Hollywood offers free music education classes this fall

BY BRETT DALY | ASSOCIATE EDITOR  
brett@hollywoodgazette.com

The Music Club of Hollywood, a 501(c)3 organization that promotes music education and grants scholarships to young musicians majoring in music, will start offering a Thursday Evening Music Study program this month to provide residents with an opportunity to learn about classical composers and listen to their music in a comfortable academic setting.

The Music Club teamed up with the Stirling Road Friends of the Library to offer the educational fall series, which begins on Aug. 18 and continues for 10 consecutive weeks. Each week will feature different composers and themes and will include learning about the life of each composer and listening to well-known and lesser-known compositions from each composer.

"The arts and music are very important," said Robert Coopman,



Coopman

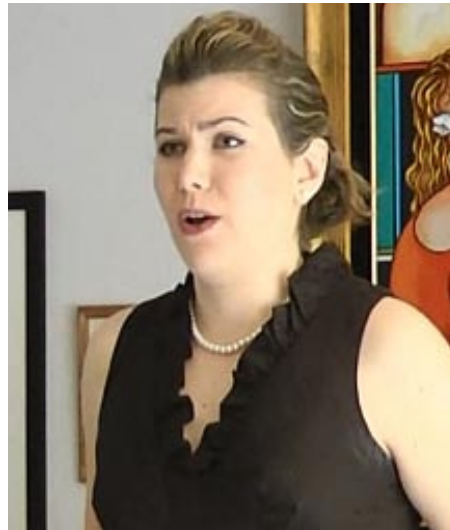
president of the Music Club of Hollywood. "Music plays a big part in our lives and our events, whether it's a wedding or a funeral. People want to pick out the right music to set the mood."

He said the program will help people appreciate music even more.

Walter Ladden, an expert on classical music and composers, will teach the classes, which are held at the Stirling Road Library from 6 to 7:30 p.m. The classes are free and open to anyone of any age and of any musical talent.

"The classes are very informative," Coopman said. "Walter has a lifelong passion for classical music."

In addition to the music education classes, the Music Club of Hollywood also offers regular member meetings on the first Saturday of each month. At these meetings, which are open to the public, Broward and Dade County residents have the opportunity to either perform their music, whether vocal or instrumental, in front of an audience, or have the opportunity to simply watch performances by talented local residents. And in an attempt to promote music among younger generations,



For more than 60 years, the Music Club of Hollywood has enriched the art and entertainment culture of Hollywood by providing music education classes, offering musical performances and awarding scholarships to students pursuing a degree in music.

the Club offers various scholarships to students seeking a way to make their musical aspirations a reality. The club awards college-level students scholarships to attend universities (they receive \$2,000 per semester for four years) and also awards younger students

## Thursday Evening Music Study Topics

- Aug. 18: Brahms
- Aug. 25: Berlioz, Weber and Paganini
- Sept. 1: Bach, Vivaldi, Handel and Telemann
- Sept. 8: Dvorak
- Sept. 15: Debussy, Ravel, Faure and Chausson
- Sept. 22: Americans - Copland, Bernstein, Barber and Piston
- Oct. 6: Chamber Music - Strings & Winds
- Oct. 13: Opera Highlights
- Oct. 20: Virtuoso Piano
- Oct. 27: Classical Music Chills and Thrills

\$500 scholarships to attend music camps during the summer.

"People who participate with the Music Club of Hollywood are all music appreciators, so they get a sense of community through it," Coopman said.

The Stirling Road Branch Library is located at 3151 Stirling Road. For more information, visit [www.musicclubofhollywood.org](http://www.musicclubofhollywood.org).

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8:00	<input checked="" type="checkbox"/>	Bank Deposit
9:00	<input checked="" type="checkbox"/>	Mail gift to dad
10:00	<input checked="" type="checkbox"/>	Mani/Pedi
11:00	<input checked="" type="checkbox"/>	Pick up new iPad
12:00	<input checked="" type="checkbox"/>	Take dog to vet
1:00	<input checked="" type="checkbox"/>	Lunch w/mom
2:00	<input checked="" type="checkbox"/>	Order ice cream cake
3:00	<input checked="" type="checkbox"/>	Haircut
4:00	<input checked="" type="checkbox"/>	Renew tag
5:00	<input checked="" type="checkbox"/>	Pick-up Dry Cleaners
6:00	<input checked="" type="checkbox"/>	Get wine & cheese

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# CROSSWORD PUZZLE

## ACROSS

- 1 Reimbursed
- 5 Free
- 8 US dam
- 12 Project
- 13 Guido's note (2 words)
- 14 Outer portion of Earth
- 15 Sleep (pref.)
- 16 Albania (abbr.)
- 17 Design
- 18 Arabian domain
- 20 Shore
- 21 Tumor (suf.)
- 22 Three (pref.)
- 23 Irish foot soldier
- 26 Block
- 27 Celsius (abbr.)
- 30 Shoe size
- 31 Fr. meat dish
- 33 Have (Scot.)
- 34 Plus
- 35 Indo-Chin. people
- 36 Voltaire play
- 38 Computer chip
- 39 Ounces (abbr.)

- 40 Wampum
- 43 Due
- 47 Gamin
- 48 Article (Fr.)
- 49 White-flecked
- 50 Eg. skink
- 51 Mother of Hezekiah
- 52 N. Caucasian language
- 53 Freedman in Kentish law
- 54 Low (Fr.)
- 55 Bare

## DOWN

- 1 Long
- 2 "Cantique de Noel" composer
- 3 Yesterday (Ital.)
- 4 Silk substitute
- 5 "Giant" ranch
- 6 He (Lat.)
- 7 Flounder
- 8 Willow
- 9 Love of Radames

## ANSWER TO PREVIOUS PUZZLE

E	L	I	A	T	A	T	W	A	K	A
C	O	N	C	R	A	H	A	G	A	G
H	O	C	H	A	L	E	L	A	M	A
O	P	H	I	S	M	T	I	L	L	E
			R	A	P	A	D	O		
M	I	R	A	C	L	E	O	P	T	I
A	C	E		E	L	M		A	C	S
G	A	M	M	A	D	A	D	A	I	S
			A	B	A	L	A	B		
A	S	S	E	S	S	E	L	A	T	E
B	E	A	N	A	B	B	T	O	C	O
B	A	L	A	N	A	E	I	N	C	L
A	R	A	D	A	L	E	S	E	E	L

- 10 This one (Lat.) (suf.)
- 11 King of Israel
- 19 Amer. Sign Language (abbr.)
- 20 Swim (2 words)
- 22 Hat
- 23 "The Jungle Book" python
- 24 Belonging to
- 25 Energy unit
- 26 Palestine Liberation Organ. (abbr.)
- 27 Greek letter
- 28 Fruiting spike
- 29 Civil War commander
- 32 Air-to-air missile (abbr.)
- 37 Wild ginger
- 38 Polishing material
- 39 Watering hole
- 40 Hall (Ger.)
- 41 Mother of Brunhilde
- 42 Walk through
- 43 Para-aminobenzoic acid
- 44 Foreshadow
- 45 Hole
- 46 Noun-forming (suf.)
- 48 Science class

1	2	3	4		5	6	7		8	9	10	11
12					13				14			
15					16				17			
18				19				20				
			21				22					
23	24	25				26				27	28	29
30				31	32					33		
34				35				36	37			
			38					39				
40	41	42				43				44	45	46
47					48				49			
50					51				52			
53					54				55			

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A6

# Sudoku

Fill in the grid so that every row, column and 3x3 box contains the numbers 1 through 9.

			2			9		8
9				6	7			
8							3	
				7			4	
3			6	4			9	
	2					1		6
								1
2		7	3				8	
				8	9		7	

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DIFFICULTY: ★★☆☆

## PINK REALTOR REPORT



# To sell or not to sell...that is the question

BY ROCHELLE LECAVALIER | Rochelle@PinkRealtor.com

Have a question about the real estate market? Ask the Pink Realtor: E-mail Rochelle@PinkRealtor.com.

As a tropical paradise, South Florida's real estate market is counter-cyclical.

For most of the country, real estate sales wind down in the fall while people are busy getting ready for back to school. As the season progresses, the number of listed homes and real estate sales slow to a trickle into the winter and into the new year only to gradually increase in the spring and summer months – the high season for home sales across the US.

The opposite is true for South Florida. Our season begins to ramp up in September/October. By Thanksgiving, the real estate market is flooded with buyers from all over the world eager for their own slice of paradise. As the new year approaches, the number of home sales build into a crescendo which lasts well into the spring, subsiding around Passover.

We are experiencing a number of factors, which paired together with our normal real estate market cycle, creates a unique opportunity for both buyers and sellers.

Sales are up, prices are down, money is plentiful, and foreign currencies are strong.

The volume of South Florida home sales continued its historic upward trend in June while prices showed a mix of results driven by investors' appetite for all-cash deals on distressed properties.

For real estate agents and investors, times are good, as both cash in on the rapid sales pace and international appetite for low-priced properties.

According an article published in The Miami Herald last week, real estate agents sold 1,274 single-family homes in Broward County in June – a 6 percent increase from the year before. Month-over-month, the sales increase was 11.6 percent. In the condo market, Broward saw year-over-year sales increase 7 percent to 1,511. Compared to May, sales slipped 1.7 percent. Agents say they have not been this busy since 2006, when speculators and flippers flooded the market and real estate commissions hit record highs.

If the current sales pace continues through December, 2011 will set a record for the number of homes trading hands in a year. There have been 12,369 home and condo sales through the first six months of 2011, up 79.3 percent from last year and the highest January-to-June total on record.

Mike Pappas, who owns South Florida-based Keyes Realty, said he sees no sign of a slowdown after the busy spring selling season. June was the strongest month for the company in as long as he can remember, and the interest from international investors has kept his offices buzzing.

"We've been running hard since March," he said. "We haven't had four months like that since 2006."

Inventory levels have declined rapidly since last year, and the number of homes for sale stands at about 30,000, down from 45,000 last June.

"I'm confident that we're out of the bust and on our way to a recovery," Pappas said.

Real estate investors are enjoying this market just about as much as local agents. Both individual investors, mostly foreign, and multibillion dollar investment firms have swarmed to South Florida's distressed housing scene looking for steals. In many cases, they've found them in the booming foreclosure market.

Miami-based investor group BH III scooped up 175 units at the \$355 million Trump Hollywood condo tower in a \$160 million bank note sale last year. After buying the note in November, the investors relaunched sales with an over-the-top condo party in January.

BH III said sales so far in 2011 have already topped \$100 million, and the investors are well on their way to realizing their costs and making a profit.

"The summer has been very strong," said Greg Freedman, a partner at BH III, predicting the project could sell out much earlier than the expected 2014 closeout target. "We did not think that the market would have the appetite that it has, and we were certainly surprised by the volume of sales."

For individual investors with cash, the 2011 South Florida housing market has been a free-for-all fire sale, with prices down 55 percent from their peak, back to 2002 levels.

International buyers have the luxury of slashing additional percentage points off already discounted prices, thanks to the strength of some foreign currencies against the dollar. The Brazilian real, for example, has gained nearly 40 percent against the dollar since 2008. The Canadian dollar has been consistently above parity for nearly a year.

For buyers, the opportunity is to get a home or investment property at an incredible price. For sellers, the opportunity is to provide inventory to a market short on listed properties for sale – especially move-in ready homes. The number of properties listed which are ready for move-in and are desirable is surprisingly quite low.

As the high season approaches, there is an opportunity for South Florida sellers to get a foothold in what has been a buyer's market for nearly three years.

*LeCavalier serves as Fund Manager for SISCO Limited Partners, a private equity fund that rehabilitates foreclosed properties and rents them via affordable housing programs in Broward County, is a licensed Real Estate Agent, an Accredited Residential Manager (IREM, ARM) and a Certified Investor Agent Specialist (CIAS).*

## Buyer Beware: Don't go at it alone



BY CINDY ABRAHAM  
Keller Williams Realty  
Professionals

Root canals can take time and the process may be painful, but they don't seem to be particularly difficult. I would wager you can get enough info on the Internet to do your own and save the expense of hiring a dentist.

Buying a home or condo is the same. Why pay a professional Realtor to help you buy a home when you can get the info on the Internet and go at it alone? Plus, the extra time it takes for the search, the price negotiations and the navigation through all the legal requirements more than makes up for the expense of a hiring a licensed Realtor.

Oh wait, I forgot – the BUYER doesn't pay the Realtor, the seller does. So basically you are entering into a business transaction with a professional who is representing the other side. Doesn't seem to work for divorces but...

Frankly, I understand why someone would start their search on the Internet. It gives you a good idea of what is out there, which neighborhoods would be best for you (you can check schools and crime rates), how much you can afford...etc. I get it. But do you know that the info you get on Zillow, Trulia, Realtor.com and others is NOT always accurate? The only accurate data for what is really available

on the market is in the MLS. I give my buyers two chances (cause I am a patient woman) to tell me they found something on Realtor.com or one of those other sites that I "missed." Then, when I find out – like I always do – that the property is off the market or already under contract or worse – not how it looks in the pictures – they finally realize that I probably have access to a more complete picture of the market than they do.

Realtors are professional consultants and salespeople. If you are searching for a property, a Realtor knows the right questions to ask you to find exactly what you want and find it in the shortest amount of time; and they are TRAINED in the art and science of negotiation. A professional Realtor will not start showing you properties until he or she has completed a formal consultation including a signed buyer broker agreement and will also require a loan pre-approval and/or proof of funds for the down payment and closing costs. There is nothing worse than finding a property you love and then realizing you cannot afford it.

I had one buyer who did not want to take my advice on a Real Estate matter because his dentist advised him differently. I offered to do his next root canal.

Allow me to paraphrase a favorite adage: "A home buyer who chooses to represent him/herself has a fool for a client." Amen.

# CLASSIFIEDS

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## SPORTS

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## REAL ESTATE

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5559594R

### 1/1 APTS. FOR RENT: HOLLYWOOD, E. OF I95, W. OF US1.

Tile floors, big rooms & closets, new kitchen. Coing laundry. No pets. \$730. DANIA: E. of US 1. Tile floors, big rooms, new kitchen, sliding glass doors to private patio, storm shutters. No pets. \$835. 954-294-1700

5559417

### WANTED CONDO

in small complex. East of intercoastal waterway

in Hollywood. With reasonable H.O.A. dues. Pet friendly. Any size. Any condition. Private buyer has Cash. Please contact Gary at 716-634-3161 or.. garyinbuffalo@gmail.com... Will also consider small house. Must have parking space.

5461465R

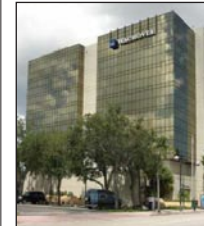
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### WACHOVIA TOWER Business Center

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### SMALL 1BR APT. FOR RENT

beginning Sept 2011, nice neighborhood east of US 1 in Hollywood. 1 person only, furnished or unfurnished. Washer/dryer and outdoor gas grill available, cat ok, courtyard is fenced in. \$800/mo. +\$800 security deposit, utilities included. 3 mo. min. stay, month to month after that. 954 559 8891 cell/text jgut@

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5586632



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## MISCELLANEOUS

CEMETARY PLOT FOR SALE BETH DAVID MEMORIAL, HOLLYWOOD GARDEN- ABRAHAM, SPACE 166. \$2,000 OR BEST OFFER. CONTACT - ANDREA (813) 653-2968

5591155



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7 p.m. • Award Ceremony

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For more information or to RSVP please call 954.981.4378 or visit [www.hollywoodjaycees.org](http://www.hollywoodjaycees.org)

# Calendar of EVENTS

## HERE'S YOUR SIGN

Bill Engvall

# August 16

### August 04

#### Founders' Day

In honor of Hollywood's founder, Joseph W. Young, the Hollywood Historical Society invites the public to celebrate Founder's Day on continuing a tradition begun in 1935. Enjoy refreshments and an exhibit of photos of Hollywood By-the-Sea from the Research Center of the Hollywood Historical Society. From 5- 7pm.; Art and Culture Center of Hollywood, 1650 Harrison St. Hollywood; Free to members; \$10 donation for non-members. For information call 954.923.5590.

### August 7

#### The Go-Go's

The Go-Go's were the most popular all-female band to emerge from the punk/new wave explosion of the late '70s and early '80s. Hard Rock Live; Visit

hardrocklivehollywoodfl.com or call 800-745-3000.

### August 8

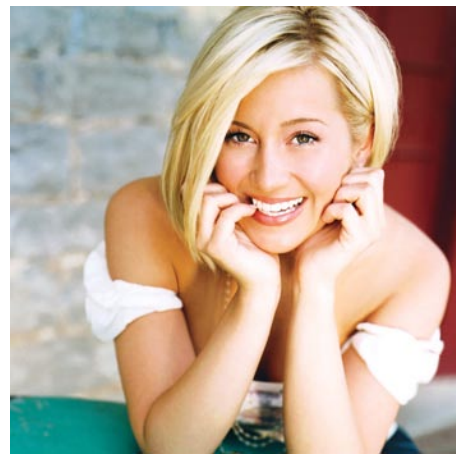
#### Operation Medicine Cabinet:

#### Lunch and Learn

Tips for seniors on medication safety. Learn how to prevent prescription drug abuse. Complimentary lunch will be served. Fred Hunter's Community Center 6301 Taft Street Hollywood, FL 33024 Seating is limited. Free; RSVP 954.989.1550



### August 9



#### Kellie Pickler

Country Singer Kellie Pickler performs. Doors Open 7pm; Hard Rock Live; Tickets from \$44-79. Visit hardrocklivehollywoodfl.com or call 800-745-3000.

### August 11

#### Free Demo - How To Make Holistic Homemade Food For Your Pet

Participants will learn how to create delicious, nutritionally balanced, species appropriate meals for cats and dogs. Demo by Jodi Ziskin (Holistic Jodi), a Holistic Nutrition & Wellness Consultant for cats and dogs. The demonstration is free and open to the public. 7 p.m.; The Annex at Hollywood Animal Hospital; Space is limited. RSVP Jodi Ziskin 954-367-3363.



### August 13

#### Hollywood Beach Clean-up

Volunteers will help collect litter throughout the beach, hosted by Keep Volunteer Beautiful. 9am to 12 noon; Hollywood North Beach Park; 3601 N. Ocean Dr., Hollywood, FL 33019 (Sheridan Street & AIA); For more information call Rosena at 954.921.3020.

### August 16



#### Party with a Purpose

Dave & Buster's and Hollywood Gazette invite you to EAT. DRINK. PLAY. NETWORK. Complimentary Hors d'oeuvres; 1/2 Price Cocktails; Free Shuffleboard & Billiards; 100% of admission proceeds benefit: Hollywood Florida Scholarship Foundation, Inc. 5:30 - 7pm; Dave & Buster's; Oakwood Plaza Hollywood; \$10 Donation; R.S.V.P.: 954-962-8180.

#### Bill Engvall

Stand Up Comedian Bill Engvall performs live. Doors Open at 7pm. Tickets \$39-69; Hard Rock Live; Visit hardrocklivehollywoodfl.com or call 800-745-3000.

**August 22**  
Back to school!

**August 26**

**Funtastic Fridays**  
Family social event in Downtown Hollywood Every Friday at ArtsPark Located at Young Circle and Hollywood Blvd. Bring your kids to a free family social event, featuring an outdoor movie, bounce house, face painters, & more! FREE; 5-9p.m.; For information call 954.921.3500

**Cuenca's Montecristo Lounge presents "An Impression II" by John Gillan**  
Meet south Florida photographer John Gillan at the Montecristo Lounge

as he talks about his collection "An Impression II". The collection has been exhibited in several galleries and continues to be collected for private and public installations. 7pm; 1928 Harrison Street, Suite-A Hollywood, FL 33020 For more information call 866.417.9454

**August 28**

**Hippiefest 2011**  
If you never experienced the 60's and 70's-- or you did, but can't remember, come be a part of Hippiefest 2011. Doors open at 6pm. Tickets \$39-69; Hard Rock Live; Visit [hardrocklivehollywoodfl.com](http://hardrocklivehollywoodfl.com) or call 800-745-3000.

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AUGUST 28

MONTHLY FEATURE

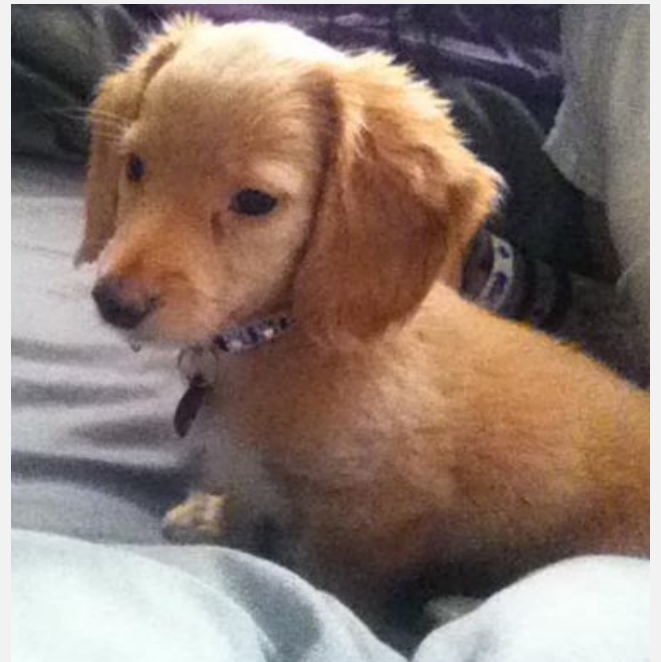


**HOLLYWOOD**  
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**pet**  
of the  
month

**Vienna**

Vienna is an 8-week-old purebred Dachshund. Owner Verrina Falcon said Vienna, named after a Vienna Sausage, is the sweetest dog because she kisses anyone who stops her on a walk. She cuddles and plays with her owner any second she can.



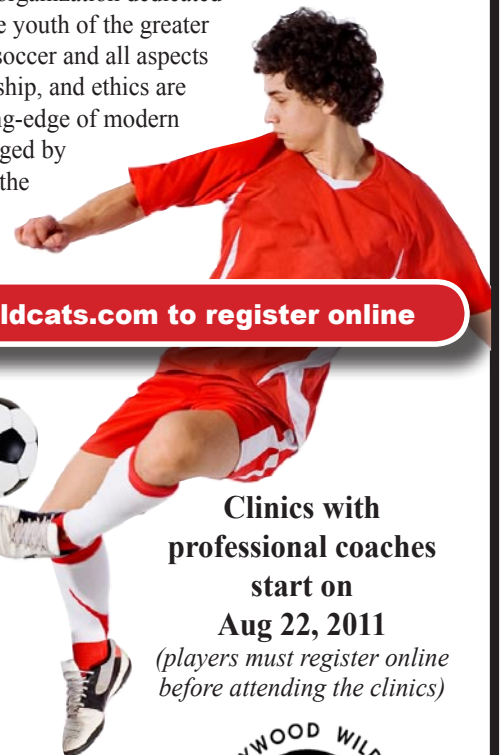
**DO YOU WANT YOUR PET TO BE "PET OF THE MONTH"?**

E-mail a hi-res photo with the following information: Name (owners/parents); Pet (breed and name); Age & Gender; and Special traits & talents to [brett@hollywoodgazette.com](mailto:brett@hollywoodgazette.com).

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**Fall 2011 Online Registration for Recreational and Travel programs is open now**

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Visit [www.hollywoodwildcats.com](http://www.hollywoodwildcats.com) to register online

**Ages : 4 – 16**  
**Boys and Girls**  
(player must be 16 years old prior to July 31st)

**Field Registrations :**  
Aug. 22, 23, 24, 25, 26, 30, 31 & Sept 1, from 6 – 7:30 p.m.

Aug 27, Sept. 10 from 10 a.m. – 12:30 p.m.  
(BOGGS Fields located on Sheridan & 23rd Ave – East of I-95)

**Clinics with professional coaches start on Aug 22, 2011**  
(players must register online before attending the clinics)

For more details on both programs, Fees, Clinics and Sponsorship, visit us at [www.hollywoodwildcats.com](http://www.hollywoodwildcats.com), or leave us a message at 954-929-2287.



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**Brian Hausfeld**  
Realtor/ Property Manager  
p:954-632-8038  
brihaus11@aol.com



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