

What's all the...

HOOPLA 

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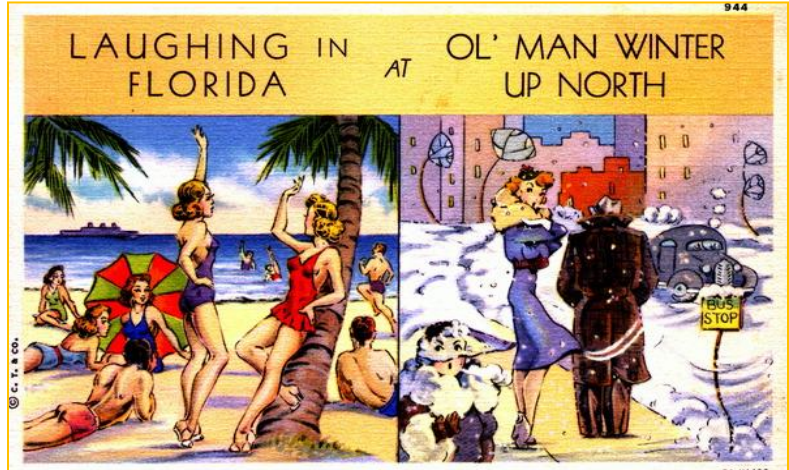
Destination Partners • Meeting & Event Services

Volume 06, Number 01

February 11, 2010

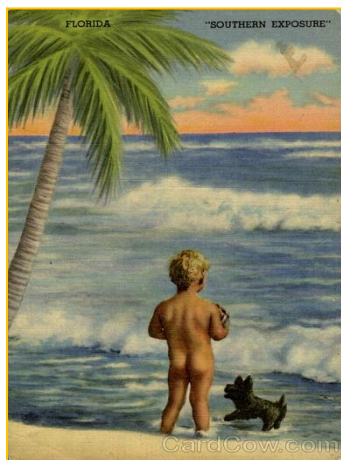
Oh The Weather Outside Was Frightful...

So begins that famous holiday carol! Needless to say, it cheerfully carries on about the notion that snowy, stormy weather is somehow romantic....I reference those parts of the song about the fire and the popping corn and the kissing and the holding me tight, blah, blah, blah. Now, I'm no expert on the topic, but I think it's safe to say that what most of the country went through last weekend and is going through again week is ANYTHING but romantic! It looks downright COLD and miserable to me!



Now I know there will be those...maybe most of you...who will argue that winter and snow and cold are part of what makes some places so special. Maybe so. I spent at least half of my developing years in colder climes and then suffered through eighteen winters in Atlanta. (Now that place is COLD....that damp grey cold where it sleet but never snows. Seeps into your bones. You know that kind. But I digress.) So I suppose I do sort of "get" the connection between cold weather and the whole "change of seasons" thing. The two do seem to best facilitate the sights, the sounds, the smells, the spirit and certainly the tastes that bring us all together throughout the winter holiday season. You certainly can't argue with that! But at the end of the day, it's still COLD.

Here in Florida, however, it's cold because we turn the air conditioning down. And that's only when we want to.



For example, one Saturday during the holidays I tried to get into the mood, so I turned it down to 65...it wouldn't go much lower...in order to attempt a recreation of that "winter wonderland" everyone carries on about. I, wrapped up in my Snuggie, almost had it licked, too, until the pool boy showed up in shorts and a tee shirt. You see, it was about 80 degrees and the sun was blazing. At that point, my effort at winter fantasy fell away just like my Snuggie, which wound up in a heap on the floor.

Or like this past weekend. It was 75 degrees here on Sunday...75 DEGREES! As the news reported snow drifts of up to five feet in the northeast, we spent our time driving DeeDee (our little sports car) from Home Depot to Publix, her top down with, of course, the air conditional blasting all the way. Another vision of winter shattered by the reality of just how nice it can be to live here. Gee, I just hate that!

Anyway, I share all of this to remind you that when it's COLD where you are, it's likely to warm where we are! And because of that fact, I want to tempt you to take advantage of it! We along with our vendors and partners would love to play host to you and your colleagues the next time winter comes calling and the snow starts falling.

A vintage television commercial on our website probably says it best..."When you need it bad, we've got it good"! Click this link to see for yourself... <http://www.createabilities.com/catv.html> We promise it will make you smile!

Think about it and after you've taken another look at your driveway, give us a call! We'd be glad to help you plan a quick visit and a head start on your spring thaw!

Rick Bell

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