

THE SANFORD HERALD

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50¢



One win away

Winter Springs and Lake Howell both dominated their games on Tuesday and need just wins on the road tonight to earn trips to State.

See Sports, Page 14

Signs among city agenda items Feb. 25

During the Monday Feb. 25 City Commission work session and Commission meeting, the mayor and commissioners will discuss and vote on a "temporary sign amnesty" ordinance that would give Sanford business owners an additional 18 months to bring their non-compliant signs into compliance.

On Monday afternoon, the Commission will discuss a short-term loan of \$1.1 million to help the Community Redevelopment Agency to cover the cost of renovations to 1st Street. With work expected to be completed by fall 2008, the CRA project will result in 1st Street being "bricked" from Oak Avenue to 17-92, providing for a more attractive entryway to the downtown business district. The short-term loan would be repayed when the CRA receives county tax revenues later in the year.

On Monday night, the Commission will address on second reading an ordinance that would establish mooring controls along the Lake Monroe shoreline and create a 300-foot buffer from the seawall.

The Commission will also rule on a number of Code Enforcement liens, including a request from Andre King to forgive \$92,493 in fines accrued at 1309 W. 6th St.

Expansion and renovations of the Westside Community Center will also be discussed.

How would you rate Sanford

1,200 residents can share their thoughts on city

By Steve Paradis
Herald Staff

SANFORD – The city wants to know what you think about its services. Well, at least 1,200 of you.

The first 600 of 1,200 surveys are in the mail, according to Acting Deputy City Manager Craig Radzak. The next

600 will go out Feb. 29.

Most people will already expect the surveys because notification cards were sent out ahead of time, Radzak said.

In a letter to survey participants, Sanford Mayor Linda Kuhn writes that the adult at least 18 years old who most recently had a birthday should fill out the form. Responses will be anonymous.

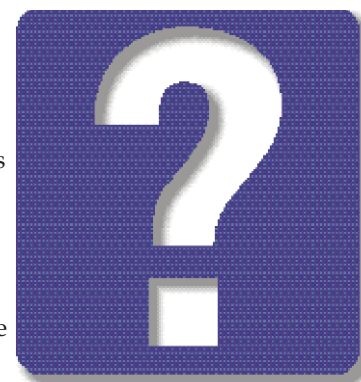
The city has contracted with the International City/County Manager's Association to get feedback from residents on the quality and usefulness of city services. Residents were randomly selected through the National Research

Center, which will collect and compile the results.

Kuhn said in a news release that the city's elected officials feel it is important to know what residents think.

"If we're doing things right, we want to know and if we're doing things wrong, we want to make them right," Kuhn said.

Radzak said Thursday that only people living within city limits will receive the surveys. He also said the



questions are specific to Sanford.

Staff reviewed a bank of questions provided by the National Research Center. A final draft was approved by city commissioners.

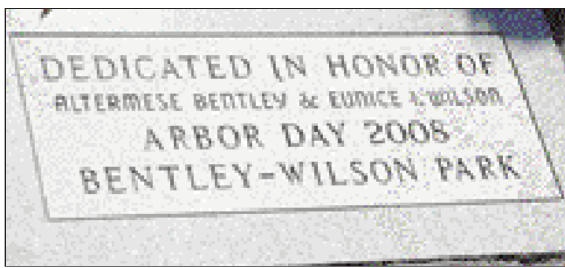
The five-page survey has 33 sections. Some have just one question, others have a series.

Some questions are open-ended such as

what are the top three most important

See Survey, Page 2

Arbor Honors



Herald photos by Tommy Vincent

For Arbor Day, the city honored Eunice I. Wilson and the late Altermese S. Bentley at the park named for them Bentley-Wilson Childrens Playground in Sanford. A golden trumpet tree was planted and a plaque placed, top photo. Above, Mayor Linda Kuhn stands with Eunice I. Wilson and Carshena Baker, granddaughter of Altermese Bentley. Students from Bentley Elementary, right, included Destiny Wiggins, Niyah Anderson, Paige Goebel and Marisa Holliday



Herald photo by Joe Hendricks

Cynthia Littles, community policing officer for the Sanford Police Department.

New community officer warns of jury duty scam

By Joe Hendricks
Herald Staff

SANFORD – Cynthia Littles, Sanford Police Department's newly appointed Community Policing Officer, wants Sanford residents to be aware of the resurfacing of an old telephone scam.

The identity theft scam involves a telephone call making reference to missed jury duty in an attempt to gain personal information that includes birth dates, Social Security numbers and personal banking information.

The scam first surfaced in states outside of Florida in 2001 and an updated fraud alert was recently released by the Florida Office of the Attorney General. To date, there have been no reported cases in the Sanford or Seminole County.

Littles said those who have skipped out on jury duty are most susceptible to this type of telephone fraud.

She explained that a caller claims to be a jury duty coordinator and insists that the potential victim failed to report for jury duty. When the intended victim protests about never having received a summons for jury duty, the scammer asks for a Social Security number and date of birth to verify the information and cancel the non-existing arrest warrant.

There have also been reports of victims being told

See Scam, Page 8

Seminole Smile



Wendy Brodeur

Member of the Sallie Harrison Chapter of the Daughters of the American Revolution

Brothers go from curves to Kerbs

By Joe Hendricks
Herald Staff

LAKE MARY – Now in their mid-20s, twin brothers Kyle and Ryan Bono have made a successful transition from the field of dreams to the field of small business ownership.

The co-owners of the Sanford based Kwik Kerb Designs spent the first part of the decade starring as a pitcher-catcher tandem for the Lake Mary High School Rams (1999-2002), the University of Central Florida Knights and the Chatham A's of the Cape Cod summer league.

No longer toiling between the chalked white lines of the baseball diamond, the Bono brothers now spend their days

installing decorative concrete curbing and landscape edging for residential and commercial clients in Sanford, Lake Mary, Heathrow and beyond.

Play ball

Kyle spent two seasons as a dominant relief pitcher at UCF, earning All-America honors in 2004, his sophomore year. Later that year, the 21-year-old was drafted in the eighth round by the Boston Red Sox.

He spent the summer, with Ryan, playing for the Chatham A's before signing with the Red Sox and receiving a \$432,000 signing bonus – a record for an eighth-round pick.

Kyle began his professional

See Curves, Page 3



Herald photo by Joe Hendricks

Kyle, Ryan and Jamie work hard on a recent project.

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Curves

Continued from Page 1

career with the Red Sox' Class A team, the Lowell Spinners and started the 2005 season with the Wilmington Blue Rocks. In July, he was traded to the Arizona Diamondbacks' organization.

Kyle began the 2006 season with the Lancaster JetHawks, but after making one appearance he decided to hang up his cleats – in part, because he was a power pitcher and the Diamondbacks organization preferred “finesse” pitchers who threw more sinker balls and breaking balls.

“I decided to end my baseball career on my own terms rather than someone else telling me I was done. I never really thought I was going to be a major league baseball player,” Kyle said.

“Kyle was thrown back to the old hardball style of pitching,” recalled Herald sports editor, Dean Smith. “He was a hard-nosed, tough kid.”

Upon returning home, Kyle began working as a pitching instructor at the Hit & Run Baseball Training facility in Sanford, where his older brother Mickey served as a hitting and pitching instructor.

He also returned to school and in December earned a bachelor's degree in marketing and communication.

While Kyle played out his minor league career, Ryan stayed at UCF and earned his degree in marketing and communications. On the field, he was regarded as one of the best catchers in school history and in his senior year he was

a top-10 finalist for the prestigious Johnny Bench Award. While playing for the Chatham A's, he once threw out three base runners in the same inning.

After graduating from UCF, Ryan joined Mickey, Kyle, and their father Mike at Hit & Run Baseball Training, where they operate as Bono Baseball LLC, working in conjunction with owner Mike Jackson and serving as the facility's training arm.

In addition to serving as the facility's Director of Business Development, Mike also lends his business acumen and marketing expertise to the Kwik Kerb operation.

Last spring, the Houston Astros invited Ryan to participate in spring training as a free agent. When the team broke camp he was offered a spot with one of the Astros' Class A affiliates. Based his decision in part on Kyle's experiences in the minor leagues, Ryan turned down the offer, opting to concentrate on the Kwik Kerb and Bono Baseball operations instead.

In regard to the baseball instruction, Kyle said, “We played baseball together throughout our careers. We think coaching is what we'd rather do now, instead of playing. We enjoy private instruction.”

“I like doing outside work and my brother Ryan and I wanted to do something together,” Kyle explained, also mentioning that despite the benefits of being his own

boss, “The work is hot, dirty and labor intensive.”

Kwik start

Hit & Run Baseball Training is located next to the Kwik Kerb corporate headquarters on Central Park Place, in Sanford.

Similar in theory to a franchise, minus the revenue sharing and other long term entanglements, an individual investor can purchase the Kwik Kerb business system for \$50,000 or so – more if you want to start with a larger, more elaborate package.

The business system includes a bright red, do-it-all Kwik Kerb trailer that provides storage and transportation space for Edgemaster extruder, the cement mixer, the decorative stamping tools, the red wheel barrow and all the other equipment and materials needed at the job site. Training and marketing strategies are also part of the Kwik Kerb business system.

While working at Hit & Run, Kyle made the acquaintance of a Kwik Kerb operator and eventually went to work for him. In June 2006, Kyle decided he wanted to be his own boss so he purchased his former employer's Kwik Kerb system, using some of his signing bonus.

In 2007, Ryan bought into what is now a family business, making the two brothers teammates yet again.

The Bono brothers recently purchased a second trailer and equipment package from another Kwik Kerb owner-

operator, which now gives them the ability to work two jobs sites simultaneously.

At some point down the road, Kyle and Ryan hope to step away from the manual labor aspect and concentrate more on sales, marketing and management aspects.

When asked about pricing, Ryan, who does much of the finish work while Kyle does the extruding, said, “Custom landscape borders are very affordable. The overall price depends on the amount of prep work, total linear feet, color, impression pattern and texture of the job. A residential job might cost \$500 to \$1,000, with commercial jobs often in the \$2,000 to \$3,000 range, depending on the size and scope of the project.”

Regan Bloss formed Kwik Kerb in Melbourne, Australia in 1987. One year later, Kwik Kerb President Gordon Buckland joined the company that was later headquartered in Orlando area for nine years. Before moving to Sanford, the company was headquartered in Lake Mary.

Speaking in a deep toned voice tinged with a strong Australian accent, Buckland said, “I think it's probably one of the highest profit businesses in North America for such a low investment business. It has the least amount of risk attached to it, without all the franchise fees.”

In praise of Kyle and Ryan, he said, “The Bono boys are great examples of that. They came in about a year ago and they can hardly keep up.

They're a great couple of lads.”

“The boys have done some wonderful work.”

On the job

Assisted by former UCF Knights teammate Jamie Douglas, the Bono brothers spent part of last week working in Lake Mary, where they installed more than 500 linear feet of decorative concrete landscape edging at the Lake Emma Animal Hospital, located on Primera Boulevard.

Their work now enhances the borders of the animal hospital's main entrance, the landscaping alongside the building and the northern edge of the property line.

The animal hospital job came their way when Practice Manager Karen Sprinkle noticed the quality of the work done by Kwik Kerb Design outside the Chili's restaurant in Lake Mary.

“They came at the crack of dawn, just like they said they would,” Sprinkle said of the Kwik Kerb team, noting that they went “above and beyond” their expected duties by removing some old landscaping at no additional charge.

As in the world of outdoor sports, the Kwik Kerb Design team is subject to the Florida weather. Some midweek rain caused some delays in the Lake Emma Animal Hospital job, but as soon as the weather cleared, the boys were back at work.

“They came back and fin-

ished it after the rain stopped and it looks great,” Sprinkle said, noting that the Bonos are going to further compliment their work by adding mulch and other landscaping features – bringing yet another dimension to the residential and commercial services they provide.

“They've done an excellent job and I'm actually going to have them come out to my house,” Sprinkle said.

Kyle sees the recently completed work at the Lake Emma Animal Hospital and the Lake Mary Chili's as signs that he and Kyle's efforts to expand beyond the residential market are succeeding.

For more information on Kwik Kerb Design, visit www.kwikkerdesign.com or call 877-233-KERB (5372).

Coming Up

Next week *The Herald* will take an in-depth look at the controversy surrounding the Lighthouse building located at 113 Palmetto Ave – an issue involving code enforcement liens, blight, ground contamination clean up and “passing the trash.”

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