

Palm Aire  
Communities Council

# Newsletter

FALL, 2022



## IN THIS ISSUE

**Ian Challenges Palm Aire**  
by Joe Rasset

**Libraries are More Than  
You Thought**

by Susan Fingerman

**Palm Aire Communities  
Council Board Update**

by Susan Romine

**Celo-Soda**

by Dan Reeves

**Collis Huntington**

by Richard Frost

**Letters to the Editor**

**Neighborhood Spotlight:**

**Fairway Six by Peggy Carolli**  
**Unique Club**

by Nick Barbi

**Powel Crosley**

by Terry & Susan Romine

**Sellers on the Fence**

by Julie Jacques

**Sssnnaakkeesss**

by Marguerite Puca

## IAN CHALLENGES PALM AIRE

September was not without challenges as Mother-Nature decided to throw an end of month storm our way, and that little storm produced Hurricane Ian. The path and intensity were supposed to hit the Greater Tampa area. I decided to turn east and hit the Fort Myers, Estero, North Port regions. That little jog east put us the wind side of the storm, and what a wind it was, we had sustained winds that reached 90 mph. In all my years in Bradenton, I can't think of one instance where I-75 was shut down in both directions due to flooding and that Myakka was completely shut-off to inbound or outbound traffic. While we suffered damage, we should consider ourselves lucky because we will come back far sooner than those to the south and east of us.

Once the storm had cleared, we began to evaluate the damage. We were at a virtual standstill for another five days due to the lack of power. Once power was restored, we were able to kick things into gear and begin our clean-up. During that period, we as well as many residents had no refrigeration, no air conditioning, no pool pumps, no lights, no phones, no internet. Our Athletic Center courts, pool and Lakes Course took the brunt of the storm and suffered the most damage. Within a very short window after Hurricane Ian had past, we began to open our amenities, we have now opened.

*Continued on page 2.*

# Ian Challenges Palm Aire

Fall, 2022

Continued from front page.

Palm Aire Communities Council



Our Champions Course lost some 22 of the largest oaks and pines with most being uprooted. Our in-house team did a magnificent job of getting that course back open and playable. It wasn't until after the Champions Course re-opened that we found an outside vendor to help our in-house staff with the cutting, clearing and cleaning of the 95+ oaks, pines and palms that were lost or damaged due to the storm on the Lakes Course. The Lakes Course was virtually impassable for many days after the storm. Our in-house team also got four Har-Tru tennis courts open for member play which was no small feat. By all accounts, Palm Aire did well through Hurricane Ian, although there are still reminders out there that this storm was not to be taken lightly.

The roadside debris will take some time as the county has 3 vendors assigned to roadside cleanup and a staged plan and routes that are given to them on a day of basis. We will have to be patient, while the destruction was short-term the clean-up will not be. Roadside turf will recover over time with water and mowing, but the greater news is that the Country Club survived thus securing the residential investment all of you have made to live within Palm Aire Communities.

We welcome our neighbors in the Palm Aire Community to join us for our Sunday Brunch. Brunch is hosted in our Palm Aire Room from 10:30 a.m. to 1:30 p.m. Call our Reception Desk at 941-355-9733 to make reservations. We hope to see you at the club!

To quote naturalist and poet Dian Ackerman, "Hurricane season brings a humbling reminder that despite our technologies, most of nature remains unpredictable."

Joe Rasset  
General Manager  
Palm Aire Country Club

### Thoughts from the President's Desk.

On behalf of the Palm-Aire Communities Council, Inc., I wish you a Happy Thanksgiving, Happy Holidays and our best wishes for a Happy and Healthy New Year.

*Barbara Robinson*  
Barbara Robinson

### The Palm Aire Communities

- |                 |                    |                    |
|-----------------|--------------------|--------------------|
| Avista          | Desoto Woods       | Misty Oaks         |
| Broadmoor Pines | Eagle Creek Condos | Pine Trace         |
| Club Villas I   | Eagle Creek Villas | Preserves          |
| Club Villas II  | Fairway Pointe     | Rosewood           |
| Clubside        | Fox Pointe         | The Gardens        |
| Condo B         | Fairway Six        | at Palm Aire       |
| Conservatory    | Golf Pointe        | Timberlake Village |
| Estates         | Lakeside Woods     | Woodlake Villas    |
| Country Lakes   | The Links          | Woodland Green     |

The Palm Aire Communities Council Newsletter  
Published by PACC, Incorporated  
[www.palmaircommunitycouncil.com](http://www.palmaircommunitycouncil.com)  
Daniel Reeves, Editor

You can contact the newsletter at  
[PalmAireNewsletter@gmail.com](mailto:PalmAireNewsletter@gmail.com)

### Officers 2021-2022

- Barbara Robinson, President
- Susan Romine, Vice President
- Susan Romine, Treasurer
- Marguerite Puca, Secretary



# Libraries are More Than You Thought

## by Susan Fingerman

Do you and your family have library cards? Even if that answer is yes, do you know all the libraries have to offer?

Our public libraries are amazing resources. Sure, they save us hundreds of dollars in book, video, magazine, and CD purchases, but they provide so much more. Did you know Manatee County libraries lend baking pans, musical instruments (ukuleles, drums, keyboards), tools (pressure washers, metal detectors, drills etc.) museum passes, telescopes, jigsaw puzzles (these you just take or maybe exchange) literacy kits, and more.

Some, like our local Manatee Braden River branch, have *Makerspaces* where you and your children can 3D print items large and small, with classes or a librarian to show you how to do it. Go to <https://tinyurl.com/3c9sf9tf> to see more about *Makerspaces*.

Feeling a bit bored, need to meet some new people? The library offers book clubs, lectures, discussion groups and more. I personally went to a drop-in knitting group where a lovely woman helped me complete a sweater for my granddaughter that not even a knitting store could help me with. I also signed up for a ukulele class last season, which I will do again this year.

Taking a trip? Online guidebooks are handy when you're traveling or take out the print versions while you're still at home. Learn a language using the online MANGO (over 70 languages are available) Want to read that June 27, 2022, New Yorker article on Governor DeSantis? See it in print or get it online, along with 999 other magazines including Consumer Reports. Just use the A-Z Databases/Popular Magazine choice from the Library website.

A very small sampling of those A-Z Databases offerings includes:

*ABCmouse*, is a comprehensive, early-learning resource that offers thousands of educational activities to teach children about subjects such as reading, math, science, health, social studies, art, and music.

*Bradenton Herald Collection*, from 1989 to present.

*Fodor's Travel Guides*

*Gardening and Horticulture*—Serving horticultural enthusiasts of all levels, this Gale database digs deep into the topics of gardening and horticulture.

*Heritage Quest Online*—Genealogy sources

*Newsbank*—consolidates current and archived information from thousands of newspaper titles, as well as newswires, web editions, blogs, videos, broadcast transcripts, business journals, periodicals, government documents, and other publications.

*World History*—Full-text scholarly journals, magazines, news, images, and videos with Gale's World History Collection. This database offers balanced coverage of events in world history and scholarly work established in the field that will be of interest to novice historians, as well as advanced academic researchers.

You can request material from throughout Manatee County branches and have it delivered to our local Braden River branch. But If our local Manatee County Library System does not own the material you want, library *Interlibrary loan services* can find and borrow materials from all over Florida, the United States and even Worldwide if available.

All of the above, and more, are available to you from the Manatee County Libraries through the use of your library card. Services from Sarasota libraries for Manatee residents consist of borrowing print or audio materials, but it's great to have two local sources. Just show a Sarasota library your Manatee card and sign up.

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I am a seasonal resident/owner, so I have local library cards and cards from my various Maryland county and state libraries as well. So I have at least 4 places to look for print or online materials depending on which home I am in. And I can borrow ebooks or audiobooks from most of these, whenever and wherever I am!

So, what's in your wallet?

Braden River Library – 941-727-6079 [https://www.mymanatee.org/departments/manatee\\_county\\_public\\_library\\_system](https://www.mymanatee.org/departments/manatee_county_public_library_system)  
Sarasota system – 941-861-1110  
<https://www.scgov.net/government/departments/libraries>

Susan Fingerman is a Golf Pointe Resident.

*Sunday*

10:30 AM - 1:30 PM

# BRUNCH

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# Palm Aire Communities Council Board Update

Susan Romine

## JUNE

Previous discussions of the Palm Aire Country Club taking over maintenance of the landscaped island at University Parkway and Whitfield Avenue have been placed on hold due to the Club's staffing issues. In the meantime, we will ask our landscape company to clean the area where the palm tree was removed and to do general cleanup of the area.

The Sign Committee has been working on updating the wayfinding signs on Whitfield Avenue.

The Whitfield Enhancement Project is progressing. Manatee County is removing diseased trees, which will allow for a better idea of the area to be landscaped.

There was discussion of painting the fire hydrants as The Links did. There was not interest in doing so.

We have received information that the right-turn lane at Whitfield Avenue will be extended by the end of the year.

## SEPTEMBER

Manatee County extended the landscape contract with the vendor for an additional three years.

We are meeting with the landscape architect to discuss the landscaped island at University Parkway and Whitfield Avenue and the first island at The Gardens.

Cleaning the ditches is an issue that comes up every year during the rainy season. We have asked Hunter not to

use chemicals because that causes a mess with the dead foliage. The workers cannot get into the ditches, and we do not want them there, not knowing what is in the ditches.

Barbara Robinson, President, talked to the engineer for the apartment project at the intersection of Whitfield Avenue and Lockwood Ridge Road, who explained the changes to the project. One entrance/exit on Lockwood Ridge would change to an emergency-only access. The wall on Whitfield Avenue would stop at the retention pond. There would be a fence instead of a wall.

Manatee County is developing a project to manage the tree canopy in the entire area by lifting and shaping the trees. It will take time, but it is in the works.

For the first time in a long time, we have a logo. It was approved at the meeting.

The board approved sending a letter to County officials supporting speed tables on Palm Aire Drive near Condo B.

## OCTOBER

The MSTU (Municipal Services Taxing Unit) Committee met with the landscape architect. We have a plan for the landscape island at University Parkway and Whitfield Avenue and the first island at The Gardens. The architect is going to price the materials, and we will see how far we can go. More to come. Tiny steps.



Most of the area's residents are aware that there is a 16.5 bronze replica of Michelangelo's David in our midst located in the Ringling Museum Sculpture Courtyard. It was purchased by John Ringling from a foundry in Rome Italy and installed at the museum around the turn of the twentieth century. The original standing at 17 feet, carved from marble, is located in the Academia Gallery

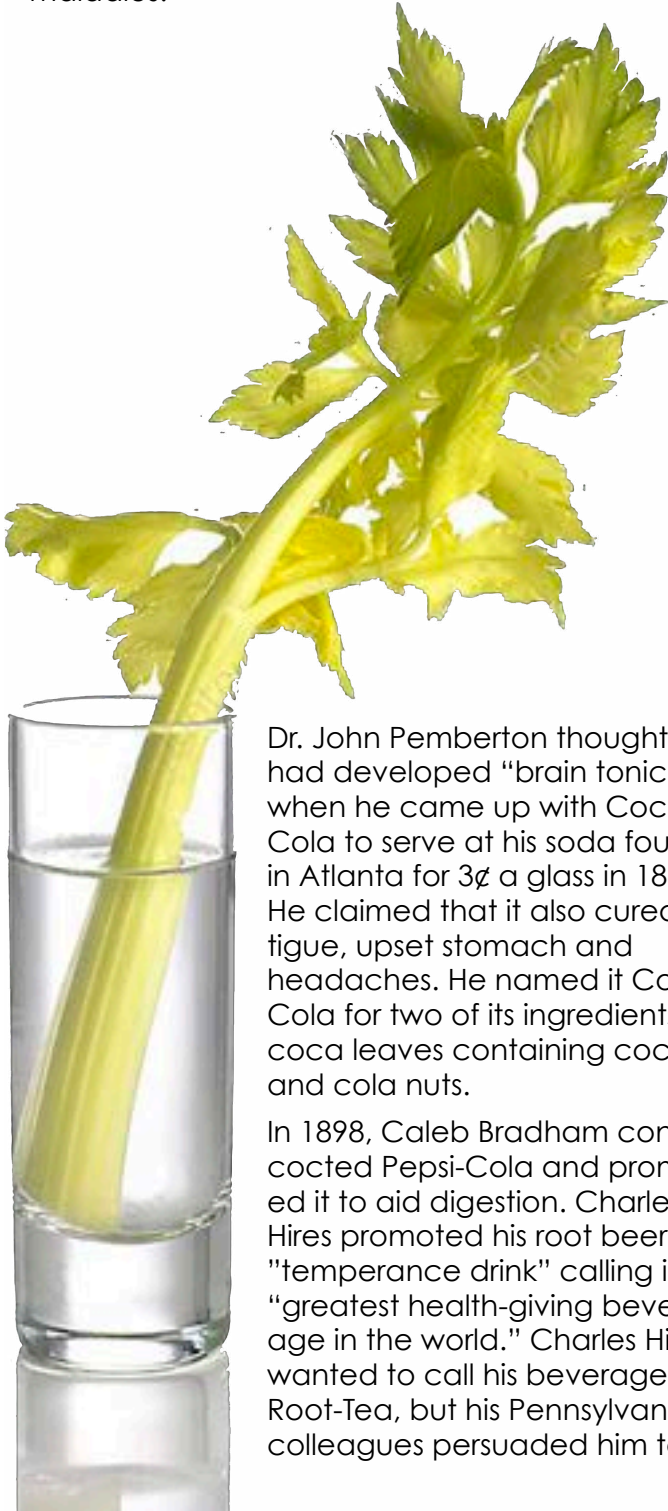
Museum in Florence Italy. It took Michelangelo roughly three years to complete (1501-1504). The image of David serves as Sarasota's City Logo.

However, few realize that there is another "David" painted on the corner of BOLD Lofts at 1687 2nd Street. This one is about six stories tall and was painted by a Ringling College of Art and Design graduate, Erik Jones.

# Celo-Soda

by Dan Reeves

Some people like Coke, others like Pepsi. Root beer is also enjoyed by the millions. Many don't know that each of these beverages was invented by pharmacists who were attempting to formulate elixirs and tonics to sell to their customers to cure all sorts of maladies.



Dr. John Pemberton thought he had developed "brain tonic" when he came up with Coca-Cola to serve at his soda fountain in Atlanta for 3¢ a glass in 1886. He claimed that it also cured fatigue, upset stomach and headaches. He named it Coca-Cola for two of its ingredients, coca leaves containing cocaine and cola nuts.

In 1898, Caleb Bradham concocted Pepsi-Cola and promoted it to aid digestion. Charles Hires promoted his root beer as a "temperance drink" calling it the "greatest health-giving beverage in the world." Charles Hires wanted to call his beverage Root-Tea, but his Pennsylvania colleagues persuaded him to

call it Root-Ber as an appeal to Pennsylvania coal miners.

New sodas were being created all over the country, marketed like snake oil cure-alls.

Sarasota and Manatee County had its own soft drink, and it was no ordinary snake oil. (Soft drinks were known to contain no alcohol while hard drinks were made with liquor.) You have probably never tasted it, and you may find it hard to believe. It was America's weirdest soft drink, Celo-Soda, and made right here in Manatee County with celery harvested from the Celery Fields in Sarasota and Manatee County.

Patented in 1928 by pharmacist Truman Green, Celo-Soda was endorsed by the Manatee County Growers Association as a drink that was "Good For the Nerves." The drink was slightly sweet, with a mild celery flavor and carbonated. Early on it was bottled in Bradenton. Because of its popularity bottling was moved to Tamps for ease of distribution.

Why celery? Aren't we famous for citrus and tomatoes? Well, we are, but celery has long been a major crop in Florida. Today, our state is second only to California in celery production making-up about 40% of the nation's crop, nearly 140 million pounds of stalk.

Celery was promoted as a Florida crop by the Palmer Farms Corporation at what is now Sarasota's Celery Fields. In the early 1920s the Palmer brothers drained the swamps and experimented with celery growing. They developed the right kind of soil and prepared the land for sale for celery farming. Next, they recruited farmers from all over the state and country to buy plots of land for farming. The



*Continued on page 9.*





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# Collis Huntington—Another link between Sarasota and the Adirondacks

## by Richard Frost

For my next connection between the two places I call home, Sarasota and the Adirondack Mountains of northern New York, I needed to go no further than the Ringling Museum and a man named Collis Huntington (1821-1900).

Huntington's fortune came from railroads. Along with Charles Crocker, Mark Hopkins, and Leland Stanford—the so-called *Big Four*—he developed and completed the Central Pacific railroad. This, connected with the Union Pacific line, comprised America's first transcontinental train route upon driving of the "Golden Spike" at Promontory Point, Utah, in 1869.

It turns out all four of these men have upstate New York connections. One manifestation of Huntington's wealth was his Fifth Avenue mansion. Built during the 1890's, the interior featured Italian Renaissance design. Styles change in midtown Manhattan, plus commercial pressures never let up, and the mansion no longer stands. Today that site hosts the flagship store of Tiffany and Company.

My reason for focusing on Huntington comes from artifacts at the Ringling, one that's prominent almost as soon as one enters the museum. John Ringling purchased selected interior architectural features when the Huntington Mansion was torn down in 1926. These included marble friezes, door surrounds, and a fireplace. They're on display in a room to the left from the entry area of the Ringling Museum.

Let me now change gears and look at the eastern half of the transcontinental railroad, the Union Pacific line. A principal in this part of the project was Dr. Thomas Durant. While working on cross country trains, he also began building tracks to northern New York. His Adirondack Railway reached North Creek, about 250 miles north of New York City.

His son, William West Durant, didn't desire to run railroads. Instead he looked at developing property that his father's ever-expanding transportation empire was reaching. One of his ideas was construction of wilderness "camps" that wealthy industrialists might choose to own as mountain retreats.

Thus came the concept of the Adirondack Great Camp. An Adirondack camp can mean anything from a quickly rigged tent, to a modest hunting lodge, to a commanding complex of buildings at a scenic site. Durant's concept leaned toward the latter.

With the creation and construction of Pine Knot, Durant began defining what the newly conceived Great Camp might be. This wouldn't be one large building. There might be a central dining room and entertainment center, but guests coming for a week or just the weekend might sleep in their own separate cabins.



Camp Pine Knot where men would smoke cigars after dinner. The "W" was for William Durant.

A boathouse would shelter craft for exploring the lake, while open-faced lean-tos facilitated convivial evening campfires. Trails beckoned both hikers and horseback riders, plus maybe those wanting to ride a wagon around the enclave.

Durant relied on local workers using indigenous materials to build the complexes. Thus, one finds log buildings, usually with stone foundations, and large stone hearths in as many rooms as possible. Other structures were veneered, sometimes with half logs attached over frame construction. He also created outside veneering from spruce or cedar bark.

Architecture varied from traditional log cabin, to Swiss Chalet, to influences from Japanese culture. Indoor design features might reflect such national attention to Japanese fads. There would almost always be so-called rustic furniture, made from unpeeled logs. Tables and cabinets might feature attractive and painstakingly placed twigs and pieces of bark.

Okay already, impatient readers may be thinking, how does all this connect back to the beginning of his article? The link is, of course, Collis Huntington.

By the end of the Civil War, sportsmen had begun coming to the Adirondacks to hunt and fish. Books like *Adventures in the Wilderness*, by William H. H. Murray, attracted what other writers called "hordes" of travelers. Boarding houses and small hotels began springing up.

Some wealthy people wanted their own private lodgings, and William Durant began bringing potential clients to see what he had to offer. His first successful sale, of Camp Pine Knot, a complex begun about 1876 though not complete until a decade later, was to Collis Huntington.

In time more than a few American captains of finance and industry not only had their Fifth Avenue brownstones and Newport, Rhode Island, "cottages,"





Collis P. Huntington one of the "Big Four" railroad moguls.

but also their Adirondack Great Camps. Among Huntington's closest neighbors were J. P. Morgan, Alfred Vanderbilt, and others with equally large reputations and bank accounts.

Pine Knot stands along Raquette Lake. Today the complex is owned and managed

by the State University of New York at Cortland, which uses the site as an outdoor educational and recreation center. The university provides regular opportunity for the public to have access. Groups like Adirondack Architectural Heritage periodically lead fascinating and informative tours.

Several notable great camps are open daily to the public. Sagamore, also built by William Durant and once the retreat of Alfred Vanderbilt, offers regular tours during the summer and fall, plus a schedule of educational weekends. Santanoni, commissioned by Albany, New York, banker Robert Pruyn, is always open for visitors; the catch is that access requires walking (or, in winter, skiing) a four-mile access road. Local entrepreneurs also provide wagon rides to the camp during the summer.

Just as I tell friends up north about the need to see the Ringling Museum when they come to Florida, I urge all of you to find time to sample the Adirondacks, where the surviving Great Camps are only a few of the places worth seeing. I actually don't know if Collis Huntington ever made it to Sarasota, but I know he relished his time in the Adirondacks.

*Continued from page 6.*

Mennonites and Amish were recruited from Ohio, Indiana, and Pennsylvania to work the fields. The Pinecraft Amish Community centered on Bahia Vista Street owes it's legacy to the Palmers and of all things celery.

Surprisingly, Celo-Cola stock sold like hot-cakes in the stock market, and many of our local residents preferred the drink over Coke and Pepsi.

The land boom of the twenties began to fade, the stock market crashed in 1929, investors went broke. Finally, the company went broke and was sold to a soda company in Wisconsin. Next, it was sold to Vernor's Ginger Ale (reputed to alleviate nausea) and passed from one company to the next until it faded from view. The flavor never really caught on outside of Southwest Florida.

Surprisingly, celery soda is still available today. Bottled by Dr. Brown's Soda Company since 1869, it is sold as Dr. Brown's Cel-Ray Soda, and it's kosher, and it is on Amazon!



Dodger pitcher Dazzy Vance pitching for Celo-Soda in the 1930s

Daniel Reeves, Editor

You publish The names of 25 communities that are members of PAAC.

Perhaps this is a good opportunity to add "If your community is not a member we welcome you to join us." Followed by supporting comments.

The Spring Issue was well done.

Sam Leonard  
President  
Gardens@Palm-Aire

Please allow me to present the point of view of those who will not use the merge lane. I have been driving for 67 years in various countries, in all types of roads and conditions and I don't consider myself (neither do others who have been my passengers) a pusillanimous driver. However, I am simply terrified of merging onto University Parkway when I don't have a turning arrow. Why? Because many, if not most, drivers on the Parkway exceed the speed limit and weave in and out of lanes trying to get those few inches of advantage.

Motor vehicle accidents have increased exponentially during the pandemic years, and there is no sign that drivers will return to more civilized and less dangerous driving styles. I have been stuck in the merge lane more than once, because drivers are not aware that they are sup-

posed to move to the next lane when traffic is merging on their right. So I have concluded that I'd rather wait on Whitfield for the turning arrow instead of risking an accident. Obviously I'm not alone, since you report that so many drivers refuse to use that particular merge lane.

Thank you,

Elena Hannah  
Avista Dr.

This is in response to comments by Susan Romine in the February 2022 Board Update published in the PACC Newsletter. Please forward my comments to Board members.

The right-turn-merge lane at Whitfield and University -- evidently the Board has not noticed the increase in traffic on University and in Sarasota, You cannot expect people to merge onto University when there is back-to-back traffic and no room to merge. I, for one, will not pull in front of a semi going 50 MPH.

If you are waiting to turn onto University, you should take a deep breath and wait for the light to turn green. Or, here is a suggestion -- leave home earlier so you will not be late.

Respectfully,  
Sharon Largent  
Pine Trace



*Not long ago, we featured an article about the timing of the stop light at this intersection, stating that the timing was not adequate, was hazardous and the timing was soon adjusted. Now, after many years of concern about this intersection itself, the county widened and lengthened the right turn lane on Whitfield and then they installed 62 stanchions to separate the right-hand merge lane on University parkway. This lane is one-quarter of a mile long; however, many drivers are intimidated by the speed of oncoming traffic, and officials thought the stanchions would help which it has not. In fact, the stanchions create a visual barrier, blocking the driver's view. Within days of the installation, 61 of them have been hit, 18 have been knocked down, 10 are missing and only five have not yet been hit. —Ed.*





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# Neighborhood Spotlight

Fall, 2022  
Palm Aire Communities Council



Fairway Six is one of the smaller communities consisting of 46 villas with a Clubhouse, Pool, Tennis/Pickle Ball courts.

The community is sitting on a parcel of land shaped like a triangle with the Palm Aire Golf Course on the southwest side, a lake on the east with an alligator in residence and a preserve on the north. Our Property is prepared for guests with two guest parking lots.

We have 26 full-time residents and five rental properties with the rest being snowbirds from across the US and Canada. Each of our homes has a screened lanai with beautiful exterior views. The architecture of our properties is contemporary in style and finished uniformly with dark brown painted wood and stucco.

I've lived here at Fairway Six since January 2018 and have served on the Board in different capacities since 2019, currently serving as President of the Fairway Six Home Owners Association.

We do share our entrance with another small community of Woodlakes. You can tell us apart by the color of our buildings.

Peggy Carolli,

Fairway Six HOA Board President



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# Unique Club Seeks Science-Minded Members

by Nick Barbi

Fall, 2022

Palm Aire Communities Council



My wife Mary Jo and I have been owners of a Palm Aire Villa since 2005 and full-time residents since 2015. Since our first visit to Mary Jo's parents, who bought a home in Palm Aire in 1980, we have enjoyed the artistic foundations of Sarasota. We decided to remain in Sarasota after the passing of Mary Jo's parents partly because of its many art and music venues and have since become good friends with some of the area's top musicians who have created impressive "second careers" here. Eventually, though, after my long and continuing career in scientific instruments, I realized I was missing the camaradery of my fellow scientists and engineers.

About 18 months ago, I began to search for science societies in the area. I found some; but they were generally formed around specific issues and for people having specific qualifications. I was thinking of something broader, that was clearly a social organization, that could allow for a presentation on a wide expanse of science topics with a strong emphasis on the impact of the science on our daily lives or indeed, on our culture. Thus, the after-dinner science-based presentation could be appreciated by scientists and non-scientists alike.

We had our first prototype meeting on Tuesday evening, October 25<sup>th</sup>, at the Meadows Country Club. Ed Chiles, possibly the best-known restaurateur in our area and recognized leader in sustainable food initiatives, was our

main speaker. Fifty-three people attended. During happy hour, the event manager at the Meadows sheepishly confessed that, based on the typical turnout for start-up groups, he expected an attendee total of 8-10! – *now he tells me!* Rather than being a one man show, we now have a Founders Committee of 8 people, including Misty Servia, community leader and past Manatee County Commissioner, which will seek to establish a non-profit entity for our society, develop its mission statement, and define its activities, including meetings, tours, and support of STEM education and Citizen Scientist initiatives. To give time for this group to consider the lessons learned from our prototype meeting and better define the foundations for our society, our next meeting will be scheduled in late January or early February. I promise we will feature another passionate speaker about some aspect of science that has a substantial impact on our lives.



OK, of course, we want to attract a lot of people at our (perhaps bi-monthly) dinner meetings, but we will not forget about science and technology for its own sake.

Depending on the input from our initial membership, we hope to hold smaller, (maybe quarterly) "coffee seminars" in which our members can talk about their own scientific interests. These will be opportunities for the members to get to know each other, and very likely find common interests which could become the basis for long-term friendships.

If you are interested in joining us, contact me at [nicholasbarbi@gmail.com](mailto:nicholasbarbi@gmail.com) or by cell at 267.205.7229

## 4 facts

1. The number of visitors in Orlando every day is equivalent the population of Atlanta.
2. Whitehall, the winter retreat Henry Flagler built in 1902, trumps any other mansion in

Palm Beach with its 75 rooms and 100,000 square feet of Gilded-Age glory. The home was a wedding present for Flagler's third wife.

3. The Everglades provides drinking water to 7 million people.

4. Rose Lake, an infamous lake formed from a sinkhole in Winter Park, was mentioned in the hit HBO series "The Sopranos" as a good place to hide bodies.

# Powel Crosley

## Terry Romine and Susan Romine



In 1929 John Ringling invited influential businessmen to the area to go fishing in a "Chamber of Commerce" move. Powel Crosley of Cincinnati was one of those men. The first day Powel caught a 120-pound tarpon and the "bug", so he sent his people to look for property. What they found was 63 acres next to Charles Ringling's property.

The first concrete mansion (even the floor of the attic) was built in 90, 9-hour days for \$350,000 during the start of the Depression. Who is this Powel Crosley? You may have been in the Crosley Estate named Seagate but did not know about the man?

Powel has touched your life in ways you cannot imagine. Here are a few things:

- Have you ever stored something on a shelf in your refrigerator door? Thank Powel for the Shelvador Refrigerator.
- Car radio? Powel did that first.
- Junk (Direct) Mail (Not every idea is a good idea). He used mass distribution to sell his car accessories and make his first million.
- In 1937 Powel developed a FAX system (wireless) for subscribers to receive and print the news at home. He was too far ahead of the times, so that went nowhere.
- Disc brakes; 35mm Film; Voice of America (Hitler often complained about this) and Compact cars'
- Proximity Fuse. He is credited with helping to win WW II with this secret device that enables projectiles, bombs and torpedos to explode at a predetermined distance from a target.
- Baby walkers. He wanted to keep all the little ones contained and safe because he was a tall man, 6'4", and family gatherings could get crowded.

Powel's biggest accomplishments were WLW Radio station in Cincinnati and the Cincinnati Red Leggings. His

biggest dream was to have a successful compact car company, but that one eluded him. The timing was always off due to the Depression and after World War II families wanted bigger cars.

WLW became the most powerful station in the world with 500,000 watts. It could be heard in Europe, Africa, and Australia. When your audience is that wide, you make the most of it.

Why did he own a radio station? When his son was 10, young Powel III wanted a portable radio for Christmas, which cost \$100. Even though he was wealthy, Powel thought that was too much money. Powel worked with engineering students from the University of Cincinnati to make a more cost-effective radio. By the next year, they had a radio on the market for \$19. The demand was overwhelming, so now he needed something for people to listen to on those radios.

He had the best orchestra, the best writers, and the best talent scouts available. To fill the airwaves, he found singers for his musical programs.

Mrs. Kappelhoff got her 14-year-old daughter Doris singing lessons to keep her mind off the accident that kept her from dance lessons. The music teacher got Doris jobs in restaurants and then in a hotel. They figured that her last name would not fit on marquees, so she changed it to represent her signature song, "Day After Day." Doris Day auditioned at WLW and became a household name. Rosemary Clooney, The Mills Brothers, Red Barber, and Durwood Kirby are a few others who became famous by performing on WLW.

Powel liked to read serials in magazines, so he had his writers come up with short segments for daily broadcasts. One of the largest manufacturers in Cincinnati was Proctor & Gamble, which sponsored the show—the SOAP OPERA was born.

In 1934 Powel purchased the nearly bankrupt Cincinnati Red Leggings. At the time baseball was only played in daylight and, since most men worked 6 days a week,

*(Continued next page.)*



Well, what a year so far! And Hurricane Ian did us no favors. The market has leveled off. Homes for sale are still extremely low. Sellers are on the fence and buyers are looking for a better way to buy a home with interest rates climbing. At the time of this article, interest rates for a 30-year fixed is between 6.75% and 7.25% depending on your lender. Inventory of homes for sale is approximately 2 1/2 months.

On the upside, if you are a seller and want to put your home on the market, here are 3 tips for marketing your property to a prospective buyer.

**Insurance.** What would make your home attractive to a buyer would be to know if your home has a transferable insurance policy. Rates are up, carriers are hard to find, especially since Ian. So this would be a solid selling point. Do you have a transferable insurance policy?

**Equity.** Put a little extra into your home. Revitalize helps a home seller perk up the place. Sometimes putting in \$5000, for example, can get you the biggest bang for your buck.

**Seller concessions.** If your home has been on the market for 30 days or more, most of the time the next step would be to lower the price, but here's a thought. A 2/1 buy-down. The seller prepays part of the buyers' interest rate. You sell for the agreed upon price with the seller paying 2% the first year and 1% the second year. In the third year, the buyer pays the whole interest rate with no penalties. This could save the buyer about \$500 per month and the seller nets the agreed-upon sales price.

These are a few examples of how a seller can attract buyers. For more info feel free to contact me.

A sampling of recent sales: Condominiums sold Since August, 2022		Single-Family Homes sold Since August, 2022	
7764 Eagle Creek Dr.	245,000	7834 Pine Trace Dr.	385,000
8421 Gardens Circle	280,000	7417 Fairlinks Ct. N.	665,900
5761 Avista Dr. #4160	290,000	8178 Misty Oaks Blvd.	665,000
5849 Clubside Dr.	367,000	5774 Timber Lake Dr.	675,000
5455 Golf Pointe Dr.	520,000	7424 Links Ct.	835,000

Information provided by Steller MLS System and sold by various Realtors.



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(Continued from page 16.)

the only profitable day was Sunday. Powel went to some friends at General Electric in Cincinnati and proposed a deal to manufacture and install lights powerful enough to support "Night Baseball." In May 1935, the first-night baseball game was launched at Crosley Field, Cincinnati. In over a half-century, most regularly scheduled games and ALL World Series games were played under the lights. Additionally, Powel pioneered the broadcasting of baseball and featured all The Reds scheduled games on his radio



station. Within 5 years all 15 of the other major league teams followed suit. These measures were so successful that the Reds were soon profitable and in 1940 they became World Series champions.

We have not touched upon his yachting division, his aerial division (he sponsored female pilots), or any of his other divisions. His partnership with his brother Lewis was legendary, but that is a story for another time. Nor have we touched upon his family. He legally adopted his grandson because he was concerned that Lewis III would get his proper inheritance (Powel loved his daughter, but she was a party girl). The love of his life was his first wife, Gwendolyn, who died at Seagate. He was married three more times. There is so much more to tell, but this is a glimpse of the man behind the building known as the Crosley Estate.

Watch for news of tours of the Estate usually held in March—COVID allowing.

Terry Romine is Vice-President of the  
Crosley Estate Foundation  
Susan Romine is Secretary and Treasurer of the Crosley  
Estate Foundation

# Sssnnnaakkeesss!

Marguerite Puca



imals that they can catch: smaller snakes, lizards, frogs, nesting birds, small rodents, etc.

Although the venom from this snake is one of the most potent of any North American variety, not that many humans are bitten (average 15–25 bites per year in the entire US), partly due to their reclusive nature and the fact that they inhabit sparsely populated areas. When confronted by humans, they will almost always attempt to flee.



## Water Moccasin/Cottonmouth

One of the few semiaquatic vipers, this species is native to the southeastern United States. As an adult, it is large and capable of delivering a painful and potentially fatal bite. When feeling threatened, it may respond by vibrating its tail and throwing back its head with its mouth open to display the white interior. It may also pull its body into an S-shaped coil.

It tends to be found in or near water, particularly close to or in slow-moving and shallow lakes, streams and marshes. Like the Diamondback Rattlesnake, it has also been known to swim between barrier islands and the mainland. Unlike other water snakes, when it swims the body generally rides on top of the water with the head elevated.

The typical length of these snakes is up to three feet, although larger sizes have been reported. Their bodies appear heavy and well-muscled. They usually appear almost totally black. Others (younger specimens in particular) may have a lighter background color with dark brown or almost black bands circling the body.

Its favorite foods are fish and frogs, although they will eat almost any kind of small vertebrate they can catch. In addition, they have been seen feeding on carrion, one of the few snakes to do so. In August 2022, a Cottonmouth in Florida was observed to have eaten a Burmese python!

## Eastern Diamondback Rattlesnake

One of the heaviest venomous snakes and the largest rattlesnake. On average, full-grown rattlers measure up to six feet. Unlike Coral snakes, they have thick, muscular bodies, weighing in at an average of five pounds.

It has happened to us all:

- Looking out your window, you see a snake slithering across the driveway
- You're out for a walk in the woods and a snake winds its way across the path
- On a boardwalk trail in the swamp, your dog freezes at a snake on a nearby tree trunk, friend or foe?

Florida is home to 46 native species of snakes, and at least five non-native ones. The most famous of these is the Burmese python, which has been decimating wildlife populations in the Everglades. Snakes are a part of the natural ecosystem, helping to keep in check other creatures we consider pests such as rats and mice. They are generally not interested in interactions with humans, preferring to keep their distance. There is no reason to fear them.

That said, Florida is home to six species of venomous snakes of which we should be aware. Four of these species live in our area. The other two reside only in the panhandle. The four are:

Coral Snake  
Water Moccasin/Cottonmouth  
Eastern Diamondback Rattlesnake  
Pigmy Rattlesnake

If you come across a snake, and it isn't one of those described below, you can feel comfortable in its presence and be grateful for the pest control it provides. Profiles of the venomous natives follow.

## Coral Snake

This is the only non-viper poisonous snake in our state. Venomous, but not usually lethal. Only two confirmed fatalities in the last 100 years from the new world species.

The coloration of this species has given rise to the rhyme "Red touch yellow, kill a fellow" (and its next line, "Red touch black, OK Jack," about a similarly striped snake, the Scarlet Kingsnake or Scarlet Snake).

These snakes are small, average three feet long, slim, less than one inch across, and reclusive. They spend most of their time buried beneath the ground or in leaf litter on the forest floor. Their diet consists of smaller ani-



*Continued from previous page.*

The color pattern of these snakes consists of a brownish or olive background, overlaid with two or three dozen dark brown to black diamonds, each one outlined with creamy or yellowish scales.

In habitat, they can make their homes in many of Florida's niches: upland dry pine forests, pine and palmetto flatwoods, cypress swamps and salt marshes. They are known to be excellent swimmers, having been seen crossing stretches of water between barrier islands the mainland.

The disposition of individual snakes varies, with some starting to rattle when approached at a distance of 20 to 30 feet, and others remaining silent. If they feel threatened, they will raise the top half of their body in preparation to strike. This threat is not always carried out – very often they will back off and seek to retreat.

A local note: a Palm-Aire resident posted on NextDoor a video of a very large rattler crossing Whitfield just above University, going from the stores towards the wall and apartment buildings!

### **Pigmy Rattlesnake**

As indicated by its name, a small snake, usually growing up to 16 to 26 inches in length. The larger ones reported have been up to 30 inches long. Their scale pattern is a series of oval spots with regular edges on a lighter background. On their sides, the spots are more rounded.

In habitat, they can be found in flatwoods, sandhills, fixed forests and flood plains. They have also been seen near lakes and marshes.

In behavior, their tiny rattle makes a buzzing sound that can only be heard from a few feet away. Some have been described as very aggressive, while others seem uninterested in nearby humans. Given its small size, it seems unlikely to produce enough venom to deliver a fatal bite to an encountered adult human, although it could certainly cause pain and bodily injury.



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