

The Business & Dining Guide Directly Mailed To East Lake & Surrounding Areas

This Independent Community News, Business & Dining Guide Is Directly Mailed Once Each Month To: Boot Ranch, Brookers Landing, Crescent Oaks, Cypress Cove, Cypress Lakes Estates, Cypress Run, Cypress Trails, Deer Hollow, Grey Oak, Eagle Cove, Eagle's Cove at Lake Tarpon, Eagle Ridge, Eagle Trace, Eagle Watch, East Lake Oaks, East Lake Woodlands, Hunters Wood, Lansbrook, Lansbrook Village, Keystone Bluffs, Keystone Palms, Meadow Ridge, Nature's Watch, Oak Hill, Pine Ridge, Regina Estates, Ridgemoor, Tarpon Woods, Wentworth, Whispering Lakes, Woodfield

Cool Water Pools & Spa

Building a Reputation for Quality in East Lake

By Melanie Tyler

Rumor has it...you can't drive past a single subdivision in Northern Pinellas or Trinity without passing two or more custom pools designed and built by Cool Water Pools & Spas, Inc. But a simple drive-by and acknowledgement of this fact just doesn't cut it. I needed more input. Given their reputation, I decided to take a quick walk around back to take a peek at some of their creations.

Immediate impression.....Wow!

At first glance you realize this is not your average pool builder. Rather, this is a pool designer with a flare for layout, an architect's sense of form, space and

utility, and an eye for elaborate detail and craftsmanship. The sum of which transforms a simple backyard into the feel of a tropical resort. Whether you are outside on the deck or viewing the pool from within the home, you cannot side step the feeling of being on vacation. Outstanding features include: rock waterfalls and grottos, beach entryways, extensive paver decks, sun-shelves with fountains, raised spillover spas, custom lighting and "built-in" planters with exotic foliage.

Upon meeting him, Jerry Lappert, owner and president of Cool Water Pools & Spas, Inc. is a down-to-earth and modest guy. When questioned about his pool business, he immediately extends the credit to his entire crew, including office staff, in-house trades-

men and a team of dedicated contractors. With mud still on his work boots, it is apparent that Jerry is almost always in transit to a job site.

In specific, I asked Jerry, what is the most important factor to his success?

"Creating an open line of communication, beginning with the very first contact, is the most integral part of the entire pool building process," says Jerry. "From design to start up, a continual dialogue is essential to a satisfied customer. A pool is always a major investment, regardless of budget, and it is my responsibility to make sure that it is a value-added investment. Flexibility in design is also important. Instead of just having standard shapes,



Robyn McGeehan (Designer), Jerry Lappert (President) & Teresa Lappert (Office Mng.)

our customers can design anything, that is, within the limits of their budget and lot size. I'll stake out an entire pool with spray paint or a garden hose on an initial meeting because clients want to know exactly where the pool is going to be positioned and they want to 'see' the layout. Taking into account factors such as deck utilization, from outdoor

See "Cool" on page 20.

East Lake Goes Back To School

By Julie Kanehl

It's the third week of August and the local stores are filled with parents who are taking their kids back-to-school shopping, which let's face it, has become more than just the annual need for new paper and pens, the right kind of folders, protractors and scientific calculators. It's all about the clothes! Parents have been busy this summer helping their kids to have the latest and greatest, because when East Lake students go back to school, they go back to school in style.

While parents have been busy shopping, and the students have been dreading the end of their summer vacation, East Lake schools have been busy preparing their new curriculums and getting ready for the school year ahead. Meanwhile, Tropical Storm Fay was churning in the Gulf keeping everyone on edge, and canceling the first day of school in Pinellas County.



Daniel Gomez enjoys picking out some super t-shirts while school shopping!

For local students, the extra day at home was a chance to prolong the summer that went by "too quickly" according to most, and a temporary postponement of the back-to-school jitters. For local school systems, it was a waiting game, was school to be open or closed? Was the weather going to be safe enough for the buses to run? As it turns out, Tropical Storm Fay brought rain and winds to the Tampa Bay area and

closed schools and many businesses. While the weather in our area didn't turn out to be as bad as had been predicted, the now-famous tropical storm hit other parts of the state hard leaving many areas under water. Fay made land fall in Florida a record four times before it was downgraded to a tropical depression and finally left our state, but not before leaving Florida school districts and parents in a panic about the safety of their children.

For elementary school students, going to school is far from old-hat, and is a prospect filled to the brim with excitement. The Monday before school was scheduled to start, principal Randall DeVries and his staff at Cypress Woods Elementary were in full swing at the school's Character Cook-Out/Open House, where parents had the opportunity to bring their students to see their new classrooms and meet their new teachers.

Character Education is a new program at Cypress Woods, designed to infuse important character traits into every facet of the school's environment

from color-coded busses with names like Respect and Cooperation, to signs around the campus that read Citizenship and Kindness.

See "Back to School" on page 18.

INSIDE THIS ISSUE:

- Editorial.....Page 3
- Yes, It's Time To Have "That Talk"
- BergHOFF.....pgs 4-5
- Creative Curbing & Moore....
pgs 8-9
- Community Calendar... ..pg 10
- Picture Perfect Framing & Gallery
pgs 12-13
- Vetture's Restaurant...pgs 14-15
- State Farm Tony Lee..pgs 16-17

ECRWSS
Postal Customer
Dated Material
Please Rush!

PRSR STD
U.S. POSTAGE
PAID
TAMPA FL
PERMIT 1185