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DISCOVERING THE FASHION SCENE IN LAKE NONA
ON PAGE 17



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EDITOR'S NOTE

Entering the Last Quarter of 2019

BY DEMI TAVERAS, COPY EDITOR



I've been a part of the *Nonahood News* staff for close to five months now, and it has been one of the most rewarding experiences of my professional life. The content in this paper, put together by those in the Lake Nona community, is unique, original, positive and overall inspiring. I feel that I get to know each writer and the portion of the

community they specifically represent through their writing while I'm reading and editing their articles every month; it makes me hopeful because I can firsthand see how all of the different types of people in our area can come together to produce a great and enjoyable representation of Lake Nona through words. It's like seeing all of the branches connect one by one to create a magnificent tree.

For this month of October, there's a lot to be excited about as we get into the full swing of the autumn season and the start of incoming holidays with Halloween. If you do celebrate the holiday, we have a couple of articles to build excitement with the whole family for the scariest day of the year, like Katie's Cucina and Family Fridays. We also have enthralling takes on this new age of streaming and the struggles of playing soccer in the never-ending heat of Florida, respectively, in the recurring columns Zen and the Art of Being Online and Sunny Side Up. Of course, October isn't just the "month of Halloween," it's also Breast Cancer Awareness Month, and we have some uplifting articles that aim to spread awareness about how we can participate in the fight against cancer with PINKTOBER and Lake

Nona Relay For Life.

After realizing how quickly October arrived, especially when it felt like June was just yesterday in our constantly advancing culture, I felt a sense of fright about how each year seems to be going by faster and faster. But now that October is knocking on our door, and the last quarter of the year begins, I feel more motivated than ever to make it count. It'll soon be 2020, and we'll be thrown into another decade of an unknown future. I'm definitely enthusiastic about what I'm sure will be a memorable, bright and innovative future here in Lake Nona, but until then, how I'm going to make October, November and December count will be what's on my mind.

How are you going to make these last three months count, Lake Nona? How are we going to water our magnificent tree?



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Med Students Offer Care During Hurricanes

BY DR. DEBORAH C. GERMAN, M.D.



Dr. Deborah German

Central Floridians forced to flee their homes during a hurricane are getting help from UCF's physicians in training.

Under a new partnership with Seminole County Emergency Management Services, 20 of our M.D. students have been certified as emergency responders to provide triage services at local shelters during natural disasters.

Just weeks after completing their training, six of our medical students helped evacuees from September's Hurricane Dorian. They worked at two Seminole County special needs shelters – at Bentley and Highland elementary schools – that catered to patients who rely on essential medical equipment, have mobility issues, and have



UCF Hurricane Dorian Medical-Student Volunteers.

other medical needs.

"Little did we know when they completed their training that their services would be needed so soon," said Dr. Richard Pepler, Interim Vice Dean and Associate Dean for Faculty and Academic Affairs, who helped coordinate the new program. "The students responded in an outstanding manner for the needs of those displaced by Dorian, amidst their own safety and their coursework this semester."

Students helped with patient check-ins, checked on patients' vitals, and helped reassure evacuees that they were safe and in good medical hands.

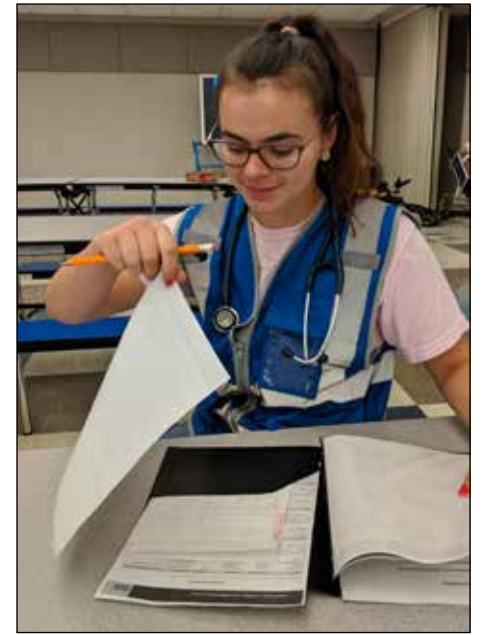
"It was a great learning experience," said first-year medical student Elliot Cheung, who was an EMT before coming to medical school. "I was able to put some of the skills I have been learning so far to good use and to help someone in their time of need."

First-year medical student Kari Shaver volunteered at Highlands with two other

UCF medical students and worked closely with the shelter's assigned doctor. "Even though it meant being away from home and worrying about my parents who were on the East Coast in Titusville, I saw it as a good way to give back to the community," she said. "As medical students, we were not only able to assist with providing medical care but also to comfort patients, to sit with them, and reassure them that things are going to be okay."

After the storm, Sarah Alvarez Wright, site manager for the Bentley shelter, emailed the College of Medicine to say thank you for the students' help.

"They were responsive, available, attentive, willing and able to do anything asked of them," said Alvarez Wright, who is Executive Community Health Nursing Director with the Florida Department of Health in Seminole County. "They became Department of Health family from the moment they checked in. We were truly blessed to have them."



Medical Student Filling Out Hurricane Paperwork.

The idea of training medical students as emergency responders came from one of our volunteer faculty members – Dr. Todd Husty, assistant professor of emergency medicine. Dr. Pepler anticipates having 20 to 30 medical students certified each year and hopes to expand the certification to other healthcare students – including nursing, social work, and physical therapy – who are part of UCF's new Academic Health Sciences Center.

"What better way to give back to the community that so graciously supports the education of our professional students?" he said.

Deborah German, M.D. is the Vice President for Health Affairs and Founding Dean of the UCF College of Medicine.



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Nona Community Partners Helps the VA Hospital

ARTICLE BY NATALIA JARAMILLO
PHOTOS BY RACHEL WAGNER

Nona Community Partners, a local nonprofit organized by Ryan Thomas, raised and donated \$1,000 for the Orlando VA Medical Center at Lake Nona. With the support of the Nona Community Partner members, the total of donated items from their drive was \$8,057.24 for the VA.

“Our first community service project, we teamed up with the Lake Nona VA hospital for a clothing drive,” Thomas said. “Our members set up outside of Sam’s Club from 10-6 on Saturday and Sunday during tax-free shopping and handed out flyers with a needs list and asked people to buy something from the list and donate it on the way out.”

The nonprofit group, made up of local business owners,



Nonahood Community Partners presenting their check.



Nonahood Community Partners with their donations.

meets for weekly meetings of about 15 members at Graffiti Junktion on Mondays from 8:30-10 a.m. The members sit around three tables pushed together in the burger bar-style restaurant and network for the first 30 minutes, then each week a different member of the team presents their business to the entire group and the other members

propose ways to help their business.

At the Monday, Sept. 9 meeting, minutes were read and agreed upon, the quote of the week was read, organization of the next fundraiser began, and member Mikaela Walker gave her presentation about her business as a travel agent. She spoke about the 10 reasons why you should use a travel agent, and afterward member Matt Rosenthal said he had used Walker’s expertise and vacationed in Ireland with her help.

The “family-friendly” style of the meeting hours makes the Nona Community Partners more flex-

ible and appealing to the business owners who are members, said Nicole Finegan, a member of the nonprofit group, during the meeting. During the first half of the meeting, members are encouraged to network; however, it is not required, and the time of arriving at the restaurant is flexible.

Another member of Nona Community Partners, Connie Ortiz, said joining this nonprofit has helped her business through promotion and having a community to rely on for business advice.

Thomas began the industry-exclusive nonprofit as an alternative networking club after moving to Lake Nona from New Hampshire.

“As our group grows, we will do a lot more and eventually make a big difference in Lake Nona,” Thomas said.

Currently, the best way to get involved in the nonprofit is to get a referral from a member. Once accepted into Nona Community Partners, members are required to pay a \$600 membership fee that goes toward paying for guest speakers, training, and donations to charities.

The nonprofit is a 501(c)(6) business-based nonprofit under the Internal Revenue Code of the IRS. According to the IRS website, “A business league is an association of persons having some common business interest, the purpose of which is to promote such common interest and not to engage in a regular business of a kind ordinarily carried on for-profit” and must help the business conditions of one or more businesses; however, none of the nonprofit’s revenue can go to a private shareholder.



Nonahood Community Partners Members with their VA drive donations.



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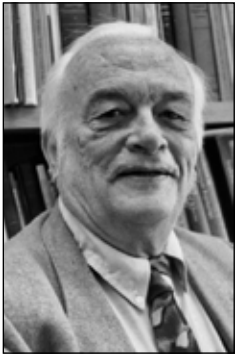
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Nobel Notable Of Laureate Park: William Vickrey, E-Z Pass Economist

BY DENNIS DELEHANTY

This is the seventh in a series of articles that celebrate the lives of the Nobel Prize laureates whose names grace the 125 streets of Laureate Park. These laureates are extraordinary men and women – many of whom are alive today – who through their lifetime achievements have made our daily lives immeasurably richer, often in ways not readily evident. Through these articles, we hope to introduce you to these exceptional individuals and encourage you to learn more about them.



William Vickrey, Photo Courtesy of Wikipedia.

The next time you hop in your car to pick up a split of Prosecco at Lake Nona's ABC Liquors or hunt down a cappuccino at the nearby Starbucks, you are apt to find yourself on Vickrey Place, our neighborhood's thoroughfare to the local big box stores. But if you happen to head in the opposite direction, say, to

Wine Bar George at Disney Springs for a \$600 glass of Château Margaux '96, you might want to glance up to your E-Z Pass transponder as you descend the ramp to the Florida GreeneWay. For without that device, you will not be able to pay the tolls that saturate Orlando's freeways unless you lug around a hefty supply of quarters or wish to incur even heftier fines. Yes, you can curse the proliferation of tolls in Central Florida, but aren't you grateful for the transponders that ease those payments? For the widespread use of these devices, let's tip our hat to the late economist, tinkerer and roller skater William Vickrey, who deservedly won the Nobel Prize in Economics in 1996.

Vickrey, a professor at Columbia University for nearly his entire career, commanded a brilliant brain of remarkable breadth and inventiveness. Through academic papers penned over his lifetime, Vickrey produced a corpus of innovative ideas dec-



E-Z Pass, Entering the Greenway at Lake Nona, Photo by Dennis Delehanty.

ades ahead of their time. A case in point was his proposal, conceived in the early 1950s, that the New York City subway system should apply fares based on rider-ship congestion: Riders would pay more to use the subway during rush hours than at other times of the day. The following decade, in a study addressing transportation issues in the Washington, D.C., area, Vickrey elaborated on this concept to suggest that transponders affixed to vehicles could reduce traffic jams around such routes as the Washington Beltway if toll rates could be adjusted according to the peaks and troughs in daily traffic. Vickrey was not content to simply toss around such pioneering concepts through academic publications, but rather sought ceaselessly to influence public policy through the application of practical solutions. As one example, in the 1960s, believe it or not, Vickrey built a homemade transponder and personal computer that could read, record

and print out every instance that his car pulled in or out of his driveway. This was an economist, as they say, who walked the walk – when not on roller skates.

Today, more than 40 million cars in the United States carry transponders, and Vickrey's conceptual designs for traffic congestion pricing and tolls operate in such city centers as London, Milan, Singapore, and Stockholm. You might therefore assume that his work on transportation economics would have sufficed to gain notice by the Royal Swedish Academy of Sciences. But the Academy considers the entire life work of potential laureates, and often focuses on what the general public might otherwise view as lesser achievements. Thus, Vickrey's 1996 Nobel Prize recognized his "fundamental contributions to the economic theory of incentives under asymmetric information." Though "asymmetric information" sounds like

what happens when particles enter a black hole, the expression is instead a fancy way for economists to describe such prosaic notions that a nation's citizens generally know more about their daily personal challenges than government policy makers, or that individuals possess more information about their personal finances than mortgage lenders.

To dub Vickrey the "E-Z Pass Economist" is admittedly misleading, and slightly unfair, since his overabundant achievements in economic thinking covered such diverse subjects as auctions, tax policy, airline overbooking, financing of urban services, inflation, government debt, and even gerrymandering. A certain type of auction, where the bidder with the highest bid wins the auction, but pays the bid offered by the second-highest bidder, is known as a "Vickrey Auction."

Sadly, three days after he learned that he had won the Nobel Prize, Vickrey's body was found in his car on the Hutchinson Parkway in Westchester County, New York, the victim of a heart attack while driving, at age 82, to yet another academic conference.

This native of British Columbia, who spent nearly his entire life in this country, commuted often on roller skates from a subway station in Harlem to his office at Columbia University. Along that daily route, maybe he thought up his best ideas. Vickrey was so happily absent-minded that he reportedly could not even remember his own salary. In contrast, I am guessing that you know precisely your annual income. And when you review your family expenses, you will recall that yes, you *did* spend \$1,200 plus tax and tip for two glasses of wine, the equivalent of one month's rent, that one evening at Disney Springs. In the circumstances, you might again reserve a word of thanks for William Vickrey, and not just for that E-Z Pass on your windshield. Like many of his fellow economists, Vickrey likely would have been pleased that you, too, had made your own modest contribution to bolster our national economy through your consumption of that unsurpassable, if unaffordable, wine.

Next month: Doris Lessing, the Feisty Unfeminist

Dennis Delehanty moved to Laureate Park with his wife, Elizabeth, from the Washington, D.C., area in mid-2018.

Dennis completed a long career in international affairs at the U.S. Postal Service, the United Nations, and the U.S. Department of State, jobs that required extensive global travel and the acquisition of foreign languages. You can contact Dennis at donnagha@gmail.com.



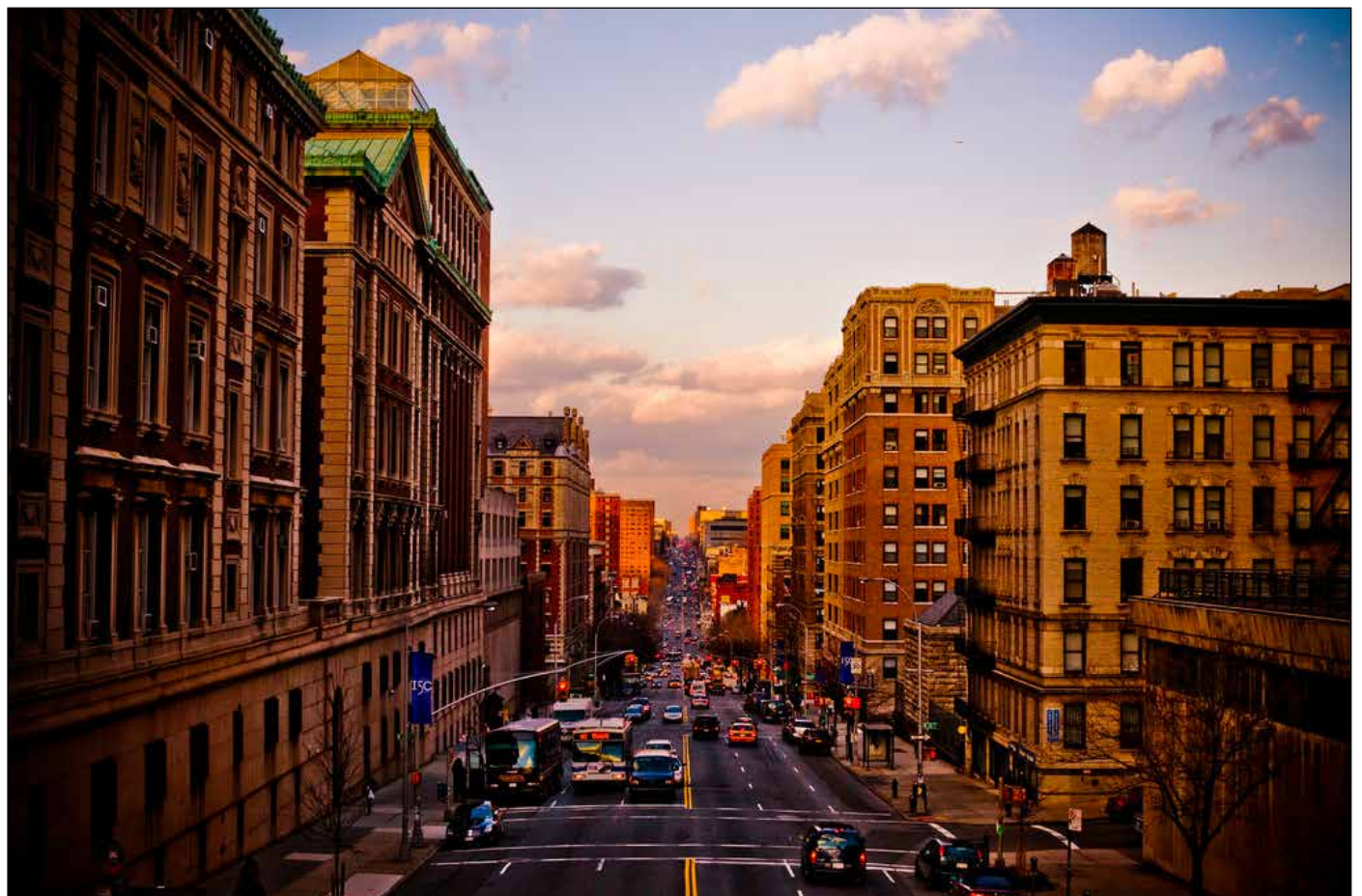
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Morningside Heights, New York City, home of Columbia University, Photo Courtesy of Wikimedia Commons.

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Real Transformation Begins Within

BY ROB PENNACCHINI



The father of American psychology William James said, "Compared to what we ought to be, we are only half awake." Business leaders today

are looking for ways to continue to develop their skills and tap the true potential of their teams. Since 1912, Dale Carnegie Training has been helping companies do just that.

The truest test of any training is its graduates. Mary Kay Ash, Chuck Norris, Tony Robbins, Tom Monaghan, and Warren Buffett continue to talk about the transformational experiences they've had with Dale Carnegie Training. Here is the experience of a graduate a little closer to home:

"When I met you, you were kind of stiff and a little distant – you're a lot more relaxed and personable now." That's the moment that confirmed that visible change was happening.

I have taken leadership courses before. I'm not saying that they aren't good or useful – they can be. Whether it was Disney, Lockheed, or other programs, they

taught me the fundamentals, models, and concepts of leadership. But the Dale Carnegie Leadership course is the only one I have been through that teaches the most critical element of all – practical application. A leadership title and framework is useless if you cannot influence people in a constructive manner that makes them want to listen to and follow you.

Among other things, this program teaches key concepts for how to win friends and influence people. You may have heard of this book, maybe even read it in the past like me. But as much as the book greatly influenced the way I grew up interacting with people, the guided practical application becomes so much more than book knowledge. This course puts those concepts into practice, pushing you to grow beyond your comfort boundaries in order to transform into much more than you thought you could be. This includes developing confidence in public speaking (by drawing upon your own meaningful stories and experiences), handling stress and worry in a constructive manner, and linking all elements of these back to practical leadership application. Whether you are managing down, managing up, managing your spouse/children, or managing no one in particular, there is immense value in this course for all aspects of life. After all, we live in a world filled with other people, so it's helpful to know how to get along.

My class was led by instructor Rob Pennacchini, a man who practically radiates the concepts he teaches. Positive, welcoming and personable, his behavior, teaching style, and genuine enthusiasm encompass everything that makes a person inherently likable, relatable and an inspiration to others.

If you take this course, you will have the

opportunity to apply what you learn, to hear from others the effect it has had on their lives, and in turn, share your own stories and experiences. You do not simply take a Dale Carnegie course – you live it.

Bryan Lin, Performance Improvement Manager

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Creator Mindset: Hearing Yes in a Sea Of No

BY NIR BASHAN



My grades in high school were pretty bad. I mean, they weren't terrible, but they certainly weren't college material. More like junior college or any school that would admit students without a transcript.

But who could blame me? I was busy. Very busy. I had to make the best jokes in class. I knew my jokes were truly funny when the teachers would laugh. I had a rock-and-roll band that

played in bars around Los Angeles, I had a job at Subway making sandwiches, and I had my own business washing cars for neighbors, cutting grass, house sitting, and other random jobs that would pay something. Anything.

But then, in some class, we were taken to the auditorium for a college fair. The military was there, too. Everyone did a presentation, and it was then and there that I decided that I wanted to go to college.

But it was already the 11th grade. And everyone told me "no" – it was far too late.

My GPA was hovering around a 2.7 or so. A rare A with several B's and even more C's. Sure, my high school was overcrowded. There were 50-plus kids in every class, and some had to sit on the floor as there were not enough desks. The curriculum was largely outdated, and aside from a few teachers who were there for the right reasons, the powerful United Teachers of Los Angeles union kept ineffective teachers teaching far past their expiration dates.

But none of that mattered. If I would have applied myself, my grades would have been better, and I would have been able to stand some chance to get into a somewhat decent school.

So while most people would have chosen the sensible route, which was to give up, I chose a creative route.

Because in a world full of no, creativity hears yes.

I simply didn't accept "no." My high school counselor would tell me "no" – you stand no chance of getting into

college. My friends told me "no" – no way you're going to college. And my teachers thought I was telling yet another joke in class.

So instead, I got creative. I chose a top university. Their requirements made me dizzy:

1. We only admit students with a 4.0 at a minimum.
2. We only admit students with a rich extracurricular history. (I had none. Other than a side hustle, washing cars, and playing music in a rock-and-roll band.)
3. The music school only admitted classical musicians.

So I set out to address all three requirements creatively. It was a bit clunky, somewhat naïve, but it ended up creating a path that I still use today. It is creatively thinking above reason or analytics. And it is creativity that leads to "yes" in a sea of "no."

I called the school to interview. They asked for transcripts to be sent over. I sent over my transcripts. They said no interviews to anyone without a 4.0. So I got creative. I called them every day. Each and every day I called them and asked the admissions department for an interview. That lasted about two months. Finally, they called me back and set a date for the interview. When I came in, I wore an ill-fitting suit, had my dad tie my tie, and wore his shoes with double socks. Still, I knocked it out of the park. The interviewer told me he would give me high marks on the interview, but it still goes down to grades, participation in extracurricular activities, and the music school wanted classical musicians. Not rock-and-rollers. I thanked him profusely and left.

Then I found that the school district in Los Angeles had one college counselor who would go to a few schools each month and help students get into college. Only one because of budget cuts, I was told. So I contacted the counselor and made an appointment. She said to send over the transcript. I did. She canceled the appointment. I told her I had already interviewed at the university I was trying to get into. She rescheduled the appointment – out of curiosity, I guess. We spent most of our meeting with her telling me the word "no" in various lilts. Some were high pitched, some were staccato. Others were rapid fire. No, No, No. But still – I was creative. And I heard "yes." I still see "yes" everywhere I look.

So I got creative on my application. Playing in a rock-and-roll band in bars in Los Angeles became concert-trained musician on my admission application. Side hustles and washing cars became emerging company founder. Telling jokes my teachers found funny became faculty favorite student. I even got some teachers to write me a recommendation. And finally, I made a demo tape showcasing my finest musical ability with borrowed equipment.



I knew I couldn't compete with students who had been classically trained in piano since they were five, or who studied violin and who were already 1st chair at their local community orchestra. But I had one thing that they didn't. I had creativity and grit.

Because real creativity is not about playing an instrument well or painting a great picture or dance or ballet. Real creativity is the ability to solve problems that the analytical mind alone cannot.

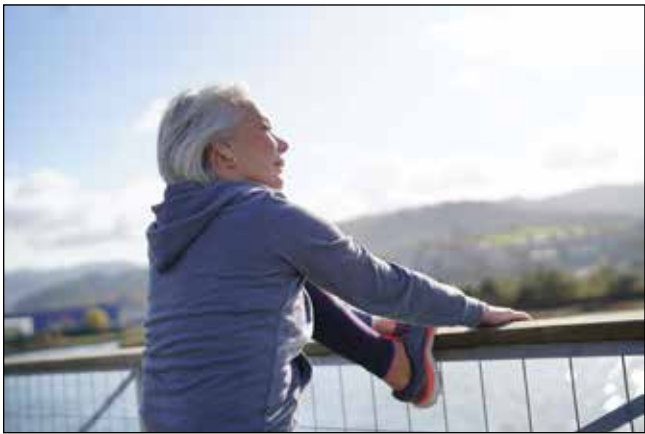
So against all odds, I ended up getting into the university. And I am glad to report that I am perhaps the only student in the 100+ year history of this university to get in with a 2.7 GPA. But this story isn't about me. This story is about you. How many times have you heard "no" – from whatever it is that you want to achieve? And how many times have you succumbed to its deceitful power?

The Creator Mindset is the ultimate "yes" tool. It gives anyone the ability to learn how to think creatively to solve any problem with the mentality that nothing is undoable. Nothing is out of reach. And nothing is beyond the ability of creativity to solve.

Nir Bashan is an executive creative director/managing director with over 19 years of advertising, entertainment, and business development experience. He helps teach folks in non-creative fields how to think creatively to solve problems. He leads workshops and lectures on topics relating to The Creator Mindset. McGraw/Hill is publishing a book on The Creator Mindset that will be released in 2020. www.nirbashan.com

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Work well provides mindfulness- and awareness-based solutions to maintain balance at work and in everyday life.

How long do you expect you'll live? Honestly ask yourself. And does your life expectancy matter to you? In addition, what quality of life would you like to have as you age?

In Dan Buettner's *The Blue Zones*, we learn that, in specific regions of the world, people live much longer than the average. The book shares stories of each region and compiles nine lessons we can learn to achieve a "longer, better life."

A team of demographers, medical scientists and journalists went to five of the healthiest places in the world. Below, I've summarized the lessons for you, although reading the book will provide great insight into each lesson. Learning and applying these lessons could even make our own Nonahood a Blue Zone someday.

Lesson 1: Move Naturally

According to Buettner, "Longevity all-stars engage in regular, low-intensity physical activity as part of a daily work routine." Most of the individuals in the Blue Zones worked in a profession that allowed for hiking, gardening or nature walking.

Since many of us have sedentary jobs (I'm writing an article while sitting at a desk, in a room, on a computer – fail), Buettner suggests speaking with your doctor to incorporate a combination of aerobic, balancing and muscle-strengthening activities. He emphasizes balance since falls are a common cause of injury and death in the U.S.

Lesson 2: Hara Hachi Bu

Okinawan elders may say, "Hara Hachi Bu," a Confucian-inspired adage as a reminder to stop eating when their stomachs are 80% full. It is not a diet in the "I'm on a diet" way of saying. It's the difference between the American saying, "I'm full," and the Okinawan saying, "I'm no longer hungry." The book states, "We gain weight insidiously, not stuffing ourselves, but eating a little bit too much each day – mindlessly." Tips for eating 20% less were to serve and store, make food appear bigger, or simply use a smaller plate.

Lesson 3: Plant Slant

Eating a plant healthy diet was common in the Blue Zones. Most centenarians in the Blue Zone regions didn't have the opportunity to eat processed foods. Many avoided meats because they didn't have much access to it. Although festive meals included meat, meat is typically eaten a few times a month. Incorporating four to six vegetables daily, showcasing fruits and veggies, and eating a small number of nuts daily allows you to add more plants to your diet.

Lesson 4: Grapes of Life

According to Buettner, people with a daily drink per day of beer, wine or spirits may accrue some health benefits, although consistency and moderation are key. So, the next time you are visiting Bosphorus's Happy Hour, tell them you're there for your health.

Lesson 5: Purpose Now

Why do you wake up in the morning? Work, kids, love? In an 11-year study following the lives of people between the ages of 65 and 92, the findings showed that people with a clear goal in life lived longer and were sharper than those who did not. Seeing your children or grandchildren grow up or learning a new hobby can be the purpose. In addition, doing new things exercises the brain, keeping it sharp in the later years.

Lesson 6: Take Time to Relieve Stress

Buettner states, "People who've made it to 100 seem to exude a sense of sublime serenity." Slowing down may help keep chronic inflammation at check.

Buettner speaks of a 107-year-old woman peeling an apple while he asked her questions about her life. Her calm response to him was, "Life is short. Don't run so fast you miss it."

Tips Buettner gives are literally reducing the noise around you, be early to where you want to go, and meditate.

Lesson 7: Belong to a Spiritual Community

The Blue Zones says, "Studies have shown that attending religious services may make a difference in how long a person lives." Buettner says, "The faithful are healthier and happier." Finding a community and having a code of behavior that is clearly laid out allows for peace of mind that you are engaging in "right living."

The centenarians studied all came from various faiths. The faith itself was unimportant; the sense of belonging and having a higher power provided relief from the stresses of everyday life.

Lesson 8: Make Family a Priority

Make your family the priority like many centenarians across the Blue Zones do. The Okinawans often furnish gravesites with picnic tables and benches, so family members celebrate Sunday meals with deceased relatives. This contributes to longevity because by the time centenarians become centenarians, they have become accustomed to showing that devotion and their children and grandchildren do as well. Buettner says, "Studies have shown that elders who live with their children are less susceptible to disease, eat healthier diets, have lower levels of stress, and have a much lower incidence of serious accidents."

Lesson 9: Right Tribe

Find your healthy community. For people in the Blue Zones, they have their spiritual and family communities that align with their already healthy lifestyles. Buettner calls this the most important rule. Finding a community of like-minded individuals living in the same blue zone lessons reinforces the behaviors. "It's much easier to adopt good habits when everyone around you is already practicing them."

Natalia Foote is the owner of threeR, a company bringing mindfulness, meditation and yoga practices to the workplace. Her mission in life is spreading love and light in the world. When not spending time with her family, you can find Natalia taking and teaching yoga all around Lake Nona.



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Business Spotlight: Experiencing The Somerby Spark at Somerby Lake Nona

ARTICLE BY NICOLE LABOSCO
PHOTOS COURTESY OF
SOMERBY LAKE NONA

Lake Nona is all about staying active, being healthy, and spending time with those who matter the most: family. Right off of Narcoossee Road, area residents will discover Somerby Lake Nona. Somerby is a licensed assisted living community for those family members who require a little extra help as they age.

Robert “Bob” Harwood, director of sales and marketing at Somerby Lake Nona, explains how Somerby creates upscale communities that are full of life: “It’s our mission to positively impact the lives of our residents, their families, and our associates each and every day. We are here to passionately give and serve seniors with love – that’s our promise.”

Somerby Lake Nona offers living and care options for assisted living, memory care, and respite care, and offers a wide range of amenities to its residents, including:

- 24-hour licensed staff and personal assistance
- Medication management
- Personalized memory care
- Wellness programs
- On-site, full-service salon and spa
- And more!

Alongside daily nutritious meals prepared by a chef, Somerby residents also have the opportunity to partake in community activities and outings. Harwood describes specific activities the residents can look forward to: “Our residents are very active. They attend both inside and outside activities. In the past few months, we have gone to the Hard Rock Casino in Tampa, watched a rocket launch at Cape Canaveral, and visited such places as the Titanic and Tiffany Museums.”

The community offers many options for assisted living floor plans, varying between studio suites and apartments. Apartments start at \$3,995, which is all-inclusive “with care and medication assistance, local cable, housekeeping, and laundry included,” according to their website. “Somerby at Lake Nona is an intimate community with 56

apartments in our main community and 24 suites in our memory care community,” explained Harwood.

So how does Somerby Lake Nona differ from other assisted living communities in the Orlando area? Harwood clarifies that it’s all in The Somerby Spark!

“While we are licensed as assisted living in Florida, in our communities, we go the extra mile to put the interests of our residents first by investing in their physical, emotional and spiritual lives. It’s a way of doing things that we call The Somerby Spark. The pillars of Spirituality, Purpose, Activity, Relationships, and Knowledge form the foundation of all we do at Somerby,” Harwood described. “Our five key Discover Your Spark® objectives: supporting positive life choices, fostering meaningful relationships, honoring history and traditions, encouraging exploration and growth, and being champions of fun.”

- **Spirituality:** Somerby encourages expressing one’s faith in the community.
- **Purpose:** Finding opportunities to volunteer is encouraged.
- **Activity:** Preserve independence and quality of life.
- **Relationships:** Get to know other residents and the staff for an extended family and a welcoming environment.
- **Knowledge:** Stay curious about the world and stay mentally active through many educational opportunities.

Somerby Lake Nona offers more opportunities to try new things, to continue engaging in your passions, and to stay involved as you meet residents with similar interests and join or lead clubs. Residents will also find simplified living, a genuine sense of belonging, and added security.

“Most of our residents say moving to Somerby has been one of the best moves they’ve ever made because of newfound freedom, enhanced security, and expanded options for activities and engagement,” Harwood detailed. “Everything we do is intentional, empowering and purpose-

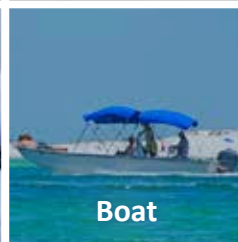
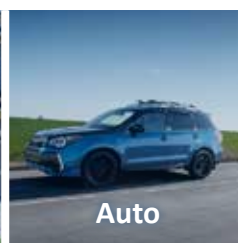
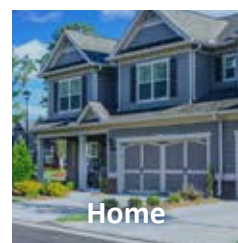


ful. We strive to bring joy and smiles by everything we do and to create meaningful experiences that surprise and delight.”

Whether you’re considering an assisted living option for your mother, your father, your grandma or grandpa, consider Somerby in Lake Nona to be your loved one’s new home. Family can visit as often as they’d like and are highly encouraged to visit. There are even reasonably priced guest-suite accommodations available in all Somerby communities!



Formerly known as Watercrest, Somerby Lake Nona is located off of Narcoossee Road at 9682 Lake Nona Village Place, Orlando 32827. For more information, visit somerbyspark.com or call 1-800-892-3753 to schedule a tour or trial stay to experience The Somerby Spark for yourself.




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Veteran Walks Across Country For Awareness

ARTICLE BY DEMI TAVERAS
PHOTOS COURTESY OF
WWW.FACEBOOK.COM/JLNOVAK22/



Meet Jimmy Novak: The Walking Man.

Jimmy Novak, a 42-year-old retired soldier, made a goal for himself to walk 22 miles a day starting from Washington on March 22 and ending in Orlando on Aug. 22. Why? The answer is simple: 22 veterans die by suicide every single day.

Novak spent 21 years of his life defending our nation in the U.S. Army Chemical Corps, and his decision to take this trek of 3,000 miles across the continental United States stems from the rising rate of suicide amongst veterans. Struggling with thoughts of suicide himself, Novak wanted to spread awareness for veterans, including those who suffer from post-traumatic stress disorder (PTSD) and encourage them to seek help, reach out, and recognize the value of life much like he did.

Novak walked through states like Idaho, Missouri and

Kansas, eventually hitting Alabama, Georgia and Florida in the last leg of his walk. He mostly tracked his progress and recounted his days through blog posts, and it's amazing to see how he adapted to any problems he encountered during his journey, whether it was fatigue, finding a place to stay, or figuring out what to eat.

As Novak reached his finish line in Orlando, Spirit Airlines treated his wife and children with tickets to reunite with Novak after six months on Aug. 21. At first, it was planned to be a surprise for his family. They were to be under the impression that they were meeting him at the finish line, but he would instead greet them at Orlando International Airport as soon as they got off their flight. Novak wrote in his blog that it didn't quite turn out like that.

"This was meant to be a surprise for the girls, but I am a terrible secret keeper. They were excited, but they weren't surprised."

Nevertheless, it was still a wonderful and emotional moment for the family after being apart for so many months, shown in the video that was recorded and posted on Novak's Facebook page www.facebook.com/jlnovak22/videos/465446620977656/. They also got to experience the cockpit of the airplane and sat up front during their flight. Once his family arrived in Orlando, they would begin a vacation in Disney World. Novak was even honored as Magic Kingdom's veteran of the day and participated in the daily flag retirement ceremony. The vacation lasted until Aug. 26, which would mark the day that Novak finally returned home for the first time after his cross-country walk. Spirit Airlines also flew the family back to



their home in Washington.

With each step he took, Jimmy Novak worked to save veterans' lives and spread awareness to a cause close to his heart. To read more about his cross-country walk or to continue keeping up with The Walking Man and the cause to spread awareness about veteran suicide, visit his blog at box5750.temp.domains/~jlnovak/.

Thank you for your service, Jimmy Novak!



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A NOTE FROM THE CEO

BY DON LONG, PRESIDENT/CEO

Oct. 1 marks the beginning of our fiscal year here at the Chamber. It is also when we greet new volunteer directors to the board and, sadly, say goodbye to several who served with distinction over numerous years. Leaving the board, but not the Chamber, this year are Lydia Gongage, Nelson de Freitas, Arbra Calvert, and Kris Conner.

Many of these hardworking directors have served on the board since the creation of our chamber in 2013. If not for them, there would not be a Lake Nona Regional Chamber. The Chair of the board position rotates every two years. Effective Oct. 1, Andrea Byrge will end her two-year term and continue to serve for another two years on the board in the advisory position of past-chair.

Byrge oversaw the board during one of the quickest periods of membership growth for any chamber while also maintaining efficient operations and event management. We are extremely grateful for her dedication to excellence. On Oct. 1, we welcome our new directors selected from a slate of candidates by the nomination committee and the board. On that day, we also greet Sean Gerlin as the new Chair as he begins his two-year term. Thank you all for your vigorous efforts for the Chamber.

CHAMBER 2019 CHARITY OF CHOICE: NEMOURS CHILDREN'S HOSPITAL

Q: How much of each donation to Nemours Children's Hospital helps the kids?

A: 100% of every donation to Nemours Children's Hospital helps our children and families. Because of the foresight of our founder, Alfred I. du Pont, a trust was established to cover operational costs, therefore ensuring that each and 100% of every dollar donated to Nemours benefits our children and their families.

EVENT GALLERY



September 10, First Tuesdays After Dorian at Courtyard & Residence Inn by Marriott Orlando/Lake Nona - Courtyard & Residence Inn by Marriott Orlando/Lake Nona welcomed us into their hotel with delicious flatbreads and specials on beer and wine. Thank you for letting us into your space to reconnect after Dorian. (Photo by Felicity Gomer) ▶

September 12, Breakfast Connections with UCF Small Business Consultant Rafael Pratts - Rafael Pratts shared with us the importance of emergency preparedness and how to recover your business from anything the world throws at it. Thanks to SBDC for the expertise, Gourmet Gratis for the terrific breakfast, and GuideWell Innovation Center for the spectacular meeting space! (Photo by Felicity Gomer) ▼



Our September Ambassador of the Month is Dennis Watkins of TMW Insurance Agency, LLC! (Photo by Felicity Gomer)

UPCOMING CHAMBER EVENTS

October 4

Ribbon Cutting at GasUp
25 E 13th St., St. Cloud
3:00 - 5:00 p.m.

October 10

Breakfast Connections -
"Workforce Development &
Commerce" with Representative
Rene "Coach P" Plasencia
The Belfry Restaurant at Eagle
Creek Golf Club
8:00 - 9:30 a.m.

October 10

Ribbon Cutting at Nona Minimally
Invasive Surgery
5:30 - 7:30 p.m.

October 19

Taste of Nona: Diamonds & Denim
Lake Nona Town Center
6:00 - 9:00 p.m.

November 5

First Tuesdays After-Hours
Location TBD
5:30 - 7:30 p.m.

November 14

Breakfast Connections with
AdventHealth
Location TBD, 8:00 - 9:30 a.m.

◀ **August 23, Business Luncheon with Yolanda Londoño** - 310 Nona served our Chamber a delicious chicken primavera lunch. Harvard Group International's Yolanda Londoño shared with us her well-rounded expertise in partnerships, economics, and overall business development. (Photo by Felicity Gomer)

LAKE NONA
REGIONAL
CHAMBER

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Diamond Partner
NONA MEDIA

Platinum Partners

AdventHealth



Gold Partners



GUIDEWELL
Innovation

Silver Partner

FIRST COLONY
BANK

Bronze Partners



OUC
The Reliable One



Copper Partners



CHASE

Nemours Children's Hospital



INSTITUTE OF
Aesthetic Surgery

PARTNERS:

Diamonds & DENIM

TASTE of NONA

2019

SATURDAY, OCTOBER 19

6:00 - 9:00 P.M.

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- Moxie Mamas Fitness
- Regions Bank
- Saint Frances Xavier Cabrini Catholic Church
- Sutherlin Nissan of Orlando
- The Green Bucket
- Thrive Counseling, LLC
- Tu Health Place, LLC
- Whealth Solutions

NEW PARTNER

Platinum
Lake Nona Social



WHY YOU SHOULD JOIN & RENEW

THE LAKE NONA CHAMBER OF COMMERCE, PART FIVE

Increase your visibility in the community. The chamber of commerce promotes your business, especially when you first become a member. Chambers have many marketing venues, including their website, social media, community events, and print advertising. The chamber of commerce likely has a larger following than your business, so any exposure the chamber gives to your business can be beneficial. What better way to introduce your business to potential clients than through chamber-sponsored events that attract other businesses and the public?

RENEWED MEMBERS

- Blair Creative Group, Inc.
- Bosphorous Turkish Cuisine of Lake Nona
- Cap's Kitchen Creations
- Edward Jones - Joel Ferguson
- Hyatt Place Orlando Airport
- Kathryn V. Ross, CPA, P.A.
- Lach Orthodontic Specialists
- LifeEnhancing Dentistry
- NONAride
- Regenerative Sport Spine and Spa
- Seacoast Bank
- Venkatraman, Giri

TASTE OF NONA Menu

<ul style="list-style-type: none"> BONEFISH GRILL SUS HI EATSTATION GRAFFITI JUNKTION THE NAKED CUPCAKE BOLAY LAKE NONA PIG FLOYD'S URBAN BARBAKOA CASTLE CHURCH BREWING COMMUNITY TIJUANA FLATS HEMISPHERE RESTAURANT, HYATT REGENCY ORLANDO INTERNATIONAL AIRPORT OHMWoke HARMONY PRESERVE WEDDINGS & EVENTS BOSPHOROUS TURKISH CUISINE OF LAKE NONA CANVAS RESTAURANT & MARKET 	<ul style="list-style-type: none"> CHROMA MODERN BAR & GRILL CHICKEN SALAD CHICK EAGLE CREEK THE BELFRY RESTAURANT MISSION COFFEE COOPER'S HAWK WINES KINGS DINING AND ENTERTAINMENT 310 NONA JEREMIAH'S ITALIAN ICE SWEET BY HOLLY ROCK AND BREWS CHOPES CATERER
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BOXI PARK WILL PROVIDE BAR SERVICE FEATURING PARK PIZZA BEERS

... AND MORE COMING! STAY TUNED.

New Town Center Hotel Officially Named – Lake Nona Wave Hotel

BY NICOLE LABOSCO
PHOTOS COURTESY OF
TAVISTOCK HOTEL COLLECTION

Initially announced in 2017, Tavistock Hotel Collection released the official name of the new hotel to be built in the Lake Nona Town Center – Lake Nona Wave Hotel.

“The modern hotel will echo the energy of Lake Nona Town Center with its modern, social vibe extending throughout the property,” according to the official press release from Tavistock Development Company.

Lake Nona Wave Hotel will clearly be an eye-catching building with its sleek exterior and the unique design created by renowned architecture firm Arquitectonica – a wave. A fitting name for the hotel with more than 200 guest rooms, a ground

floor with a variety of food/beverage and retail options, a sophisticated lobby, and meeting/event space.

Balfour Beatty Construction is the project general contractor. According to the official press release, there are updates to the original plans of the hotel alongside the official name announcement, including:

- Adding an additional floor – an increase from 16 to 17 floors. *Tavistock Development Company is working with FAA on approval for the 17th floor.
- Increased room count from 231 to 239 – including 17 suites.
- Adding more than 2,000 square feet of event space – from 3,078 square feet to 5,359 square feet (total increase of 2,281 square feet).

The hotel is currently under construction in the Lake Nona Town Center and is expected to open in 2021.

Check with Nonahood News for updates as the Lake Nona Wave Hotel progresses further into construction and eventually opens.



Inspiration and Charity: NYC Marathon

ARTICLE BY MARSHALL AND
NADIA VLIET
PHOTOS FROM THE PERSONAL
ALBUM OF EDWARD CALDERON



It's just past dawn on a Sunday morning in Lake Nona, and Edly Vliet is working on mile six of her training regimen for the NYC Marathon. As the sun starts to peak over the horizon, the temperature and humidity are conspiring to remind her why she spent the last few months training with an eye toward November in New York.

Edly lost her father, Edward Calderon, to cancer in October 2014. Edward, or “Papi” as he liked to be called, was born on Nov. 25, 1929, in Barranquilla, Colombia, one of nine children. The family grew up poor, but Edward found prosperity racing bicycles and learning the jeweler trade at the age of 12 years old. He received his racing card from “Liga De Ciclismo Del Atlantico” on Aug. 29, 1952, and competed in multiple racing events around the Colombian countryside that are still conducted today.

Edward immigrated to the United States in the early 1960s and eventually opened his own jewelry business in the Diamond District of Manhattan. Edly was born in



Queens Village, New York, in 1979 and as she grew, he shared stories of his cycling adventures.

They discovered the prestige of the New York City Marathon and would often watch the event together. Edly never dreamed that she would one day register to compete in her hometown marathon.

Edly and her father have always been close. They began running together in the years before his untimely passing. He was usually far ahead of her when logging laps around the neighborhood and was always very athletic for his age.

Edly and Edward were both shocked to learn that he was diagnosed with colon cancer in October 2013. Edward fought hard, but the cancer spread and eventually stole him away in October 2014.

After a health scare of her own in 2016, Edly was determined to increase her physical activity and become healthier. She registered for the Track Shack series and Run Disney events, cooked with organic ingredients, and aimed to change her lifestyle.

Edly set a personal record when she completed the Chicago Marathon in October 2018, but it wasn't without strife. She communed with her father during the hardest miles and relied on him to carry her through. He always carries her through the hardest miles in every race.

Edly set a goal to run in the NYC Marathon after she finished the Chicago Marathon. She knows there will be difficult miles ahead but is comforted by the belief that Edward will continue to help her when she needs him the most.

In honor of her father, Edly is raising money for Fred's Team, a charity that donates money to cancer research. Fred's Team, Memorial Sloan Kettering (MSK) Cancer Center's athletic fundraising program, is dedicated to moving us closer to a world without cancer.

Since 1995, Fred's Team has raised more than \$78 million for cancer research, leading to new and better treatment options for patients worldwide. Cancer impacts so many people's lives and Edly hopes that her efforts may help prevent the next loved one



from being lost due to this terrible disease.

If you would like to donate, the link to her Fred's Team page is <http://bndfr.com/b22C8>.



Move Nona Officially Launches in Lake Nona: Who Needs a Driver? Autonomous Shuttles Are In!

BY CHRISTIAN CASALE
 UPDATED BY NICOLE LABOSCO
 PHOTOS COURTESY OF LAKE NONA

Two new autonomous public transportation shuttles were introduced for public use in Lake Nona on Wednesday, the first of its kind in the Orlando area.

Beep, the autonomous vehicle company based out of Central Florida, will operate the buses as part of its Move Nona program, which aims to provide those in Lake Nona “a variety of efficient and interconnected ways to get around,” according to Beep’s website.

The new buses are the first step in Beep’s vision for Lake Nona.

“We had to decide on things we barely understood,” said Rasesh Thakkar, the Senior Managing Director of Tavistock Development, which created the Lake Nona community. “We invested in no-limit infrastructure.”



“With today’s launch of Beep’s autonomous shuttle service in Lake Nona, we celebrate their investment in our community and the expansion of safe, efficient, environmentally-friendly transportation options in Central Florida,” Mayor Dyer said.

Dyer also spoke about making Orlando “a city that embraces technology,” by bringing in 5G wireless data and sustainable Wi-Fi. He also emphasized that Orlando needs to bring in “much-needed transportation funding.”

Nonahood News also spoke with Jessi Blakley, Vice President of Tavistock Development, and she said that rides will be free to the public during the trial period. There was no mention of how long that period will last, but *Nonahood News* will update you with prices and any Move Nona route changes here.



The shuttles will operate between 10 a.m. and 2 p.m. and again between 6 p.m. and 10 p.m. The two stops are currently located at the Lake Nona Town Center, right behind the Pixon Apartments building and the Laureate Park Village Center in front of the Canvas restaurant. The route is a little more than a mile, and the ride takes around 15 minutes, depending on traffic.

Beep’s CEO Joe Moyer didn’t hold back when he spoke about what the buses mean for the future of transportation technology. “What you experience[d] today was, I think, one of the most exciting inflection points in technology that you’re going to see for the next 20 years,” Moyer told *Nonahood News*.

Moyer also expressed excitement about how vehicles like Beep’s could change the way families live and move. “Providing mobility services which allow people to move around a community in a safe and secure and reliable fashion, we think, is going to take cars off the road and take expense out of people’s household budgets.”

Beep’s rules for passengers who want to ride fall in line with typical etiquette for those on public transportation. You must allow passengers to exit the bus before you board, no food, drinks, or tobacco or vaping products can be consumed while the ride is in progress, and passengers must have their seatbelts fastened in order for the bus to start moving. If you are 16 or younger, you must be accompanied by an adult. No pets are allowed on the shuttle, but

service dogs are permitted.

Each bus will also have a shuttle attendant along to assist the riders.

As far as safety features, Beep and NAVYA, the French company that built the shuttles, made sure to adhere to the U.S. government’s strict regulations for autonomous vehicles.

NAVYA has reported on its website that the company has a perfect safety record, according to the National Highway Traffic Safety Administration’s (NHTSA) Automated Driving Systems Voluntary Safety Self-Assessment Disclosure Index. Beep also worked with Orlando first responders in order to make sure that they had knowledge of the buses and how to handle a variety of unlikely emergency situations.

Each bus is also outfitted with an emergency kit on-board, and they will both be monitored constantly by Beep’s command center in Lake Nona. Each shuttle seats a maximum of 11 people, with standing room for about four more persons, and will operate around 15 mph, although they can go up to 30 mph. Speed and duration of the trip are solely determined by environmental factors such as weather or transportation factors such as traffic, accidents, and more.

Jérôme Rigaud, the COO of NAVYA, who flew in from Paris for the event, said that measure of how safe his company’s shuttles are will be how soon people pick up their phones once they’re off. “We want the ride to be boring,” Rigaud laughed. “When they say it’s boring, we have a done deal.”

Rigaud also hinted that other cities in Florida want automated transportation in their communities, but he wasn’t able to mention any by name. Lake Nona joins a list of only a few other cities in the U.S. to have this kind of transportation and will be sure to serve as a sort of testing ground as the technology grows in popularity.

In attendance at the Move Nona launch were Orlando Mayor Buddy Dyer and Orange County Mayor Jerry Demings. Both spoke at the gathering and even pulled up to the press conference in one of the autonomous buses.



PINKTOBER: Expand Awareness Beyond The Pink

BY TERI D'AMELIO

Grateful for Pink Support

There is no price you can put on the advocacy, education and funds raised for research that come along with the Pink in October for Breast Cancer Awareness!

Ample numbers of businesses, sports teams, families, schools and stores all contribute by going PINK in their own unique ways for the cause, also known as PINKtober. Going PINK signifies support, providing hope, and honoring breast cancer patients, survivors, and families and remembering loved ones that have passed on from the disease.

October presents itself for this great outpouring of love, giving opportunities for men, women and children to come together to recognize all areas of bravery, encourage early detection and regular screening, education and more.

According to the U.S. Breast Cancer Statistics, 1 in 8 women (12%) will be diagnosed with invasive breast cancer over the course of her lifetime.

PINK is a great reminder of a strong support system from the masses and intimately from those close at home. It can be a symbol for empowerment and hope, hard work, freedom, a battle fought, or the celebratory ringing of the bell at the end of treatments. It is a platform for raising research funds and a symbol of survivorship.

“Just Yesterday” & “A Lifetime Ago”

In October 1998, at the University of Florida, groups of students were wearing pink for Breast Cancer Awareness Month and



Kristin Todd (Teri's sister) - Stage 4 Breast Cancer Thriver (July 2013-April 2018)

passing out flyers and ribbons and collecting donations. I'm embarrassed to admit my mind wandered to, *“Wow, an entire month is dedicated to breast cancer! It doesn't seem like many people 'have' it. Maybe I'm just lucky? I'm athletic and healthy and come from a healthy family. Cancer has no chance with us.”*

Although two decades ago, I can recap these exact thoughts and the “pink” encounters verbatim still so vividly. It's clear how naive and uneducated I was at the time – a college student who had not yet grasped the severity of the disease. I chose to take my waitressing tips and still give to their initiatives. Despite my naiveness, my heart tugged, and I felt it was the right thing to do.

Beyond Pink – The Thrivers



METAVIVOR
Metastatic Breast Cancer Research, Support and Awareness

METAvivor (Advocate for Stage 4 Breast Cancer Research) states 6-10% of women diagnosed have Stage 4 (terminal) at onset. 30% of

Stage 0, 1, 2, 3 patients will have the cancer reappear in the form of Stage 4 (terminal). The average lifespan is 24 months living with Stage 4 (Metastatic Breast Cancer).

A Stage 4 breast cancer individual is a Thriver. They will not celebrate PINK the same. They will smile with a thankful heart for the love and support, but PINK is also a reminder that they will be in treatment for the rest of their lives and not get to ring that celebration bell. Stage 4 (metastatic) breast cancer means the cancer has traveled outside of the breast to another major organ. There is no cure. The main goals of treatments with this stage of the disease is to suppress and control the spread of the cancer for as long as possible, giving the patient the highest quality of life possible.

Unfortunately, beyond the PINK, the reality is the biggest obstacle is lack of funding.

Only an estimated 2-5% of the funds raised for breast cancer research are spent on studies of metastasis (Stage 4). Those living with Stage 4 breast cancer know that at some point they will run out of options. Technically, they are not really ever in remission as survivors are. But they are without a doubt fighting the battle and are considered thrivers. They continue wearing PINK to call out for help and are an intricate part of honoring the community they are a part of.

Two Decades Later

Unlike in college, knowing what I know now, nobody is immune to breast cancer invading their family. Sadly, several friends, friends of friends, and family have been impacted by breast cancer, including two of my aunts, my husband's aunt, and my sister, Kristin. I am positive that mostly everyone knows someone who has breast cancer or has been diagnosed themselves.

Today, I have utmost gratitude for the endless PINK support the month of October brings along with an undeniable broken heart that my sister, at 36 years young, passed away, diagnosed at onset with Stage 4. She persevered to the endless degree and never considered her diagnosis a battle, but a journey.

They say it takes a village to raise a child; well, to Kristin, her village was her friends, family, her son and supporters, including all those wearing pink, showing they too were on her side to make a difference. She

knew she would never wear the ribbon as a “Survivor” but always wanted to be remembered in PINK as a “Thrivers.” Thriving with how she chose to live her life, knowing that time was of the essence and research needed to move, or she would run out of options.

One October, while living with the disease, we walked into the grocery store together. Upon entering, we were bombarded by dozens of pink balloons, ribbons, bears, and staff wearing pink. Kristin burst out into tears and walked out. In her own Kristin way, she apologized for her emotions and stated, “I'm sorry. It's just a lot right now, and it's my reality. I can't go anywhere and not be reminded that the breast cancer I have won't ever be in remission. It's everywhere I go.” She proceeded, “Don't get me wrong, I'm so thankful we have an entire month dedicated to my disease, but sometimes it knocks me over, and this must be one of those times. I want to be a survivor and celebrate with PINK one day.”

Kristin wanted so badly to see stage 4 breast cancer truly be managed like a chronic disease, prolonging her lifespan for many years. In her lifetime, it didn't happen. She wanted her legacy to help make this happen for breast cancer Thrivers today, and hopefully with continued awareness and research, we will get there.

Thank you, Nona Soccer Academy, for turning orange into pink and for donating all pink shirt profits to METAvivor.

100% of donations to METAvivor goes toward research for Stage 4 breast cancer. You can learn more about METAvivor at metavivor.org.

You can watch Kristin's journey and more about stage 4 breast cancer at Nona Soccer Academy's youtube – NONA VIEW:

www.youtube.com/watch?v=Eaih2u1YJqw

Let's go PINK, Lake Nona, and celebrate the SURVIVORS and donate for the THRIVERS!

Teri D'Amelio has been a Lake Nona resident since 2006. She is the Marketing & Development Director for Nona Soccer Academy.



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Matthew, Mike, Teri, & Michael supporting Pinktober (2018)

The Artist: Discovering the Fashion Scene in Lake Nona

ARTICLE BY DEMI TAVERAS
PHOTOS COURTESY OF KATHY BOLANOS

October's Artist stood out to *Nonahood News* in her nomination because of how spirited she was about Lake Nona and all of the creativity that our home has to offer in several different avenues. Meet Kathy Bolanos – a fashion illustrator, upcoming designer, and a proud member of the fashion scene brewing here in Lake Nona. Here's a glimpse into her story.

Nonahood News: What drove you to become an artist?

Kathy Bolanos: Since I was little, I always loved to draw. Throughout my creative journey, I started to notice I was good at it and decided to pursue it when I graduated design school.

NHN: When did you realize your passion for fashion? How did your journey with art coincide with your love of fashion?

KB: My love for fashion started when I was in middle school, loved going shopping and putting outfits together. I grew up in the entertainment industry as a professional dancer, and the details of the costumes always caught my eye. When I went to school for fashion and learned about illustration, that is when I realized that I could combine both. I had a professor who was a fashion illustrator and worked with many well-known brands, and that inspired me to venture more into that market.

NHN: How often do you find yourself creating art and designs?

KB: I do it often! Weekly, I try to illustrate looks that I find online, and I also do design jobs for clients.

NHN: How long did it take you to discover yourself as a fashion illustrator?

KB: When I graduated from fashion school, about a year after that I started to play around illustrating looks from the runway and sharing them on social media. People started to give me great compliments, and I found that there was a market and decided to pursue it.

NHN: Which of your projects would you consider to be your favorites? (Pick a top three.)

KB: My top two favorite projects I designed were for two music album covers for friends that are music producers. They gave me the opportunity to be inspired by their music, and seeing my work on Spotify was definitely a huge success. My third one would be a collaboration with a tech company from Sweden; I had the pleasure to create a look based on a cellphone case.

NHN: Which of your projects were the most time-consuming/challenging and why?

KB: I want to say the first album cover I created was [very] time-consuming. I had to create several drafts, get approval from the music producer, then making the final sketch, coloring it, and rendering it using Adobe Illustrator, a program that takes designs to another level.

NHN: What are some of your dream projects?

KB: Some of my dream projects would be working with luxury brands either illustrating some of their products or doing a collaboration. I also would love to be invited to New York Fashion Week to illustrate some of the runway shows.

NHN: What serves as your inspiration on a day-to-day basis?

KB: What inspires me [on a] day-to-day basis is the music I listen to, movies I watch, the places I get to travel to, images I find online, and conversations I have with my family and close friends.

NHN: Future goals/plans? How will you continue to showcase the fashion scene in Lake Nona?

KB: One of my future goals is to create my own clothing and accessories brand. I will continue to showcase my passion for fashion in the Lake Nona scene by continuing to share more of my fashion illustrations on my blog, social



FRIENDS? / LOVERS?

josh coe ft. patrick martel

Album Cover.

media channels, and also sharing tips and insights about both worlds: art and fashion!

To keep following Kathy Bolanos and her journey, visit her website: kreadivmisfitlife.com/.

NOMINATE AN ARTIST

We are looking for interesting artists who live in the Nonahood to be featured. If you or someone you know should be nominated to be a Nonahood News Featured Artist, send your nomination to <http://nonahood.to/artist>.



Kathy Bolanos Illustrating.



GQ Magazine Illustration.



Kathy Bolanos Illustrating.



Balmain 2017.



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Kathy Bolanos Illustrating.

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USTA: Kids on Court

BY DANIEL PYSER

A group of Orlando kids had the experience of a lifetime last month as they traveled to New York to participate in a Net Generation “Kids on Court” activation in Arthur Ashe Stadium during the 2019 US Open.

Twenty-four kids from USTA National Campus youth programming took part in a youth tennis demonstration prior to a night match between Orlando resident Madison Keys and eventual US Open women’s semifinalist Elina Svitolina of Ukraine.

In addition to the demonstration, seven-year-old Adanna Okereke participated in the pre-match coin toss and posed for a photo with the two star players.

Kids on Court, part of the USTA’s youth tennis brand, Net Generation, completed its third year of giving more than 1,500 youth tennis players from across the country the opportunity to play on the iconic courts of the USTA Billie Jean King National Tennis Center, home of the US Open.

The program has expanded in each of the last two years to include more courts and more sessions during the US Open, impacting a greater number of youth tennis players from across the country. Activations took place prior to each of the first 10 day sessions on all of the US Open’s show courts, including Arthur Ashe Stadium, Louis Armstrong Stadium, Grandstand, and Court 17, as well as multiple outer courts. The Orlando group was one of five groups that had the privilege of doing their demonstration prior to a night match in Arthur Ashe Stadium.

For Keys, a Lake Nona resident who trains at the USTA National Campus, October marks an important month for the 24-year-old as National Bullying Prevention Month gets underway. That’s because Keys is an ambassador for “FearlesslyGirl,” an organization that aims to inspire confidence and empower young women to be kinder to themselves and to each other. Keys has been outspoken in her support of anti-bullying initiatives among young girls, particularly cyberbullying.

She has been an ambassador for the program since 2016 and has held multiple events throughout the country for young girls to spread the positive messages championed by FearlesslyGirl.

This summer, during the Orlando Storm’s inaugural World TeamTennis season, Keys and the Storm hosted a FearlesslyGirl Night, during which young female tennis players who participated in USTA National Campus programming were given a VIP experience at a Storm match.

Prior to the match, Keys and her mother, Christine, held a roundtable discussion with the girls and their parents, spotlight-



Madison Keys’ FearlesslyGirl Event
Photo Credit - Manuela Davies



Madison Keys’ FearlesslyGirl Event
Photo Credit - Manuela Davies



Madison Keys’ FearlesslyGirl Event
Photo Credit - Manuela Davies



Madison Keys’ FearlesslyGirl Event
Photo Credit - Manuela Davies



September 1, 2019 - A Net Generation kid poses in a photo with Elina Svitolina and Madison Keys at the 2019 US Open - Photo Credit, Garrett Ellwood USTA

ing the various ways in which Keys and FearlesslyGirl have been striving to create a “kinder girl world.”



September 1, 2019 - Net Generation pose for a photo at the 2019 US Open - Photo Credit, Garrett Ellwood USTA.

Business Spotlight: Rukus Cycling Studios Lake Nona

ARTICLE BY JIM KILP
PHOTOS COURTESY OF RUKUS

The Rukus is coming to Lake Nona in late October!

Rukus Cycling Studios is a new national indoor cycling fitness boutique that is headquartered in Orlando. Rukus is taking a fresh look at the indoor cycling market and has combined a high-tech focus with best-in-class amenity emphasis, making it a world-class experience for its guests and members.

Rukus Nona is under construction at the Pixon Tower located in the Lake Nona Town Center District. The cycling studio will be located at 7004 Tavistock Lakes Blvd., Suite #119, in a street level retail space between the new Foxtail Co. Lake Nona and Island Fin Pokè Company sites.

Rukus Cycling Studios is the most technologically advanced indoor cycling studio, serving guests of all fitness levels. The business features high-intensity cardio sessions, muscle-shaping strength training, premium boutique amenities, and world class CyclePros (cycling instructors) to guide you through your workout.

The modern, contemporary aesthetics will make you feel comfortable, including separate changing rooms, charging station lockers, full-size vanities, and showers complete with toiletries. The advanced technology, statistics,

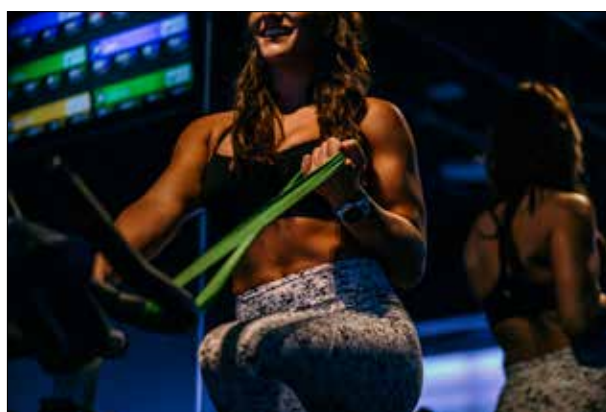
and heart rate monitors will help you track your progress on the leaderboards or on your individual profiles via our Rukus App as well as earning points with our loyalty rewards program for discounts on merchandise, beverages, and equipment.

The Rukus Lake Nona franchise is owned by long-time Nona family resident Jim Kilp, who will be involved in the daily operations along with his business partner Amy Hudson. Hudson and Kilp have worked together for many years at PepsiCo's Frito-Lay Division and share a long-time passion for wellness, customer service, and giving back to the community.

Rukus Cycling Studios presented a great small business opportunity. "We knew Rukus was the right decision, aligning with our passions and knowing we had the guidance of the local corporate office to help our journey in building a world-class indoor cycling studio integrating within the health and wellness vision of the Lake Nona community."

The final reason why we chose Rukus is the impact potential of Rukus RISE! This is a charity ride benefiting your local or national nonprofit organization by receiving all proceeds from registered and non-registered riders. We will provide the studio, a CyclePro, Guest Service Team, amenities, and a registration-based fundraising platform for your ride all complimentary in an effort to raise awareness for your cause!

Follow us: @RukusLakeNona or visit us online: gocyclenow.com for pre-opening discounts, opening date, and to register to ride free for our first open week by downloading the Rukus app! Your first ride is always free, and we look forward to #CauseARukus together in Lake Nona in late October!



Namaste With Natalia: L-Pose on the Wall Ardha Adho Mukha Vrksasana

Your Monthly Yoga Pose

ARTICLE BY NATALIA FOOTE
PHOTOS BY MICHAEL FOOTE



October is breast cancer awareness month. The symbolic color being pink and the focus is raising awareness of symptoms, early detection, research, and education. October is also the month of Halloween, both scary and "not-so-scary" events. I chose L-Pose on the Wall, or *ardha adho mukha vrksasana*, because it is a pose that both strengthens and elongates the chest as well as works on overcoming the fear of being upside down.

Full handstand, or *adho mukha vrksasana*, is a pose that

still brings me some fear. The older I become, the more I worry about injury. *Ardha*, or half in Sanskrit, is a way to practice half of the full handstand, feel away from the security blanket of the wall, but still have the wall to work with.

A degree of strength and fearlessness is needed to tackle the pose; however, that statement can be made about many things in life. We need to build strength within ourselves to have a degree of fearlessness to handle the situations we are thrown into in life. For someone getting diagnosed with breast cancer (or any life-threatening and life-altering disease) and for their friends and family, the feeling of fear is inevitable. In yoga, we practice *asana*, or postures, to learn how to deal with the emotions that arise in life. We look at our yoga practice and gain strength, physically and mentally, to tackle and sustain the ongoing thing we call life.

feet at hip level. The pose will be easier if your legs are higher than your hips. However, you'll be making more of a diagonal line, instead of an "L-pose." (Do not get discouraged if this happens. You are getting a super shoulder workout if you can hold a diagonal. Continue to practice and slowly inch your feet toward hip level.)

5. Play with the level of your feet. You will feel your core turn on as your feet come closer to hip level.
6. Bring the navel in toward the spine and hold the pose for five inhales and exhales.
7. To add to the pose, lift one leg at a time and keep it in line with the shoulders and hips. Make sure to do both sides if this is the case.

8. To release the pose, walk your feet down the wall and end in a restorative child's pose.

The benefits of L-pose are gaining strength all over, but mainly the shoulders and back muscles. In addition, it opens the chest and creates space from the naval to the armpits. L-pose also helps create a sense of balance while upside down, and it promotes blood flow to the brain. As with all poses, please practice responsibly and with care.

To donate to the National Breast Cancer Foundation, visit donate.nationalbreastcancer.org.

Namaste!

1. Sit with legs extended and feet on the wall. Pay attention to where your hips are, perhaps placing a block, book or marker.
2. Turn around and place hands, shoulder-distance apart, where the block, book or marker was. (This is no longer needed. It is needed to make sure your arms are legs-distance away from the wall.)
3. Begin to walk your feet on the wall.
4. Press your hips over your shoulders and keep your

Natalia Foote is the owner of threeR, a company bringing mindfulness, meditation and yoga practices to the workplace. Her mission in life is spreading love and light in the world. When not spending time with her family, you can find Natalia taking and teaching yoga all around Lake Nona.



How 3-D Mammograms Bring a New Dimension To Cancer Detection

BY DR. LEENA KAMAT

Traditionally, 2-D or digital mammograms have been the best way for women to spot breast cancer early when it's most treatable. But they have limitations.

A potential trouble spot could appear as just that – a spot. The odds are that it's not a tumor, but it could be.

"On a 2-D mammogram, you may see a zone of density, and you can't be sure what it is," says AdventHealth Radiologist Leena Kamat, M.D.

So, the patient has to return to the imaging center to get more images taken or undergo a biopsy. In the medical world, this is called a "callback," and for patients, it's a hassle and likely a significant source of worry.

But if the radiologist could have looked around the spot – beneath and above it – she could have seen whether it's a harmless clump of fat or a dangerous tumor. Now, she can.

It's called 3-D mammography, or breast tomosynthesis (commonly just "tomo").

"Tomo allows you to scroll through multiple levels and see if it's just regular tissue

or a potential tumor," Dr. Kamat says.

It also allows radiologists to find small tumors that could be hiding in denser areas of the breast. These areas appear as white spots on mammograms and can sometimes block our view of tumors, which can be disguised as white spots.

"Tomo gives you that ability to look through the tissue and be able to catch something that would've been obscured," Dr. Kamat said.

How 3-D Mammography Helps Women With Dense Breasts

A woman's breasts are composed of several kinds of tissues, including fat, milk ducts, and supportive tissues. Different women have different amounts of each, and they change over time. A woman who has more dense tissue than fatty tissue is said to have "dense breasts."

Having dense breasts is common – about 4 in 10 women have them. Younger women are more likely to have dense breasts. It's perfectly normal, not a disease, but having dense breasts does put a woman at higher risk of cancer.

"Women with dense breasts get the greatest benefit from 3-D mammography," Dr. Kamat says.

Traditional 2-D mammography has limitations for women with dense breasts because dense tissue appears as white on its images. In 3-D mammography, the radiologist can get a better idea of what these spots truly are by looking above and below them.

If you're not sure whether you have dense breasts, take a look at

your mammogram results. The state of Florida requires patients to be notified about what dense breasts mean for them.

Why the Best Mammography Matters

For a woman, finding a small tumor in a regular screening mammogram is often a moment of profound fear. But seen at a further distance, it's a victory. A small tumor that hasn't spread is more than treatable. Usually, it's curable.

"Finding a tumor when it's small is the goal of screening, and it affords a person the best chances," Dr. Kamat says. "I think 3-D mammography is the way of the future."

Evidence continues to show 3-D mammograms are better at finding cancer. An October 2018 study that tracked 15,000 women over five years found 3-D mammography detected 30% more cancers than traditional mammography.

To learn more about getting your mammogram or to schedule an appointment, visit ScheduleYourMammo.com.

Leena Kamat, M.D., is a board-certified diagnostic radiologist, sub-specialized in breast imaging for AdventHealth Medical Group Radiology – Central Florida Division.



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SUN BLAZE ELEMENTARY

We want to recognize the Sun Blaze Elementary Teacher of the Year, Ms. Beth Stroshane. Ms. Stroshane is a phenomenal team leader for Special Areas, as well as a leader for our school. She creates and executes exemplary lessons for her *young* artists and fosters the creativity of each of our students. She always ensures that each student has an equal opportunity to learn, and she has improvised every year to make sure that her instructional methods are as effective as possible.

Her positive attitude, professionalism, and ability to organize events, such as Fine Arts Night and leading the Yearbook Club, are only a few more reasons that make her a one-of-a-kind teacher. Ms. Stroshane goes above and beyond, not only for her students but for her colleagues, too. Ms. Stroshane exemplifies what it means to be a Sun Blaze teacher, being her very best ... inside and outside of the classroom! She can truly be counted on for anything.

We also want to recognize the Sun Blaze Elementary Support Person of the Year, Ms. Lorraine Giammattei. Ms. Giammattei has been in the role of secretary/bookkeeper for little more than a year but has had a tremendous impact on the efficiency in which our front office runs. In her main role as secretary/bookkeeper, Ms. Giammattei works closely with our principal, Ms. Szymanski, to keep the school's budget and books balanced.

She oversees the purchase order process, monitors staff attendance records, and prepares all of the monthly principal reports, just to name a few of her responsibilities. Ms. Giammattei is highly versatile, able to cover multiple positions if needed with ease and efficiency. She can multitask numerous items at once, all the while maintaining laser-sharp attention to details and meeting all deadlines.

Ms. Giammattei is an example to all in providing our parents and community with stellar customer service. She responds in a timely, accurate, courteous and empathetic manner, representing OCPS in a positive light. Ms. Giammattei demonstrates an extraordinary commitment to Sun Blaze. She is well-liked by all, students and staff alike. Her door is always open, and she won't hesitate to drop what she is doing to answer questions or assist someone in need.

Ms. Giammattei is a true leader in our front office. Her positive energy brightens everyone's day. Our school would not run as efficiently without her on our team. She is truly the heartbeat of our school!

Sun Blaze would like to thank our Partner in Education, Championship Martial Arts of Lake Nona, for teaching our students the locomotor movement standard. Our students had a great time. The students also learned about focus, self-discipline, self-esteem, confidence, respect, and concentration.



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SCHOOL UPDATES

LAKE NONA HIGH SCHOOL FOOTBALL

BY ANDREW GORDON

With the season in full swing now, the Lions Varsity football team is off to a great start. Starting off with the preseason Kick-off Classic, our team showed us just how much the hard work they put in during the off-season and during fall camp paid off.

During week one and our home opener against Hagerty High School, the Lions beat Hagerty 33-7. During week two of the season, our Lions traveled to Colonial High School, where they faced the Grenadiers and shut them out in a 41-0 victory. Our week three game against Ocoee had to be rescheduled due to Hurricane Dorian and its potential impact on the Central Florida area. The game was rescheduled to Monday, Sept. 9, where our Lions traveled to Ocoee to take on the Knights. After a long, hard-fought battle with the Knights, our Lions unfortunately lost 30-27.

Following the hard-fought loss, the Lions took on the Cypress Creek Bears on Sept. 13. The Lions had a shutout victory against the Bears, 55-0. Next on the schedule was University High School on Sept. 20 (Editor's note: the final score was Lake Nona - 48, University - 7... WOW!), and the Lions had their bye week during the week of Sept. 27. We hope to see the Lake Nona community's continued support of our Varsity

Lion football team.

Since the last article, our Freshmen and JV football teams have also had their first games of the season. Our JV team played their first game against Colonial High School, where they got their first win of the season with a 48-12 victory. Unfortunately, Colonial High School did not have enough players to field a freshmen team; however, we were able to pick up a game against Timber Creek High School. After a tough game, our Freshmen team, unfortunately, lost to Timber Creek.

Due to Hurricane Dorian's projected path, the Freshmen/JV games against Ocoee were canceled during the week of Sept. 5. Which leads us to the week of Sept. 12, where our freshmen team took on the Cypress Creek Bears. Our Freshmen team won their first game of the season 13-0 against the Bears. Unfortunately, our JV team did not play this week as Cypress Creek did not have enough players this year for a JV team.

Both the Freshmen and JV teams were scheduled to play against University on Sept. 19 and against East River on Sept. 26. We hope to see the Lake Nona community out at the games to support our Freshmen and JV players.



LAUREATE PARK ELEMENTARY

BY SUZANNE WORKUM, PRINCIPAL



amazing volunteers for teaching and leading the lab lessons.

Our staff and students have had fun participating in a variety of themed days. We've had College Color Day, our fifth-grade teachers kicked off their unit on the rock cycle by dressing like rock stars, and our first-grade students are helping promote social and emotional well-being by wearing a t-shirt with a positive message! Each Thursday, they help spread a little positivITEE!

Congratulations to our Teacher of the Year and Support Person of the Year. Ms. Ferguson, fourth-grade teacher, was nominated Teacher of the Year. Ms. Ferrer, school nurse, was nominated Support Person of the Year.



Laureate Park Elementary kicked off its first month back to school with a variety of fun events. Our PTA held their second annual Ice Cream Social and Book Exchange. Families were able to enjoy some ice cream, exchange books for new ones, and make bookmarks.

Laureate Park PTA launched their Science Lab, built with Fun Run money from last year. Last month, our students learned about the scientific process. Our K-2 graders got to experiment with building a working bridge, while our 3-5 graders had fun building paper rockets! Thank you to our



INNOVATION MIDDLE SCHOOL

BY CHRIS CLARK, PTSA

The Phoenix are flying through the new school year. We started the year with a newly designed cafeteria. Students and staff are enjoying the "café" vibe as it's a great place to socialize over lunch. IMS was the first middle school in Orange County to get this upgrade.

The IMS Drama Department will present *The Frogs: A Modern Adaption* this month. This funny retelling of a Greek Classic includes many modern references and features appearances by Shakespeare and Jane Austen. Showtimes are Oct. 10, 11, and 12 at 7 p.m. and a special matinee at 2 p.m. on Oct. 12. Tickets are on sale now at www.teachtix.com/ims.

PTSA is planning the FALL BALL for Oct. 25. It's the biggest fundraiser of the year to help generate funds for our school. To help make this dance a success, we need lots of help from parents and ADDITIONS-approved volunteers. Send a note to

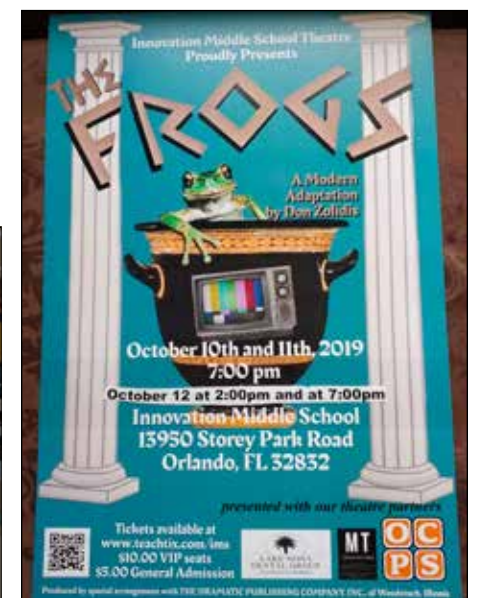


President@innovationmiddleptsa.org if you have decorating ideas, want to help, or have creepy Halloween décor we can borrow.

PTSA hosts many fun events and fundraisers during the year to help support the school. All parents and members of the community are encouraged to join. Membership is just \$10 and includes a discount card with special deals and local discounts for PTSA members. IMS students are welcome to join and participate in meetings and events.

The next General Meeting of the PTSA will be on Nov. 14. Follow us on Facebook for breaking news.

Enjoy the fall, Phoenix. It's flying by.



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SCHOOL UPDATES

EAGLE CREEK ELEMENTARY

BY JESSICA SCULLY

Eagle Creek is super lucky to have a sponsorship by Seacoast Bank to have our "Love Pantry" program on campus for another year. The Love Pantry is a food pantry on our campus with non-perishable food items.

In conjunction with the Love Pantry, we have also created a Giving Tree program on campus that provides other support to families such as holiday meals, school supplies, school uniforms, and gift cards for gas, food and hygiene items. These programs are available to any family or staff member in need who are a part of our Eagle Creek family. All information is kept confidential and provided in a non-judgmental manner. If you are in need, please reach out to Karla Perry at Karla.Perry@ocps.net or 407.930.5592, ext. 435 2225.

We recognized our students who earned a PERFECT score on last year's FSA! We are so proud of these students for their dedication to learning and can't wait to see what their future holds. We know it will be amazing, and we are thankful to be a part of their educational journey.

We are excited to announce that we will be hosting our second annual Hispanic Heritage Night Performance on Thursday, Oct. 24, from 6-8 p.m. Our STEAM groups will collectively be researching and creating works of art to perform and display throughout this event in conjunction with our first graders as they perform! We can't wait to share pictures of our event with you.

Science is fun, and here at Eagle Creek, we love to explore learning in hands-on labs. Here is a peek into two science labs we have conducted to kick off our new school year: "Does it Dissolve Lab" and "Bubble Lab."



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MOSS PARK ELEMENTARY

BY STEPHANIE OSMOND, ED.D., PRINCIPAL

The first few weeks of the school year have flown by, and our students have adjusted well to being back on campus ready to learn! We have also had a ton of fun already; we have enjoyed seeing our parents and students at both our Meet the Teacher and Open House events.

We especially enjoyed meeting the parents of our newest Eagles at the BOO HOO Yahoo Breakfast hosted by PTA. Skate night was a wonderful success as our students and teachers had the opportunity to just have a little fun together!

Moss Park has such a wonderful community of exceptional, active and caring parents and faculty, all keeping our students at the center of what they do. If you are interested in volunteering or visiting campus with us, please complete the Additions application located at ocps.net, or reach out to the front office and they will guide you. We are truly thankful every day for the support we receive.

I would like to congratulate our Teacher of the Year, Mrs. Christy McCloe. She is an excellent representative of Moss Park Elementary. As our reading interventionist, she has instilled a love of learning and literacy throughout campus. She works with students in a variety of ways and ensures that relationship building and mentorship are a part of her regular routine. Students throughout campus recognize her and go out of their way to swing by for an extra dose of kindness and caring. Mrs.

McCloe goes above and beyond to help our students fall in love with learning and attending school.

Congratulations are also in order for our Support Person of the Year, Mr. Juan Estrella. As our school's head custodian, he is an outstanding member of our team. He continually pursues opportunities to make Moss Park Elementary a more friendly and clean environment. He is willing to take the extra time and care to make sure the job is done correctly, efficiently, and well before the deadline. Juan is always willing to assist all staff members with any need, great or small.

We are so excited about what this school year has to offer! Welcome back!



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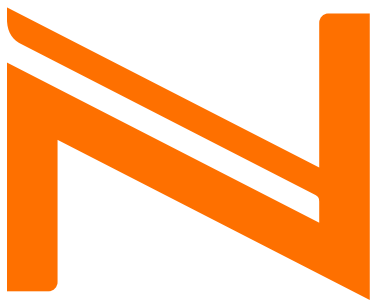
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OCTOBER 2019 Volume 4 | Issue 10

entertainment

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Story on Page 14 in the Main Section





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THU, 10/17 *Latin Night with La Mega 97.1fm Orlando's DJ Dynamite* 6-9 p.m.
FRI, 10/18 *Dance Party with DJ ET* 7-11 p.m.
SAT, 10/19 *Stonewall* 12-3 p.m. | *Raising Cadence* 7-10 p.m.
SUN, 10/20 *Swing Society* 12-3 p.m. | *Bar Fly* 5:30-8:30 p.m.
THU, 10/24 *Live Band Karaoke with Run for Cover* 7-10 p.m.
FRI, 10/25 *DJ Richie Rich, Orlando's Best Video DJ* 7-11 p.m.
SAT, 10/26 *Rob Hazen* 12-3 p.m. | *Actual Bank Robbers* 7-10 p.m.
SUN, 10/27 *Ravon Rhoden* 12-3 p.m.
THU, 10/31 *Switch Flashback Mixtape Costume Dance Party* 6-9 p.m.

Kyle's Culinary Column: I Yam What I Yam

BY KYLE HAMM



This tuber vegetable has a variety of species and is known for its sweet starchy texture, cultivated in warm and tropical climates. Yams are a vegetable known across the world with many uses in different cultures. In Okinawa, Japan, they

have purple sweet potatoes termed "Ube," purple Yams. Malaysia and Singapore use Yams in many recipes, known as "taro." In New Zealand, the yam is typically referred to as "oca," and in the U.S., we coin our orange-fleshed sweet potatoes as "yams."

Native to the Americas, Asia, and Africa, yam tubers can grow up to 15 meters in length and are dispersed by seeds. The skin of this vegetable is tough to peel off, but it softens after heating. The skin can vary in color from a dark pink to light brown. The "meat" or inside of the vegetable can vary from yellowish to purple, or even pink in mature yams.

There is a major production in the farming of yams, and Africa is leading in the mar-



ket by a landslide. Annual festivals were held in the southeastern region of Nigeria for centuries because of the dominant role it played in the farming culture.

Proper storage of tuber vegetables can be very simple. The two most important factors are to store them in a dark, ventilated area to protect them from sunlight and to keep them stored in a low temperature. Yams are still living after they have been harvested, so they will continue to respire, which causes heat. Respiring also causes oxidation, which turns into water and the dry, starchy matter of the vegetable is significantly reduced, so you want to make sure that the area is also properly ventilated. Make sure you check on them once every couple of days if you are storing them for a long time because once the tuber vegetable has started sprouting, the respiration rate almost doubles and rapidly decreases the value of the vegetable.

There is not much nutritional value in a yam, but in some cultures, it is a very important dietary supplement. The potassium and vitamins in cooked yams are low; however, raw yams have the highest potassium levels in the top 10 major vegetable staples (but who wants to eat raw yams, am I right?). Yams are also not a good

source of essential amino acids or protein.

I know I mentioned that raw yams provide the highest levels of potassium, but it is also known that eating raw yams is highly unsafe in some areas of the world, which is why we're going to go over some of the cooking methods in many different cultures. In the Ghana region of Africa, yams are boiled and mashed with oil, lightly fried, and served with eggs known as matoke. The northeastern coastal region of Brazil prefers them to be boiled, sliced, and fried and served at breakfast along with a cheese spread. The purple "Ube" species of yams in the Philippines and Costa Rica is popularly known as an ingredient in their ice cream. Indonesian cuisine also prepares the same purple yam in a dessert manner, mashing the yam and mixing with coconut milk and sugar.

I'll leave off with my favorite way to prepare yams. It's a very pretty and interesting dessert that is made from the "Ube" (purple yams). Boiled and mashed, then cooked with butter, coconut and condensed milk, and sugar. Topped with macapuno strings (dried coconut slices), it's a refreshing and fattening dessert. Very tasty, though!

Feel free to contact me if you have any culinary ideas of your own! I've explored many traditional and modern culinary techniques. I love to get my hands on

fresh ingredients to make something memorable. Let's go on a culinary adventure!

If you have any questions or would like to discuss new ingredients, you can always feel free to chat with me! I love to work with any ingredients that I can get my hands on and have explored many traditional and innovative alternative methods of cooking. So even if there's something new that you would like to explore, we can go on that culinary adventure together! You can reach me at kyle@nona.media.



Katie's Cucina: Halloween Snack Mix

BY KATIE JASIEWICZ, KATIESCUCINA.COM

Hello, October!

October is one of my favorite months of the years. I LOVE Halloween. I love all things fall, even though we pretty much are still sweating through the "fall" months. You will find my family and I enjoy all the fall-like activities throughout the month of October here and around the Nonahood. I have our calendar packed just about every weekend.

To end the month, we throw a fun, kid-friendly Halloween party. Prior to kids, we had an annual Halloween party, and although our parties changed drastically ... I absolutely love our family party. We bob for apples, play mummy bowling, and have a Halloween piñata, to name a few of the activities at our party. No party is complete without my Halloween Snack Mix recipe.

This snack mix is the perfect way to use up some Halloween candy and fill stomachs with other snacks like popcorn, Chex cereal, Bugles, and pretzels. My kids go crazy for the snack mix.

In my typical fashion, I make it for just about every holiday we celebrate. I just change out the white chocolate, sprinkles, and obviously the gummy eyeballs and zombie hands! Best of all, you can get the kids involved with this recipe. They can help measure ingredients and drizzle on the white chocolate. Then, they have to practice patience while they wait for the popcorn to chill in the refrigerator and for the chocolate to set.

If you love all things fall and Halloween, here are a few of my family's favorite activities that you can enjoy with your friends and family: Back To Nature Wildlife Refuge (10525 Clapp Simms Duda Road, Orlando 32832) is hosting "Owlooween" from 2-6 p.m. on Saturday, Oct. 12. For a little bit of a longer drive, you can head to Hastings Fall Festival and Corn Maze (5452 Jones Rd., Saint Cloud 34769) on Oct. 12-13, 19-20, and 26-27. For an even further drive, you can head to Partin Ranch Corn Maze (5452 Jones Rd., Saint Cloud 34769) on Oct. 12-13, 19-20, 26-27, and Nov. 2-3.

Pro tip: Whenever you're planning to go to any fall festivals, always check social media first to make sure the event is still on. For instance, Partin Ranch will post on their Facebook page if they cannot open for the weekend.

So, if you're heading out to a fall festival this month or attending a party, I hope you'll make a big batch of my Halloween Snack Mix!

Katie Jasiewicz is a full-time food blogger and recipe developer at KatiesCucina.com, a recipe blog that provides family-friendly, easy-to-make recipes that anyone can make. Join her on her culinary adventure, where life always tastes good.



HALLOWEEN SNACK MIX

Yield: 24 servings | Prep time: 15 minutes

Total time: 15 minutes



Ingredients:

- 4 cups popped popcorn
- 2 cups Plain Chex cereal
- 3 cups Bugles
- 2 cups Tiny Twist pretzels
- 2 cups Chocolate Covered Pretzel Monster Bites
- 12 mini Peanut Butter Cups
- 12 pieces of Whoppers
- 12 mini Kit Kats
- 12 mini Hershey Bar Rectangles
- 12 Milk Duds
- 1 oz. Wilton Orange White Chocolate Melts
- 1 oz. Wilton Green White Chocolate Melts
- 1 oz. Wilton Purple White Chocolate Melts
- 2 tablespoons Halloween sprinkles
- 12 Gummy Eyeballs
- 4 Gummy Zombie Hands

Directions:

1. In a large bowl, combine the popcorn, plain Chex cereal, Bugles, and plain pretzels. Mix well, then add in the Chocolate Covered Pretzel Monster Bites, plus all the mini chocolate bars. Toss again (make sure you save half the candy for the top layer since it's heavier; it will immediately sink to the bottom when you start to toss).

2. Melt the chocolate melts separately and drizzle on top of the mix. Then sprinkle with sprinkles. Set in the refrigerator for 15 minutes so the white chocolate hardens.
3. Lastly, add in the gummy eyeballs and gummy zombie hands. Set out for friends and family to enjoy OR scoop into bags to hand out at a party.

Note: Any chocolate candies will work. I just wanted to share what I like to put in our Halloween Snack Mix!

Date Night in The Nonahood: Day Dating in Disney

ARTICLE & PHOTOS BY SHARON & ROGER FUENTES



Between work, kids and life in general, it's sometimes hard to find an evening on the calendar free. Besides, after a long day, the idea of just grabbing take-out and plopping yourself on the couch with your partner often sounds very appealing. But experts say that sharing experiences with your loved one OUTSIDE THE HOME is important for a healthy relationship as it allows you to focus on just the two of you and helps you connect more with one another.

But who's to say that a date night needs to be at night? Day dates are great because they allow you to do things you may not be able to do at night, break up the monotony of a workweek, and even tend to save money! My husband, Roger, and I recently went on a day date to Epcot, and what started as just low-key quality time turned into a fun international adventure.

After making sure the kids were off to school safely, we headed to Disney, where my husband was able to do something we had never done before ... find front-row parking. Talk about a great start to our date! Just to be safe, he made me take a picture of the momentous occasion, so he could reminisce should the park be crowded and he got cranky.

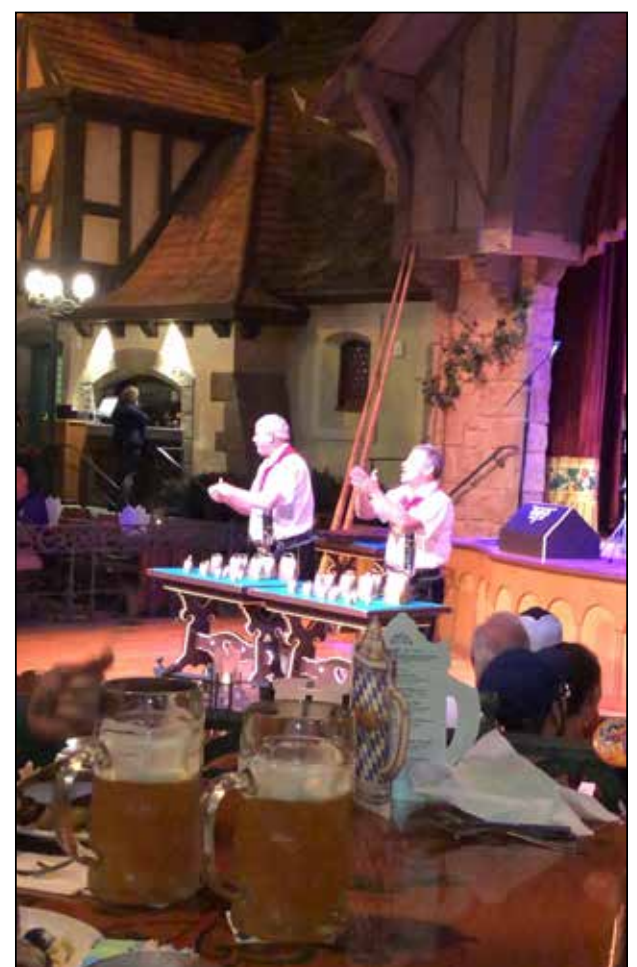
He didn't need the parking picture because another advantage to this weekday daylight date was no lines at bag check or anywhere in the park, really. We soared through the Soaring standby lane and were able to get right on the Journey Into Imagination ride. (Figment is my favorite, as you can see from the ears!) Roger got me a Mickey-shaped pretzel because one must when visiting the MOUSE, and we people watched and talked until 11:30 a.m. when the Countries opened.

Without crowds – or other family members in tote – we were able to take our time and truly explore. We looked in the gift shops and even did things we never really wanted to do before, like watching the movie in France. Okay, we may have snuck in there to dodge a few raindrops, but once there, we found the beautiful images to be quite relaxing. Some of us relaxed more than others and needed to be elbowed to wake up. I'll let you readers figure out which of us that was. (Hint – it wasn't me.)

We ate lunch at Biergarten restaurant, in the heart of the Bavarian Village in the Germany Pavilion, where they celebrate Oktoberfest all year long. We sat at a long table with a cute pair of Honeymooners and another couple who were about our age. It was nice chatting with them throughout our meal.

Speaking of the meal ... probably the best buffet you will find at Disney and, because it was lunch, much cheaper, too. They had all the German traditional tidbits such as bratwurst, sauerkraut, potato pancakes, and Cheese Spaetzle, which is the German version of mac 'n' cheese and, boy, was it good. Of course, there was a buffet of desserts, too, which I proudly filled my plate with so I could taste them all. The best part of this restaurant is that once every hour, they have a lively 25-minute show, which allowed us to raise our cups filled with German beer and sing along. While this wasn't what I would consider to be a romantic place to dine (it can get loud and you are sitting at a table with strangers), for us, it was perfect. We left Germany and Epcot full and happy.

It was hot, we got rained on, and yet it was one of the most fun days I remember having with my husband in a long time. We laughed and enjoyed being in each other's company so much that we made a pinky-swear promise to play hooky from adult life soon and go on another Disney Day-Date.





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Dog of the Month



Kiwi

Owner: Josie Morales

Breed: Rhodesian Labrador

Age: 3 months old (at time of submission)

Dog's Quirk/Story: We are so blessed to have adopted Kiwi from the Pet Alliance animal shelter a month ago. After losing our family pet bunny (Biscuit) a few months ago, I felt it was time to heal our wounds with a new pet. We instantly fell in love with his affectionate demeanor and sweet puppy eyes. Kiwi was very shy at first, but all it took was for his two human brothers to help him feel safe and part of a loving pack. He now enjoys going to the beach, giving hugs, taking long naps on mommy's or daddy's chest, and watching his big brothers play video games. He's very smart and a fast learner, and I can't even imagine how someone would've given him up. We look forward to a lifetime of happy memories, belly rubs, and an endless amount of love. Although we recused Kiwi, he actually saved our family from a broken heart. Our family is now complete!

Do you have the cutest, weirdest, smartest, or coolest dog in Lake Nona? Let's hear about it! Your furry friend could be featured in an upcoming issue! Submit your Dog of the Month nomination at <http://nonahood.to/pet>




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Nona Alumni: Case Trimble

ARTICLE BY DEMI TAVERAS
PHOTOS COURTESY OF
CASE TRIMBLE

In this recurring monthly special, Nona-hood News will be featuring those who've graduated from Lake Nona High School and will recognize the achievements they've made since. Some will have been a part of the first graduating class. Others might have graduated a few years later. Few have stayed in the Lake Nona area, and many have explored the world or are still doing so. Let's see where life's journey has taken them so far!

Age: 26

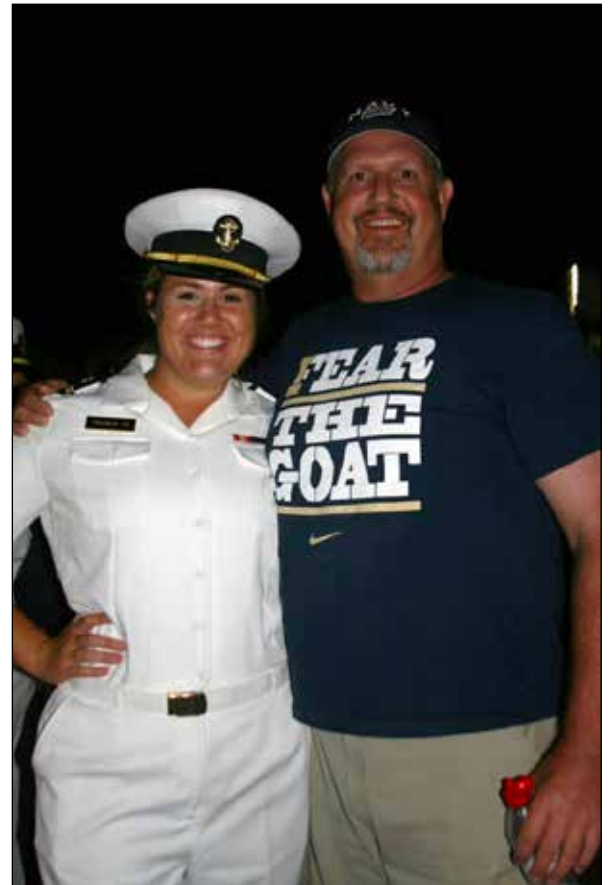
Year Graduated: 2011

Occupation: Surface Warfare Officer,
Lieutenant of the United States Navy

Current Location: Mayport/Jacksonville, Florida

I did not get to be [an] orthopedic surgeon, but maybe one day I will go back to school, who knows!"

With her ambition, I don't doubt Trimble might eventually become one! Her response to how she got to where she is now has inspired us here at Nona-hood News.



Around 2007 is when Case Trimble first moved to the Lake Nona area. Her father wanted to live on a lake, and Lake Whip-poorwill soon became their new home ... but for Trimble, it was only her home for five years. Since graduating from Lake Nona, Trimble started serving in the U.S. Navy, traveled to many places around the world, and married a fellow sailor. Let's see how Case Trimble got to where she is now.

As a student, Trimble had a pretty good list of things she wanted to accomplish: "When I was at Lake Nona, I wanted to play volleyball in college, get out of Orlando, graduate from college, go to med school, be an orthopedic surgeon, travel and eventually get married."

Once she graduated in 2011, Trimble checked a lot of those accomplishments off her list. "I played volleyball at the United States Naval Academy, where I met my husband of three years, Will. We have a German Rottweiler named Mac. I have gotten to travel quite a bit. I recently got back from a 7.5-month deployment to Fifth Fleet (Middle East) and Sixth Fleet (Europe). We visited Dubai, Spain, Germany, Latvia and Romania. My last international operation was to Norway and the Netherlands (Amsterdam is AWESOME!).

"It has changed so many times since high school. I guess it all started when I got recruited to play volleyball at the Naval Academy. I didn't originally want to go into the military, but once I visited Annapolis my junior year, I fell in love. I called as soon as I got home and verbally committed to play there. When I was at the Academy, I originally wanted to be a pilot but was medically disqualified, and that is how I ended up a SWO. I started dating my now-husband, Will, my junior year at the Academy (married June 2016). He played football (defensive end) for [the] Navy. Once I graduated, I chose orders to the USS Fort McHenry (LSD 43) homeported in Mayport, Florida. I picked the Fort Mac because it was as close to home as I could get and Will is from Jacksonville, so holidays are super easy going from his family to mine. My first tour was as the Electrical Officer onboard. I then chose to 'fleet up' - that is, do my follow on tour on the same ship. I am now serving as the Anti-Terrorism Officer and Legal Officer onboard the USS Fort McHenry. Time has flown since I graduated from the Academy in 2015. I recently promoted to LT and have new orders to go to shore duty in Singapore. I am very excited about that but nervous as well. Twelve time zones is a long way from home. We are looking forward to the amazing travel and new cultural experiences we will get to have there."

For fun nowadays, Trimble loves to go to the beach with her dog, travel, visit family when she and her husband are both in port, and hang out with friends. In the next five years, she sees herself traveling as she is stationed overseas for the next two and a half years. After she returns from overseas, Trimble would love to get stationed back in Mayport or Virginia Beach. She also plans to start a family soon, get her master's degree, and live on the beach. She is a real go-getter!

At this point in her life, Trimble's current goals are to finish her sea tour, start her family, get selected for O-4, and be the best version of herself. "God will take care of the rest," Trimble stated. "Other than that, I mean, there is a lot ahead of us that we are looking forward to. I am thankful for all of [the] opportunities I have had so far in my life and am grateful to everyone who has contributed to me being where I am right now."

We can't wait to see what else Case Trimble will accomplish!

Written for current and future Lake Nona alumni. Check back in our next issue to learn about the next featured Nona graduate(s)! Go Lions!



Meet the Press: Christian Casale

ARTICLE BY NICOLE LABOSCO
PHOTOS COURTESY OF
CHRISTIAN CASALE

Christian Casale joined the *Nonahood News* team a few months ago as a staff writer, and his sarcasm and witty personality really shine through in his writing!



Extrovert or Introvert? “I try to be an extrovert as much as possible, but some nights you just want to sit on the couch.”

Indoors or Outdoors? “Outdoors, but only on the seven or so total hours a year that Florida’s weather is pleasant.”

Sun or Snow? “I’ve dealt with the wind blisters and slick sidewalks of a Chicago winter, and I think I’d rather live on the surface of the sun.”

Dogs or Cats? “Cats. I love dogs, but cats are so low maintenance that they get the edge.”

Vans or Converse? “Converse. My Chuck Taylors are probably the most used in my shoe rotation.”

Coffee or Tea? “Coffee, but mostly for the aesthetic.”

Adventurous or Laid Back? “I’d like to think a little of both. I’m definitely always down to try anything, but it’s usually in a pretty calm demeanor.”

Canon, Nikon or Sony? “I’ve never met a Canon that didn’t give me exactly what I wanted.”

Books or TV? “Books, but only because I feel like that’s what I’m supposed to say. There’s also nothing quite like getting absorbed in a good book.”

What brought you to the Nonahood?

“I wanted a job doing what I loved: journalism. And I saw on the *Nonahood*’s website that they were looking for writers. A few emails, some resume fixes, and an interview later, I was writing stories for Lake Nona.”

What’s your favorite hobby?

“It’s extremely nerdy to say, but I just love learning. Every day I try to take in something, whether it be history, philosophy, car maintenance, languages. I just like being stimulated and knowing how to do more things.”

What’s your biggest dream?

“I’d love to have a really comfortable hoodie.”

Where do you see yourself in 10 years?

“I’d like to be writing books and magazine features. If that fails, bartending in Key West.”

Who’s your biggest inspiration?

“Martha Gelhorn – the legendary war correspondent (and wife to Ernest Hemingway), who basically finessed her way into being the only woman on the beaches during D-Day.”

What’s your favorite book?

“I have a lot, but *Everything I Never Told You* by Celeste Ng is a beautiful meditation on family dynamics, race in America, and



our fear to communicate with our loved ones.”

What’s something you’ve done that scared you the most or brought you out of your comfort zone?

“Every time I have to approach somebody while doing a news story, I still feel a jitter of nervousness.”

Describe one of your most memorable experiences.

“When I was 16, I was on NFL Network to try and win a toaster as part of a game

show. I got three of five answers right, while my opponent got all five, and I lost. But it was a ton of fun, and they even joked that they’d make me a part of the show.”

“They did not.”

Check back next month to get to know another nona.media staff member/partner!



Mama's Turn: Midlife, Miniskirts, and Mugs of Rocky Road

BY SHARON FUENTES



The other day I had an “ah-ha” moment while catching up with an old friend. I texted her a picture of me stopping and enjoying a cup of coffee on my patio, something I always say I want to do but for some reason don't. She replied by sending me a picture of her eating ice cream out of a mug for breakfast along with the words ... “I am just so tired of the daily grind!” I jokingly thought to myself, “If that is not a picture symbolizing a midlife crisis, I am not sure what is?”

Then, our conversation got a bit more honest. “My kids are pretty much raising themselves now, which is a good thing,” I told her. “But, after so many years of putting them first, it just feels weird that they don't need me. I guess I need to figure out what I want to do when I grow up.”

To which my friend replied, “Oh god, Sharon, I was having exactly the same thoughts last night! My mind is shifting from 110% mommy mode to a place that I no longer recognize. I have not thought about ME for so long that I don't even know what that looks like. I know it's not the 20/30 something-year-old ME, but this particular new creature that I currently have become, I don't recognize her.”

The words she typed spoke directly to my heart because I felt the same way! “This must be why it's called a midlife CRISIS,” I concluded.

But as I looked at the screen and at the words I HAD JUST WRITTEN, I suddenly had a moment of clarity. Why have we been programmed to think of this time of transition as a crisis? Crisis is negative – as in a time of great disagreement, con-

fusion or suffering. Midlife crisis conjures up images of ending marriages, flashy red sports cars, and jumping out of airplanes. Are we all destined to wear clothes way too young for us and make rash decisions we may one day regret? If the answer is yes, forget the mug and just hand me the whole pint of ice cream!

But what if, instead, we considered this time of our lives as a MIDLIFE TRANSFORMATION – as in a time of resetting, rebalancing, and healing! A time of more gratitude for our past experiences (good ones and bad ones) and being open to learning and exploring different things. Sure, it still may mean eating Rocky Road ice cream while wearing a mini skirt that is way too short ... but not because we are giving up, but rather because we really like Rocky Road ice cream and the miniskirt is HOT! I like the idea of allowing myself time to pause, and instead of chasing after this mythical person who I think I should be, allowing myself to become the person who I am truly meant to be.

If nothing else, I have learned that happiness doesn't stop because you suddenly turn 35 or 40 or even 50. Midlife does not need to be synonymous with crisis mode. We are not over the hill or even going down the hill. Nope, we have finally reached the peak, and now is the time where we can allow ourselves to sit back and enjoy the view. And if we tire of the same view, then guess what? We have the power to transform it. Whether you choose to do this wearing a miniskirt and with a mug of Rocky Road in your hands is completely up to you!



Sharon Fuentes is an award-winning freelance writer, special needs parenting advisor and the author of the book, *The Don't Freak Out Guide to Parenting Kids with Asperger's*. You can reach her at sharon@sharonfuentes.com.



In the Garden: Treat Your Lawn and Garden to A Fruity Makeover

BY AMBER HARMON

It's easier than you think to add some fruit and color to your yard. There are many options for fresh fruit from the convenience of your own home. Just think about the next time you want to make lemonade and going out back to pick the lemons with your kids. Then the next time you entertain, you can tell your friends the mint and lime in the mojitos are all home-grown. Not only is it a way to help ensure that your fruits are free of pesticides, it's also a great way to ensure the best tasting and freshest food possible.



Muskmelon - Photo credit: Amber Harmon

In Central Florida, we can successfully grow avocados, peaches, tangerines, figs, and even olives. It's all about picking the right variety to thrive in our region. Then, with regular water, natural fertilizer, and the great Florida sun, the fruit trees will thrive and produce great yields that you can share with your neighbors and friends.

Many of these trees have smaller varieties that will not take over your entire yard. Typically, each tree will need about a 15- to 20-foot-wide span for the roots to grow and thrive. A dwarf variety can also easily fit into a large container. Container vari-

eties provide the opportunity to grow a tree in a manner that is all-natural and organic. There is no concern about how the yard or grass is being treated with the use of chemical pesticides or weed killers because the tree and roots are protected from exposure to the chemicals while planted in the container. A drawback to keep in mind is that within three to five years, the trees may need to be replanted in the ground or replaced because the roots will eventually out-grow the containers.



Lemon tree in the garden

lar variety for its sweetness and ability to grow locally. It's a small watermelon that packs a big punch of sweet flavor. They grow through the spring and the heat of the summer and into the fall season. The last harvest is typically just before the first fall frost, which in some seasons, like the fall of 2018, is non-existent.

Seminole pumpkins are also a great choice to grow through the spring and summer into the fall. These pumpkins are smaller than a traditional pumpkin but really thrive in our region. They have a great pumpkin flavor and are frequently used for pumpkin pie.

These are some tips for growing your own fruit trees and melons. For all of the details, be sure to use the University of Florida website search for any tree or fruit you'd like to know how to grow at home. The University of Florida has a comprehensive database of just about anything you may want to grow with specific data on how to grow, when to grow, and what variety to grow specifically in our region. Since seed packages are typically based on information for the rest of the country, it's nice to have the U of F database as a go-to.

Amber Harmon is the Owner of My Nona's Garden, where they sell and service low-maintenance, elevated, organic vegetable gardens. Our mission is to bring health, promote growth, and provide vegetable gardening education to local communities, one garden at a time.

Visit www.MyNonasGarden.com for more information.

“We make organic vegetable gardening easy!”



Family Fridays: A Full Moon Walk

POEM AND PHOTO BY NATALIA FOOTE

A full moon on Friday the 13th inspired
my family to go outside, explore,
and gaze at the sky.

A bit of a fright
To get the mood right
October is upon us
It's a full moon tonight

A full week of school
Workdays that drool
It's finally Friday
Let's do something cool


After dinner and games
After dishes and stains
At the door we all stood
And we couldn't contain

Above, a night sky
Full moon up so high
A Friday the 13th
And a walk we did try

Spiders and black cats
Gators but no rats
Walking legs ready
Sturdy and steady

Ready for treats
Collecting some sweets
Bags all in hand
The kids will compete

But tonight, just the moon
Stepping out the cocoon
Prepping for the big day
Halloween's underway!



Combining the best of a boutique store and community café, Canvas Market has everything you need for the holiday season. And through December, Canvas Market is partnering with Indie Flea to create monthly artisan outdoor markets, featuring handmade gifts, plants, home goods, vintage items & more. Come visit us in Lake Nona!

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Family Shift: Helping Your Child Discover Their True Identity

BY RODNEY GAGE, LEAD PASTOR



RG RODNEYGAGE
YOUR FAMILY COACH

Our family loves to play around with the videos and pictures we take of ourselves and each other from our smartphones. The endless filters can make you look and sound hilarious. From images that make you look old, to having long hair, no hair, big lips to strange things coming out of your ears, nose, and mouth. These apps have given us many opportunities to laugh at ourselves and with each other as a family. In these innocent situations, it's easy for us to laugh at ourselves because we know that the pictures are inaccurate, contorted images – they're not accurate reflections of who we are.

Sadly and unfortunately, many of us spend much of our lives living with an inaccurate, distorted picture of who we are. In *The Self-Esteem Book*, Dr. Joe Rubino states that 85% of the world's population is affected by low self-esteem.

According to Dr. Alexandra Dells-Abrams,



"Low self-esteem has been linked to violent behavior, school dropout rates, teenage pregnancy, suicide, and low academic achievement." The truth is, the image we have of ourselves can make or break how we live and the choices we make.

As parents, it is so vital that we help our children discover their worth and true identity at the earliest possible age. According to the late Zig Ziglar, the first four years of a child's life are more valuable than the four years they will spend in college. Even at an early age, children are forming opinions about themselves that are either positive or negative.

How do you help your children develop a healthy self-image? There are three beliefs that we must instill in the hearts and minds of our children. First, they must believe they are...

1. Acceptable

The most hurtful thing in life is to be rejected by someone. Therefore, we spend most of our lives doing everything we can to avoid rejection. Our need to be accepted is so powerful that it is the driving force behind much of what we do and the decisions we make. There is a myth about acceptance; it goes like this, "If I can get everyone to think I'm perfect, they will

accept me." Parents play a crucial role to help their children know that they are loved and accepted, not on the condition of perfect looks, behavior or achievements but based upon who they are. Kids need to know that they are unconditionally loved and accepted by mom and dad no matter what. The second belief we must instill is that they are...

2. Valuable

Imagine me handing you a crisp, new \$100 bill. Would you want it? Suppose I crumpled it up, so it didn't look as attractive as when it first came from the mint. Would you still want it? Sure, you would! But wait. What if I took it outside and threw it on the ground and stomped on it so that it got so stained that the picture on the bill was barely recognizable? Would you still want it? Of course! Like all of us, there are going to be times in your child's life when they are going to feel crumpled, stomped upon, and stained. However, they need to be reminded that they are still valuable. Just as that \$100 bill maintains its value, your child needs to know that no matter how many mistakes they make in life, they will never lose their value and worth as a person. We are not what we did, nor is our future defined by our past.

3. Capable

Psychologists tell us that a child needs two things to develop a healthy, strong self-image: love and a sense of being capable. It's no different for adults. All of us need to know that what we do matters, and we do it well. Have you ever watched the Kentucky Derby? We marvel at the grace, power, and speed of those horses – even those that finish in the back of the pack. We must remind ourselves that those horses didn't arrive at Churchill Downs that day by accident. Their owners carefully bred them to be champions. When they were colts, some of these horses appeared to be nothing special. They wobbled and stumbled when they first started to walk. However, their owners and trainers knew they had the bloodlines of winners. Slowly, the young horses' potential began to emerge. As parents, one of the most significant opportunities we have is to help our kids believe they are winners. They are not only loved, but they are capable, and they can accomplish anything they put their mind and heart towards becoming and achieving.

Imagine what our children's self-worth and confidence would look like if the image they have of themselves is *acceptable*, *valuable* and *capable*. As parents, let's commit to reinforcing these truths and beliefs in the lives of our kids so that they can have strong, healthy self-images and soar to reach their unlimited potential.

Rodney Gage is a family coach, author, speaker and the founding pastor of ReThink Life Church that meets at Lake Nona High School. His passion is to help families stop drifting and start living with greater intention. To learn more, check out familyshift.com and rethinklife.com.



Zen and the Art of Being Online: The New Frontier of Streaming

BY CHRISTIAN CASALE

Zen and the Art of Being Online is a monthly column where I try to explain internet culture and news that has a real impact on the way people absorb information and media through a series of 1's and 0's.

It seemed seamless, the way that Netflix became an integral part of our lives. I don't know of another corporation that people use as a verb. "Watching Netflix" became synonymous with spending a day or night in watching television.

In 2019, Netflix hit 151.56 million subscribers in the U.S. In 2007, when the company still competed with Blockbuster renting DVDs, that number wasn't even at 7.5 million.

It's no coincidence that Netflix and Amazon became two of the most successful companies of all time at around the same time period; they both realized that you cannot go broke using the internet to make people's lives more convenient. Amazon did it by offering free, two-day shipping of any product, and Netflix did it by allowing you to watch a movie or TV show without leaving the house.

But not *any* show or movie – Netflix had to rely on licensing agreements to introduce new generations to shows like *Friends* and *The Office*. And Netflix realized that as



they got popular, they would be charged more and more to host their most popular programs.

"The goal is to become HBO faster than HBO can become us," Netflix's CCO Ted Sarandos said in 2013.

And the comparison to HBO makes sense. You pay \$15 a month for HBO, "premium cable," but you can just as well watch HBO's library of original shows and licensed films over their HBO Now app. In that way, how does that make them different from any other streaming service?

In 2013, Netflix debuted *House of Cards*, a piece of prestige television from acclaimed director David Fincher with A-list stars Kevin Spacey and Robin Wright; they firmly planted Netflix's foot in the arena of premium TV.

By the end of 2018, Netflix had over 1,000 original productions. By comparison, ABC, NBC, FOX, and The CW ordered about 500 since 2013. Netflix's content spending is expected to hit \$15 billion this year.

Their goal is clear: to have so much original content, shows, true crime documentaries, trashy teen dramas, etc., that their subscribers will have a reason to stick around when they lose a lot of their licensed content. To become HBO.

But Camelot doesn't last forever, and the end of Netflix's domination may have begun when Disney bought 20th Century Fox for more than \$70 billion.

The major streaming platforms competing for subscribers and awards over the years have been Netflix, Hulu, and Amazon Prime – and each has been able to carve out a nice little place for themselves in the market. But when a

media giant like Disney decides to get in on the game, it means trouble for everyone.

Disney now owns the rights to 14 of the 20 highest-grossing films in American history, shows like *The Simpsons* and *M*A*S*H*, the two most successful film franchises of all time, *Star Wars* and the Marvel Cinematic Universe, Pixar, and National Geographic for good measure – as well as their motion picture and animation libraries.

Throw 4K capabilities at a \$7 price tag on that, and you can't fail.

With the move, Disney also has a controlling stake in Hulu, which it will use to put out its more adult content. And it plans on bundling that streaming service with its ESPN+ service for \$13 a month.

So, is the sky falling for Netflix? Only time will tell; the "they can't leave if they're hooked" strategy might very well pay off. Disney+ might have new

bells and whistles, but people can't watch *Stranger Things* or *Narcos* on it. The company's second life will probably be as a premium media company, competing for Emmys and Oscars while they throw money at filmmakers.

What does this all mean for the consumer? That you'll have to spend more money, of course! NBC Universal is reportedly looking to launch a streaming service of its own in 2020, so you'll likely have to look there to watch favorites like *The Office*, *Friends*, and *Seinfeld*.

Apple TV is looking to get into the game, with a \$5-a-month service that will launch in November with a launch show of its own – *The Morning Show* starring Steve Carrell, Jennifer Aniston, and Reese Witherspoon.

In the era of content overload, how much are you willing to spend to make sure you're caught up with everyone else?



To Generation Z: How to Use Social Media

BY NATALIA JARAMILLO

From entering high school to graduating college, it's one of the most important times in your life. Everyone goes through it, but only the people who have lived through it can give the best advice. That's where I come in, a 20-year-old college student who's been through high school and living the college experience to give you all the tips for survival.

Everyone and their mother have Instagram. In the United States at least, the only people who don't have the social media platform are those who refuse to leave Facebook, uber-famous celebrities to maintain their privacy, or little kids. Most of those who read this column have Instagram and Twitter and maybe Facebook. You may have even been scrolling through Instagram when you saw a post promoting this very column.

However you ended up here, Instagram and social media, in general, are new frontiers that we do not know the full consequences of yet. There is not one generation that has lived an entire life with social media. There are no definitive studies of how people will be affected by it throughout the span of their lives, and Instagram went from an app for sharing pictures to an entire career-launching platform almost overnight. Therefore, social media, like any other unknown Wild West-like platform, needs to be used with caution.

Social media can be all fun and games. Use Instagram to post fun pictures of yourself and your friends. Tweet what you ate for breakfast if you really want to. Use Facebook for catching up with your family and friends and post about your favorite movie. The key is to not let social media take over your life.

Your profiles across all platforms should be like sending a letter to a friend you haven't seen all summer – excited to tell her what you are loving now, showing off the experiences you have had, but saving the very juicy details for when you see her in person. You don't need the entire internet to know you partied the entire weekend and skipped class on Monday. You probably don't show off on social media that you failed an exam, so why would you post the things that may have led up to you failing it?



Your social media is a representation of you and what you want people to know about you. If you want to share a fun experience, that's fine, but don't post all of your fun experiences, especially if they happen often. Every time you post something, you are allowing people inside your life, and they have the ability to think and say whatever they want. Although you shouldn't care what others think, you should care what your future boss thinks about the fun times.

Another reason to keep private things off of social media is because that is what people will find out about you when they get to know you. Don't spoil getting to know the real you by posting too much on social media. Keeping your love life a little more private is better because the day something goes south, it's not embarrassing to have to delete your entire Instagram feed. Keeping some mystery about your love life gives you more time with your partner and allows both of you to avoid the awkward conversation about why one isn't posting as much about the other.

Social media does have some negative effects that have been studied. The *New York Times* recently wrote a piece titled "Instagram Is Hiding Likes. Will That Reduce Anxiety?" by Mariel Padilla, where it explains how Instagram is taking action and testing its platform by removing likes on pictures and videos to see how the user is impacted. This confirms the idea that social media is a breeding ground for competition and comparing that may not be so healthy.

Social media when not used properly is already showing signs of being bad for our health. Anxiety, depression, and sadness are extreme emotions that come from a relatively new app. I once went a whole month without using Instagram and realized that I don't even like posting pictures, I just like taking them for myself for when I'm older. Mak-

ing sure that you don't spend too much time on any social media platform, hanging out with real friends in real life, and being cautious of what you post are vital tips to your mental health when using social media.

Bullying has unfortunately happened since the first generation, but cyberbullying is the new thing we must all be careful about. The issue has occurred so many times that Instagram's own info center released press material titled "Our Commitment to Lead the Fight Against Online Bullying," where they explain features they have released to fight cyberbullying. These confirmations by the very app where the bullying happens show us how real and how careful we need to be online.

You should always post something that you are proud of and that makes you feel good when you are not in the moment. Don't give anyone the chance to say mean things, and, in turn, you won't feel as big a need to prove something to the internet or spend so much time on it. Live one day at a time, don't take Instagram with you every step of the way, and you can see how much more fun living your life for you really is.

*Of course, I'm still going through the whole college situation and you should always listen to your parents' advice first, but I hope this helps. And don't forget that you have so much to offer the world! Have some advice or want advice on a specific topic?
Email Togenerationz@gmail.com with your inquiries.*



Felicity Mae Know

BY FELICITY MAE GOMER



In this monthly column, Felicity offers advice in response to questions from readers according to the month's subject theme. October's theme is "Happiness and Well-Being."

Q: I'm talking to this girl and I really want to make her my girlfriend, but I got out of a really rough relationship recently and therefore don't know if it's healthy to jump right back into a new commitment. How long is the grace period before you can get back in the game if someone feels worthwhile?

- Carlos C.



A: Only you can tell when you are ready to dive into something new. However, be certain that you are ready. Too many times, I've started something new without hav-

ing healed completely. You don't want to hurt this girl or yourself – make sure you have finished grieving and are truly ready to let someone else into your heart. If you think you're prepared and capable of this commitment, go for it! I wish you nothing but happiness. Do what is best for you, but be certain that the former chapter of your life has ended first.

Q: I find myself getting in prolonged periods of depression from time to time for no reason at all. Any tips on how to avoid this or at least come back to a normal state of mind quicker?

- Anonymous

A: I've struggled with trauma, depression, and all kinds of anxiety for the entirety of my life. While these spells are mostly inevitable, what I find helpful is focusing on things that will take my mind off those troubles. Know that you are surrounded by people who care about you, even if not required by blood, and turn your attention to things that make you happy. Go to a pet store or animal shelter and play with puppies, paint somewhere on the water with a good friend and good music, watch a comforting movie with your favorite snacks at the ready – do what you know brings you joy. If you can't seem to get yourself out of bed, at least do the bare minimum to take care of yourself: make sure you eat something even a little bit nutritious, drink some water, brush your teeth, wash your face. Something minute that seems to help me acknowledge the brighter things in life is writing down one thing per day that I am thankful for. Keep a journal by your bed so that, at the end of the day, you can reflect on all of the good things from your day and choose one to scrawl down. Keep yourself busy, find things that fulfill you. Remember that you are never, ever alone and that for every sad thought you have, there are two dozen people who will love you through it all.

Q: How do you know whether you should address an issue immediately or give it some space?

- Anonymous

A: Some issues require immediate rectification, such as if it is a problem that brings someone harm. In most cases, however, they are little squabbles within our families or workspaces that bring a lot of heat but lack civil discussion. I mentioned last month the importance of letting something cool before approaching it, and this is no different. Give someone enough time to soothe their anger before talking about the issue again. Confronting it soon after the initial argument can be explosive. You'll want to give each side time to consider the other's point, and the space can

make all the difference. Try not to bring it back up with the same emotion; speak calmly and logically to best address what is going on. Be patient and kind, no matter what.

Q: "How do I manage my busy schedule while still implementing a self-care routine in my day?"

- Elizabeth B.



A: I know what you mean! What I find effective is seeking little pockets of time in my day to incorporate self-care. My commute to work is about 30 minutes, for instance, so during this time, I set up a queue of killer songs to sing along to. Before bed, if I've had a long day, I put on a face mask and read a little bit as I wind down. I set up my heating pad on my back as I put on my makeup every morning. You have your own routine full of things you consider to be "self-care," but I recommend finding periods of solace throughout the day when you can recharge a little bit of sanity.

Have a question for Felicity? Send it to FelicityMae-Know@gmail.com and you may have your question answered!



More Than Spokes And Spandex: Meet the Members Of Nona Cycle

BY DEBRA LOWE, NONA CYCLE MEMBER

Lake Nona residents **Matt Rought** and **Andrea Accion** chose Lake Nona as their home knowing it was conducive to the active outdoor lifestyle they love. The bike lanes throughout the community and the opportunity to become members of Nona Cycle enticed them to make the move from their previous home in the Goldenrod area.



Andrea and Matt in Italy.



Andrea and Matt-Switzerland.



Andrea and Matt-Tour de France.



Andrea-2011 Disney Marathon.



Andrea-Century ride climb in Belgium.

Their individual active lifestyles brought them together on Valentine's Day four years ago, although their passion for fitness came about in different ways. Andrea is a natural athlete, having run her first race at age 14 and finishing first. As an adult, she competed in a number of prominent Central Florida races, including the Disney Marathon; in 2011, she was the top Central Florida finisher in her division and the 4th place female finisher in her age group.

Andrea was not a fan of cycling or cyclists until a neighbor encouraged her to give the sport a try; she purchased an old blue aluminum bike, and her love of cycling was born. Today, she is one of the fastest, most consistent female riders in Nona Cycle. While nearly all cyclists rely on high-tech devices and apps to track their statistics, Andrea amazingly does not own even a basic speedometer. "I just like to go fast" is all the motivation she needs to get on her bike and lead the way with Nona Cycle's fast group.

While Matt loves cycling as much as Andrea, he was quick to state that Andrea is the better, faster rider of the couple and is "okay with that." Matt's passion for cycling was ignited by a desire to become healthy; in 2000, he weighed 235 pounds and, in an effort to develop a healthy lifestyle, purchased an old Bridgestone bike and rode the Winter Garden West Orange Trail. As he became more fit, he upgraded his ride, joined the Orlando Road Club and focused on racing. In three years, he lost more than 75 pounds; however, after suffering several crashes during criterium races (a bike race consisting of several laps around a closed circuit), he decided to refocus his cycling to a safer format. He rode with a number of Central Florida cycling groups before joining Nona Cycle; his first ride with the group was Easter Sunday, 2018. Matt shared that cycling has molded him into the healthy person he is now, and the safety and caring community that Nona Cycle offers is what sets the group apart. As members of Team Nona Cycle, Matt and Andrea fundraise and ride in Ride for Ronald and Tour de Cure, two of the local cycling events supported by our cycling group.

An Ironman telecast provided additional inspiration, and in 2008, Matt competed in his first triathlon, followed by



Matt and Andrea-Nona Adventure Park.

the Florida Half Ironman, a full Florida Ironman in 2009, and Ironman competitions in Louisville, Kentucky. He completed his last Ironman in 2015, stating he is always in the middle of his age group but just finishing is enough and plans to compete again in the near future.

Matt and Andrea's passion for cycling has taken them beyond Lake Nona; each year, they participate in an annual Century (100 mile) ride in Belgium in support of a cure for cancer. Included in the route is the toughest climb in Tour de Flanders, a torturous ascent up a narrow cobblestone road. As passionate spectators of the sport, Matt and Andrea make an annual pilgrimage to cheer on the riders in Tour de France, the legendary 21-day, 2,200-mile cycling race.



Matt and Andrea-Bike at Lake Nona.

Angel Ledesma relocated his family from Puerto Rico to the Lake Nona area in 2014, seeking a better quality of life. Similar to Matt Rought, he found cycling as a path to fitness beginning in 2010 when he and his wife, Carla, began what they refer to as their “Body Transformation Journey.” Carla found her passion for Zumba while Angel developed a love for road cycling. Over an eight-month period, his weight dropped from 250 to 178 pounds, and his overall health improved dramatically. What he never expected was that through cycling, he would find a new career and life’s purpose.

Angel worked in airline management for more than 17 years; however, in March 2013, he felt something was missing in his life. The following month, he had what can only be described as an epiphany, and Riding with Santa was born. The concept was simple: Individuals and businesses donate toys, a cycling event is held to raise funds and awareness, and on Christmas Day, the toys are delivered to children who otherwise would not receive a present. 52 riders participated, and 125 toys were distributed in December 2013, and the numbers and community support increased each year. In 2017, the last year the event was held in Puerto Rico, more than 2,800 toys were distributed throughout the country and the Dominican Republic. Community support was so great that local mayors and community leaders personally delivered toys on Christmas Day.

The move to Lake Nona proved to be a turning point in Angel’s career. He no longer felt fulfilled in airline management and fortuitously landed a position with David’s World Cycle, where he remains a valued employee. Angel has led weekly rides through the shop and is now a regular on Nona Cycle’s Sunday Signature Ride, always willing to step up and assist in any way.

With the full support of Carla, Angel was determined to continue Riding with Santa here in Lake Nona. 2018’s Riding with Santa was organized in less than 35 days; 76 riders participated in the fundraising ride, and 185 toys were distributed to local children in need on Christmas Day.

Riding with Santa is now a 501(c)(3) organization with the mission statement of “More Than a Toy, an Act of Love” and plans to expand its impact to serve even more children and their parents during

the 2019 holiday season. (For more information, email: ridingwithsanta@gmail.com.)

Cycling is so much more than people on bikes taking up space on the road; we are a passionate group dedicated to using our sport to improve our community, assist those less fortunate, and inspire others to improve their health. The cycling fundraising event season begins this month, and on any given weekend, there will be multiple cycling events held in the Central Florida community with the goal of raising critical funds to support a wide variety of charitable causes. We hope you will support our efforts and as always, welcome you to join us!

Do you like to cycle or want to learn how? Join the Nona Cycle group for weekly rides: nonahood.to/nonacycle.



Angel and Family.



Angel and Carla.



Ride for Santa-toy distribution.



Angel and Carla-Ride for Santa.



Angel cycling.



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Young Athletes Gear Up for Fall With Lake Nona Youth Sports Programs

BY VALERIE SISCO

Players on the Lake Nona Junior Lions Speed™ Lacrosse team recently enjoyed a minicamp. The dedicated coaches provided a safe and fun environment for the young athletes to work on new ball tactics and improve their stick-handling. These specialized clinics gave kids more playing time and offered the opportunity for them to tune up their skills for fall.

Football is in full swing this season, too, as the Lake Nona Youth Sports Junior Lions are learning the fundamentals of football and the importance of teamwork while having a great time. Inspiring the football teams from the sidelines are the Junior Lions cheer squads, who have been working hard on their routines and mastering new techniques.

Lake Nona Youth Sports is dedicated to providing valuable life lessons for young athletes through sports and community involvement. To learn more, visit LakeNonaYouthSports.org.



Junior Lions Cheer Squads - Photo Credit, Sophia Rogers.



Junior Lions Cheer Squads - Photo Credit, Sophia Rogers.



Lake Nona Junior Lions Speed™ Lacrosse Team - Photo Credit, John Chin.



Lake Nona Junior Lions Speed™ Lacrosse Team - Photo Credit, John Chin.



Lake Nona Youth Sports Junior Lions Football - Photo Credit, Betsy Meckstroth.



Lake Nona Youth Sports Junior Lions Football - Photo Credit, Betsy Meckstroth.



LAKE NONA YOUTH SPORTS

“HOME OF THE LAKE NONA JR. LIONS”



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Thank You, Parents, Student-Athletes, and Volunteers for Your Support!

CURRENT EVENTS

- **Football & Cheer**
 - Happening now
 - See website for upcoming home game days
- **Lacrosse Boys Registration**
 - See website for details or email us: JRLionsLacrosse@LakeNonaYouthSports.org
- **Wrestling**
 - Registration Open Now! See website for details JRLionsWrestling@LakeNonaYouthSports.org
- **Baseball**
 - Partnership with SOBR. See website for updates and more information.

OPPORTUNITIES TO HELP

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“Sponsor a Child Program” Local families in financial need.

Email: C.R.Dunnavant@LakeNonaYouthSports.org

A special thanks again to all the parents in the community who help make Lake Nona Youth Sports successful. We are an all-volunteer program serving the youth of our community; no one is paid for their time or service.

THANK YOU FOR ALL YOU DO!!!

THANK YOU TO ALL OUR NEW CORPORATE SPONSORSHIPS!

For more information, email LakeNonaJRLions@LakeNonaYouthSports.org or visit <http://leagues.bluesombrero.com/lakenonajrlions>

Website: LakeNonaYouthSports.org

We are a nonprofit 501(c)(3)

The Lake Nona Book Maven Review

BY LINDA CARVIN

The Only Woman in the Room

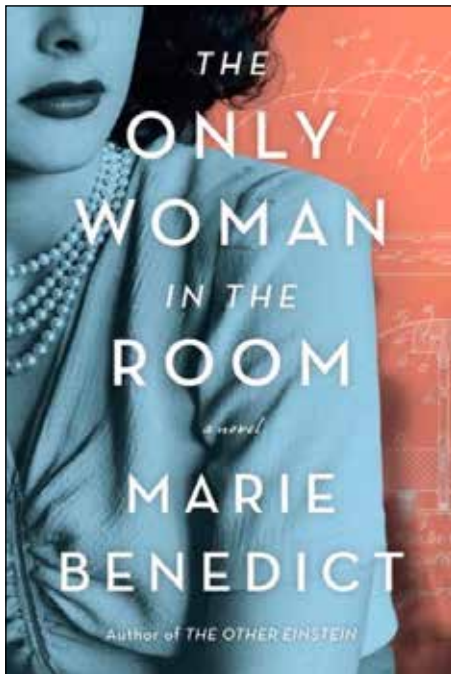
Author: Marie Benedict

Some of you may have read *Carnegie's Maid*, or perhaps *The Other Einstein*, or maybe *Lady Clementine* (about Winston Churchill's wife), all by the author Marie Benedict, who also writes under the name Heather Benedict Terrell. Her 2019 novel, *The Only Woman in the Room*, is about Hedy Lamarr, the 1940s Hollywood film star. Ms. Benedict seems to focus on women in history who had significant accomplishments but were overshadowed by the famous and/or powerful men in their lives. Fortunately for the author, there are many women who led interesting

but unrecognized lives and who make for good reading. And Hedy Lamarr in *The Only Woman in the Room* is the perfect subject.

Ms. Benedict, who worked as a corporate lawyer in New York, was often literally the only woman in the room. So, it makes sense that she would use her personal experience to write about what life is like when you are curious and smart, and in a situation where your contributions may not be appreciated and may even be overlooked.

This story of Hedwig (Hedy) Kiesler Lamarr begins in Austria in 1933 when the beautiful Hedy



was starring in a play in Vienna. Hedy was noticed and virtually stalked by a wealthy arms dealer. As a Jew in Austria in the 1930s, Hedy decided the best way to ensure safety for her parents and herself, in what appeared to be turbulent times ahead, was to agree to marry her wealthy suitor.

The curious and intelligent Hedy was whisked away into a life where she still performed but only as a beautiful trophy wife. At times no more than a captive, she was required to wear specific clothes chosen by her husband and to host dinners for wealthy and important men in Europe. Hedy quietly

paid attention to even the most technical

discussions and learned secrets no one could possibly imagine she would grasp.

As the political tides in Austria and Germany shifted when Hitler rose to power, Hedy's life changed dramatically. How she eventually became a film star in Hollywood is an amazing and true story. But the more astounding part is the role Hedy was able to play in inventing communications devices that would help the U.S. and the Allies defeat the Nazis.

I found this book easy to read, and the story was compelling enough that I was able to finish it in a few days. The historical facts are there, but the fictional conversations and interactions transform what would otherwise be a black-and-white, non-fiction account into a dramatic story in full living color. *The Only Woman in the Room* is a *New York Times* bestseller, the January 2019 Barnes and Noble book club selection, and also gets just under four stars on Goodreads and just over four stars at Barnes and Noble. Happy Reading!



Sunny Side Up: Soccer

BY PHILIP LONG

On the lighter side of the Nonahood, this is a column about the humorous realities of life in Central Florida. We must choose to laugh and sweat rather than cry and sweat.

Sports in Central Florida: Should they exist? What follows is a pain-riddled case study.

My first encounter with a sport in Florida was in college, playing soccer in Daytona. I scored a fantastic goal with two minutes left on the clock to tie things up, only to lose two minutes into overtime. Life.

But boy, that goal is one I'll never forget. I received the ball 25 yards from the goal and the moment I made contact, it leaped off my foot and screamed (in obvious pain) into the net.

The goal was a scorcher, a thing of sheer athletic genius, one for the history books, or well, at least the history book I plan on self-publishing called, *The Life and Times of Me: a historical account of one amazing moment alongside various sundry other moments that my mother will enjoy*.

That game was over 20 years ago, but I still play. The ball doesn't so much leap off my foot as limp. But that was in Daytona, not in Central Florida.

Here, we play at work during our lunch hour. I know, it's pretty insane. We've tried getting up early before work, before the horrible blazing ball of hotness we call the sun besets us in all its furnace-y fury, but we're too lazy. So laziness swings around full circle to bite us in our sweaty butts. Laziness is both mean and gross.

Before we play, we have to set up ridiculous foldable goals. The malevolent equipment terrorizes us in its stubborn refusal to cooperate. Once, it took us 45 minutes to untangle the net. I had to take three water breaks, one player laid down in the heat, saying, "I just need to take a nap" (does dehydration work like hypothermia?), and another player began hallucinating, thinking he was on a fishing boat, "Tell the Cap I'll get to the



tangled rigging portside, once I've managed this blankety-blank mess." Sailors.

Yet we face more than mere heat stroke. Our field is situated beside a pond that soccer balls can't resist. Preferring to cool off rather than be kicked around by shoes that eggs could fry on, our soccer balls merrily flit, fly and limp into the pond. There they blissfully bob, lollygagging and sniggering as they watch the proceedings.

Once, one of our more problematic balls flew onto a nearby road. He got run over. Served him right.

Then there are the little things like tying our shoes. Once tied, there's no untying them. If they don't get wet in the pond while we fearfully (gators will get us all) fish protesting balls out, they will get wet by the sweat cascading down our bodies. One day, I scrunched up my toes to see sweat coming out of my shoes. So our laces will get very wet. When rope gets wet, it's un-untie-able. I've had this pair on for a week. I think my toes may have bloomed into mushrooms by now.

At the end of every game, since we can't breathe, we shake hands as if to say with our hands, "Congrats for not sweating

yourself into oblivion and turning into a pile of dust."

Regardless of all the pain and suffering, we do this for fun.

"That ball was out."

"No, it was in."

"Are you kidding me? It was out."

"We need a ref."

"Shut up, Carl."

"I didn't see it. Are anyone else's eyes stinging?"

"Look what you did, guys. Now the ball's in the pond."

"Ha. Losers," says ball.

Then there's ant bites that increase our foot speed and sandhill crane droppings that keep us from slide-tackling. And when all's said and done, we walk fully dressed into the shower because, at that point, what's the difference?

Is all the pain worthwhile? I believe so. But I would say if you're going to play a sport in Central Florida, the classic Floridian sport of shuffleboard makes a lot more sense. I suggest shade, a mister, a fan, a wet towel,

a cooling vest. Or better yet, find an indoor skate rink and take up curling, which we all know is a rip-off of shuffleboard.

In the meantime, if you see morons running around like human sprinklers in the middle of the day trying to play soccer, it's not a mirage, we're out there for the love of the game, or possibly because we think we're captaining a shipping boat.

Philip is a father and husband who coaches soccer with Coerver Coaching and freelances as a writer, illustrator, and carver. He's constantly sniggering to himself whilst whittling spoons and toys in the kitchen (hey, it's way too hot outside). To his wife's chagrin, the kids track wood chips around the house. He would love to hear from you at plong3510.com, either to giggle with him about something silly he wrote or for any carving, illustration or writing needs. Oh, and please remind him to sweep up.



Binge-Watching in the Nonahood: 13 Reasons Why

ARTICLE BY DEMI TAVERAS
PHOTOS COURTESY OF
NETFLIX.COM

RATED TV-MA

Minor spoilers about 13 Reasons Why

13 Reasons Why first premiered on Netflix in 2017 and instantly became one of Netflix's staple shows. It's a high school drama with a young and attractive cast, and the series, as well as the actors, were sure to gain a following quickly.

However, it was subject to a lot of criticism because of the heavy topics brought up and the graphic scenes that many thought

were triggering. 13 Reasons Why was the first show I had seen in mainstream media that dove deeply into the topic of teen suicide, and I thought that even with its flaws, the show still made great strides to start a dialogue about something that isn't easy to talk about.

The third season of the show premiered this August, and I actually was a bit reluctant to watch it at all since I'm not necessarily a fan of some of its other aspects – the jock/nerd/rebel archetypes, some awkward dialogue, the frustrating lack of agency that the adult characters seem to have ... but we all know how it feels when you just want something to binge-watch, and I was soon sucked right back into the mystery of the show and quickly finished the entirety of the third season in a couple of weeks. The season made me stand by my claim that the show makes a great effort to talk about the hard stuff, and its overall humane message of being present for people is just a good reminder to have.

The third season focuses on the death of Bryce Walker, who might be involved in said death, and that no matter how you spin it, no one's really innocent. Everybody played some kind of part in the events leading up to his death, whether it was premeditated or not. The show em-

phasizes the duality we as humans have; there's always more than one side to every story, and we all have good and bad inside of us. I like how most of the characters try to act on the good.

One of the main ideas to grab from the third season of the show is the concept of rehabilitation, but not the type of rehab you might be thinking about. For example, the antagonist Bryce Walker has done some of the most awful things imaginable throughout the course of this show, and

see how they cover up his planned attack and rehabilitate him into a safe mental space where he can eventually get back to normal. Through his character, we're shown that change is possible and that no matter how far down you think you are, with the help of those around you, you can survive and accomplish more than you ever thought you could.

Is the show perfect? No, but perfect is a pretty high bar. 13 Reasons Why is honest. The actors are honest in their portrayals,



Bryce is ostracized and paying for the pain he's caused a majority of the other characters in the third season. But then we see him try to do better before his imminent death. He starts thinking of how to make amends to every single person he's wronged, and he even begins to repair these broken relationships. He gives you a sense of hope, that people can change and he is changing, but it can also stir a feeling of frustration or anger because you're empathizing with the antagonist.

Another example is Tyler Down. In the final episode of the second season, Tyler had planned to shoot his classmates at the Spring Fling after a gruesome run-in with the jocks that left him broken as ever. His friends manage to talk him down, and we

and the creators conduct so much reason to try to be as authentic to teenagers facing these same issues. And for that, I definitely recommend checking this show out.

Demi is currently a senior at UCF, studying creative writing. She is a lover of the arts and always eager to discuss films, TV and music. Send in shows to be binge-watched at demi@nona.media!



Music Review: - Ugh, those feels again by Snoh Aalegra

ARTICLE BY DEMI TAVERAS
PHOTO COURTESY OF
WWW.SNOHAALEGRA.COM

As October starts creeping in and autumn starts its minimal appearance in the Central Florida area, the type of music I begin listening to leans closer to that kind of coffee shop music that makes me want to have a good book in one hand, a mug of hot chocolate in the other, all while being snuggled under a blanket – you know, the sweater weather vibes. Like right now, I have Snoh Aalegra's new album *Ugh, those feels again* on with one of those "fall" scented candles lit, as well as a cup of hot coffee and the blinds closed to hide the sun ... listen, Lake Nona, do not let anyone stop you from enjoying this season, even in the 80-degree weather. I sure don't!

Let's start with a little background on Aalegra since she's not as well known to those who don't follow the current R&B scene closely. She was born and raised in Sweden to Iranian parents, now currently living in Los Angeles. She debuted in music under the stage name Sheri, later changing to "Snoh Aalegra" in 2014. Her first album *Feels* released in 2017, and now she has come back with even more feels and titled her second album accordingly.

This album begins with an amazing intro titled "Here Now." Her voice is tuned to a higher pitch but just until the beat drops, which creates an exciting contrast. We hear her actual silky voice come in with-

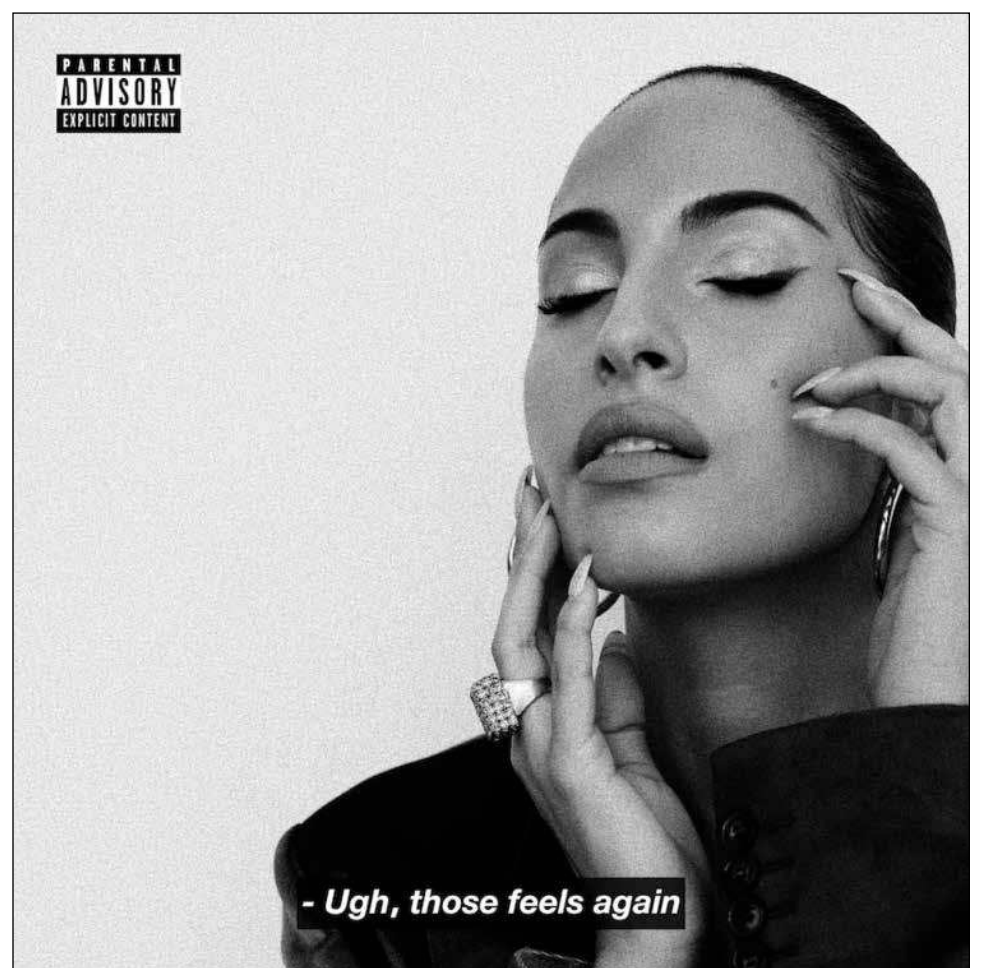
out any distortion, which gets us excited to jump into the full-length songs.

The first song, "I Want You Around," pushed me to continue listening to the rest of the album in one sitting; the mellow beat suits her voice and allows her to showcase those velvety vocals of hers that can put you into a trance. "Situationship" tackles feelings of confusion and indecisiveness in a relationship, and we get to hear more of Aalegra's range as she sings in higher octaves than the previous song. She beautifully captures the aura of being in love in "Whoa," where she simply just sings, "You make me feel like whoa," but the soul behind her voice makes you completely understand the place of speechlessness that she's coming from – "whoa" pretty much sums it up.

One thing I really enjoy about this album is that it's purely Aalegra, no features, just her singing her heart out to her own words. But there are moments in songs where we hear other voices in the background, and in "Find Someone Like You," a choir gives the song a nuance that it wouldn't have otherwise and takes this song about finding that perfect someone to a heavenly level. "Love Like That" is one of the more solemn songs on the album as it talks about a toxic type of love; you can pick out a violin quietly playing alongside the beat. Really pulls on your heartstrings.

"Be Careful" is my favorite song off of the album, and sadly, it's only a minute and 48 seconds long. But that's because it works more as an interlude between the enchanting first half and the more melancholy second half of the album. Her voice is pitched lower occasionally throughout the song, which I like because it's dramatic and makes the song as a whole stand out from everything else on the album.

"Charleville 9200, Pt. II" alludes to a love song off of her 2016 EP *Don't Explain*. The love that she sang about in "Charleville 9200" has changed drastically in "Charleville 9200, Pt. II" and moved into



a low point where the lovers are now complete strangers. "You" is absolutely heart wrenching due to the longing felt from the lyrics and the raspiness of Aalegra's voice; she definitely had me all in my feels there! "Njoy" is another short song, but an empowering one where Aalegra lets go of those feelings of sadness and wishes her ex-lover goodbye for good.

She lifts us back up for a moment with "I Didn't Mean To Fall In Love," and all is

lovely again as she recounts a love that occurred by accident. This spectacular album cathartically ends with "Peace," and after so many feels, we can enjoy letting go of the ones that can sometimes make us crazy and finally gain the most freeing feeling of all: peace of mind.



The Nona Film Review: Hereditary

ARTICLE BY DEMI TAVERAS
PHOTOS COURTESY OF
[TWITTER.COM/HEREDITARYMOVIE](https://twitter.com/HEREDITARYMOVIE)

RATED R

*Spoilers about the film *Hereditary**

October has arrived, and everyone knows what that means! It's the spooky season! And in celebration of the spookiest month of the year, I wanted to review the best horror film I've seen made in the past decade, *Hereditary*. The film came out last summer, and I finally gathered the courage to watch it (with my mom) after hearing about how bone-chilling it was.

Now, I am in no way the biggest horror

movie fiend; I just recently started getting into this genre because I was always too scared to sit through any horror film rated R. But I have seen my fair share this year, and *Hereditary* is without a doubt a work of art ... just a very, very terrifying one.

Hereditary focuses on a family of four after the passing of their grandmother. Because there are only so many characters, viewers intimately get to know each member of the family, from the parents Steve and Annie to the teenage siblings Peter and Charlie, and see how they react to losing this family member that none of them knew all too well. The secretive past of the grandmother sets up a ticking time bomb that I knew would have to be revealed by the end of the movie.

Something you'll notice from the beginning is that the movie is not your average scary movie full of jump scares and gimmicks. It's very cinematic in the way it's shot, the color schemes that were used, and in its rustic setting, which is gorgeous and probably the least scary thing about the movie.

The true horror starts after Peter and Charlie head to a party where Charlie, who's allergic to nuts, accidentally eats a piece of cake containing some. She has a

severe allergic reaction, and Peter obviously tries to rush her to the hospital.

On the way there, however, things go awfully wrong, and Charlie is killed in an appalling way that I won't spoil but has nothing to do with her nut allergy. Peter, in shock, drives home with his sister's body in the backseat and immediately goes to bed, leaving his mother to find her in the morning. Here is where tensions escalate the most, and we see the family in unbelievable grief, creating these internal conflicts between the characters that make the film seem so real and raw.

The external conflict of the film is much more complex. Annie meets a woman named Joan at a support group, and Joan eventually convinces Annie to perform a seance to conjure Charlie's spirit after her death. Annie uses Charlie's token sketchbook as a tool to summon her. During the seance, Charlie somehow possesses Annie's body, and her spirit is completely evil. Luckily, Steve dumps water on Annie to get her out of it, and Annie tries to burn the sketchbook to get rid of the evil spirit. But she finds she's connected to the sketchbook when she tries to burn it and almost burns herself in the process.

After the seance, Annie tries to recon-

nect with Joan, but Joan is nowhere to be found. Annie ends up searching through her mother's things and realizes that her mother was a part of a cult ... along with the mysteriously missing woman Joan.

Meanwhile, Peter gets possessed while he's at school, in a very unsettling scene that is a commendable display of acting on Alex Wolff's part. He breaks his nose and has to get picked up by his father. While Peter's resting at home, Annie tries to burn the sketchbook once again to stop the possessions, but instead of her going up in flames, Steve does, and Annie gets possessed by the spirit once again.

Suddenly, we're back to Peter. He wakes up, and perhaps the most creepy sequence of scenes commences: We see Annie hanging in the upper corners of his bedroom, eventually crawling on the ceiling to follow him as he finds his father's burnt body. This scene is definitely the most talked about of the movie.

Peter finally sees his mother, and a chase ensues that leads to Annie getting killed and Peter jumping out of the window. The spirit now enters the only person still alive - Peter - and leads him to the treehouse in the backyard. Inside the treehouse, Joan is there along with all of the other cult members. Annie and Charlie's bodies are there as well as the grandmother's, and Joan tells us that the mission of the cult was to get a male host for the evil spirit that now resides in Peter's body and that the mission is now complete.

Ha, didn't that take an unexpected little turn? If you can muster the courage to sit through *Hereditary*, it is currently available to stream on Amazon Prime! I highly recommend watching it, even if you aren't a fan of scary movies. It has some unforgettable moments that will go down in cinematic history, and it's a horror film you can appreciate for its story and extended metaphors about trauma, family dynamics, and grief.

Demi is currently a senior at UCF, studying creative writing. She is a lover of the arts and always eager to discuss films, TV and music. Have any movies to recommend? Shoot her an email at demi@nona.media.





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Relay For Life Of Lake Nona – A Community United Against Cancer

BY SHARON FUENTES



During Survivor Lap - Photo Credit Lisa Mansini.



Caregiver Lap - Photo Credit Andy Guiles AT Studios.



Nearly everyone knows somebody who has, in some way, been affected by cancer. That is why Relay For Life co-chairs Christine Busheme and Lisa Mansini are hoping our community will come out in full force to this year's Nov. 2 Lake Nona Event.

The 2019 Relay theme is "Live, Learn, Work, Play and RELAY," and thanks to the presenting sponsor, Tavistock Development Company, it will take place within the Lake Nona Town Center (next to Boxi Park!). "This year, we are aiming to create a festival experience that encourages EVERYONE (families, couples, singles) to attend," says Busheme. The event



Lake Nona HS Choir Perform during Luminaria Ceremony. Photo Credit Andy Guiles- AT Studios.

funds raised go directly to childhood cancer research and programs. This year's event will also take advantage of being in the heart of Medical City by providing an educational cancer awareness component led by the University of Central Florida College of Medicine Team.

Relay festivities will begin at 1 p.m. with the traditional Opening Ceremony – a celebratory time where Teams, Survivors, Caregivers, and the Community are welcomed, followed by the Survivor/Caregiver lap, Youth Celebrations and other festivities including a Survivor lunch. At Relay For Life, Survivors are treated as VIPs and are invited to a special FREE luncheon in their honor. The lunch is designed to

introduce survivors (and one guest of their choice) to others who are facing similar challenges and creates opportunities for



Luminarias Photo Credit Andy Guiles AT Studios.

committee hopes to create a community showcase with a purpose. The purpose, of course, will remain the same as years past: Have fun. Raise funds. Fight cancer.

The statistics are daunting: One out of three people in the U.S. will be diagnosed with cancer in their lifetime. The Relay For Life movement is the American Cancer Society's signature fundraiser dedicated to helping communities lower those odds. Relay For Life is a pre-registered TEAM event composed of community families, neighborhoods, groups, schools, and businesses that wish to make a difference.

Team members take turns walking around a track or designated path. It is a time to not only honor survivors, acknowledge the caregivers, and remember loved ones who have lost their battle, but also to raise funds for cancer research, help give patients and their families the resources they need, offer free rides to chemo, free places to stay near hospitals, wigs to wear, and a live 24/7 helpline for answers and support.

The Lake Nona Relay is unique because it also has a Gold Together Team where all



Laurate Park Elementary #Going Gold Team - Photo credit Lisa Mansini.

sharing stories, friendship, and hope.

To register as a survivor and for the luncheon, email LakeNonaSurvivor@gmail.com or call 1-800-227-2345 and select option 2, and tell them you wish to register as a survivor for the Lake Nona Relay. When responding via email, please include your name, youth or adult survivor, and t-shirt size.

Throughout the afternoon and evening, there will be entertainment, food, activities, a kid's carnival, contests, fun for all ages, and this year a special vendor area where people can shop for a good cause. While all the activities are going on, each team is always asked to have a member on the track to signify that cancer never sleeps. "Cancer patients don't stop because they're tired, and for one afternoon and one night, neither do we," says co-chair and cancer survivor Mansini.

As night falls, Luminaria will be lit and will surround the walking area; it will serve both as a way to illuminate the path and as a powerful symbol that our loved ones are always in our hearts and those touched

by cancer are never alone. This year, the Relay For Life Committee would like to challenge the community to have 1,000 Luminaria lighting our path. To purchase one "in honor of" or "in memory of" someone touched by cancer, visit the Relay website at www.relayforlife.org/LakeNonaFL. There will also be a remembrance slideshow (which will be held at 9 p.m.), please email a picture in a PDF or JPEG format and include name and date of birth/date they passed by midnight on Oct. 27. Email to: LakeNonaRelay@gmail.com.

Relay For Life of Lake Nona is open to the entire community! If you are interested in volunteering the day of the event, being a vendor, sponsor, or providing entertainment, please email: LakeNonaRelay@gmail.com. To DONATE or register a team (it's free), visit the relay website at www.relayforlife.org/LakeNonaFL.

RELAY FOR LIFE OF LAKE NONA EVENT DETAILS:

- Theme: Live, Learn, Work, Play and RELAY
- When: Saturday, Nov. 2
- Where: Lake Nona Town Center
6900 Tavistock Lakes Blvd.
Orlando, FL 32827
- What: Community Festival and Pre-Registered Team Walk
- Who: EVERYONE is invited – all ages
- Time: 1 p.m. to 10 p.m.
- Cost: FREE to attend



Survivors Photo Credit Nicole Mansini.

WHAT THEY SAY ABOUT COMMUNITY CONNECTIONS



2019 WORKSHOP SCHEDULE

WORKSHOPS HELD AT BEARDALL SENIOR CENTER
800 SOUTH DELANEY AVENUE, ORLANDO, FL 32801

January 12:	HOA & Condo Board of Directors Certification Training
February 9:	Behind the Badge
March 9:	What is That? Curious Facts of Orlando and Orange County
April 13:	Neighborhood Wellness Challenge
May 11:	Be Prepared. Stay Safe.
June 8:	2019 Legislative Updates
July 13:	HOA & Condo Board Of Directors Certification Training
August 10:	Crime Prevention and Neighborhood Safety
September 18:	Building Stronger Neighborhoods
October 12:	Sustainable Living Made Easy
November 9:	Navigating Neighborhood Resources

Looking forward to the next workshop!

Great presentation! Excellent speaker and informative.

To register, go to orangecountyfl.net/NeighborsHousing/CommunityConnectionsWorkshops

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OCTOBER

events

VISIT WWW.NONAHOODNEWS.COM/EVENTS FOR UPDATED EVENTS AND DETAILED INFORMATION.

- 1 LNRCC First Tuesdays | After Hours at Kisselback Ford (5:30-7:30 p.m.)
- 2 Sip and Shop at Canvas Market (5-9 p.m.)
- 3 LNRCC Young Professionals Group at Canvas (8-9 a.m.)
- 3 Latin Night featuring DJ Dynamite at Boxi Park (7-10 p.m.)
- 4 Nona Leadership Network at GuideWell (7-8:15 a.m.)
- 4 Harry's Sip & Savor Pairing Dinner at Rosen Centre (6:30-10 p.m.)
- 5 Cars & Coffee Central Florida at Sam's Club (8-11 a.m.)
- 5 Central Florida's Festival For Good at Orlando Brewing (2:30-8 p.m.)
- 6 Artisan Market "Pop Up Series" at Canvas Market (12-4 p.m.)
- 10 LNRCC Breakfast Connections at The Belfry Restaurant at Eagle Creek Golf Club (8-9:30 a.m.)
- 11 Nona Leadership Network at GuideWell (7-8:15 a.m.)
- 11 Live2Lead: Lake Nona at Wycliffe Discovery Center (8:30 a.m.-3 p.m.)
- 12 S.K.A.I. Creative Writing/Poetry Classes at Valencia (10:30 a.m.-12:30 p.m.)
- 12 EOCC Education Day (10 a.m.-2 p.m.)
- 12 Back to Nature Wildlife Refuge's Owlween (2-6 p.m.)
- 12 Wellness Pop Up at Canvas Market (11:30 a.m.-2:30 p.m.)
- 12 Murder At Cafe Noir - Dinner Show at Lakehouse (6-10 p.m.)
- 12 City of Orlando Sustainable Living Made Easy Workshop at Beardall Senior Center (9:30-11:30 a.m.)
- 13 10th Annual Ride-For-RMHCCF in Lake Nona (6 a.m.-3 p.m.)
- 14 Columbus Day
- 17 OCPS Teacher Workday/Student Holiday
- 17 Cars & Motorcycles at Canvas - (6-9 p.m.)
- 18 OCPS Teacher Professional Day/Student Holiday
- 19 RMHCCF Bubbles & Blackjack
- 19 Bubbles and Bow Ties, an Orlando Charity Event at Rosen Plaza (8-11:30 p.m.)
- 19 Taste of Nona: Diamonds and Denim (6-10p.m.)
- 20 Canvas Pop-up Shop: Heidi's Pillows (10 a.m.-2 p.m.)
- 24 Nona Connect Networking at Graffiti Junktion (11:30 a.m.-1 p.m.)
- 31 Halloween

Save the dates

- Nov. 2: Relay for Life Lake Nona
- Nov. 25-29: OCPS Thanksgiving Break
- Dec. 23-Jan. 3: OCPS Winter Break

Weekly Events

LAKE NONA FARMERS MARKET
Saturdays 11 a.m.-3 p.m.
Lake Nona Town Center
www.facebook.com/LakeNonaFM

THE MONDAY MARKET at Lake Nona YMCA
Mondays 4:30-8 p.m.
YMCA of Central Florida (Lake Nona),
9055 Northlake Parkway
www.facebook.com/Lakenonaymcafarmersmarket/

LP YOGA
Mondays & Wednesdays 6 p.m. & 7 p.m.
LP Fit in Laureate Park
www.facebook.com/learnlakenona/

MORNING MEDITATION
Wednesday 6 a.m.
Lakehouse in Laureate Park
www.facebook.com/learnlakenona/

CYCLE & CORE
Tuesdays & Thursdays 6 a.m.
LP Fit in Laureate Park
www.facebook.com/learnlakenona/

CHESS CLUB
Wednesdays 3:30 p.m.
Lakehouse in Laureate Park
www.facebook.com/learnlakenona/

LIVE + LOCAL
Thursdays 6-8 p.m.
Crescent Park in Laureate Park
www.facebook.com/learnlakenona/

ART AFTER DARK
Fridays 6-9 p.m.
Lake Nona Town Center
Food trucks on first Friday of each month
www.facebook.com/artafterdarklakenona/

YOGA NONA Sponsored by Lake Nona Life Project
Saturdays 10-11 a.m.
Crescent Park in Laureate Park
www.facebook.com/learnlakenona/

THE SATURDAY MARKET at Valencia Community College Lake Nona
Saturdays 9 a.m.
Valencia College, Lake Nona Campus
12350 Narcoossee Rd.
www.facebook.com/LakeNonaFarmersFreshMarket/

Please check our online calendar for event details like locations, any costs or registration requirements, etc. You can also submit your organization's events online. www.nonahoodnews.com/events

10TH ANNUAL

RIDE FOR RMHCCF

www.rideforrmhccf.org



SUNDAY, OCTOBER 13, 2019
LAKE NONA TOWN CENTER

Join us for a great day of cycling, walking, or running at the Lake Nona Town Center on Sunday, October 13, 2019, all to benefit the 2,600 families that will turn to our three Houses this year!



Move Nona Autonomous Shuttle ADVERTISING

BEEP AND LAKE NONA ARE LEADING THE WAY

for mobility transformation within our community with the launch of our new autonomous mobility services. We can customize a branded experience to reach a highly qualified, influential, targeted, and captive audience in a dramatic and innovative fashion so you can:

- **Strengthen awareness and presence**
- **Drive new customers to your business**
- **Differentiate your brand and be associated with innovation and sustainability**



EXTERIOR AND INTERIOR ADVERTISING OPTIONS

Static and Video Ads:

- **Captive audience for 6-8 minutes**
- **Efficient digital displays allow short term promotions and ability to rotate messages**
- **2 display screens per shuttle with simultaneous broadcast**
- **Opportunity to brand floor cover**

Contact us:
www.nona.link/gobeep