

# THE BLOOMINGDALE GAZETTE

Volume XXXI  
Number 9

SEPTEMBER 2011 • THE OFFICIAL PUBLICATION OF THE BLOOMINGDALE HOMEOWNERS ASSOCIATION SINCE 1980



SUSAN GREEN

Cindy Shoemake opened a gourmet bakery called Crumb de la Crumb at 1017 E. Bloomingdale Ave. The push-pop cupcakes on top of the display case are among the most popular novelty items for sale.

## How sweet it is

Gourmet bakery Crumb de la Crumb is one of the businesses to open in Bloomingdale. See story, page 4.

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### QUOTE OF THE MONTH

“There cannot be a crisis next week. My schedule is already full.”

*Henry A. Kissinger*

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# This year's Bloomingdale cheerleaders



KIM WALLACE

Bloomingdale High School 2011-2012 Junior Varsity Cheerleaders: left to right top row - Ashley Sepessy, Olivia Fleshman, Samantha Rios, Ashley Hodson, Mariah Glass Middle row - Dana Dittfeld, Heather Griffith, Ashley Halstead, Danielle Pilcher, Miranda Smead. Front row - Carissa Schwaller, Haley Dendy, Taylor Cona, Caitlyn Garn



Bloomingdale High School 2011-2012 Varsity Cheerleaders: left to right top row - Danielle Griffith, Heather Fagan, Tatiana Suzarte, Ayana Ariola, Michelle Rogers, Mellanie Gallop, Ciara McLaughlin. Middle row - Fionna McGarvie, Sydnee Gage, Olivia Kelly, Jordan Goodson, Marissa Williams, Zarrja Waleed, Cassie Fox. Front row - Sam Walmsley, Cheyenne Dougherty, Bethany Wallace, Taryn Keyser. Not pictured - Chelsey Dechellis.

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free to Bloomingdale  
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Saturday of each month.

# Pursuit of confection perfection leads to bakery business

By SUSAN GREEN

It was that first monster truck cake that drove Cindy Shoemake to a career as a gourmet baker and entrepreneur.

She wanted a special cake for her oldest child's second birthday. A supermarket bakery offered to place a toy monster truck on a sheet cake. A custom bakery in Tampa offered to create a 3-D truck from batter and frosting for \$300. Shoemake decided to make the cake herself.

According to her, it was crafted with more love than finesse. She used chocolate donuts to make the huge wheels.

"My son liked it, so that was all that mattered," Shoemake said.

But the effort led her to more experimentation with cake decorating, and later a business selling fine desserts at local restaurants, including Della's in Brandon, and working at Young Chefs Academy. In late June — with her mother, Geraldine Kanahan of Bloomingdale as her partner — she opened a bakery, Crumb de la Crumb, at 1017 E. Bloomingdale Ave., in a strip center just east of Bell Shoals Road.

Now she has a photo album filled with cakes that resemble cartoon characters, rock stars, a gumball machine, Freddy Krueger, a Gucci handbag and more, all custom crafted to suit customers' party themes. She makes cakes for weddings, baby showers and other special occasions.

Though she uses specialty baking pans for some creations, most have to be hand-carved, she said.

"I'm self-taught everything," Shoemake said. "I



SUSAN GREEN

**Cindy Shoemake, owner of the newly opened Crumb de la Crumb bakery, reaches into a display case for a cupcake shaped like an ice cream cone, one of several novelty sweets offered by her business.**

never did this as a child. My mother didn't bake. It all started when I had children."

Shoemake, who grew up in Bloomingdale, is a former respiratory therapist and mother of three: Alex, 10; Devin, 7; and Alyssa, 6. Her husband, John, is a professional chef and manager of a Qdoba Mexican Grill restaurant.

Besides cakes, Crumb de la Crumb sells fresh-baked bread, cupcakes, pastries and novelty items, including cookies made to resemble business cards and push-pop cupcakes that look like frosty popsicles.

Prices range from 50 cents for a cookie to \$160 for a three-tiered cake. Birthday cakes start at \$26 and are priced according to size and the detail work requested by the customer.

Asked to describe her favorite past confection, Shoemake struggles to choose. Maybe her favorite is the one she will do next.

"I really love the challenge of a new cake," Shoemake said. "I get so happy when I finish it and I really like what I've done."

Crumb de la Crumb can be reached at (813) 681-CAKE.



**Cindy Shoemake shows off display models of custom cakes she has made in her new gourmet bakery business, Crumb de la Crumb, at 1017 E. Bloomingdale Ave.**

## Bloomington Buzz

BY SUSAN GREEN

Labor Day this year serves as a reminder of the many unemployed people who wish they had a job. This month's question was put to customers outside Cherry's Family Restaurant in Bloomington Square shopping center:

Do you have any ideas for improving employment opportunities?



**Bill Downs of Brandon:**

"Shut down the borders and send everybody back that is here illegally, and that would put Florida in the black again."



**Dwan Klein of Valrico:**

"Have a good worth ethic and truthfulness and honesty. Even if you don't have the skill set, you can learn that."



**Kathy Riggs-Stites of Valrico:**

"My son was laid off, and he was willing to take a lesser job. ... He took a job waiting tables at Outback [Restaurant], but it gave him contacts." She said her son later got a better job in sales. "It all started with those contacts."

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Ms. Sutherland is helping Band Director Mr. Sever with band camp on a rainy day!



Crimson Guards are practicing very hard during camp with the Bloomingdale Band.

KIM WALLACE

# Bloomingdale Band Camp

By KIM WALLACE

Bloomingdale Band is ready to go for the 2011-2012 school year, working hard to make this year another great year. They've made a few tweaks to their lineup, too, in hopes of making the coming football season even more exciting.



The drums and tuba are having fun at camp!

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Zack Steele, a new Bloomingdale band member, is ready to start his new year out right!

The band director warms up the percussions and brass during band camp!

KIM WALLACE

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KIM WALLACE



All teams participating in the NCA Camp at UF!



Left to Right Marissa Williams, Cassie Fox, Brenna Keeler, Bethany Wallace, Jordan Spicer, Taryn Keyser, Mallanie Gallop, Michelle Rogers, Sydnee Gage, recieved certificates to try-out for the NCA All-American Team.

Varsity team received ribbons for performances, team award certificate and teachnical excellence certificates!

# Cheer camp a huge success for Bloomingdale

By KIM WALLACE

This year the high school cheer camp was held at the University of Florida by the National Cheerleading Association (NCA) in July. The candidates from Bloomingdale traveled to Gainesville for an eventual week of learning and bonding with each

other. There were eight other high schools from all over the state who attended camp the same week. These girls worked from early morning until late evenings working on cheers, stunts and dances. During the week the NCA staff also picked girls to try-out for an All American

Team. There were several girls from Bloomingdale that were picked for showing superior a display of all-around technique during the NCA camp. The four days of camp were a lot of hard work and fun for our girls. Needless to say the week was a huge success!



Award ceremony last day of camp!

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## Surprise! Happy birthday Cathy (and Michael)



Matthew, Michael, Cathy, Marcus and Michael Butler.

Celebrating a birthday is always exciting, especially when it's a surprise. Cathy Butler recently celebrated her 45th birthday with her family and some very special friends at Circle's Bar and Grill.

Cathy said she couldn't believe that she was caught in a surprise or that her husband and sons could keep a secret from her.

As it turns out, Cathy thought that the luncheon was arranged by her friends and was for her husband. Why? Well, it was actually his birthday, too.

Her husband Michael arranged the entire event and of course her sons and friends were glad to help pull it off. The surprise was a huge success!

Happy Birthday Cathy and Michael!



Cathy Butler (center) with wonderful friends

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SUSAN GREEN

Joseph and JoAnna Piazza opened Back by Demand Thrift in Bloomingdale Plaza Aug. 6.

# New store targets customer shift to thrift

By SUSAN GREEN

What do a Wurlitzer organ, a seashell necklace and a Miss Piggy doll have in common?

One day last month, they were all looking for a second home in a new secondhand shop dubbed Back By Demand Thrift.

Joseph and JoAnna Piazza of Brandon opened the store Aug. 6 at 173 E. Bloomingdale Ave., in the Winn Dixie shopping center at John Moore Road and Bloomingdale. The couple, former schoolteachers who got married three years ago, said they opened the store after conducting a thriving sales business on eBay.

"We both have a love for thrift stores and rummaging and that sort of thing," JoAnna said. "We've always dreamed of having our own business."

She said the couple chose Bloomingdale for



This Wurlitzer organ was part of an eclectic assortment of sale items at Back by Demand Thrift in Bloomingdale.

the store because there are not many similar outlets in the community. Unlike some secondhand and consignment shops, Back By Demand offers an eclectic mix of clothing, furniture, knickknacks, jewelry and books instead of specializing in certain types of wares, such as designer garb or products for children.

"We have everything, and if we don't have it, who knows? Tomorrow we might," JoAnna said.

Although starting a new business in the midst of a national economic downturn was worrisome, the Piazas thought the financial climate might enhance the store's chances of success.

"We've heard people saying they're turning to this type of shopping as opposed to shopping at the mall," JoAnna said. "We thought it might be the right time."

The store owners recruit donations, and a portion of the sales proceeds benefit the Susan G. Komen Foundation that targets breast cancer and the Society for the Prevention of Cruelty to Animals. Joseph said the store donates a minimum of \$60 a month to the SPCA, and at least

\$250 to Komen.

Customers with furniture, designer clothes or high-end wares can offer their goods on consignment. Items can be purchased on a layaway plan.

The highest priced item in the store is a collectible framed display of New York Yankees memorabilia, which bears a \$1,500 price tag. JoAnna said some items in the store are marked as low as 25 cents.

She said she eventually hopes to offer coffee and sweets in the "book nook" area and make the store comfortable for friends and family members who want to relax while companions shop.

The Piazas also keep lists of desired items they don't have so they can call customers if they get a requested item, JoAnna said. So far, though, she said, most people seem to enjoy browsing for nothing in particular.

"I think people like the hunt to find hidden treasure."

The store is open from 9 a.m. to 6 p.m. Tuesday through Friday and 8 a.m. to 4 p.m. on Saturdays. For information, call (813) 438-8910, visit or look for the store by name on Facebook.



This assortment of collector dolls is among the wares offered for sale at Back by Demand Thrift in Bloomingdale Plaza.



Customers can browse among clothes, furniture and novelty items at Back by Demand Thrift in Bloomingdale Plaza.

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## Valrico Lake starts classes despite construction delay

By SUSAN GREEN

Heavy downpours delayed construction of the new Valrico Lake Advantage Academy, a charter school being built on the north side of Boyette Road, just west of Bell Shoals Road.

Nevertheless, classes began Aug. 23 for children in kindergarten through seventh grade – just not in the new building and not all in the same place.

Bonnie Guertin, the school's principal, said administrators had a contingency plan in case the building wasn't ready for students by the scheduled first day of school.

Children in kindergarten through second grade started classes at Valrico Lake's former location at



SUSAN GREEN

**The new Valrico Lake Advantage Academy building was nearing completion in late August but was not expected to be ready for occupancy until sometime in September.**

Celebration Church on Bloomingdale Avenue. Older children met with their teachers at Fish-Hawk Fellowship Church in Lithia. The plans included accommodations for bus service, lunches and arts classes, according to the school Web site.

More than 950 students applied to enroll at Val-

rico Lake, but only 530 were accepted, Guertin said. School leaders wanted to be sure they could accommodate all students in the event the building was not ready for occupancy.

The new building is expected to open no later than Sept. 22, the principal said.

## Primrose School opens on Bloomingdale

By SUSAN GREEN

It was a long time coming, but the doors finally opened on Primrose School at 1280 Bloomingdale Ave.

The school met all of its childcare licensing and construction requirements and opened Aug. 22, said Ketan Gohil, who owns the facility with his wife, Ami.

"It's been quite exciting the last two weeks," Gohil said a few days before opening the school.

Last month, the Bloomingdale Primrose opened with about 100 children enrolled, more than half the school's capacity of 184. The school accepts infants, preschoolers and after-school students, Ketan Gohil said.

The Georgia-based Primrose chain touts a "balanced learning" cur-



SUSAN GREEN

**Primrose School, which accepts children from infants to after-school students, opened in August after about six months of construction.**

riculum that targets academic and social skills through a variety of educational experiences, including teacher-led classes and children's hands-on exploration. Lessons are tailored for different ages, from 6 weeks to 5 years old.

The Bloomingdale school will be the fifth to open in Hillsborough County, joining three Primrose franchises in Tampa and one in Lutz.

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## Cimino holds open house



KIM WALLACE

Cimino Elementary had another very successful, but busy open-house!



Cimino Volunteers hard at work!!!!

## Volunteers spruce up school



KIM WALLACE

Bloomington students, Heather Fagan, Maddy Garvin and Burns student Paul Wallace volunteer to help prepare Cimino students put together welcome back packets!



Michele Klaeren Cimino volunteer shows Katie New-some and Emma Donahue how to put the welcome back packets together for teachers to hand out to students!

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## Elks Club a busy place

By DENNIS OSBORN

A couple of fun filled events were recently held at the Brandon Elks Lodge.

This summer the Brandon Elks Club held a Country Western Night featuring live music, Texas style smoked beef brisket, smoked pork, ranch style barbecue beans, homemade cole slaw and Texas toast. All enjoyed the foot stompin', Texas two steppin', Florida line dancing and Tennessee waltzin'!

Another enjoyable event held in July was Margaritaville Night. This event included Jimmy Buffet style music, a trivia contest, tropical shirt contest, and of course, music and dancing. Cheeseburgers and fries were included, with margaritas available.

The local Elks Lodge is located at 800 Centennial Lodge Drive, just off of State Road 60 and Oakwood Avenue across from Nativity Catholic Church.

Many great events are planned throughout the year along with supporting charitable and community activities. Stop by the office from 9 a.m. to 4 p.m. Monday through Thursday to learn more about the Elks organization and their involvement with community activities



Dennis and Vi Osborn of Bloomingdale seem to be enjoying Country Western night at the Elks Club

as well as local and state projects.

The Elks can always use additional civic minded members to assist in their many activities.

## Selichot play looks at relationships

Selichot is the special service that occurs on the Saturday night before the Rosh Hashanah, the Jewish New Year. At this service, we are introduced to the melodies, prayers and traditions of the High Holyday season, including the sounding of the shofar (ram's horn). Prior to the service, our annual Selichot play will help raise important personal themes relevant to the contemplation and introspection that is the hallmark of the Jewish New Year observance.

This year's Selichot play at Congregation Beth Shalom of Brandon continues peeking into the lives of a set of fictional characters who all belong to the same Midwestern Reform congregation:

"Cleaning House" will

be performed by the CBS Players Saturday, Sept. 24 at 7 p.m. at the temple. The rabbi will lead an audience discussion of the themes and ideas brought forth in the show immediately after the performance.

This year's show includes a few instances of mild profanity and situations most appropriate for adults and teenagers.

"Cleaning House," written and directed by Anna Brubaker, as siblings prepare their childhood home for sale after the death of their father.

Admission to the show is free. Audience members are asked to bring a dairy dessert to share after the discussion. A Selichot service will wrap up the evening's events.

### TAKE NOTE

The 44th St. Andrew's United Methodist Women's Craft Fair will be Saturday, Oct. 29, from 9 a.m. to 4 p.m. at the church, 3315 Bryan Road.

Local crafters and the United Methodist Women of St. Andrew's come together to support local, national and international missions through the Board of Global Ministries. A large selection of holiday gifts and decorations will be available at the many craft booths on the church grounds.

In addition, St. Andrew's Friendship Circle will be sponsoring Granny's Attic, an eclectic collection of donated items. So find some bargains, satisfy your sweet tooth and don't forget the youth pumpkin patch!



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**813.661.4600**



On real estate

# The buyer's blueprint

Once you find a home you love and are ready to make the commitment, consider the offer to purchase as your blueprint for executing a successful transaction. Your real estate representative will present your offer to the seller's agent, and the ball will be rolling.

The most critical elements of your purchase agreement include your proposed offer price, what property will be included in the sale, inspection and financing contingencies, provisions for the disclosure and repair of any defects, requested seller concessions, your deposit or "earnest money" amount, and finally the expiry date of your offer.

Your real estate agent will draft this document with you, explaining all of your options and what will happen once the offer is presented. Once the

seller reviews your purchase agreement, the seller may accept, reject or counter your offer. Any changes that the seller or the buyer make to the agreement will be initialed, and the offer to purchase will not become binding until all parties have signed the document.

If you don't want to pay full price, but also don't want to risk rejection of a low offer, propose other terms that will reduce your bottom line, such as a quick closing or offering to buy "as is." Your agent will explain your options and help you present an offer that is most likely to be accepted.

Chadderton Real Estate Group  
 Keller-Williams Realty  
 (813) 699-1500  
 www.chaddertongroup.com



Ray Chadderton

## St. Andrew's to participate in National Back to Church

St. Andrew's United Methodist Church is participating in Back to Church Sunday, a national movement of churches to encourage formerly church people to rediscover church and try it again. According to Life-Way Research, 38 percent of people are receptive or highly receptive to attending church. 82 percent say they would be open to attending church if a friend invited them. But, unfortunately only 2 percent of active church-going Christians invited someone to church last year! St. Andrew's United Methodist Church is joining with thousands of churches to help change those statistics by inviting everyone to attend church on Sept. 18, 2011.

### Music Makers Workshop

Ages 2 - 10  
 Saturday, Sept. 10  
 9:30 a.m. - 11 a.m.

The Florida Academy of Performing Arts will offer a free workshop at Music Showcase, 402 Oakfield Drive, for young children to learn the sounds of instruments. Strum a guitar or sound the trumpet!

## Bloomingtondale Community Station Notes School is back – and so are the students

Schools are open and the busses are full, and with that, so is the traffic congestion. So please, be patient.

With school back in session, please remember that drivers must stop both ways for school buses when the bus is stopped on a road without a median. This includes our own Bloomingtondale Avenue.

For those who forget to stop or slow down, here are some examples of how much it might cost you.

- ♦ Running a red light = \$216
- ♦ Failure to stop for a school bus = \$191
- ♦ Speeding in a school zone = \$141-plus, not including time in court.
- ♦ Child restraint violations = \$151
- ♦ Not wearing your seat belt = \$101

For example, a driver told a deputy recently that, "I was on my cell phone and didn't see the flashing lights."

Her fine? \$583; and remember, speeding fines are doubled in school zones.

And these costs do not include how much your insurance rates may increase due to you receiving a traffic citation, which stays on your policy for at least three years. Additionally, take the time to sit down with your teen drivers and emphasize the importance of them obeying all traffic laws as well as using seat belts. We've lost too many teens to auto accidents in which teens were not buckled up.

### LOCK CARS AND CLOSE GARAGE DOORS

These are the main cause for many thefts in our area – leaving garage doors open and cars unlocked. When you do this,

you are making yourself a fast and easy target. And making the crime even worse, some of the vehicles that have been targeted have had guns in them.



Curtis Warren

### WANTED – VOLUNTEERS FOR CITIZENS ON PATROL

The Sheriff's Crime Prevention Program, Volunteer Citizens On Patrol, is in need of more volunteers. Additional special training sessions are being coordinated. Anyone interested in joining this outstanding program can go to for information or they can call Deputy Lorraine Jordan at (813) 247-8223.

Our special thanks to all of the volunteers who are making a difference in our community!

### AUGUST BACC MEETING

At the August meeting of the Sheriff's Bloomingtondale Area Community Council (BACC), members were briefed on several special items of concern in our community.

1. Crime in our area is down but everyone must still stay watchful and contact the Sheriff's Office at 247-8200 if they notice any suspicious activity. The most recent crimes in our area involved large quantities of metals being stolen, especially copper. The more we all work together the more crimes we can stop and the more criminals we can arrest.

2. Some residents have noticed panhandlers in our area, with the latest being spotted at the in-

tersection of Bloomingtondale Avenue and Bell Shoals Road, a very busy and dangerous intersection. Panhandling in our area is illegal and panhandlers will be arrested.

3. Continue to prepare for disasters, especially hurricanes. We are in the peak of hurricane season and remember, it only takes one big storm to change lives.

4. State Representative Rich Glorioso briefed BACC members on activities in Tallahassee. He noted the continued work on the state budget and State Attorney General Pam Bondi's work to fight the pill mills. We all need to do our part in the war on drugs by supporting projects like the DEAS Operation Medicine Cabinet. Projects like this reduce access to prescription drugs by teens and others.

### OPERATION MEDICINE CABINET

The Hillsborough County Sheriff's Office, in conjunction with Home Instead Senior Care of Sun City will be providing area residents a way of properly disposing of outdated, unwanted prescription medicines and drugs.

This special event will be held:

**WHEN:** Friday, Oct. 14

**TIME:** 9 a.m. to noon

**WHERE:** Hawthorn Village assisted living facility, 851 W. Lumsden Ave.

Protect your family and your environment. Do not flush medications or put them in the trash. Collect your old medications and drop them off so they can be properly disposed.

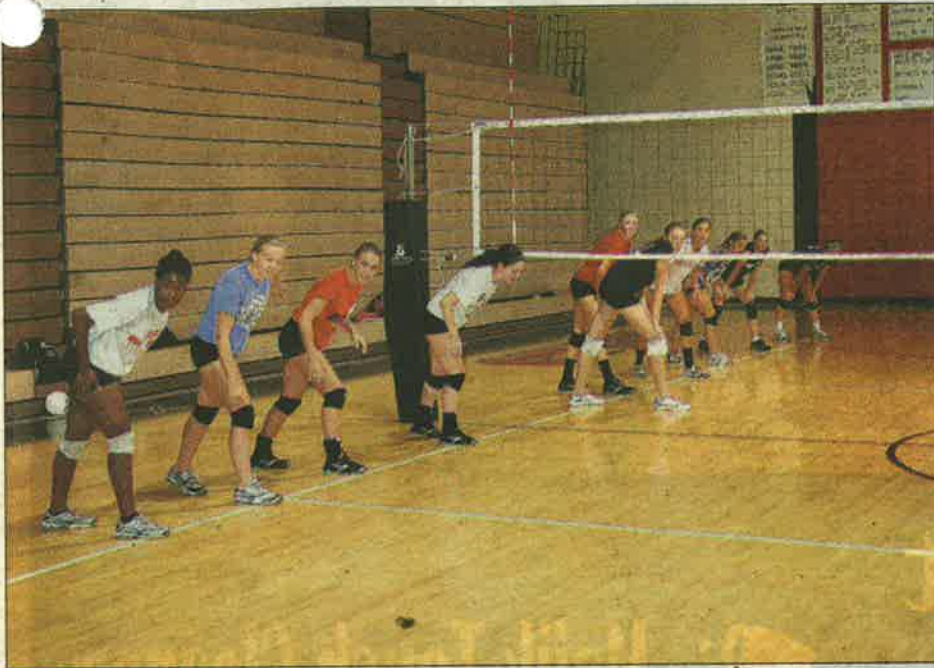
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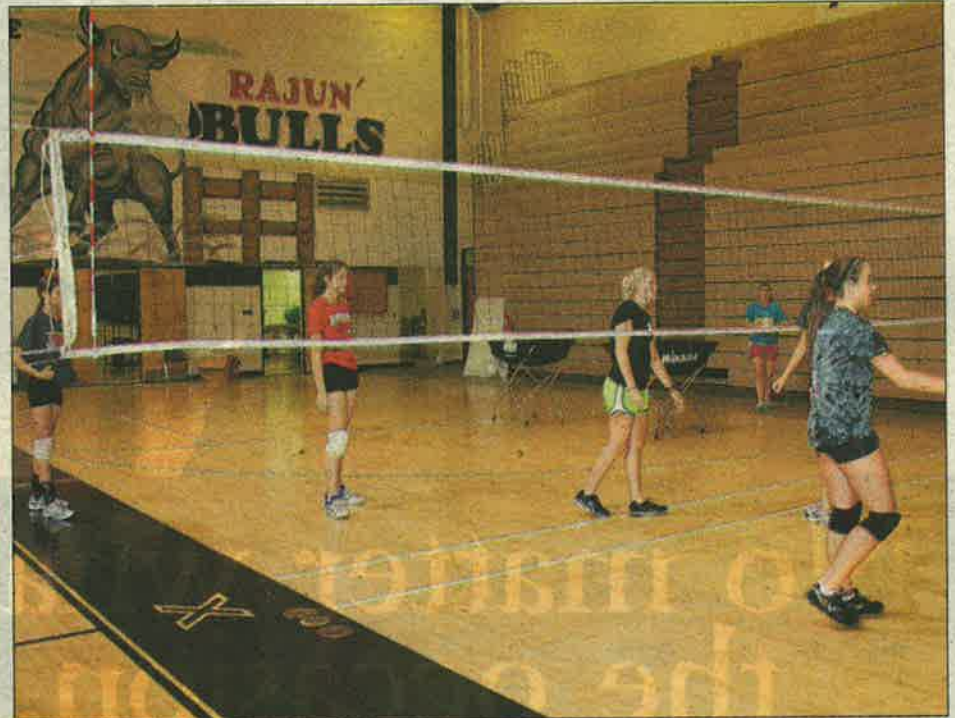
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# A spike in the on-court action



KIM WALLACE

Bloomingtondale Varsity volleyball is up and ready for the 2011-2012 season with their new coach!



Bloomingtondale JV volleyball team

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[www.unitedwaytampabay.org/taxhelpvolunteers](http://www.unitedwaytampabay.org/taxhelpvolunteers).



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## Back to Church Sunday- September 18

NATIONAL  
BACK TO  
CHURCH  
SUNDAY

*Our Doors Are Open!*

Vacations are over, and daily routines resume.  
Why not come back to church?  
We will be ready to welcome you!

### St. Andrew's United Methodist Church

3315 Bryan Road (corner of Bloomingtondale and Bryan)

Traditional services: 8:15 and 11:15  
Contemporary service: 9:45  
Breakthrough service: 6:00pm  
Free Pancake Breakfast: 7:30-11:30

Find us on the web - [www.saumc.net](http://www.saumc.net)  
Call us- 689-6849

We'll see you Sunday!





No matter what  
 the occasion...



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THE 2010

**BEST**

OF BRANDON

The Brandon News & Tribune Readers' Poll '10

**LOCATIONS**

- APOLLO BEACH** • 220 Apollo Beach Blvd ..... **645-1499**
- BLOOMINGDALE** • 3513 Bell Shoals Rd..... **654-9292**
- BLOOMINGDALE** • 3248 Lithia-Pinecrest..... **654-8113**
- BRANDON** • 11393 Causeway Blvd ..... **643-6944**
- LITHIA** • 16707 FishHawk Blvd ..... **654-7991**
- RIVERVIEW** • 11697 Boyette Rd ..... **672-1832**
- RIVERVIEW** • 13414 Boyette Rd. ....New ..... **657-8497**
- RIVERVIEW** • 13196 Hwy 301 S..... **671-4156**
- VALRICO** • 1985 E. Brandon Blvd ..... **654-2324**
- VALRICO** • 2511 S.R. 60 E. .... **643-4825**