

February Facts

February is derived from the Latin word “februs” meaning “to cleanse.” The month was named after the Roman Festival, Februalia, a month long festival of purification and atonement.

Stone = Amethyst    Flower = Iris or Violets

SUPER BOWL COMMERCIALS

The Super Bowl is the most watched American TV show. That means a lot of viewers for those commercials. Today, there is approximately 45 minutes of commercials compared to 60 minutes of actual game time. The Super Bowl, it seems, has gotten to be the premiere event for TV commercials. Many products will wait to present their latest and best commercial during the game because they know that this is when they’ll get the most viewers. Super Bowl XLV had 111 million viewers and was the most watched (as of 2011.) However, this also means that the cost for this captured audience attention is also very pricey for a 30 second commercial. For 2012, the cost has now risen 17% from 2011 and so a commercial is now \$3.5 million for 30 seconds. This is double what the commercial ads cost for the Oscars even! And, the ad agencies that create these commercials also look forward to the Super Bowl, when people vote for the best one. This seems to be the time when the ad people compete on TV, while the football players compete on the field.

The 2012 Super Bowl Game was broadcast to 185 countries around the world in 35 different languages.

Below is a chart showing the Super Bowl ad costs through the years and how they’ve increased.

YEARCOST(*Millions*)

1967	0.04				
1968	0.05	1983	0.43	1998	1.30
1969	0.07	1984	0.45	1999	1.60
1970	0.08	1985	0.50	2000	2.10
1971	0.07	1986	0.55	2001	2.05
1972	0.09	1987	0.58	2002	1.90
1973	0.10	1988	0.60	2003	2.10
1974	0.11	1989	0.68	2004	2.25
1975	0.11	1990	0.70	2005	2.40
1976	0.12	1991	0.80	2006	2.50
1977	0.16	1992	0.80	2007	2.60
1978	0.19	1993	0.85	2008	2.70
1979	0.22	1994	0.90	2009	3.00
1980	0.28	1995	1.00	2010	2.65
1981	0.32	1996	1.10	2011	3.00
1982	0.35	1997	1.20	2012	3.50
				2013	3.80
				2014	4.00
				2015	4.50
				2016	5.00
				2017	5.50
				2018	5.20
				2019	5.25
				2020	5.60
				2021	5.60
				2022	6.50
				2023	7.00
				2024	7.00
				2025	7.00
				2026	

These commercials live on long after the Super Bowl they premiere in. Some stick in our memories and many can be seen over and over on-line as You Tube videos, and on other websites as well.



















By Brownielocks and The 3 Bears



THE ORIGINS OF VALENTINE'S DAY

The origins of Valentine’s Day are somewhat ambiguous. Many historians trace it back to ancient Roman festivals like Lupercalia, which celebrated fertility and spring. The figure of Cupid, often associated with love, has roots in Greek mythology, particularly the god Eros from 700 B.C. Some believe the holiday emerged in the Middle Ages as a Christian alternative to pagan festivities. The most widely accepted theory is that it was named after Saint Valentine, a 3rd-century martyr. However, it was not until the mid-19th century that Valentine’s Day saw a significant commercial boom, transforming into the celebration we recognize today.

Year Round Activities						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>3:00-5:00 Ladies Only Pickleball/Courts</div> <div></div>	<div>7:30-9:30 Social Tennis</div> <div>12:00-3:00 Mahjong/Card Rm</div> <div>5:00 Mixed Bridge M&amp;W/Card Rm</div> <div>6:30 Texas Hold'em/AR</div>	<div>7:30-9:30 Social Tennis</div> <div>8:00-9:30 Pickleball Lessons/Cts (by Appt Only)</div> <div>12:45-4:00 Mahjong/Card Rm</div> <div>2:30-6:30 Ladder Tournament/Cts</div> <div>6:15 Hand and Foot/Card Rm</div> <div>6:30 Trivia/AR</div> <div>7:00 Shuffleboard/Cts</div>	<div>7:30-9:30 Social Tennis</div> <div>8:30 Ladies Golf</div> <div>8:30 Nifty Niners/GC</div> <div>9:00-5:00 Bocce/CT</div> <div>12:30-4:00 Ladies Bridge/Card Rm</div> <div>For Beginner One Stroke Lessons, please contact Mo Keary @ 239-826-3673</div>	<div>7:30-9:30 Social Tennis</div> <div>9:00-12:00 Mixed Bridge/Card Rm</div> <div>12:30 Men's Golf</div>	<div>7:30-9:30 Social Tennis</div> <div>12:00-4:30 Pinochle/Card Rm</div>	<div>Reception Hours: 9:30am til 3:00pm Monday - Friday</div> <div>Changes made up till the 25th of each month.</div> <div></div>
<div>February 2026</div> <div></div>					<div>P.L. CLUBHOUSE ROOM ABBREVIATION CODE</div> <div>BR - Ballroom GC - Golf Course</div> <div>BDS - Billiards P - Patio</div> <div>CR - Crafts Room LF - Lake Fairways</div> <div>FS - Fitness Studio LR - Living Room</div> <div>K - Kitchen LL - Library/Loft</div> <div>AR - Activity Room DR - Driving Range</div> <div>Card Room F - Foyer</div> <div>M &amp; W - Men &amp; Women</div>	<div>PLEASE NOTE: When making reservations for the use of the clubhouse or any of its rooms more than six months in advance, please submit your request in writing to eliminate misunderstandings.</div> <div>Also, when reserving a room please be sure to clean up after each use.</div> <div>a.m. regular • p.m. bold</div>
<div>12:00-3:00 Pool Party/P</div> <div>6:00-8:00 Bible Study/LR</div> <div>7:00 Euchre/Card Rm 6:45 Sign up</div> <div></div> <div>1</div>	<div>GROUNDHOG DAY</div> <div>8:30-2:00 Management/LR</div> <div>9:15-9:30 Beginner Tai-Chi/BR</div> <div>9:30-10:30 Tai Chi/BR</div> <div>11:00-12:00 Easy Does It/BR</div> <div>1:00-3:30 Adv. One Stroke/CR</div> <div>3:00-5:00 PLTA Bd Meeting/LR</div> <div>7:00 Texas Hold'em/AR 6:30 Set-up</div> <div></div> <div>2</div>	<div>9:30-12:00 Watercolor-Paint for Fun/CR</div> <div>10:30-11:40 Beginner Line Dancing/BR</div> <div>11:45-1:00 Line Dancing/BR</div> <div>1:00-3:00 Ceramics/CR</div> <div>1:15-3:30 Veterans Group Mtg/BR/AR</div> <div>2:00-3:00 Single Dames &amp; Dudes/LR</div> <div>3:00-5:00 Corn Hole/BR</div> <div>4:00-5:00 Gardening/CR</div> <div>4:00-6:00 Tennis/P</div> <div>6:00-9:00 8 Ball League/BDS</div> <div>6:15 Hand &amp; Foot/Card Rm</div> <div>6:30 Trivia/BR/AR</div> <div></div> <div>3</div>	<div>11:00-12:00 Easy Does It/BR</div> <div>12:00-2:00 90's Luncheon/LF</div> <div>3:00-6:00 PL Nifty Niners/AR 11am set up</div> <div>6:00 BINGO/BR/K Doors Open 5:00</div> <div></div> <div>4</div>	<div>9:15-9:30 Beginner Tai-Chi/BR</div> <div>9:30-10:30 Tai Chi/BR</div> <div>11:00-1:00 Line Dancing/BR</div> <div>6:00 Women's Club Mtg/BR/AR/K</div> <div>6:00-9:00 Billiards Practice/BDS</div> <div>6:30-8:30 Pictionary/Card Rm</div> <div></div> <div>5</div>	<div>8:00-9:00 Yoga/BR 7:45 Set-up</div> <div>9:00-12:00 Quilting/CR</div> <div>11:00-12:00 Easy Does It/BR</div> <div></div> <div>6</div>	<div>8:15 Pancake Breakfast/BR/AR/K</div> <div>9:30 Bike Ride/PL Clubhouse</div> <div>7:00 Men's Club Presents The Goldtones/All Rms Doors Open 6:00pm</div> <div></div> <div>7</div>
<div>12:00-3:00 Pool Party/P</div> <div>Veterans Group Super Bowl Party/All Rms Doors open 5:30</div> <div>6:00-8:00 Bible Study/LR</div> <div>NO Euchre</div> <div></div> <div>8</div>	<div>9:15-9:30 Beginner Tai-Chi/BR</div> <div>9:30-10:30 Tai Chi/BR</div> <div>11:00-12:00 Easy Does It/BR</div> <div>1:00-3:30 Adv. One Stroke/CR</div> <div>7:00 PLEHOA Annual Meeting/BR</div> <div>7:00 Texas Hold'em/AR 6:30 Set-up</div> <div></div> <div>9</div>	<div>9:30-12:00 Watercolor-Paint for Fun/CR</div> <div>10:30-11:40 Beg Line Dancing/BR</div> <div>11:45-1:00 Int Line Dancing/BR</div> <div>1:00-3:00 Ceramics/CR</div> <div>2:00-4:00 Men's Club Bd Mtg/LR</div> <div>3:00-5:00 Corn Hole/BR</div> <div>4:00-5:00 Gardening/CR</div> <div>4:00-6:00 FISH/LR</div> <div>6:00-9:00 8 Ball League/BDS</div> <div>6:15 Hand &amp; Foot/Card Rm</div> <div>6:30 Trivia/BR/AR</div> <div></div> <div>10</div>	<div>11:00-12:00 Easy Does It</div> <div>3:00-6:00 PLGA Match Play Mtg/AR</div> <div>6:00 BINGO/BR/K Doors Open 5:00</div> <div></div> <div>11</div>	<div>9:15-9:30 Beginner Tai-Chi/BR</div> <div>9:30-10:30 Tai Chi/BR</div> <div>11:00-1:00 Line Dancing/BR</div> <div>2:00-4:00 Liaison Meeting/LR</div> <div>5:30-7:00 Beautification/LR</div> <div>6:00 Men's Club Meeting/BR/AR/K</div> <div>6:00-9:00 Billiards Practice/BDS</div> <div>6:30-8:30 Pictionary/Card Rm</div> <div></div> <div>12</div>	<div>7:00am Fashion Show Set-up</div> <div>NO Yoga • Easy Does It • Pinochle</div> <div>NO Cards • Quilting</div> <div>ALL ACTIVITIES CANCELLED</div> <div></div> <div>13</div>	<div>HAPPY VALENTINES DAY</div> <div>9:30 Bike Ride/PL Clubhouse</div> <div>11:00-2:00 PLGA Valentines Tournament/P 9am set-up</div> <div>1:00 Women's Club Presents Dillard's Fashion Show/All Rms Doors Open at noon Lunch Begins 12:15</div> <div></div> <div>14</div>
<div>12:00-3:00 Pool Party/P</div> <div>6:00-8:00 Bible Study/LR</div> <div>7:00 Euchre/Card Rm 6:45 Sign up</div> <div></div> <div>15</div>	<div>PRESIDENT'S DAY</div> <div>9:15-9:30 Beginner Tai-Chi/BR</div> <div>9:30-10:30 Tai Chi/BR</div> <div>11:00-12:00 Easy Does It/BR</div> <div>1:00-3:30 Adv. One Stroke/CR</div> <div>7:00 Texas Hold'em/AR 6:30 Set-up</div> <div>7:00 HOAII Bd Mtg/BR</div> <div></div> <div>16</div>	<div>9:30-12:00 Watercolor-Paint for Fun/CR</div> <div>10:30-11:40 Beg Line Dancing/BR</div> <div>11:45-1:00 Int Line Dancing/BR</div> <div>1:00-3:00 Ceramics/CR</div> <div>1:30-3:30 PLGA Bd Mtg/LR</div> <div>3:00-5:00 Corn Hole/BR</div> <div>4:00-5:00 Gardening/CR</div> <div>6:00-9:00 8 Ball League/BDS</div> <div>6:15 Hand &amp; Foot/Card Rm</div> <div>6:30 Trivia/BR/AR</div> <div></div> <div>17</div>	<div>11:00-12:00 Easy Does It/BR</div> <div>6:00 BINGO/BR/K Doors Open 5:00</div> <div></div> <div>18</div>	<div>7:00-6:00 ELS/LR</div> <div>9:15-9:30 Beginner Tai-Chi/BR</div> <div>9:30-10:30 Tai Chi/BR</div> <div>11:00-1:00 Line Dancing/BR</div> <div>6:00-9:00 Billiards Practice/BDS</div> <div>6:30-8:30 Pictionary/Card Rm</div> <div>6:30-8:30 Ohio Night Mtg/LR</div> <div></div> <div>19</div>	<div>8:00-9:00 Yoga/ BR 7:45 setup</div> <div>9:00-12:00 Quilting/CR</div> <div>11:00-12:00 Easy Does it/BR</div> <div></div> <div>20</div>	<div>8:15 Coffee Social Cul de Sac #21/BR/AR/K</div> <div>9:30 Bike Ride/PL Clubhouse</div> <div>7:00 Men's Club Presents Liverpool/All Rms Doors open 6:00</div> <div></div> <div>21</div>
<div>12:00-3:00 Pool Party/P</div> <div>6:00-8:00 Bible Study/LR</div> <div>7:00 Euchre/Card Rm 6:45 Sign up</div> <div></div> <div>22</div>	<div>9:15-9:30 Beginner Tai-Chi/BR</div> <div>9:30-10:30 Tai Chi/BR</div> <div>11:00-12:00 Easy Does it/BR</div> <div>1:00-3:30 Adv. One Stroke/CR</div> <div>6:30 Book Club/LR</div> <div>7:00 Texas Hold'em/AR 6:30 Set-up</div> <div></div> <div>23</div>	<div>9:30-12:00 Watercolor-Paint for Fun/CR</div> <div>10:30-11:40 Beg Line Dancing/BR</div> <div>11:45-1:00 Int Line Dancing/BR</div> <div>1:00-3:00 Ceramics/CR</div> <div>3:00-5:00 Corn Hole/BR</div> <div>4:00-5:00 Gardening/CR</div> <div>6:00-9:00 8 Ball League/BDS</div> <div>6:15 Hand &amp; Foot/Card Rm</div> <div>6:30 Trivia/BR/AR</div> <div></div> <div>24</div>	<div>11:00-12:00 Easy Does It/BR</div> <div>6:00 BINGO/BR/K Doors Open 5:00</div> <div></div> <div>25</div>	<div>9:00-4:00 PLGML/K</div> <div>9:15-9:30 Beginner Tai-Chi/BR</div> <div>9:30-10:30 Tai Chi/BR</div> <div>11:00-1:00 Line Dancing/BR</div> <div>11:00-3:00 PLGML/AR</div> <div>MUST USE OUTSIDE ENTRY</div> <div>3:00-5:00 Women's Club Bd Mtg/LR</div> <div>6:00-9:00 Billiards Practice/BDS</div> <div>6:30-8:30 Pictionary/Card Rm</div> <div></div> <div>26</div>	<div>7:00am-9:30pm Treasure Sale Set-up/ All Rooms</div> <div>ALL REGULAR CLUBHOUSE ACTIVITIES &amp; CARDS CANCELLED</div> <div>8:30-4:00 Mgmt/LR</div> <div>4:00-6:00 Theatre/LR</div> <div></div> <div>27</div>	<div>8:30-1:00 Treasure Sale</div> <div>9:30 Bike Ride/PL Clubhouse</div> <div>ALL REGULAR CLUBHOUSE ACTIVITIES &amp; CARDS CANCELLED</div> <div>6:00 Canadian Golf Set-up/BR/AR/K</div> <div></div> <div>28</div>