

# The Conch Republic COCONUT TELEGRAPH

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Dear Anny Bannanny

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BIG CHILL  
AT FISHERMAN'S COVE**

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### Coconut Telegraph

November 2010  
Volume 5 Issue #45

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Call Denise at  
305-304-2837  
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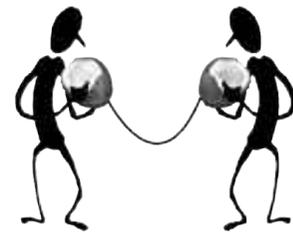
### Cast of Characters:

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Advertising  
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## Letter to the Editor

Walter Kush looked through the Plexiglas at the once peaceful sky, now a hell filled with exploding anti-aircraft flak and swarming Nazi planes. Walt defended his Army Air Corp bomber against the fighters with his twin 50-caliber Browning machine guns. A bomber to his front exploded in a flaming mass of twisted aluminum and airmen, headed for the ground. Walt had a moment, an epiphany perhaps, he realized the Nazi's were trying to kill him. He never worried about anything after that day in the ball turret over Romania in WWII. To this day Walt laughs in the face of conflict and drama. Walt was a flight engineer. He did not have to ride the ball turret. There was a need and he did not hesitate to do his duty.

I was a light weapons infantry specialist serving in RVN with company D, 1/327th infantry (airborne). One morning in late 1970 we were in the field near FSB Bastogne. We heard and felt many heavy explosions close by. We saw a red star cluster rise up from the direction of the explosions. Alpha company had been heavily rocketed and was expecting a ground attack. They had heavy casualties so we had to rush to their aid.

When we arrived near A company we were told to run down the trail and set up defensive positions for the impending ground attack. We were not allowed to stop to render aid, we were in a rush. The soft moaning of men with reduced lung capacity and horrible screams filled the morning air. We ran to the defensive positions - past the mangled mass of men and equipment. Past the man softly moaning for his soon-to-be-fatherless children. Past the men crawling in the dirt faceless, limbs missing, dragging their own intestines behind them. We defended against a ground attack that never came. Our own artillery on FSB Bastogne had fired on and accurately hit our own men.

S-4 or someone else seated at a desk in the rear with the gear had decided that the men they detected with sensors or side ranging radar were hostile forces. They were in fact our own fathers and sons. It is hard to explain the unconditional respect and devotion most combat survivors share for one another. We stand together, shoulder to shoulder, against the drama perpetrated pretty much by one wife and her man(?), at the VFW in Key Largo.

Continued on page 8...

## Editorial: One Bad Apple Spoils the Whole Bunch

The saying "one bad apple spoils the whole bunch" is true and unfortunately can also apply to certain people who are a part of our local organizations. While many of our local organizations stay on track, doing what is right and are honest - others can be thrown off course by rotten apples. To identify the "bad" apples it helps to be able to identify the categories the people involved fall into.

First you have the "paid help". These are the people who receive salaries for running the business operations of the organization or charity. They then report to the "Board of Directors." Directors are supposed to represent the interest of those they serve, however, one board I know of is a self-elected group that consists of more convicted felons than you can shake a pooper-scooper at. These apples can quickly spoil the group as a whole.

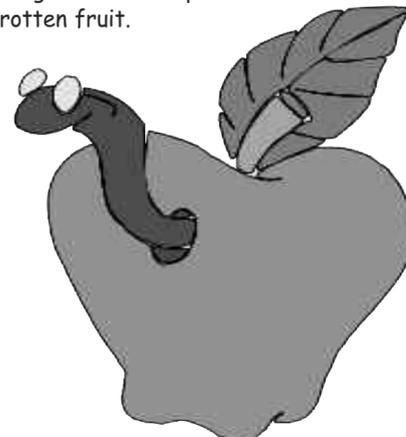
Next, you have the "morally bankrupt power hungry failures". These people are frustrated wannabes that infiltrate and try to take over a group for either money or the prominence they cannot achieve at work. When one organization kicks them out they go to another, and yet another. They will stop at nothing to manipulate their way to the top. Their only allies are thieves, murderers, drug dealers and morons. Beware of these bad apples!

Then, you have the "Donors". They are the ones that are the first to donate their money to the cause. Perhaps they buy everyone drinks or they notice that the floor needs tile and write a check. They expect nothing in return for their generosity. Good apples!

Last, but not least are the "Silent Workers". These people are the backbone of the group. They clean the kitchen, take out the garbage, do whatever is needed

and ask for nothing in return. When the morally bankrupt power hungry failures rid themselves of the honest "donors" and "workers" you have nothing left but a corrupt drinking organization.

We must be careful the bad apples do not spoil the bunch and leave us with nothing more than a pile of rotten fruit.



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# Artist of the Month Cheryl Conger and Marjorie Smith

Keys Images and Chartworks Art

The perfect combination, two generations of cutting-edge talent are located at Keys Images Custom Framing in Key Largo. Cheryl Conger, owner and operator of Keys Images has lived in the Keys for 23 years. She and her husband Bill Conger moved to Key Largo in 1995 from Big Pine Key to be closer to their children.

After a 10-year battle with liver disease, Bill passed away on October 6th. He is remembered by his family and friends for his kindness and generosity.

"Bill just loved to help people," says Conger. "That is what he lived for, to help others."

Conger also helps others. She recently worked with Theresa Crocker (see page 5) on a print donated by Pasta Pantaleo. Theresa handcrafted the frame from Florida Keys driftwood and Conger donated her talent to expertly add the mat and glass. The final product "Snowy Egret" is

breathhtaking and will be in the silent auction at the "Party for the Pantry" to benefit the Burton Memorial Methodist Church Food Pantry and "God's Kitchen" serving free dinners to the public every Thursday.

Often working side by side with Conger is her daughter, internationally famous artist Marjorie Smith. Smith's unique talent is self taught. Her medium of choice is often an incredibly accurate image of fish drawn in pen and ink on government-issued navigational charts complimented with pastel and watercolors. Although her work is primarily images of game fish, she has expanded to include sport fishing scenes, boats, endangered species, botanical drawings, and even a series of magical mermaids. You can commission an original piece of art or a custom print of your location complete with an image of your boat and, or trophy fish.

For more information on Marjorie Smith go to [www.ChartworksArt.com](http://www.ChartworksArt.com) and/or stop by Keys Images.

Keep in mind, when you have a valuable or sentimental piece of art, nothing preserves and compliments it better than having it perfectly framed

and preserved by Cheryl Conger at Keys Images. They also provide large-format fine art printing and photo restoration services.



Marjorie Smith and her mother Cheryl Conger are the perfect combination of cutting-edge artistic talent.

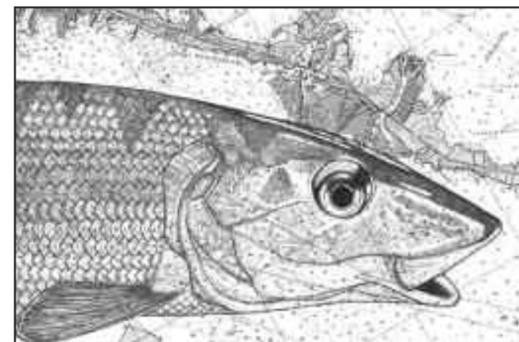
Keys Images is located in Central Plaza, mile marker 103 bayside in Key Largo • (305) 451-0021 • [www.ChartworksArt.com](http://www.ChartworksArt.com)

## Quick Facts About Art:

- Lighting on a painting needs to be dimmer at night and brighter during the day
- Reputable galleries offer the same prices as their artists offer directly
- An artist's best work is usually sent to his most productive gallery to sell
- Fluorescent lighting causes more fading of artwork than incandescent lighting
- Most artists are left handed
- Giclee prints are super high quality ink-jet prints on fancy paper or canvas
- Most couples do not agree on artwork for their home, initially.
- Art prices are set just like other prices—by supply and demand
- Added lighting almost always enhances any painting, regardless of style or color
- Most art buyers acquire it to enhance their home interiors
- Art has surpassed the stock market in appreciation over the past twenty years

Facts from [www.jfodd.com/faq.asp](http://www.jfodd.com/faq.asp)

## Check out Chartworks Art



Visit [www.chartworksart.com](http://www.chartworksart.com)



## Handcrafted Driftwood Frame



Teresa Crocker holds her handcrafted driftwood frame. This piece of art to be donated to the "Party for the Pantry" benefit is a combined effort. Pasta Pantaleo created the painting, Cheryl Smith did the matting and Crocker created the frame.

For info on a handcrafted Florida Keys driftwood frame call Teresa Crocker at (305) 804-8675.



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# History: Interesting Facts about Life in the 1500s

Contributed by Gillian Gates, Canada

Next time you are washing your hands and complain because the water temperature isn't just how you like it, think about how things used to be. Here are some facts about the 1500s:

Houses had thatched roofs --thick-- straw-piled high, with no wood underneath. It was the only place for animals to get warm, so all the cats and other small animals (mice, bugs) lived in the roof.

the winter when wet, so they spread thresh (straw) on floors to help keep their footing. As the winter wore on, they added more thresh until, when you opened the door, it would all start slipping outside. A piece of wood was placed in the entranceway. Hence: a thresh hold.

Sometimes they could obtain pork, which made them feel quite special. When visitors came over, they would hang up their bacon to show off. It was a sign of wealth that a man could, "bring home the bacon." They would cut off a little to share with guests

causing lead poisoning death. This happened most often with tomatoes, so for the next 400 years or so, tomatoes were considered poisonous.

Lead cups were used to drink ale or whisky. The combination would sometimes knock the imbibers out for a couple of days. Someone walking along the road would take them for dead and prepare them for burial. They were laid out on the kitchen table for a couple of days and the family would gather around and eat and drink and wait and see if they would wake up. Hence the custom of holding a wake.

England was old and small and the local folks started running out of places to bury people. So they would dig up coffins and would take the bones to a bone-house, and reuse the grave. When reopening these coffins, 1 out of 25 coffins were found to have scratch marks on the inside and they realized they had been burying people alive. To avoid this, they would tie a string on the wrist of the corpse, lead it through the coffin and up



They used to use urine to tan animal skins, so families used to all pee in a pot & then once a day it was taken and sold to the tannery. If you had to do this to survive you were "Piss Poor". But worse than that were the really poor folks who couldn't even afford to buy a pot they "didn't have a pot to piss in" and were the lowest of the low on the economic scale.

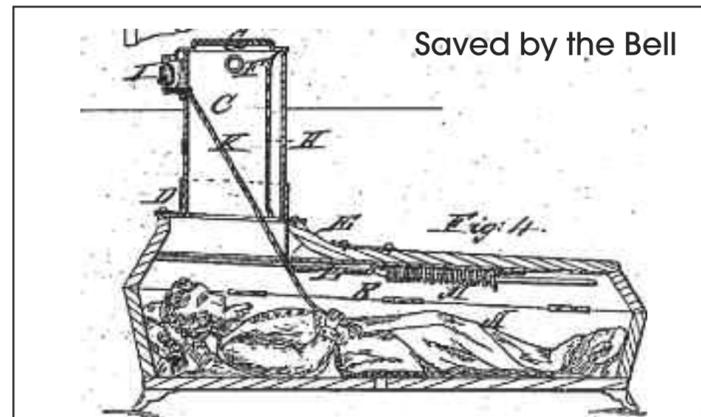


Most people got married in June because they took their yearly bath in May, and they still smelled pretty good by June. However, since they were starting to smell, brides carried a bouquet of flowers to hide the body odor. Hence the custom today of carrying a bouquet when getting married.

When it rained it became slippery and sometimes the animals would slip and fall off the roof. Hence the saying "It's raining cats and dogs." There was nothing to stop things from falling into the house. This posed a real problem in the bedroom where bugs and other droppings could mess up your nice clean bed. Hence, a bed with big posts and a sheet hung over the top afforded some protection. That's how canopy beds came into existence.

Baths consisted of a big tub filled with hot water. The man of the house had the privilege of the nice clean water, then all the other sons and men, then the women and finally the children. Last of all the babies. By then the water was so dirty you could actually lose someone in it. Hence the saying, "Don't throw the baby out with the Bath water!"

The floor was dirt. Only the wealthy had something other than dirt. Hence the saying, "dirt poor." The wealthy had slate floors that would get slippery in



and would all sit around and chew the fat.

Those with money had plates made of pewter. Food with high acid content caused some of the lead to leach onto the food,

through the ground and tie it to a bell. Someone would have to sit out in the graveyard all night (the graveyard shift) to listen for the bell; thus, someone could be, saved by the bell or was considered a dead ringer.

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- Tuesday, Nov. 16th**  
1:30pm Coral Shores High School - Media Center to include Plantation Key School and Treasure Village Montessori  
3:30pm Key Largo School - Media Center
- Wednesday, Nov. 17th**  
1:45pm Marathon High School - Media Center

- Thursday, Nov. 18th**  
9:00am Key West High School - Media Center  
2:15pm Horace O'Bryant Middle School - Media Center

- Friday, Nov. 19th**  
10:00am Sugarloaf Middle School - Media Center

**3J's Sports Bar** • **JIMMY JOHNSON'S BIG CHILL** • **JIMMY JOHNSON'S FISHERMAN'S COVE**

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**Saturday, Dec. 11<sup>th</sup> 7:30 PM** • **KEY LARGO BOAT PARADE** • **Blackwater Sound MM 104**

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**Fresh Mozzarella Sliced Tomato & Basil** (No Sauce)

**Broccoli Rabe & Sausage** Tossed Arugula salad over our Traditional Pizza  
**Arugula** Tossed Arugula salad over our Traditional Pizza  
**Hawaiian** Pineapple, Ham, & fresh Garlic  
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**The Italian Fisherman** Lobster meat, Clams, Shrimp & Crab meat  
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**The Boss** Pepperoni, Sausage, Meatball, Onion, Mushrooms, Sweet Pepper Medley, and extra Cheese. (Anchovies upon request)  
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**Calzone** ..... Small... 9.95 Large...13.95  
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## Congratulations



Congratulations to Norm Higgins on being re-elected to the Key Largo Waste Water District Board.

## Letter to the Editor

...Continued from page 3.

Walter Kush is still Commander. In a previous tour of duty as Commander, Walt helped the post pay off the mortgage. This time he took office after four years of very poor management and heavy debt, to what it is now, debt free and relative good times in less than a year of proper management. We do not

recognize the coup attempt that threw away the VFW bylaws and rules of procedure. The combat Marines Tim, Phil, Jack and others. Walt, myself, Shannon and other Army soldiers, members of the VFW all, will not give up and crawl away from this latest challenge. We are ready for you. How do you like us now?  
From: George W. Long

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Artwork by Marjorie Smith  
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## Attention Seniors

Looking for informative interaction? Join the Senior Group. The Senior Group meets every Monday (except holidays) at 10:30a.m. in the Key Largo Library meeting room at the Tradewinds Plaza, mile marker 101.4. The meetings are free & open to the public.

Pam Martin of Helpline will be the guest speaker Monday, November 8th. Pam, also a SHINE (Serving the Health Insurance Needs of the Elderly) volunteer for the Florida Department of Elderly Affairs will discuss the upcoming open enrollment period for Part D - the Medicare Prescription Drug program, letters sent out to low income Seniors with extra help from Medicare, Supplemental Insurance and changing open enrollment dates for 2011. She will also touch on other timely "Senior Issues" including setting up one on one appointments to help Seniors with their Part D selection. Next, Michael Salem of S.T.E.P.S. in the Right Direction, Inc. will address his agency's programs for Seniors.

For more information call Kathy Gong at 394-4006 or Pam Martin at 853-0907.

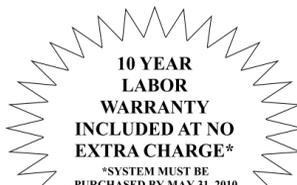
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Some Dance To Remember  
Some Dance To Forget

Some Don't Remember Dancing

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FRIDAY FISH FRY • All You Can Eat \$10.95 • 5-9 PM • Beverage Incl.

## Sharing the Full Story Calling on Friends

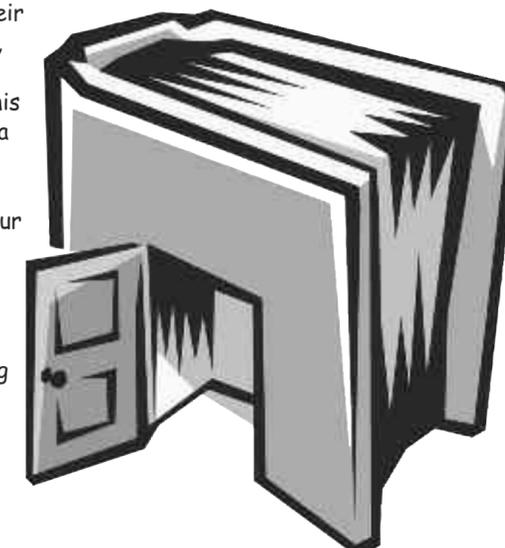
If we leave our friends out of our process when the going gets tough, our friendships can begin to feel shallow.

When we are going through a difficult time, we may hesitate to call even our best friends because we don't want to burden them with our troubles. This can be especially true if we've been going through a series of challenges, and we're starting to feel as if we sound like a broken record. It is important to remember that at times like these our friends sincerely want to be there for us whenever they can. We can always check with them to make sure it's a good time for them before we start talking, and if it's not a good time, we can call back at another time, or call another friend.

We know for ourselves that when we have a good friend, we don't want them to suffer alone when we are just a phone call away. We want them to call us and share their sorrows with us, as well as their joys, because this is what sharing a life through friendship is about. It is at our lowest points that we really need to rely on our friends without worrying that we are a burden. If you

are feeling self-conscious about having a tough time, you can bring this fact into the conversation by acknowledging it. Chances are your friend will reassure you that she is happy to be there for you. In fact, rather than feeling taxed, most of us feel better when we have helped a friend simply by listening empathically while they share their feelings.

Without our friends, we would be hard pressed to get through the tough times and celebrate the good ones. If we leave our friends out of our process when the going gets tough, our friendships can begin to feel shallow. On the other hand, when we include our friends in the full story of our life—the good, the bad, and the ugly—we build authentic relationships in which we can be who we truly are. When we do this, we invite our friends to bring their whole selves to the relationship as well.



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Register for free at [www.dailyom.com](http://www.dailyom.com).

## Sneak Peek of Chicago the Musical

The Miami Acting Company provided a sneak peek of their production of *Chicago the Musical* at the closing ceremonies of the third annual Pirates Fest. The Director/Executive producer Debra Ginsberg recently produced and directed *The Producers* at the Murray Nelson Center as a fundraiser for the Laura Quinn Florida Keys Wild Bird Center of which Ms. Ginsberg is now a board member.

*Chicago the Musical* is set to be held at the Coral Shores High School Performing Arts Center Friday, March 18, Saturday, March 19 at 8p.m. and Sunday, March 20th at 2p.m.

Visit [www.miamiactingcompany.com](http://www.miamiactingcompany.com) to purchase tickets in advance.



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AND START SHOPPING  
THE FOOD SALES!



# PARTY for the PANTRY

The Conch Republic and  
**COCONUT OCEAN REEF  
TELEGRAPH RADIO: WORZ**

## Sunday, Nov. 14

### At Jimmy Johnson's Big Chill

MM104 Bayside

**Live Music  
Keys Style Fun!  
Raffles & Door Prizes  
Silent Auction**

**This Party is for the Pantry,  
so please bring something for the  
Food Pantry at Burton Memorial!**

**Food Bank Nonperishable Items Needed:** tuna fish; canned soups, turkey, peaches, stews, chicken, pears, veggies, beef, fruit cocktail; Spaghetti-Os; kidney beans; spaghetti, tomato and apple sauce; pancake mix; pasta of all sorts; mac & cheese; dry and evaporated milk; jelly; stuffing; biscuit mix; Vienna sausages; Ramen noodles; black beans; syrup; apple juice; rice; sugar; Jell-O; Spam; ravioli; chili; pork and beans; cereal; bottled juices; peanut butter; instant potatoes; cornbread mix. CASH AND CHECKS ARE ALSO WELCOME!

**MUSIC BY**  
Felix "The Catt"  
Steve Dunlop  
Tim Dressing  
Peter Schinella  
Calypso Todd  
and more!

**Celebrating the  
Conch Republic Coconut Telegraph's  
4th Anniversary!**

For more information or to donate, call Denise at 305-304-2837

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- U.S. & World Coins
  - Gold & Silver Jewelry
  - Paper Money
  - Stamps
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\*including a fountain drink, tea or coffee

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Check out our new menu! Open for breakfast starting Nov. 10th.

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JOIN US AT COCONUTS - WHERE EVERY DAY IS LOCAL'S DAY!

**SUNDAY** NFL TICKET - ALL THE GAMES ON FLAT SCREENS PLUS "POOL SIDE" FOOTBALL" (SWIM & WATCH) KIDS EAT FREE (ONE FREE DINNER WITH PURCHASE OF EACH ADULT ENTRÉE) AND KARAOKE WITH MARILEE FREE

**MONDAY** FUN DAY WITH FOOTBALL, POKER, POOLBALL, RING TOSS, FREE FOOD, GIFTS / PRIZES!

**TUESDAY** FREE HAPPY HOUR TACOS (w/ PURCHASE OF A DRINK), FOR DINNER GET A GIANT 20% DISCOUNT WITH "LOCAL" ID AND HAVE FUN AT OPEN MIC NIGHT WITH ALEX SO BRING YOUR INSTRUMENT AND/OR VOICE

**WEDNESDAY** THE "ONLY" KEY LARGO LADIES NIGHT FEATURING DJ DAVE, THE PARTY NEVER STOPS

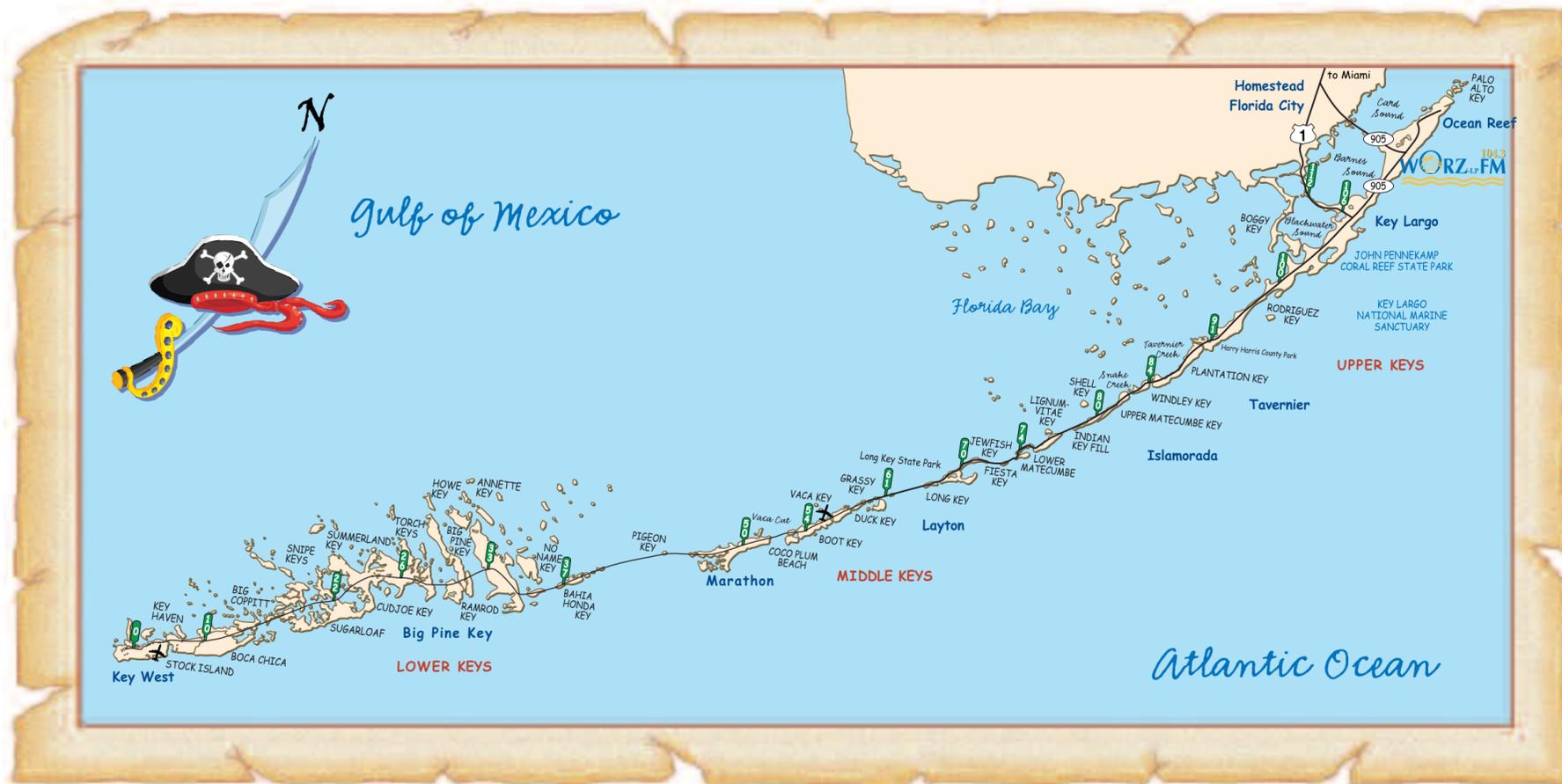
**THURSDAY** ALL-U-CAN-EAT FISH FRY ONLY 9.95, THEN KARAOKE

**FRIDAY** HAPPY HOUR SPECIALS WITH MICHAEL HOLLER ON DECK AND DANCING THE NIGHT AWAY WITH DJ-TJ

**SATURDAY** LIVE ENTERTAINMENT ON DECK THEN FUN & DANCING ALL NIGHT WITH DJ PROFFIT

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www.nu-breath.com

Now available in the Keys!

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**Don't be caught driving without them!!**

## Celebrate America and its Patriotic Music

November 27 • 2p.m.

FREE Outdoor Community Band Concert

at Founders Park, Islamorada, MM 87

For more information call 853-7294.

## Islamorada Fire Rescue Visits St. James Children's Center



The children of St. James Children's Center recently enjoyed a visit by members of the Islamorada's Fire Rescue team. Captain Geo Toth, joined by Firefighter/Medic Kyle Burkel, Firefighter/EMTs James Griffith and Nick Falero treated the children to educational discussions about fire safety and 'Stop Drop Roll'. The children also had a chance to get inside both a fire truck and an ambulance. Coinciding with Safety Week, the children learned about 9-1-1 and emergency basics. Fun was had by all!

## Thank You Coral Financial Jewelry and Pawn



This bicycle valued at \$279 was donated to the Party for the Pantry, which will be Sunday, Nov. 14th at the Big Chill.

The Burton Memorial Methodist Church Food Pantry has been hit hard by the recession. Approximately 70 families receive food from the church and it is getting harder to keep the pantry filled.

They also prepare a hot meal for free each Thursday night.

Your donations and purchase of raffle tickets at this event will help keep families in our community fed.

Thank you Coral Financial Jewelry and Pawn for the bicycle.

## Crime Stoppers of the Florida Keys

Crime Stoppers of the Florida Keys is a community-based program designed to help law enforcement solve crimes by rewarding anonymous tipsters who supply criminal information that lead to arrests. Crime Stoppers can only work through the combined efforts of the community, the media and law enforcement. Crime Stoppers is actually a non-profit corporation run by a civilian board of directors. The rewards are paid from donations raised by the board. Tax money is not used. Crime Stoppers is a successful local, state, national and international program.

independent civilian board can give a reward of up to one thousand dollars. The tipster picks up the reward at a local financial institution by using the code number. The code number protects the anonymity of the tipster, which is essential to success of the program. The tip line is 1-800-346-TIPS (8477). Crime Stoppers works! There are hundreds of Crime Stopper programs in operation around the world. In Florida there are 25 Crime Stopper programs serving all 67 counties. Locally, the organization has been in operation in the Keys since 1992.

### How Crime Stoppers Works...

Crime Stoppers operates a toll-free number that is answered by trained staff members. Anyone who has information about a crime or a criminal can pass it on by using the 24-hour hot line or online at [www.tipsubmit.com](http://www.tipsubmit.com). Tipsters may choose to remain anonymous. A code number is given to the tipster. Names are never used. Any tips received on the hot line are passed on to the appropriate law enforcement agency for investigation. If the tip results in an arrest, the program's

### How You Can Help...

Since Crime Stoppers does not use tax money; donations are needed to help fund the reward program. A donation to Crime Stoppers is an investment in a safer community. Crime Stoppers gets criminals off the streets. If you want to actively participate, Crime Stoppers always needs volunteers to serve as board members. For more information about donations, joining the board, or if you have any questions, call Crime Stoppers President Greg Artman at 305-797-0019.

## Happy Birthday, US Marine Corps!



Norm Higgins and John Donnelly invite all Marines, their families and everyone interested in honoring these most deserving men and women to the annual **US Marine Corps Birthday Party**.

The celebration involves the reading of an excerpt from the Marine Corps Manual and a birthday message from the Commandant; the cutting of a birthday cake by the commanding officer; and the traditional presentation of the first and second pieces of cake to the oldest and youngest Marines present.

The party will take place at **6pm on Wednesday, November 10th at American Legion Post - 2 Seagate Blvd, Key Largo**. There will be light appetizers and great camaraderie!

A Marine is proud of his Corps and believes it to be second to none. He is loyal to his comrades and to the Marine Corps, adhering always to the motto *Semper Fidelis* (Always Faithful).

Please join us in celebrating this special day.

For additional information, contact Norm Higgins at 305-451-1248. Ooraah!

## 20 Years and Still Going Strong!

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## Mosaic Donated to Church



Recently, Burton Memorial church had a beautiful mosaic of St. Francis of Assisi donated to its outdoor sanctuary. It is an original glass mosaic by artist Manila Clough. It was donated by Bob and Katie Yates in honor of the Burton Hand Bell Choir and dedicated to Sylvia Foyt, the former director of music/organ (1995-2001).

## Friend Lost Jeff Shields Passes Away



The upper Keys have lost a great friend. Jeff Shields of Key Largo passed away suddenly Friday, October 15, 2010. He is survived by his wife of 20 years, Teri Caldwell, his parents, Sylvester and Jean Shields, his children, Jeff Shields, Wendy Rose Shields Barton, and Jessica Caldwell Shields, two brothers, Kevin Shields and Paul Shields, and two grand children, Jamie and Hunter Barton. Jeff was known to many as 'Maytag Jeff'. He was an expert appliance repairman and when his employer Legendary Maytag went out of business he started and ran his own company, All Brand Appliances.

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# Coconut Conch Characters of the Month



Frank Patterson, Tim Griffith and Bill Becker enjoy the music at Gilbert's.



Kitty Myers and her beautiful granddaughter Julianna at the Big Chill.



Karina and her new puppy.



Linda and Miranda at the big Chill. Here is hoping for a speedy recovery Miranda!



Cherie, bartender at Gilbert's, stopped at the Big Chill on her way to Fantasy Fest. She was painted by famous artist William DeBilzan.



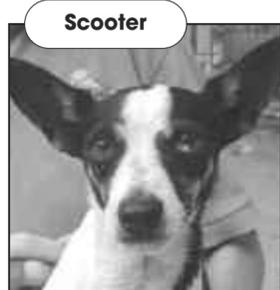
Get some fresh seafood to take home at D-Hookers!

# Adopt a Key Largo Animal Shelter Pet

Meet a few of the animals who are currently available for adoption at the Key Largo Animal Shelter. If you are interested in taking one of these adorable furry friends home stop by or call. The Shelter is located at mile marker 106 Oceanside; phone 305-451-0088.



Arthur



Scooter



Otis



O.J.



Max



Sophie



Stewie



Lizzy



Mona

# Memory Loss & Advertising

*Patient - Doctor, I can't remember anything! I forgot what happened yesterday. I forgot what my car looks like. I can't even remember my own name.*

*Doctor - How long have you had this problem?*

*Patient - What problem?*

Do you ever remember the face but can't place the name? Walk into a room and forget what you were looking for? Forget important dates? Look everywhere for your eyeglasses when they are on top of your head?

It's called the "tip-of-the-tongue" phenomenon. Your brain stores half the information such as the meaning of a word or the image in one section and the actual word or name in the other side. For reasons such as stress or information overflow your brain gets congested and the communication does not go through. Losing your train of thought is very similar. You are thinking too many things at once. The brain cannot compute and asks for a time out. Thus is the case of memory loss. It happens to all of us. So with many of us experiencing memory loss how is advertising effective?

Consider these facts:

(1) As we age our memory declines, yet, older people have more disposable income, eat out a lot, shop, travel and read newspapers, making them a target market. When people read offline they tend to have longer attention spans. Internet reading is useful for gathering quick info but people tend to pay more attention to what they read in print. Meaning, print advertising is still the best way to reach this very demographic.

(2) People, of all ages, forget what isn't in front of them. If you cancel an ad during a slow period you lose all your momentum. It's like starting from scratch all over again. It is better to be consistent and keep your company name constantly in their face. Remember when you were in grade school and got a multiplication problem wrong or misspelled word? The teacher made you write it 100 times? That is repetition and it impacts your memory.

It's the same principle with advertising. You must see an ad on a consistent basis for it to "sink in".

# Social Experiment

A man sat at a metro station in Washington DC and started to play the violin; it was a cold January morning. He played six Bach pieces for about 45 minutes. During that time, since it was rush hour, it was calculated that thousands of people went through the station, most of them on their way to work.

Three minutes went by and a middle-aged man noticed there was music playing. He slowed his pace and stopped for a few seconds and then hurried up to meet his schedule. A minute later, the violinist received his first dollar tip: a woman threw the money in the till and without stopping continued to walk.

A few minutes later, someone leaned against the wall to listen to him, but the man looked at his watch and started to walk again. Clearly he was late for work.

The one who paid the most attention was a 3-year-old boy. His mother tagged him along, hurried but the kid stopped to look at the violinist.

Finally the mother pushed hard and the child continued to walk turning his head all the time. This action was repeated by several other children. All the parents, without exception, forced them to move on.

In the 45 minutes the musician played, only 6 people stopped and stayed for a while. About 20 gave him money but continued to walk their normal pace. He

collected \$32. When he finished playing and silence took over, no one noticed it. No one applauded, nor was there any recognition.

No one knew this but the violinist was Joshua Bell, one of the top musicians in the world. He played one of the most intricate pieces ever written, with a violin worth 3.5 million dollars.

Two days before his playing in the subway, Joshua Bell sold out at a theater in Boston and the seats averaged \$100.

This is a real story. Joshua Bell playing incognito in the metro station was organized by the Washington Post as part of a social experiment about perception, taste and priorities of people. The outlines were: in a commonplace environment at an inappropriate hour: Do we perceive beauty?

Do we stop to appreciate it? Do we recognize the talent in an unexpected context?

One of the possible conclusions from this experience could be: If we do not have a moment to stop and listen to one of the best musicians in the world playing the best music ever written, how many other things are we missing.

Side Note:

On the other hand, how many things do we stop and listen to only because circumstance dictates it is to be appreciated. Would we stop to listen to poorly performed music if the venue gave it prominence and socially we were told it was popular?



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### NOVEMBER ENTERTAINMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>The Regs 1-6</b> Kim Bankston during Band Breaks	1 David Bowman 12:30-3pm Jammin w/ the Steve Venini Band 6-9pm	2 Luke Luke 12:30-3pm TJ Karaoke 6-10pm	3 Allen Truesdell 12:30-3pm Allen Truesdell 6:30-9pm	4 Felix "The Catt" Hawkins 12:30-3pm and 6:30-9pm	5 David Bowman 12:30-3pm <b>Luke Sommer Glenn Band &amp; Kevin Hurley</b> 6-12	6 Luke & Dave 1-5 <b>Justa Head</b> 6-10
7 <b>Eclipse 1-6</b> Kim Bankston during Band Breaks	8 David Bowman 12:30-3pm Jammin w/ the Steve Venini Band 6-9pm	9 Luke Sommer Glenn 12:30-3pm TJ Karaoke 6-10pm	10 Allen Truesdell 12:30-3pm Allen Truesdell 6:30-9pm	11 Luke Sommer Glenn 12:30-3pm and 6:30-9pm	12 David Bowman 12:30-3pm <b>The Regs &amp; Kevin Hurley</b> 6-12	13 Luke & Dave 1-5 <b>Ego</b> 6-10
14 <b>Mr. Nice Guy 1-6</b> Kim Bankston during Band Breaks	15 David Bowman 12:30-3pm Jammin w/ the Steve Venini Band 6-9pm	16 Luke Sommer Glenn 12:30-3pm TJ Karaoke 6-10pm	17 Allen Truesdell 12:30-3pm Allen Truesdell 6:30-9pm	18 Felix "The Catt" Hawkins 12:30-3pm and 6:30-9pm	19 David Bowman 12:30-3pm <b>Felix the Catt &amp; Baga Tricks &amp; Kevin Hurley</b> 6-12	20 Luke & Dave 1-5 <b>The Whipping Post</b> 6-10
21 <b>Exit 19 1-6</b> Kim Bankston during Band Breaks	22 David Bowman 12:30-3pm Jammin w/ the Steve Venini Band 6-9pm	23 Luke Sommer Glenn 12:30-3pm TJ Karaoke 6-10pm	24 Allen Truesdell 12:30-3pm Allen Truesdell 6:30-9pm	25 Luke Sommer Glenn 12:30-3pm and 6:30-9pm	26 David Bowman 12:30-3pm <b>Gypsy Road Band &amp; Kevin Hurley</b> 6-12	27 Luke & Dave 1-5 <b>Exit 19</b> 6-10
28 <b>The Regs 1-6</b> Kim Bankston during Band Breaks	29 David Bowman 12:30-3pm Jammin w/ the Steve Venini Band 6-9pm	30 Luke Sommer Glenn 12:30-3pm TJ Karaoke 6-10pm	1 Allen Truesdell 12:30-3pm Allen Truesdell 6:30-9pm	2 Felix "The Catt" Hawkins 12:30-3pm and 6:30-9pm	3 David Bowman 12:30-3pm <b>Luke Sommer Glenn Band &amp; Kevin Hurley</b> 6-12	4 Luke & Dave 1-5 <b>Exit 19</b> 6-10

Thanksgiving Buffet - Call for more information. Come by Car or Boat

Hours • Tiki Bar: 7 Days 11 am to 11 pm or later • Inside Restaurant: Monday to Friday 5pm to 10pm • Saturday and Sunday 7am to 11am and 5pm to 10pm

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# More Coconut Conch Characters



Mr. Nice Guy at Gilbert's Resort.



Pirates from all over convened at Sundowners for the Pirate Festivities.



Pretty pirates everywhere during Pirate Fest.



Ben Hughes with Ego at Gilbert's



Gary Jennings, Cindy Lawson and Scott Youngberg entertain at Morada Bay in the heart of Islamorada.



Kirk and Adam and Paul, the owners of Sharkey's, enjoy a cold one at the Big Chill.

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jmiller@my100bank.com

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**Stephanie Scuderi**  
Vice President  
Director of Sales - Florida

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Fax: 305-676-3138  
Cell: 305-394-4822  
sscuderi@my100bank.com

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**CENTENNIAL BANK**

**Jennifer Hawkins**  
Branch Manager

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Call 305-304-2837  
TheCoconutTelegraph@yahoo.com

# Best True Lawyer Story of The Year

This took place in Charlotte, North Carolina. A lawyer purchased a box of very rare and expensive cigars, then insured them against, among other things, fire.

Within a month, having smoked his entire stockpile of these great cigars, the lawyer filed a claim against the insurance company.

In his claim, the lawyer stated the cigars were lost 'in a series of small fires.' The insurance company refused to pay, citing the obvious reason, that the man had consumed the cigars in the normal fashion.

The lawyer sued - and WON! (Stay with me)

Delivering the ruling, the judge agreed with the insurance company that the claim was frivolous. The judge stated nevertheless, that the lawyer held a policy from the company, in which it had warranted that the cigars were insurable and also guaranteed that it would insure them against fire, without defining what is considered to be unacceptable 'fire' and was obligated to pay the claim.

Rather than endure lengthy and costly appeal process, the insurance company accepted the ruling and paid \$15,000 to the lawyer for his loss of the cigars that perished in the 'fires'.

Now for the best part... After the lawyer cashed the check, the insurance company had him arrested on 24 counts of ARSON! With his own insurance claim and testimony from the previous case being used against him, the lawyer was convicted of intentionally burning his insured property and was sentenced to 24 months in jail and a \$24,000 fine.

This true story won First Place in last year's Criminal Lawyers Award contest. Only in America... No wonder the rest of the world thinks we're nuts!



# Frightening Drivers Sober



Thai police have erected fake crash sites, like the one below, as a drunk driving deterrent. They're intended to frighten locals out of drinking and driving.

# Drug Abuse: What it Does to You



## Vanity verses a Buzz

And this is just what substance abuse does to your appearance. A photo cannot capture the damage done to your brain, internal organs, the suffering caused to others and the damage to your own future.

If you have a substance abuse problem get help!

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Fridays 8-11 pm - Elks Lodge  
MM 91.5 Bayside - Tavernier

Sundays 9 to close - Coconuts  
MM 100 Oceanside - Key Largo



Marilee Free 305-517-9279 All venues are subject to change, so feel free to call for more show info.

# Dear Anny Bannanny Injustice in Our Town

Dear Anny Bannanny,

I have heard the stories of the "Old Keys" when if you didn't like someone you just took them on a one-way fishing trip and dumped the body in the mangroves. It seems as though things haven't gotten much better these days with the length of time it takes to bring anyone to justice in this county. My friend Georgia Morgan's murderer was caught with a smoking gun, yet, it still took three years to convict him and they had to hire another State Attorney to do the job! Ed Bozarth was bludgeoned to death over three years ago. His tall, emaciated body was wrapped in a bag and crammed into the engine compartment below the bed he shared with his wife on his boat the "Screw You 2". Another friend of mine died in a trailer fire that was deemed arson by the fire department. WHAT IS GOING ON HERE?

Signed,  
Impatiently Waiting

Dear Impatient,

Sorry, but you've got the wrong banana. This Anny Bannanny doesn't wear a detective's hat, carry a magnifying glass or smoke a pipe. Why ask me about these injustices? Call the State Attorneys office at (305) 292-3400. They will probably tell you to call the Sheriff's Department, which is what they told me. It's called "passing the buck". And some officials in this town are pretty good at it. But do make the call. They need to know you care.

While I can't solve your problems now, consider preventing future injustice and join Crime Stoppers. See the article on page 15.

Signed  
Wrong Bannanny





# PARTY for the PANTRY

The Conch Republic  
**COCONUT TELEGRAPH** and  
**OCEAN REEF RADIO: WORZ**

**Raffles  
Silent Auction**

**Live Music  
Keys Style Fun!**

**MUSIC BY**  
The DiMaggios  
Felix "The Catt"  
Steve Dunlop  
Tim Dressing  
Peter Schinella  
Calypso Todd  
and more!

## Sunday, Nov. 14

### At Jimmy Johnson's Big Chill

2-7 PM

MM104 Bayside

Celebrating the  
Conch Republic Coconut Telegraph's  
4th Anniversary!

**This Party is for the Pantry,  
so please bring something for the  
Food Pantry at Burton Memorial!**

**Food Bank Nonperishable Items Needed:** tuna fish; canned soups, turkey, peaches, stews, chicken, pears, veggies, beef, fruit cocktail; Spaghetti-Os; kidney beans; spaghetti, tomato and apple sauce; pancake mix; pasta of all sorts; mac & cheese; dry and evaporated milk; jelly; stuffing; biscuit mix; Vienna sausages; Ramen noodles; black beans; syrup; apple juice; rice; sugar; Jell-O; Spam; ravioli; chili; pork and beans; cereal; bottled juices; peanut butter; instant potatoes; cornbread mix. CASH AND CHECKS ARE ALSO WELCOME!

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