COMMENTARY

Why you should save for something that's fun

BY LIZ WESTON

Financial planners tend to have firm ideas about the most important goals: You should save for retirement, pay off debt and build an emergency fund. Buying a pair of $200 sneakers or an ultra-high definition TV is probably not on that list.

But maybe saving for something you really, really want isn't frivolous. It may be exactly what you need to get your financial life on track.

Researchers who have studied the role of savings in financial health say what's important is the habit of putting aside money and having a plan for that cash. People who have a planned savings habit are four times more likely to be financially healthy than those who don't, according to a report by the nonprofit Center for Financial Services Innovation. That habit is more important than income, age or other demographic characteristics, the report found.

Saving even small amounts can help people avoid the high cost of being broke. A few hundred bucks saved may help bypass credit card debt, payday lenders, rent-to-own stores and bank overdraft fees. It can help avoid eviction, or losing a job because the car broke down. Even a thin financial cushion can help people become more financially stable.

"That ability to be resilient in the face of ups and downs is a very important component of financial health," says John Thompson, senior vice president and head of research consulting at the Center for Financial Services Innovation. "It also helps people avoid high-cost financial services when they face a short-term challenge."

But saving a small amount, only to see it wiped out by an unexpected expense, isn't satisfying. Saving up to buy something we want, on the other hand, can feel like a real win — and it's the winning that matters to our brains. Each time we anticipate getting a reward, our brains are treated to a shot of dopamine, the chemical that makes us want to repeat a pleasurable experience.

Recalling our small wins also can help us learn to persist when difficulties arise, rather than just giving up, says Michael Thomas Jr., an accred-

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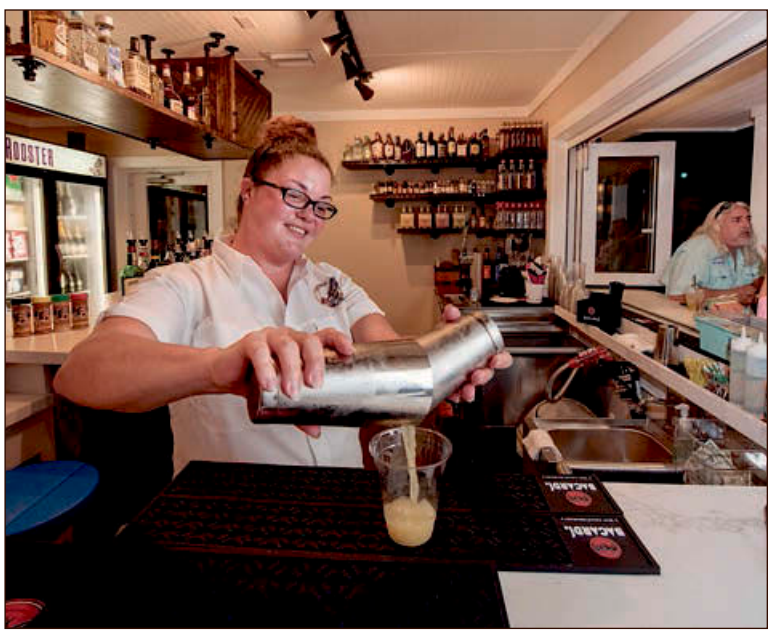
PACKAGE DEAL

MANDY MILES/The Citizen

The Tipsy Rooster on Simonton Street is a combination beachbar and liquor store at the southwinds Motel.

Local hoteliers open Tipsy Rooster bar and liquor store at Southwinds



ROB O'NEAL/The Citizen

Jenn Burdette creates a margarita on the rocks Wednesday evening at the Tipsy Rooster on Simonton Street. The combination bar/liquor store opened on Jan. 8.

BY MANDY MILES
Key West Citizen

The southern end of Simonton Street houses nearly a thousand hotel rooms.

There's also a convenience store, sandwich shop, French cafes, rental scooters, upscale restaurants and watersports.

But something was missing.

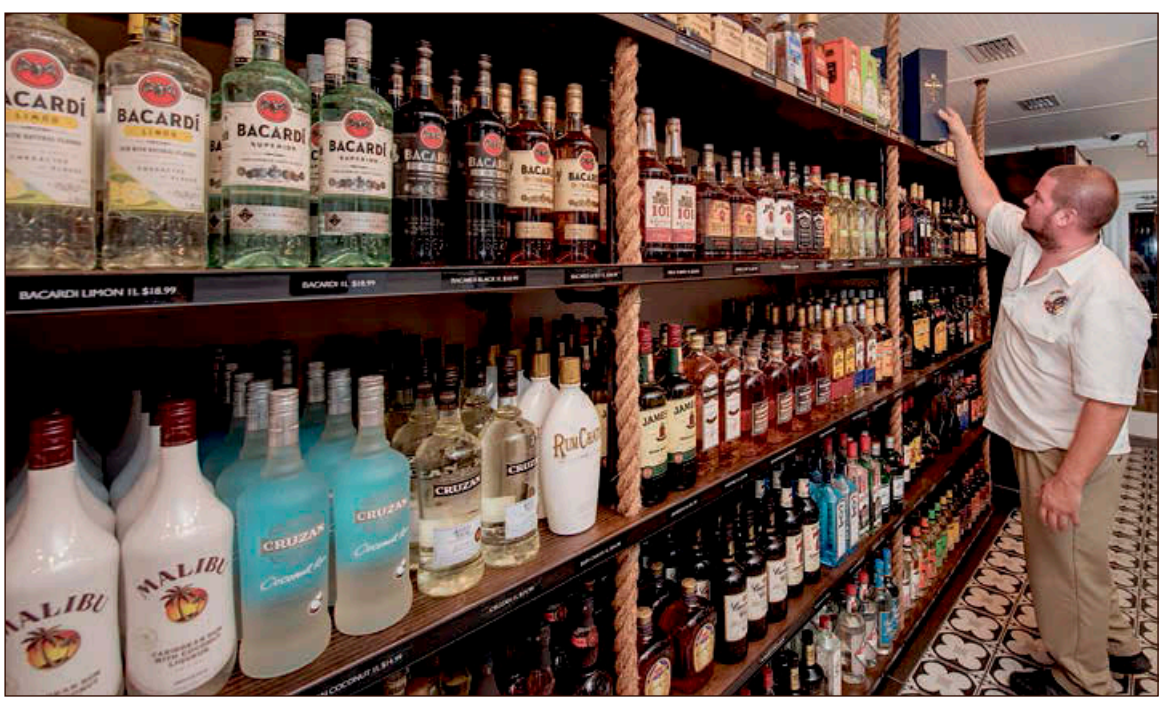
"This area of town, surrounded by almost 1,000 hotel rooms, was lacking a place where folks could chill out and have a drink, and also pick up a bottle of wine or liquor to take back to their hotel room, or to take home after work," said Marc Meisel, CEO of Meisel Holdings, the family-run company that owns and operates Santa Maria Suites, Southwinds Motel and H20 Suites in that neighborhood. "Although many of the hotels in the immediate area serve alcohol at their own bars, there isn't anywhere really close by to buy a bottle to take with you."

There is now. The Tipsy Rooster opened less than a week ago, and is already a visibly popular addition to the Old Town neighborhood. Half outdoor beach bar with a sand floor and umbrella-shaded tables overlooking Simonton Street, and half spotlessly clean liquor store, the little space is becoming a big part of the neighborhood.

Meisel and his staff opened The Tipsy Rooster on Monday, Jan. 8, and were completely — and wonderfully — surprised by the immediate embrace it received from hotel guests — some from the attached Southwinds Motel and others from nearby properties — as well as local residents who either live or work in the neighborhood.

"In fact, we've been staying open later than we had initially planned, because people have been enjoying themselves until 11 p.m., so we stayed," Meisel said on Thursday, thrilled with the response it's received. "We set out to create something different inside and out. Typically liquor stores are perfunctory, dark and not inviting. We wanted to create a liquor store that also had style; one where everyone would feel comfortable shopping."

Elegant wood shelves are neatly stocked with bottles and lined with thick, nautical rope. A large service window for the outside bar provides abundant sunlight that brightens any interior. Friendly bartenders chat easily with store customers and bar patrons, who sit outside in



ROB O'NEAL/The Citizen

Operations Manager David Eckert is seen with the wide variety of moderately priced package goods available at the Tipsy Rooster.

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Foundation's Hurricane Irma relief fund tops $1M in grants

CITIZEN STAFF

MONROE COUNTY — The Community Foundation of the Florida Keys has now provided more than $1 million to assist with relief and recovery efforts in the Keys following Hurricane Irma.

To date, including a new round of grants, CFFK has distributed over $1 million in grants to more than 75 local nonprofit organizations from the Florida Keys Emergency Relief Fund and the Landau Family Hurricane Relief Fund for the Upper Keys to support recovery and rebuilding for thousands of individuals from Key West to Key Largo.

The latest round of grants totaling nearly $400,000 supports 36 nonprofits providing direct assistance to children, families, those who lost their homes, firefighters, workers in the tourism industry, special needs populations, and others in need throughout the Keys.

Four advisory committees representing areas of the Keys review all applications to determine how to best meet the local area's needs. The committees made recommendations to CFFK's grants committee for final determination.

For information, visit http://www.cffk.org or call 305-292-1502.

Grant beneficiaries:

• A Positive Step of Monroe County, $10,000 to support low-income fathers ages 16 to 24 and their families.

• Autism Society of the Keys, $1,000 to meet critical needs of families and children with autism.

• Boys & Girls Clubs of the Keys Area, $21,000 to meet transportation needs.

• Child Care Aware of America, $9,000 to rebuild childcare programs with safe tools and resources.

• Early Childhood Initiative Foundation of Miami-Dade/Monroe, $15,000 to help repair childcare centers.

• Fair Insurance Rates in Monroe (FIRM), $750 to produce a "Hurricane Insurance Claims and Recovery Resource Guide."

• Florida Keys AHEC, $10,000 to hire a part-time registered nurse.

• Florida Keys Council of the Arts, $20,000 to replace tools and supplies for artists.

• Florida Keys Land & Sea Trust at Crane Point Hammock, $10,000 to help repair and rebuild the fish lagoon, aquarium, lion tank and touch tanks, as well as a safety railing for visitors.

• Florida Keys SPCA, $5,000 to support a free routine animal wellness and medical care clinic.

• Growing Hope Foundation, $10,000 for roof repairs and tools.

• The Hammock House, $30,000 to support a free after-school program, which includes transportation, healthy snacks, computer lab, tutoring and recreation.

• History of Diving Museum, $5,000 to help with roof, flooring and exhibit repairs to the museum as well as repairs to several employee housing units.

• Independence Cay, $30,000 for assistance to purchase a used van, a small shed, and a washing machine.

• Island Christian School, $15,000 to aid the refurbishment of the high school lower level.

• Key Bridge, $10,000 for mental heath and substance abuse counseling, primary medical practice services, psychiatric services, community case management and connection with ancillary services.

• Key West Botanical Garden Society, $5,000 to assist in the clearing of downed trees and storm debris.

• Key West Community Sailing Center, $10,000 to rebuild docks in order to continue the community outreach programs.

• Key West Preschool Co-op, $2,000 to aid in repairs of the outside play area and the entrance/exit gate.

• Kreative Kids Christian

See **GRANTS**, Page **2C**

BUSINESS

FLORIDA KEYS

United Way announces grant funding applications

United Way of the Florida Keys will start accepting grant applications for funding on Wednesday, Jan. 17. Applications will be accepted through March 9 on UWFK's website at http://keysunitedway.org/apply-united-way-funding.

Applicants must be 501c(3) nonprofit organizations with a written non-discrimination policy that show appropriate spending on delivery of services; and those that have completed the application in its entirety.

United Way will host two community meetings for new applicants, previous partners with questions and any member of the public. The first meeting will be from 10 to 11 a.m. on Monday, Jan. 29 at the Gato Building conference room, 1100 Simonton St. The second meeting will be 10 to 11 a.m. on Jan. 30 at the Florida Keys Aqueduct Authority training room in Marathon, 2798 Overseas Highway, off 33rd St., bayside.

KEY WEST

Pier House concert fights breast cancer on Jan. 19

Pier House Resort and Spa invites the Keys community to join the fight against breast cancer at the upcoming Pier House Goes Pink event on Thursday, Jan. 18.

Originally scheduled for October, but postponed in the aftermath of Irma, Pier House is fighting against breast cancer with proceeds from the event benefiting the Cancer Foundation of the Florida Keys. Pier House Goes Pink will feature activities including a fashion show, happy hour, and live music with a silent auction, raffle prizes and spa specials.

Admission is a suggested $10 donation, or $5 with donation of a bra, and includes 50 percent off select spa treatments from 8:30 a.m. to 6 p.m. at Care Spa; free pink drinks and snacks and a party and concert on the beach from 6 to 8 p.m. featuring live music by the Prime Movers.

UPPER KEYS

FKCC foundation hosts fundraiser soiree

The Florida Keys Community College Education Foundation invites the community to the Seaside Soiree at 6 p.m. on Thursday, Feb. 1 at the Islander Resort, 82100 Overseas Highway, Islamorada.

The evening begins with an oceanfront cocktail reception and silent auction followed by an exquisite Keys cuisine dinner, collaboratively created by Marker 88 Restaurant and the Islander Resort. The party continues with dancing and a live auction of a variety of unique and spectacular items.

The sixth annual event raises funds for the students and academic endeavors of the college in the Upper Keys, where a standalone campus is being planned.

FLORIDA KEYS

Winn-Dixie offers free flu shots at in-store pharmacies

The peak of flu season is here and Winn-Dixie wants to help the Florida Keys community shield themselves and their loved ones from the flu. All in-store pharmacies are offering a no-cost flu shot to all South Florida customers, along with 10 percent off their grocery bill for added savings, now through Feb. 28.

While most seasonal flu activity occurs October through May, it typically peaks between December and February. Winn-Dixie wants the South Florida community to know it's not too late to get a flu vaccination.

On average, 5 to 20 percent of the U.S. population gets the flu and more than 200,000 people are hospitalized annually from seasonal flu-related complications. A flu shot is still the most effective form of flu prevention and lasts an entire flu season, reducing the risk of influenza by nearly 60 percent.

Rooster

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the sun or shade.

"We use as many local ingredients in our cocktails as possible," said bartender Robbie Rollick, expertly crafting a signature Bloody Mary, substituting locally made Key West Pepper Pot hot sauces for Tabasco and Worcestershire with delicious results. The Tipsy Rooster mojitos are made with Plantation rum that features a slight infusion of pineapple, and the bar soon will serve infused liquors as well.

"Think jalapeno and pineapple infused tequila, and cucumber infused gin," Rollick said, lining the rum of Bloody Mary cup with a locally made spice mix by Key West Spice. "And everything we use to make our drinks here, will be available for sale, so people can make them for themselves when they head home."

Jim Heineman, vice president of operations for Meisel Holdings, said they're still ironing out some of the specifics, but they plan to offer $1 well drinks to anyone who spends $25 or more in the liquor store.

"And we'll also provide our hotel guests with a discount card for the bar and liquor store, which they'll receive at check in," he said. "We're really very pleased with the response it's already been getting."

ROB O'NEAL/The Citizen

Suzy Cunningham, left, and Mike Hood of Cudjoe Key celebrate their engagement Wednesday at the Tipsy Rooster on Simonton Street. The new watering hole is located on the grounds of the Southwinds Hotel.

Meisel described the liquor store as having, "a nautical feel of Old Havana mixed with a touch of industrial,. while the outside is a bar that brings the beach and all that goes with it to Simonton Street. Complete with a sand floor and a washed-ashore boat that we've made into a couch with cushions that people can relax in.

"It's small, but packed with lots of charm and a touch of funkiness to it." Meisel said. "I hope the Tipsy Rooster becomes a welcoming space for both tourists and locals to enjoy."

The Tipsy Rooster, 1325 Simonton St., is open 10 a.m. to 11 p.m. For information, call 305-295-5287 or go to http://tipsyroosterkw.com.

mmiles@keysnews.com

Grants

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Academy, $10,000 to replace classroom furniture, baby cribs, highchairs, teaching aids and equipment and to help in the rebuilding of the daycare facility.

• Literacy Volunteers of America, $3,000 to replace books and electronics in the Marathon office.

• Marathon Community Theatre, $15,000 for building repairs including the roof and several air conditioning units.

• Marathon Elks Club, $5,000 for repairs to the walk-in cooler.

• Marr-Velous Pet Rescues, $6,000 for pet food, supplies and services for Keys pet owners unable to afford them.

• Matecumbe United Methodist Church, $15,000 to help with members' immediate needs, including food, clothing, and home repairs.

• Middle Keys Community Land Trust, $15,000 for repairs to all units.

• Monroe Association for ReMARCable Citizens, $25,000 for new kitchen equipment for the Rainbow Café and roof repairs to the Windsor Home.

• Monroe County Firefighters Benevolent Association, $1,000 to assist needs of firefighters who are helping their communities with debris removal, roof repairs and medical services.

• Pigeon Key Foundation, $5,000 to assist with staff housing.

• Seacamp Association, $30,000 to purchase a mobile kitchen enabling the association to rehire its kitchen staff and resume its staff and crews rebuilding the Keys.

• Special Olympics Florida Monroe County, $2,500 to assist with transportation needs.

• Treasure Village Montessori School, $10,000 for repairs and tree and debris removal, and replacement of equipment.

• Upper Keys Humane Society, $6,000 for food and housing for pets in need.

• VNA & Hospice of the Florida Keys, $10,000 for generators and equipment storage.

• Womankind, $16,000 to assist with medical exams.

• Zonta Club of Key West, $5,000 for women's health screenings and services to women in need in the Lower Keys.

NerdWallet

Continued from Page 1C

ited financial counselor who advises clients at the University of Georgia's free Aspire Clinic.

Remembering the times we've achieved a money-focused goal helps counteract the "negative automatic thoughts and catastrophic thinking" that keeps people from seeing progress, says Thomas, who has studied psychology and is getting his Ph.D. in financial planning and who also co-hosts "Nothing Funny About Money," a public radio program in Atlanta.

If people aren't already in the habit of saving money, their goal doesn't need to be lofty — and perhaps shouldn't be. Being told to save $1 million for retirement or three months' worth of expenses for emergencies could cause them to give up in despair.

"When I'm starting from zero, those seem like magical, fantastical, unattainable sums of money," Thompson says. "How would you begin is a daunting challenge."

What may be worse is telling non-savers that they need to put aside money for retirement and emergencies and a host of other goals. Researchers at the University of Toronto's Rotman School of Management found people were much more likely to save money when presented with a single goal. When contemplating multiple goals, people considered the trade-offs and put off taking action, the researchers found.

Letting people set their own goals also may goose savings habits. WiseBanyan, a digital investing site, found the percentage of customers who set up automatic savings plans increased about 50 percent after it allowed them to create their own milestones or goals, whether retirement, a trip around the world or a new wardrobe, says chief operating officer and co-founder Vicki Zhou .

"When you personalize it, the way you think about it changes," Zhou says.

That's not to say people should save only for the fun stuff and ignore their long-term financial health. But the fun stuff can be a powerful motivator.

"The behavior of savings is what we're trying to encourage," Thompson says. "It's not that we're suggesting (saving for emergencies and retirement) isn't important, but before that comes the behavior."

Liz Weston is a columnist at NerdWallet. Her email address is lweston@nerdwallet.com.

TOURISM SNAPSHOT

Lodging occupancy report for the week of Dec. 31 - Jan. 6, 2018

The following is a glimpse of what percentage of hotel rooms were booked in Key West and the Florida Keys during the previous week based on information provided by lodging properties throughout Monroe County.

KEY WEST

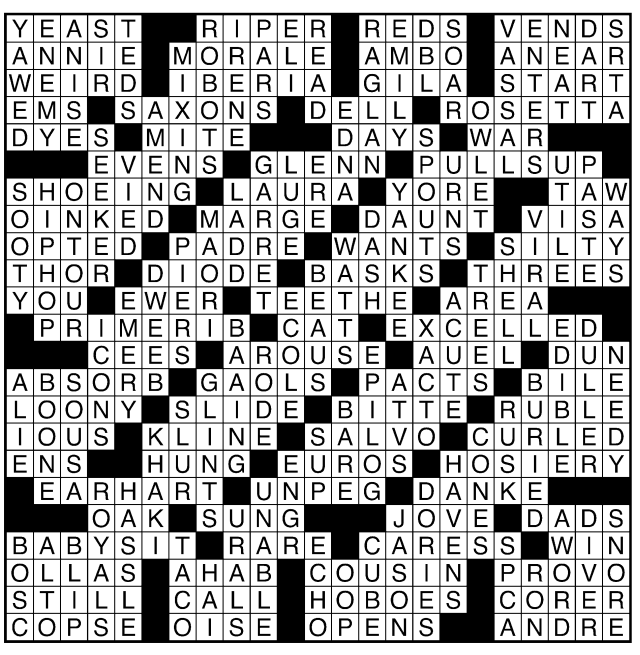
OCCUPANCY (%)	Sun 31	Mon 1	Tues 2	Wed 3	Thur 4	Fri 5	Sat 6
This Year	98.1	92.0	92.2	91.4	89.4	86.6	86.3
Last Year	94.1	97.4	97.4	95.2	88.6	87.7	85.7
% Change	4.2	-5.6	-5.4	-4.0	0.9	-1.2	0.7

FLORIDA KEYS

OCCUPANCY (%)	Sun 31	Mon 1	Tues 2	Wed 3	Thur 4	Fri 5	Sat 6
This Year	97.5	90.4	92.0	92.3	89.8	84.0	81.2
Last Year	89.6	90.1	90.8	89.6	83.0	81.3	77.3
% Change	8.8	0.3	1.3	3.0	8.2	3.3	5.1

Courtesy of Monroe County Tourist Development Council
Source: Smith Travel Research, Inc./STR Global, Ltd. 2013

puzzle answers



8	2	1	4	7	9	3	5	6
9	6	3	1	5	2	4	8	7
4	7	5	8	3	6	2	1	9
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7	8	2	6	9	4	5	3	1
5	9	6	2	1	3	8	7	4
2	3	9	5	4	1	7	6	8
6	5	7	9	2	8	1	4	3
1	4	8	3	6	7	9	2	5

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N2 U3 M6 E1 R2 I2 C6 — 1st DOWN = 112
V7 R2 O2 O2 M6 — 2nd DOWN = 19
S2 C6 I2 S2 S2 O2 R2 — 3rd DOWN = 84
B6 U3 R2 B6 L2 E1 S2 — 4th DOWN = 122
E1 N2 I2 S2 L2 E1 D3 — BONUS DOWN = 73

AVERAGE GAME 260-270 PTS — JUDD'S TOTAL = 410
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