

# 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



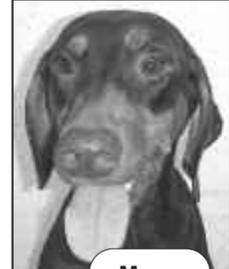
Sophie



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?



# Where is the Party? Gilbert's Resort

Waterfront Tiki Bar, Restaurant, Motel & Marina 107900 Overseas Hwy

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Call to reserve your ride time!

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Happy Weekend Breakfast Buffet 7-11am, \$ 7.95

RAW BAR open every Friday, Saturday & Sunday

Monday thru Friday HAPPY HOUR 4pm - 7pm

www.gilbertsresort.com or visit us on facebook

### NOVEMBER ENTERTAINMENT

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

## SLOTS

**GO SKILLED SLOT MACHINES**

# \*\$5 FREE SPIN

*Win Prizes!*  
\*With Match Play  
New Customers Only

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of Key Largo  
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