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The Junior League of Tampa



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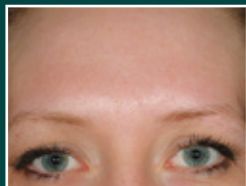


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Empowerment: Our Responsibility to Each Other

HEATHER TRKOVSKY

The Junior League of Tampa provides opportunities for women and young girls to transform their lives. Through education, promoting self-esteem, and mentoring, League members help to foster opportunities for a successful future for many in our community.

We provide guidance and plan educational events on proper nutrition and life skills for teens who are moving out of foster care as part of our Ready to Achieve project. We mentor young girls who have been abused, neglected, or abandoned in the Tampa Bay area by promoting healthy choices and academic success through our Girl Power project.

As an organization of women, we have a responsibility to each other as well. We must support each other, stand up for each other, and lean on each other. Watch what happens when you say Hi and start a conversation with a new member who is sitting by herself at a meeting. Or see the reaction you get when you stop to tell a co-worker that she's doing a great job. It can be a small but powerful way to show you value their time and commitment.

In this issue of *The Sandspur*, we focus on the League's second organizational value, Empowerment. It is our goal to empower our members and those we serve to improve their lives and the lives of others. In this issue, you will learn about women in the League who are paving the way for others through careers that have not always been considered a female career. You will also see how the League has spent the last 89 years impacting the Tampa Bay community.

We all have an opportunity to be a role model for someone in our lives; our daughters, our nieces, our neighbors, our friends, or our co-workers. Encouraging each other to reach our highest potential can open doors to opportunities we might not have known were available. There are so many challenges we face in our lives. One of the most important things we can do to support each other is to speak up if we know a woman is dealing with difficulties in her life.

Being a role model is not something we typically sign up to do. But think of the results we might see in our lives and in our communities if we make a conscious decision everyday to reach out to another women with praise and admiration. We might just create the next generation of trailblazers, leaders, and role models.



Heather Trkovsky
Editor

OUR VALUES

The Junior League of Tampa is dedicated to the service of our community, members and partners and continually aspires to the following organizational values:

VOLUNTARISM

Promoting voluntarism by creating a supportive, safe environment that encourages the continuous development of women to reach their highest potential as civic and community leaders

EMPOWERMENT

Providing training and mentoring opportunities to develop and empower our members and those we serve to improve their lives and the lives of others

COLLABORATION

Working collaboratively, effectively and strategically with our members and community partners to build a legacy of positive community impact

ADVOCACY

Acting as catalysts for change in our community and speaking as influencers for those who cannot speak for themselves

STEWARDSHIP

Achieving organizational excellence to meet our Mission and Vision, by responsibly managing the resources and relationships entrusted to us

THE SANDSPUR

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www.jltampa.org

MEET *THE SANDSPUR*'S EDITORIAL STAFF



HEATHER TRKOVSKY, *Editor*

Heather Trkovsky joined the League in Jacksonville in 2005 and transferred to The Junior League of Tampa in 2008 when she and her husband, Aaron, moved to her hometown. She has been involved with various committees ever since, most notably as a previous chair of Heart Gallery Birthday Buddies. She and Aaron have two sons, Noah James (6) and Elliott (3), and they are expecting their third son in January 2016. Heather is an Assistant General Counsel for Real Estate for CitiGroup.



BONNIE MENTEL, *Assistant Editor*

Bonnie Mentel is a first year active who currently lives in Brandon. She is the mother of two boys and has a background in international ministry and journalism.



DULCINEA KIMREY, *Features Editor*

Dulcinea Kimrey is a former newspaper reporter and now works in communications for a global non-profit. She is married to Bill and they have a dog named Marlowe. She transferred to JLT from the Junior League of McAllen in 2005.



MINA BRINKEY, *Photography Editor*

Mina Brinkey joined The Junior League of Tampa in 2014. She is a Social Studies high school teacher at Bayshore Christian School and a professional interiors and architectural photographer. Mina is originally from Miami, FL and has been in Tampa since 1992. She is married and has one daughter. She joined the Junior League because she shares the League's passion for helping children throughout the community.



KRISTEN MCFARLAND, *Advertising Coordinator*

Kristen McFarland joined The Junior League of Tampa in 2014. She joined JLT to fulfil her passion of giving back to the community and also to network with other successful women in the area. During the day she is the Florida Client Services Manager for a global real estate company, CBRE. Kristen earned her MBA with a concentration in Accounting from Baldwin Wallace University in Cleveland, OH. She is a native of Ohio and moved down to Tampa in 2008.



CAROL CROFTON, *Advertising Coordinator*

Carol Crofton joined The Junior League of Tampa in 2014. She is originally from Michigan. In her free time she enjoys hanging out with her dog, Kodi, socializing with friends, and red wine.



JULIE BERLICK, *Photographer*

Julie Berlick is a Florida native from Ocala, Florida. Julie has been living in the Tampa Bay area since 2006 and joined The Junior League of Tampa in 2010. She works as an attorney in support of the United States Attorney's Office practicing asset forfeiture. In her free time, she enjoys photography and spending time with her dog.

SANDSPUR STAFF PHOTOGRAPHY BY JULIE BERLICK

Learn more about *The Sandspur* Contributing Writers throughout the magazine.



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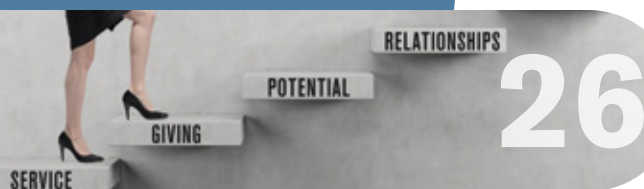
WHAT'S INSIDE

feature stories



LEADING THE WAY

The number of women in STEM-related careers is increasing. Meet the JLT members who are paving a path for other women.



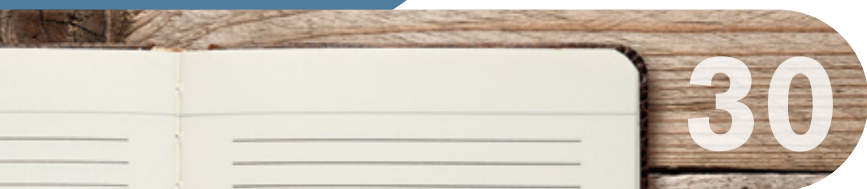
REDEFINING POWER

We take a look at the true meaning of empowerment and the impact women have on the League and our community.



MANAGEMENT COUNCIL

This year JLT added a new leadership structure, providing more support to committee chairs and taking over day-to-day operations. Hear from the managers who are leading this charge.



EMPOWERMENT

When we are empowered, we can build stronger communities. We ask the question: what does empowerment mean to you?



TIMELINE: EMPOWERMENT

Discover key events throughout the history of The Junior League of Tampa and in our country that have shaped our world and our community.



STEWARDSHIP: GIVING TO COMMEMORATIVE FUND

Learn how a donation to Commemorative Fund recognizes League members while also investing in the League's future.

IN EVERY ISSUE

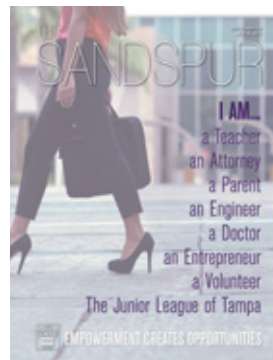
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|-----------------------------------|-----------------------------------|
| Annual Campaign 36 | Letters to the League 10 |
| Behind the Balustrades 9 | Out and About 52 |
| Commemorative Gifts 42 | Sustainer Interview 18 |
| Editor's Letter 4 | Who's Who 48 |
| Endowment Fund 46 | Connect With Us 54 |

ON THE COVER

Empowerment Creates Opportunities

We have so many roles in our professional, personal, and volunteer lives. We share how The Junior League of Tampa empowers us to do all that through training and mentoring opportunities to improve our lives and those we serve.

Designed by Sensory 5



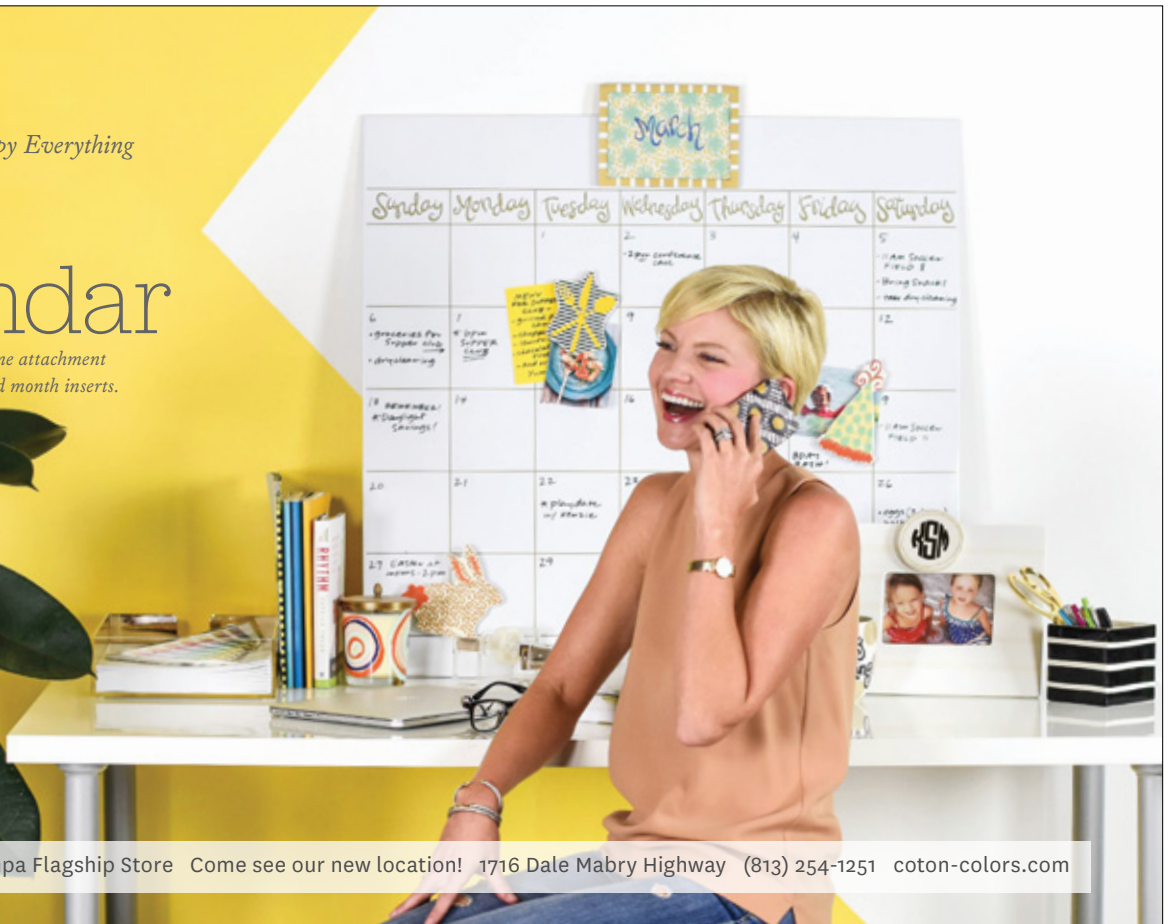
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BY LAURA JOHNSON

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STACY CARLSON
President
Active Since 2005

OUR MISSION

Founded in 1926, The Junior League of Tampa, Inc. is an organization of 1,800 women committed to promoting voluntarism, developing the potential of women, and improving communities through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

The Power Lies Within

STACY CARLSON

I recently read this quote: ***Our greatness lies not so much in being able to remake the world... as in being able to remake ourselves.*** Mahatma Gandhi. It reminded me of the lasting legacy of the League of "developing women to become community and civic leaders and highly skilled volunteers" and how that starts with our value of empowerment.

Empowerment is an interesting value term for me. By definition, "empower" suggests that somehow as members of JLT we are waiting for someone to give us the power of self-determination. But in fact, the power already lies within us to make the choices that bring us the greatest potential for growth. The duty is really on us as individuals to make decisions for ourselves that will maximize our opportunities for success, in the League and beyond.

The beauty of the League is there is much autonomy to make the choices that will help each of us reach our individual goals as volunteers, leaders, friends, professionals, family members, and more. One basic premise in our work is meeting our members where they are and creating a safe environment to try new things. We don't expect members to be ready to be President tomorrow or to even be a well-trained volunteer immediately upon joining. This is why the League exists and why you see so much attention paid to formal training, meaningful places for volunteering and matching member interests with community needs.

The League provides more than a thousand ways to serve each and every year. Members can decide a pathway that stretches their skills into unknown territory or stick with something safe and comfortable. They can pick a path that requires a lot of volunteer time or one that

keeps their time at the League limited, maybe even through an "at home" placement. There are volunteer opportunities in finance, fundraising, community projects, and research to name a few. The choices are limitless and as members we are empowered to pick the pathway that makes the most sense for us and considers where we are in our personal life and development.

But it is not only in the development of women where the value of empowerment plays out in the League. This value also applies to our approach to engaging with our community partners and the beneficiaries of their work. We work in ways that support individuals to enable them to overcome their sense of powerlessness and lack of influence and reach a place of confidence with their skills and talents. Our focus on training, even in the community, is one of the ways we look to empower individuals with the awareness of what is possible and their role in making it happen.

Empowerment at JLT is based on focusing on individuals' and organizations' strengths and building upon them to reach a high level of achievement. Collectively, the League's commitment to empowerment is what gives us our strength to reach our goals and maximize the quality of life for members and those who we serve.

Shine Brightly!

Stacy Carlson, Ph.D.
President, 2015 – 2016

LETTERS TO THE LEAGUE

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Sulphur Springs K-8 Community School

Greetings Junior League of Tampa,

On behalf of administration and staff, we would like to thank you for your contributions in efforts to acknowledging our faculty for everything they do! Our staff felt much appreciated when coming in an extra week earlier to kick off the year right starting with Professional Development. It takes passion, dedication and commitment to ensure a difference is being made in the lives of our students. Teaching and mentoring is not an easy task, but with the right heart, mind, and goal to reach every kid, it can prevail.

Please know that we are truly grateful for your generosity and would like to continue having you sponsor our family night and curriculum events to support our school throughout the year! Together, WE can make a difference!

Thank You so much,

Sulphur Springs K-8 Administration
Christina Conrad
Alfe
 Crystal Brown

Sulphur Springs K-8 Community School • 1412 13th Street • Tampa, FL 33604
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 Administration (813) 247-5533 • Fax (813) 247-7930

October 14, 2015

Ms. Stacy Carlson
 Junior League of Tampa, Inc.
 87 Columbia Dr.
 Tampa, FL 33606-3564

Dear Ms. Carlson,
Stacy

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Thank you!
 On behalf of The Spring of Tampa Bay and the families we serve, I want to extend our heartfelt appreciation for your commitment to making the 25th Annual Mabel H. Besley Gift of Peace Lunch a success with your sponsorship of \$500.00. Your generous support affirms our vision to end domestic violence and, specifically ensure safety, hope and renewal for families affected by domestic violence in Hillsborough County.

We look forward to seeing you at the lunch on Thursday, October 22nd at 11:30am at the Tampa Convention Center. Our keynote speaker is retired Tampa Police Chief, Jane Coster, who works in the trenches for years to make our community a safer place for everyone. I encourage you to invite your colleagues, friends, neighbors and family to this year's event. The Spring is committed to preventing domestic violence, protecting victims and promoting change in lives, families and communities. Your sponsorship supports the transforming work we do.

Please know that our partnership with you is essential to both the success of Gift of Peace and to The Spring's mission. From our hearts to yours, thank you!

We are truly grateful,
Mandy
 Mandy Murphy
 President & CEO

Autos: Thank you! As an active member, it means so much to have the League support us!
 Austin Simon
 Development Manager

Thank you for your sponsorship of \$500.00 on 10/9/2015. In exchange for this sponsorship, you will receive goods and services including a seated lunch for rights, with a fair market value of \$200.00.



Dear H.E.A.R.T. Committee,

Our 1st Heart Gallery Group Shoot was an amazing success thanks to Kendra and the wonderful H.E.A.R.T. committee! Because of your efforts, we were able to photograph 17 children and conduct video shoots for 5 children who hope to find their forever families by being featured in the Children's Board Heart Gallery of Tampa Bay.

We were so impressed with the amount of detail and effort you put into every activity throughout the day. From the indoor games, lunch and snacks throughout the day, outdoor activities, and our personal favorite touch of assigning a JLT committee member to each of our kids. This really helped the children feel comfortable with the process and it was exciting to see all the special bonding going on during the day. We hope the committee was able to get lots of quality time getting to know our kids.

Soon the new photo and video profiles will be featured on our website and shared throughout the Heart Gallery generating new leads of potential parents. It won't be long before those leads become matches and then adoptions! We thank the Junior League of Tampa for their long-term commitment to this program and to providing positive outcomes for foster children. It makes the world of difference!

With our heartfelt thanks,
 The Heart Gallery Team



Meet Earl:
 At first glance, Earl may not look like an imposter. But don't be fooled—he is. Both to his family and to the Quest team who see him every day, Earl is a motivating spirit and a source of encouragement to others.

Profoundly deaf, with only very basic American Sign Language to communicate, Earl also has other serious physical challenges—as well as developmental disabilities. He spent most of his life in foster care until his older sister found him after searching for years and found for the first time to add him to her family. She adopted Earl when he was 17, he is now 22.

Daily, Earl attends one of Quest's adult training programs. Despite his many challenges, he tackles his work with a winning attitude, a sunny disposition and an outlook you can only label, yes—inspiring! In fact, Earl is doing so well that he and his family are now considering independent living—with help from a Quest supportive living coach.

Earl is a remarkable and creative revelation to the Quest team and to everyone he meets—a gentleman who embraces life and its trials—and then conquers them.

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Amberly Buser

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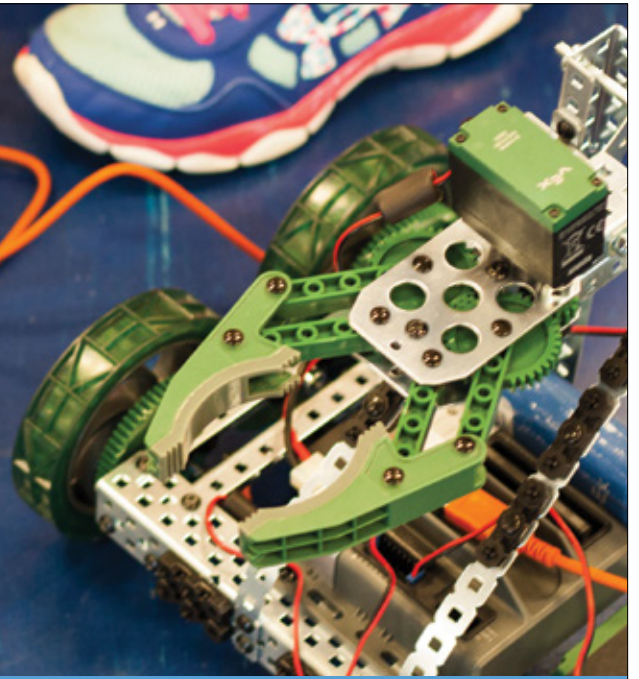
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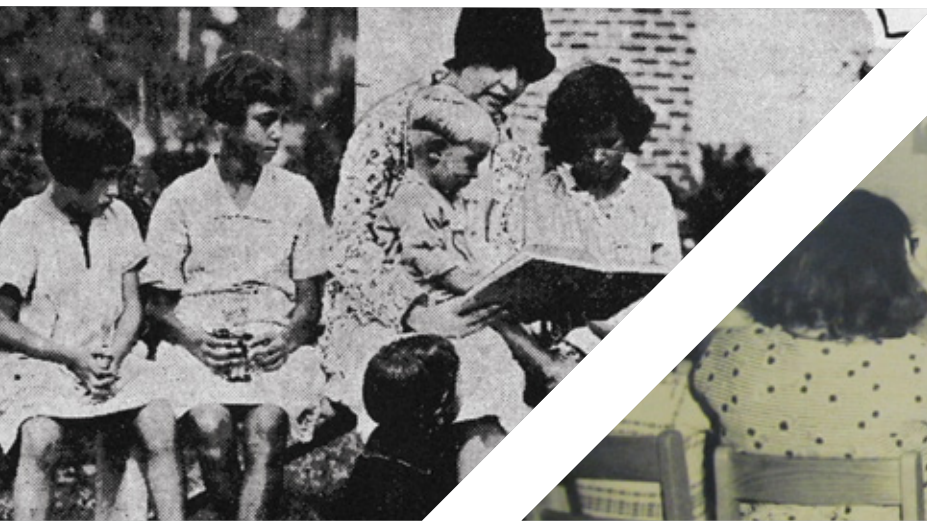
by JENNY OLSON

On April 2, 2016, The Junior League of Tampa will celebrate its 90th Anniversary! In 90 years our League's commitment to the community has remained unwavering as we have helped build a healthier, more educated, and strong community for Hillsborough County's children and families. Our 1,800 plus members provide more than 50,000 hours of service to the community each year, valued at \$1,160,000 while investing more than \$340,000 additionally annually through our projects. Over our 90 years, we have touched the lives of many – the elderly, the sick, the homeless, and families and children in need – and we have influenced the quality of education, the arts, the environment, and human services within our community.

In the beginning, a group of like-minded women organized the Junior Service League of Tampa. Marion

Harvey Partrick was the first President of the twenty-two member organization with annual dues at \$10. Soon after, the Junior Service League became a member of the Association of Junior Leagues of America. The League donated approximately \$1,000 to community projects in its first full year. Members ferried low-income children to City Hall, where a dentist offered free treatments to the needy. Members volunteered at the Pine Health Preventorium for sick children and at a residence for the mentally ill. Meanwhile, membership began to grow as more women were drawn to the community service orientation of the League.

As a part of developing the nonprofit skills of our members, fundraising events and social entrepreneurship ventures, like our famous cookbooks, have always been a part of our



JENNY OLSON

Jenny has been an Active since 2007 and is a member of the 90th Gala committee. She works as a Defense Intelligence Agency Analyst at Central Command and also serves as a Public Affairs Officer and Para-Commando as an Army Reserve Major at Special Operations Command. Most importantly, she is a mother to three children and wife to Paul Olson.



programming. Our award-winning Gasparilla Cookbook, originally published in 1961, has been a great fundraising item. The cookbook got a boost when First Lady Jacqueline Kennedy was photographed at the New York World's Fair holding one. The Follies and Trinkets and Treasures were other fundraising events that helped the League deepen its reach in the community. This past year we hit a record for our Holiday Gift Market, with 16,684 shoppers coming through the door! 100% of net proceeds raised by The Junior League of Tampa through Holiday Gift Market supports the League's programs and community projects in the areas of child welfare and education.

As we enter the 90th year of The Junior League of Tampa it is hard to believe that 22 women created an organization that has achieved so much for our

community. We will celebrate our accomplishments, our combined efforts to make Tampa a better place, and our common commitment to community impact through voluntarism with a very special event.

The Emerald Anniversary event will take place on Saturday, April 2nd, at the Tampa Museum of Art from 7 – 11 p.m. Guests will enjoy food and drinks provided by Mise En Place and live entertainment by The Bus Stop Band, and the presentation of the Sustainer of the Year Award will be a highlight of the evening. Tickets start at \$150 per person, with sponsorship opportunities available. We look forward to celebrating with you! Visit www.jltampa.org for ticket information.



The use of the Museum's facilities does not constitute endorsement by the Museum of any views expressed during this event.

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If you look at the publications of the League we get in our mail today, you will see that The Junior League of Tampa is guided by its values: **voluntarism, empowerment, collaboration, advocacy, and stewardship.**

In years past, it was our position statements – which involved the arts, aging, environment, children, and education – that directed our efforts in the community. While the

focus may appear somewhat different on the page, if you think about it the outcome is very similar. Prior to this shift, we, too, used these values to impact the community in the areas we worked which were identified by the position statements.

The League defines empowerment as "providing training and mentoring opportunities to develop and empower the members and those they serve to improve their lives and the lives of others." From my perspective, we have always empowered the community through our volunteer activities and initiatives and projects in the community. In turn,

through the comprehensive leadership training and placement experience that the League provided, we too were empowered to impact the community. Not only does the League have a 90-year history of opportunities for training, leadership, and service but this same experience also provides the pathway to other opportunities outside the League. One may find herself speaking at a national or local conference, working on a legislative agenda, feeding the hungry, or putting on a birthday party for a foster child. The diverse opportunities are unlimited as the League equips its membership to go out and serve others. So not only are we, as League members, individually impacted, but so is the community we serve.

One of the important ways that we as Sustainers continue to support each other in our individual growth is by coming together at different events throughout the year that appeal to all ages. We get to reinforce our longstanding friendships while also meeting new Sustainers and learning about what we all are doing in the community.

Sustainers have had a busy fall calendar, and many thanks to all of those who chaired a host of successful events. We kicked off the year with a well-attended Back to the League Day, hosted by the Actives. It was announced that the SUSTAINER OF THE YEAR will be presented at the 90th anniversary gala on April 2nd. Please make plans to



The Sustainer Fall Cocktail Party, chaired by Marte Watson and Marie Preston, at the Davis Island home of Karen and Vince Palori.



Other and Our Community. by SUSAN KYNES BALDWIN

attend early so we can support the recipient at this special event in League history. It proves to be a fun evening, to boot!

Thank you Gail Levine for sharing your beautiful art collection, your home, and gracious hospitality with a very appreciative group of Sustainers for our Arts & Antiques event. It was a perfect morning thanks to Nadyne Hines and Marsha Lane. Plan on joining us for the Spring Arts & Antiques program. I had no idea what a wonderful time I was missing!

Lunch Bunch and Fall Bridge were well attended and a great opportunity to spend time with friends new and old alike. Thank you to Denise Rasmussen and Gwyn Schabacker for bridge and Eryn Hodge and Ruth Giordano for a sold-out crowd at Ulele. These events will also be held in the spring, so check *The Spur of the Moment* and *Sandblast* for those dates.

The highlight of our fall events was definitely the lovely Fall Cocktail Party held at the home of Vince and Karen Palori. Marte Watson and Marie Preston – along with a great host committee – orchestrated this starlit event overlooking Tampa Bay. Over 130 guests came out, making it the highest attended cocktail party yet.

The fall meeting at the Holiday Gift Market proved to be a success thanks to Beth Schatzberg and Ginger Doherty. The HGM was a huge success again this

year – the Actives do a banner job putting on such a massive event. Times have changed since the warehouse shifts for the Thrift Sale...

Our Feeding Tampa Bay bagging was held on a Saturday in November. Denise Cassedy spearheaded this event assisting Actives packing food packages for school children to have something to eat over the weekend. There has been an increase in interest for opportunities for Sustainers to volunteer in the community, and we continue to work to provide resources for these opportunities.

As I think about the past year and our new year ahead, I am thankful for all of the generations of women that continue to empower one another and our community. We are an amazing bunch of women, and I look forward to spending even more time learning from you in the months ahead.

Sincerely,



Susan Kynes Baldwin
Sustainer President





Sustainer Fall Meeting & Luncheon at Holiday Gift Market

Upcoming Sustainer Events



February 24

Two great training events:

- **6:15PM: "INTRODUCTION TO SUSTAINERHOOD" PANEL**

Thinking about becoming a Sustainer, or are you a new Sustainer who wants to know more about opportunities available during this next chapter of your League experience? Join us for this discussion of what Sustainerhood has to offer? All Sustainers or those thinking about becoming a Sustainer are welcome.

- **7PM: SUSTAINER VOLUNTEER OPPORTUNITY FINDER**

Join us as we hear from Commissioner Sandy Murman about this new partnership the League has with the Women's Exchange, a group that Commissioner Murman helped establish. This is an easy way for Sustainers to learn about ways to volunteer and join boards in our community.



March 2

Day at the Races at Tampa Bay Downs. Exclusive to JLT Sustainers and their spouses.



April 2

90th Anniversary Gala at the Tampa Museum of Art

April 14

Sustainer Spring Meeting and Luncheon at League HQ



Keep an eye out in the Sustainer Sandblast for more events this spring: Lunch Bunch, Arts & Antiques, and Bridge!



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- High School Make-Up Entrance Exam - January 9
- Elementary & Middle School Entrance Exam - January 9
- Pre-K & Kindergarten Open House - January 28
- Pre-Kindergarten Screening - February 9 and 11

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LEADING — THE — WAY

by DULCINEA KIMREY

Women are breaking the mold in leadership and in careers in science, technology, engineering, and math (STEM).

According to the U.S. Department of Commerce, women are vastly underrepresented in STEM jobs and leadership positions. Less than 25 percent of people in the STEM field are women. But positive changes have been made over the years. Just a few decades ago, a female doctor or engineer was a rarity in a hospital or firm, but their numbers increasing.

Caroline Smith has been a member of The Junior League of Tampa since 2007. She was one of a handful of women in her graduate engineering courses at the University of Florida. "In my smaller classes we probably had two or three women," she said. "But I feel like it's getting better." Caroline is also a hiring manager at her firm, managing seven people and overseeing million dollar road contracts.

"My parents never pigeonholed me. But they did question me when I went into engineering

because they wondered what sparked my interest to be an engineer," she said. "I was just better at math than I was at English."

Dr. Theresa Lohmiller joined the League in 2011 as a transfer from Jacksonville. As a physician for the James A. Haley Veterans' Hospital in Tampa, she treats patients who have served in recent military operations as well as those who fought in World War II.

"A large portion of my patients have mental health issues," she said. "The age range of those I have seen is from 18 to a patient who was close to 100." She has also cared for veterans from conflicts and wars in Vietnam, Iraq, Korea and Afghanistan.

Theresa is proud of the work she is doing and the care she gives her patients. She is grateful for a career that gives young girls a role model to look up to. "It's wonderful to have a rewarding job," said Theresa.

Although Nancy Hepner has what could be seen as a traditional "woman's job" as a flight attendant at MacDill Air Force Base,



DULCINEA KIMREY

Dulcinea Kimrey is a former newspaper reporter and now works in communications for a global non-profit. She is married to Bill and they have a dog named Marlowe. She transferred to JLT from the Junior League of McAllen in 2005.

she actually serves on the flight crew that shuttles heads of state, foreign leaders and dignitaries, and military officers all around the globe and a little closer to home, making her so much more than the old fashioned stereotype of the "stewardess."

Nancy has been in The Junior League of Tampa since 2011 and recently became a Sustainer. She has been in the U.S. Air Force for 16 years and holds a Yankee White security clearance, which means she can be alone with the President and Vice President without their security detail.

Nancy said she's flown with President Barack Obama, Vice President Joe Biden, former Secretary of State Hillary Clinton and former Speaker of the House of Representatives, Nancy Pelosi. She also recalls flying on Air Force 2, the plane the Vice President uses.

"Most of the time we flew him from Washington DC to Delaware," she said, "a 17-minute flight."

Out of all the people she's met, she said that Nancy Pelosi was the one who made the biggest impression on her. "She would just bring stacks and stacks of paperwork and work the entire flight," she said.

Nancy says being a woman in the military has changed drastically over the years. She is proud of the career she has chosen.

Jen Steele is another woman in the military, serving as a Battalion Commander at Fort Hood in Killeen, Texas. She is a nonresident Active of JLT, joining in 2011 before being transferred out of state. She has served in the U.S. Army for more than 20 years, after being one of the few women to graduate

from the United States Military Academy at West Point.

As a child, she attended a school in New Jersey that changed into a co-ed school. Jen said she learned at a young age that anything boys could do, girls could also do. "A lot of people were not happy that the school was forced to go co-ed," she recalled. "I never felt like a minority."

Jen tried out for the water polo team, and ended up on the boys' team. "I think there was a gender gap" at her school, she said. "But as a sisterhood, we were also stubborn that we weren't going to let anyone beat us." It was that competitive spirit that propelled her through West Point and on to become a test pilot for Chinook helicopters during two tours in Afghanistan in 2002 and 2003. If there was something

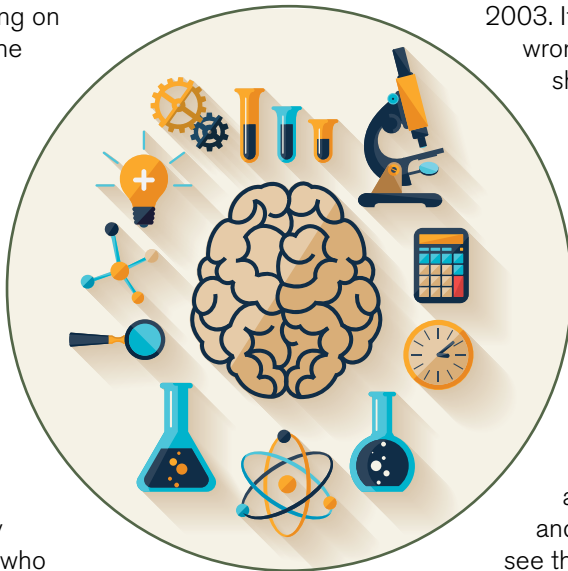
wrong with the aircraft, she would fly it and figure it out. She called test flying a "false sense of security."

She also fought in Operation Enduring Freedom 2 and 3, flying soldiers into or near the combat areas. "I (flew) them as close as I could and hoped to God to see them in the chow hall a couple of days later," she said.

"(The war) is a little different than it is now."

While a leader at work, Jen said she joined the League to expand her leadership skills in other ways. "It was one of the best decisions I've ever made," she said. "The Junior League refocused my understanding of what it means to be a leader."

Jen feels the same way about her League friends as she does of her West Point female friends. "The League is my other sisterhood," she said.



It's Time to Redefine "POWER"

Getting beyond the numbers to better assess — women's true impact —

by SUZANNE OAKS BROWNSTEIN

You can't visit a corporate website these days without coming across the words "women's leadership development" or "empowerment" somewhere in its pages.

Inside companies, there's a steep uptick in leadership initiatives for women, promising female managers greater opportunities for advancement. You'll find these programs across the more traditionally "male" sectors like tech as well as those with a longer history of female leadership, such as retail and consumer goods. **Apple** sponsors affinity groups for women employees – Women@Apple and Women@Apple-Tech; **Target** hosted its own women's empowerment fanfare for employees when Sheryl Sandberg's book launched, with female execs sharing their own "lean in moments"; and **Johnson & Johnson** has one of the longest-running women's executive programs – the "Women's Leadership Initiative," now over 20 years old.

Many companies echo this focus on women in their public marketing campaigns, devoting big budgets to promote female empowerment in a variety of different guises. Brands like Dove, Verizon, and Nike create women's/girls' empowerment storylines to sell more product by "changing the conversation" around ideas about women's beauty, athletic ability, or at least their love of math.

Do these corporate exclamations about women's "empowerment" have anything to do with the actual *power* of women in America today? What is "empowerment" anyway?

Yes, the numbers look bad...

To get to the heart of what empowerment is, we must look to its root: power. What does power actually mean?

One way of measuring power would be to quantify women's organizational leadership along traditional metrics – e.g., numbers in a boardroom, behind the CEO desk, or populating the executive ranks. Here are some recent statistics from the S&P 500:

- % of women on boards: 19.2%
- % of women CEOs: 4.4%
- % of women executive/senior-level officers/managers: 25.1%

[Source: Catalyst. Pyramid: Women in S&P 500 Companies. New York: Catalyst, October 13, 2015.]

The numbers don't lie. If we ask the question of where women are acquiring power within companies, the answer is that there is still a dramatic lack of parity compared with our male colleagues. The labor force in the S&P 500 is 45% women, but the channel of women getting promoted, especially at the top of the ranks, is extremely narrow.

But, what if we're asking the wrong question? What if we didn't assess the power of women by the positional authority they wield, but by the actual influence they are having on the world around us?

Defining "power" a little differently

In an article for *Forbes*, writer Jenna Goudreau (now at *Business Insider*) interviewed a number of top women leaders



SUZANNE OAKS BROWNSTEIN

Suzanne is a Managing Director with Temin and Company, a New York-based marketing and communications consultancy which advises corporations and not-for-profit organizations, their leadership teams, and their boards. She serves on the board of directors of WEDU and the development committee of Feeding Tampa Bay. Suzanne is Sustainer Liaison of The Junior League of Tampa.

on what "power" means to them. The words of these two CEOs in particular stand out:

Denise Morrison, President and CEO of Campbell's Soup: "I think leadership is **service**, and there is power in that **giving**: to help people, to inspire and motivate them to reach their fullest **potential**."

Mindy Grossman, CEO, HSN Inc.: "I've always had a philosophy that position doesn't define power. Impact defines power. What impact are you making on people? ...Power comes from the **relationships** you build. Are you truly creating value and having **impact**?"

Notice some key words here: Service. Giving. Potential. Relationships. Impact.

Power, to these CEOs Morrison and Grossman, isn't about having a woman at the top of the C-suite or getting X number of women on a board. Power is about leveraging what you have to offer people, and using that leverage to make an impact.

Leveraging this new definition of power in the League

Now look at The Junior League of Tampa website, on the About Us page. These same words are all over our JLT Mission and Values statements: service, giving, potential, relationships, impact.

What the League is doing is taking these essential ingredients of power – service,

giving, etc. – and combining them into a highly strategic, multi-layered, overarching realization of "empowerment" for women. Importantly, we in the League can bypass the jockeying for leadership positions versus male colleagues, and go straight into these roles where we can be of service from Day 1.

Our power, then, derives from that service we offer. Yes, we can compete just as well – if not better! – than our male peers in our work lives or in academic or creative pursuits. But the League allows us this "parallel path" to power where we don't have to compete with men for coveted leadership roles.

Companies are losing out by bypassing one of their most valuable resources in not putting women in the positions they deserve. But being in other positions often frees up women to serve in other capacities, such as the League.

By bypassing glass-ceiling struggles in our volunteer service lives, we can more efficiently get down to the business at hand of giving back to the community, helping train our fellow members, and building a culture of women's empowerment.

Most important, this empowerment doesn't have to be defined by oppositional metrics that pose women against men in competing for a bigger slice of the pie (like all those bleak statistics above). Instead, empowerment can be a truly expansive definition of giving women the power and tools to be able to make a positive impact on their community.





Management Council Expanding Leadership Opportunities

by PATTI LEE

Walking into the boardroom of The Junior League of Tampa Headquarters feels like being transported in time to the early 1900s.

Gilded mirrors flank a deep wooden entry door.

Classic upholstered chairs and curtains surround the large mahogany table and gold chandelier.

A side table supports a delicate silver tea set and a porcelain vase.

But within this historic-looking setting, where so many Executive Boards have met throughout the League's history, a

new leadership team now gathers. Nicole Hubbard, JLT President-Elect, calls the monthly Management Council meeting to order. Shortly after, a group of nine Junior League of Tampa leaders begin reviewing Holiday Gift Market analytics that outline ticket sales and attendance by population, location, time of day, and no shows. During the meeting, each woman reviews and analyzes the League dashboard, a report that summarizes internal data – attendance at events and meetings, actual spend against budgets, volunteer hours by group. The business intelligence reflected in these reports demonstrates leading edge technology and in-depth research that would impress even those in the private sector. Leaders share best practices about managing more effectively and work together to maximize collaborations across all facets of the League's activities. It immediately becomes clear that the



PATTI LEE

Originally from Southern California, Patti Lee received her bachelor's and master's degree from Cornell University. She and her husband live in Apollo Beach with their two boys. Patti is the Global Compensation Director for Syniverse.

Management Council is a group of women who are passionate about the success of The Junior League of Tampa.

In addition to the value members of the Council provide to The Junior League of Tampa, it quickly becomes apparent that being on the Management Council is a challenge that empowers members in extraordinary ways. While the Executive Board provides the strategic vision for the League, the Management Council handles the day-to-day operations, each managing a group of Committee Chairs. Management Council was introduced this year as a way to expand leadership opportunities in the League, create more capacity to support committee chairs and free up time for the Executive Board to focus on addressing longer term League issues and strengthening community relationships with project partners, donors, the media and other stakeholders.

Nicole, as a part of her duties as President-Elect, facilitates Management Council and keeps the connection to the Executive Board. Because this is the first year for the Management Council, Nicole explains that this group of leaders has faced new challenges and acted as trailblazers.

"There is no roadmap," she said. "It's difficult to know what to expect." But Nicole is proud that the Managers have "grown by leaps and bounds," adding that, "they have had to make some very big decisions and step outside their comfort zones."

Megan Bock, Membership Manager, said being on Management Council has helped her improve her network, discover a wealth of talent within the League, and help develop stronger problem-solving skills.

"I am constantly impressed by the women I work with... they are full of strength and passion for our community," Megan said.

For Operations Manager Caroline Vostrejs, being on Management Council helps her feel empowered.

"Understanding the responsibility and impact that we have on our projects, our members, (on) the community is a something that I do not forget," she said. "It is something that both humbles me and empowers me."

Each of the Managers see the inner workings of the League and learn how their decisions have lasting impacts.

"On Management Council, I am really able to have a voice," Megan said. "We are able to shape the future of the League and create the best experience possible for our members."



Together: WE CAN IMPROVE LIVES

by ANGELA PARONE

WHO SHOULD BE EMPOWERED? ME.

Personally, I feel empowered by seeing and surrounding myself with others who are empowered. Those around me have a great influence on my life and what I do and seeing their successes makes me want to empower myself to reach my own goals.

I look at it like this - you are one snowball and the community around you is the snow. Once you combine members and partners that empower you as an individual, you roll with them getting bigger and bigger, ultimately feeling more empowered by the influences around you.

Now take this and multiply it by more than 1,800 members in The Junior League of Tampa. To connect, educate and support women of all ages and backgrounds, and inspire them to give back to their communities: isn't that what girl power is all about?



ANGELA PARONE

Angela Parone is a second year JLT Active who has double placement with *The Sandspur* and as a Luminaries Placement Mentor. Angela spends her work days at Amalie Arena as their Event Marketing Manager advertising concerts and events to the Tampa Bay community.

The Junior League of Tampa (JLT) is dedicated to the service of our community, members and partners and continually aspires to the organizational value of EMPOWERMENT by providing training and mentoring opportunities to develop and empower our members and those we serve to improve their lives and the lives of others.

How many times have you seen someone in the community and looked up to them? A mother juggling groceries and kids in her grocery cart; a teacher who goes the extra mile to teach and tutor a child who needs it; a business owner who works twenty hour days to keep their business alive; a League president that volunteers in the community on top of working as a full time mother, daughter, coworker, friend and confidant.

WHO SHOULD BE EMPOWERED? YOU.

Take a moment to think about what empowers you.

What empowers you to dream, explore or discover?

Grab a pen.

I feel empowered WHEN:

The person that empowers me the most IS:

I can empower others BY:

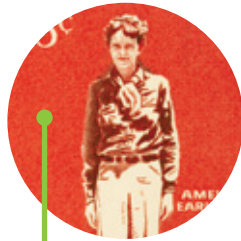
IMELINE EMPOWERMENT

The Junior League of Tampa is dedicated to the service of our community, members, and partners. The League values the empowerment of its members by providing training and mentoring opportunities to women, while improving their lives and the lives of those we serve.

As a volunteer, we should be empowered to dream, explore, and discover. In The Junior League of Tampa, we have the power of our 1800 members to connect, educate, and support women and children in our community. Our goal is to break the cycle of poverty through our initiatives in education and child welfare.



1926: Tampa Junior Service League started to empower Tampa residents.



1932: Amelia Earhart makes the first solo flight by a woman across the Atlantic.



1945: Former First Lady and Junior League of the City of New York member Eleanor Roosevelt becomes the American delegate for the recently formed United Nations.



1963: President John F. Kennedy was assassinated in Dallas on November 22.

1954: Public schools begin integrating.

1920

1920: The 19th Amendment to the U. S. Constitution gives women the right to vote.



1930

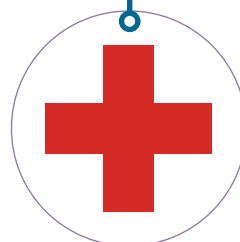
1929: The Great Depression begins and lasts until the late 1930s.



1940

1931: JLT Salvage Shop creates sewing jobs for unemployed women during the Great Depression.

1945: Three Tampa members are actively involved in Women Army Corps (or WAC) and Red Cross. The league strongly takes exception to the phrase "young women of leisure," saying "our lives have changed."



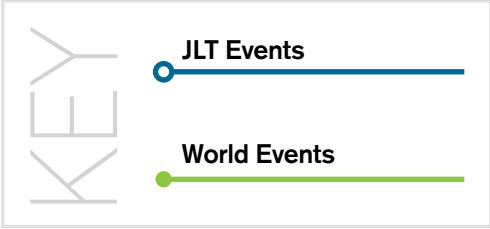
1950

1955: Rosa Parks' refusal to give up her seat to a white man on a bus, and her subsequent arrest, is used to launch the Montgomery Bus Boycott.



1960

1967: Provisional Education changed to one week seminar program.



1972: Sustainer of the Year award begins. Georgia McDonald is crowned the first recipient.



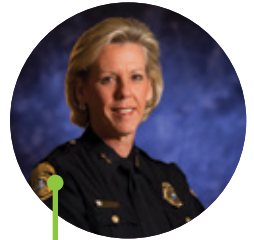
1979: Mother Teresa is awarded the Nobel Peace Prize for her work in the slums of Calcutta, India.



1990: Training Committee begins.



1993: Janet Reno is the first woman Attorney General of the United States.



2005: Condoleezza Rice is the first African-American woman to serve as U.S. Secretary of State.

2009: Jane Castor becomes first female Tampa Police Chief.

2013-2014: Largest provisional class in JLT history.

1970

1980

1990

2000

2010

1972: Title IX of the Education Amendments bans sex discrimination in schools. Enrollment of women in athletics programs and professional schools increases dramatically.



1969: AJLA president speaks at JLT.

1981: Sandra Day O'Connor is the first woman on the U.S. Supreme Court.

1983: Sally Ride becomes the first American woman to travel in space.



1993: Willingness to Serve/Lead



2002: PDEC begins.

2012: Sara Blakely becomes the youngest self-made female billionaire.



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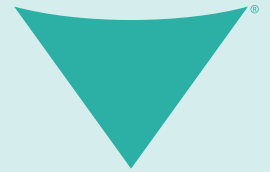
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Stewardship

noun [stoo-erd-ship]

1. The position and duties of a steward, a person who acts as the surrogate of another or others, especially by managing property, financial affairs, an estate, etc.

by LINDSAY YARBROUGH

Stewardship is one of the core values of The Junior League of Tampa. In this issue of *The Sandspur*, we will show how the League lives this value through financial management.

COMMEMORATIVE FUND

During every Junior League of Tampa General Membership Meeting, a clipboard is passed around the room and with it, a chance to honor League members who have had special life events.

The Commemorative Fund is The Junior League of Tampa's way of recognizing the achievements of its members while also contributing to our endowment. The Endowment Fund is an investment account at the Community Foundation of Tampa Bay held in perpetuity for the benefit of the League.

Donating to the Commemorative Fund is a wonderful opportunity to say "congratulations" to fellow members for anything from a new job to a new baby, or to offer a memorial gift for those who have passed away. This "gives our members the opportunity to recognize or honor someone now, but allows the gift to live in perpetuity

through our endowment fund for the future," said Ginny Daniel, Chair of the Endowment Fund.

Donations of \$10 or more to the Commemorative Fund are acknowledged and printed in *The Sandspur* along with the life event.

This commitment speaks to the sustainability of the League, but also to how much members feel connected to each other. The League consists of a group of women out to change the world, but they are also women who care about each other.

Sara Ling and Sara McIntire organize all of the donations and notify the member that a Commemorative Fund donation was made in her name.

"I love that I get to spread good news when notifying someone of a donation made in her honor," Sara McIntire said. "It really makes someone's day to know that a friend recognized them in this way."

Here's how to donate to the Commemorative Fund:

1. **ONLINE:** <http://www.jltampa.org/commemorative-gifts>. Log-on and make a donation from your desk or smart phone.
2. **AT A GMM:** Fill out the paperwork on the clipboard with the balloon during any General Membership Meeting. Cash, check or credit card information can be submitted.

Any member who contributes to Commemorative Fund donates on behalf of another League member who has had a life event.

"Those who bring sunshine to the lives of others cannot keep it from themselves." –Rishika Jain

Why I give to the **COMMEMORATIVE FUND.**

"By giving to the Commemorative Fund, I am honoring a member while donating to a cause near and dear to me," said Shannon Tompkins, a long time contributor to the Commemorative Fund.



Shannon has contributed consistently to the Commemorative Fund for more than five years because she feels it's a unique way to celebrate a friend and support the League's mission.

Shannon isn't the only one who feels contributing to the Commemorative Fund is a wonderful way to contribute to the financial well-being of the League: last year, more than 100 people donated, raising \$4,363.



LINDSAY YARBROUGH

Lindsay is owner/lead artist of Lindsay Does Makeup, specializing in headshots, weddings and special occasions. She is also a local triathlete and loves jumping on the bike with her husband Matt, or just hanging out with her pug, Sophie.

A Commemorative Gift is a way to recognize a significant event in a Junior League member's life – joining in their celebration or thinking of them in a time of sorrow.

Any occasion may be commemorated; below are a few ideas:

- Celebrate birthdays, engagements, marriages, anniversaries, births, new jobs or promotions
- Honor someone's service to JLT
- Offer condolences to a member who has lost a loved one



To make a commemorative gift, simply fill out an envelope and place your donation inside (cash or check only) or scan the QR code to be taken directly to our online donation site (credit or debit card). All commemorative gifts support The Junior League of Tampa's endowment.

To learn more or to make a gift, visit <http://www.jltampa.org/commemorative-gifts>
For questions, contact endowment@jltampa.org



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on their new home

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for being named as a 2015 Tampa Bay Business Journal Up & Comer

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- Suzy Mendelson

Amanda Seifert,
on her new job as Human Resources Generalist at PCL Construction

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- Laura Everitt
- Sarah Walters

Cassandra Griggs-Fierson,
on her promotion at AMIkids

- Shannon Tompkins

Cathy Kamm,
for being named as a 2015 Tampa Bay Business Journal Up & Comer

- Caroline Foss
- Caroline Vostrejs
- Ginny Veit
- Kate Caldarelli
- Laura Everitt
- Lauren Gstalder
- Lynette Russell
- Suzy Mendelson

Courtney Kennedy,
on her new job at Tampa General Hospital in Operations Improvement

- Shannon Tompkins

Danielle Dennis,
for being appointed Strategic Planning Director of the Junior

League's 2015-2016 Executive Board

- Caroline Foss

Dayton Baird,
on her promotion to National Account Manager at Mutual of Omaha

- Susan Ellison
- Suzy Mendelson

Dori Marlin,
on her new job with the Tampa Bay Business Journal

- Caroline Vostrejs

Ellen Boczarski,
for being named as a 2015 Tampa Bay Business Journal Up & Comer

- Ginny Veit
- Lynette Russell

Gina Evans,
for being named as a 2015 Tampa Bay Business Journal Up & Comer

- Caroline Vostrejs
- Ginny Veit
- Lynette Russell

Jennifer Del Valle,
on her new position

- Nicole Dorr

Jennifer Dunn,
for being named as a 2015 Tampa Bay Business Journal Up & Comer

- Rachel Lee

Jenny Spencer,
for being named The Shining Star of Management Council for August 2015

- Caroline Vostrejs
- Jenay Iurato
- Katie Cappy
- Megan Bock
- Meghan McGuire

Jordan Donnelly,
on her new job at New York Life as the Corporate Vice President, Search Engine Marketing

- Caroline Foss
- Meghan McGuire

Lauren Bentz,
on her new role at St. John's Episcopal Day School as a 1st grade teacher!

- Caroline Foss
- Ginny Veit
- Shannon Tompkins

Lauren Gstalder,
on her new job as Senior Director, Distinguished Events –Florida Division for American Cancer Society

- Ginny Veit

Lindsay Hernandez,
for being named the Ida S. Baker Diversity Educator of the Year for her school

- Sara McIntire

Lisa Vodola,
for being named as a 2015 Tampa Bay Business Journal Up & Comer

- Lauri Burgess
- Lynette Russell
- Nicole Hubbard
- Susan Ellison

Marie Hebler,
for being selected as a Business Woman of the Year finalist in the Financial Services category by the Tampa Bay Business Journal

- Caroline Foss
- Caroline Vostrejs
- Jenay Iurato
- Jenny Spencer
- Katie Cappy
- Lynette Russell
- Meghan McGuire
- Melissa Knight Nodhturft

- Nicole Hubbard
- Sarah Kodadek
- Selena Ward

Megan Bock,
for being named The Shining Star of Management Council for July 2015

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- Katie Cappy
- Selena Ward

Clara Booth Reynolds, JLT Sustainer
in her new role as CEO of Crisis Center of Tampa Bay

- Caroline Foss
- Ginny Veit
- Jenay Iurato
- Katie Cappy

Suzy Mendelson,
on being named to the 2016 Leadership Tampa class

- Caroline Foss
- Jenay Iurato
- Lynette Russell
- Megan Bock
- Meghan McGuire
- Selena Ward

Terin Cremer,
on her promotion to Chief Human Resources Officer at Bankers Financial Corporation

- Alex Palermo

Trimeka Benjamin,
on rebranding her Digital Media Firm, SWIM

- Ginny Veit
- Selena Ward

In Honor of Caroline Vostrejs

- Joanna Wickner
- Suzy Mendelson



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BEST WISHES TO

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on her engagement to Tommy Howell
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on her engagement to Jack Watters
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IN MEMORY OF

Maurice Harris,
Brother of LaShune Harris
• Laura Everitt

Burleigh T. Wilkins,
Father of Brita Wilkins Lincoln
• Ginny Veit
• Laura Everitt
• Lynette Russell
• Suzanne Brownstein

Sue McNevin,
*former JLT President and mother
of Sustainer Mary McKnight*
• Executive Board

Christine & Mike Campo,
*condolences for the loss of
Mike's Dad Mr. Campo*
• Caroline Smith
• Nicole Hubbard

Jessica Strathman,
*condolences for the loss of her
mother*
• Alicia Glasser

*This includes a cumulative listing of commemorative gifts received
September 2, 2015 through January 22, 2016.*



The Junior League of Tampa Endowment Fund

Leaving a Legacy...Sustaining Our Service

The Endowment Fund was established in 2006 in partnership with The Community Foundation of Tampa Bay. The Fund provides a legacy of permanent support for The Junior League of Tampa.

Members of the Endowment Committee oversee charitable and planned gifts to The Junior League of Tampa's Endowment Fund. Each member of the Endowment Committee is appointed during the willingness to lead process and has a strong interest in ensuring our League remains financially stable and viable in the future.



Endowment Committee members through the recent years.

Left to Right: Shelby Gregory (2012-13), Jamie Planas (2013-14), Katie Wyatt (2013-14), Laura Everitt (2012-13 and 2013-14), and Sara McIntire (2013-14).

Not pictured: Linda McDonald (2012-13) and Krystal Schofield (2012-13)



"I'm proud to be part of an organization that has helped launch and grow over 60 local non-profit organizations and provided training opportunities for many community leaders, philanthropists, and non-profit executives. A strong endowment fund will ensure we have the means to bring up the next generation of leaders and carry on our tradition of making an impact in the community." – Ginny Daniels



The Junior League of Tampa considers it an honor to be designated as a beneficiary of an estate or foundation. We highly regard this type of planned giving and recognize donors through membership in The Junior League of Tampa 1926 Society.

The 1926 Society enables you to leave your legacy in our community by supporting the future of our League and its members.

Endowment Fund

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*Donor List as of September 1, 2015
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Thank you to our inaugural member of
the 1926 Society, Martha Sale Ferman.

BA

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Principal, CS&L CPAs

WHO'S WHO IN THE LEAGUE

by TANYA EGGER

Meet a few of our fabulous members who not only share their passion for volunteering their time and talent with the League, but also find time to have exciting family and professional lives and interesting life experiences.



ALI ST. CYR | Placement: Community Outreach Coordinator | Active: 2013

Ali joined JLT to get more involved in the community with an organization that "truly makes a difference and is organized in their strategy and mission". She is proud to be a lifelong Tampa resident and has recently received some wonderful honors in her personal and professional life.

She started her career in real estate in 2013 and has already risen to the top 2% of actively selling Realtors in Hillsborough County. *The Tampa Bay Business Journal* recently recognized Ali as a 2015 Up & Comer for her business success as well as her involvement with The Greater Tampa Chamber of Commerce, Big Brothers Big Sisters of Tampa Bay, and The Junior League of Tampa.

Ali and her husband Jeff love the outdoors, including spending time on the boat fishing although Ali jokingly admits, "I actually just read." Most of their weekends are spent with their "little brother", from the Big Brothers Big Sisters program. "We love spending time with him and he keeps us on our toes trying to think of fun activities to get involved in."

When asked what might surprise people about her, Ali shared, "Embarrassingly, I love to sing Disney songs on karaoke, especially songs from *The Lion King* and *The Little Mermaid*."



KIM FRENCH | Sustainer since 2013 | Active: 1999, Transferred to JLT 2001

Kim is currently an independent communications consultant and writer but has worked in the past for a Fortune 500 company, small ad agencies, and a community college. She joined the Junior League of Greater Lakeland before transferring to JLT. "I joined to become more involved, but got so much more out of the experience than I expected." She loved her placements, especially Children's Literacy, Fundraising, Cookbook, and Nominating which taught her skills she has applied to other areas of her life and career. "More importantly, I gained friends and mentors for life."

Kim is married to Stephen. They will celebrate their 20th wedding anniversary this year. They have two children, Virginia "Bradley," a sophomore at Robinson IB, and Emerson "Carter," a sixth grader at St. John's Episcopal.

Kim became a Sustainer in 2013. She continues her service to the community as a member of the Robinson High School Foundation board, class agent for Washington & Lee University, and veteran Girl Scout Cookie mom. During college, Kim double-majored in French and English, studied in Paris, and played in the NCAA Division III tennis championship twice. "I love to travel, and visits to all the continents, along with all the major tennis tournaments, are on my bucket list."



TANYA EGGER

Tanya is a former television news reporter and now works in public relations. She is one of the inaugural members of JLT's Management Council, using her experience to further the League's message and brand in the community.

"As we begin our careers, it's imperative that we create a community of peers that will push us to succeed."
— Shiza Shahid, Co-founder and CEO of the Malala Fund

ALEX JANÓ | Placement: Agency Chair - Kids in the Kitchen | Provisional: 2015



Alex received her Bachelor's degree in Marketing from the University of Florida and is currently pursuing an MBA at the University of Florida. She loves to travel, cook, and explore all of Tampa's new restaurants and breweries.

She joined the League to find "my place" as a volunteer in the community and had heard great things about JLT and its impact. "I didn't realize how many friends I would gain along the way so that was a nice bonus." Alex has enjoyed her provisional year. "As agency chair of a Kids in the Kitchen site, I love that we are a part of their community and can see the impact when the kids come back to the next class sharing new healthy foods and snacks that they've tried."

Alex has also enjoyed exploring the different JLT committees. "I volunteered for a Food 4 Kids bag distribution shift and it showed me how full circle JLT's involvement in the community really is. A lot of the same kids and families in our KITK class are able to benefit from weekend food bags too."

Alex is the Market Development Manager at Coca-Cola Beverages Florida. She has been married to Kyle Jano, her high school sweetheart, for 2 years. They spend a lot of time in the Keys and go diving for spiny lobster every year.

ROSEMARY HENDERSON | Sustainer since 1985 | Active: 1973



When Rosemary moved to Tampa, she was anxious to get involved and learn more about her new hometown. Back then you had to live in Tampa at least five years before joining the League, so she was excited to finally become a member. One of her placements was with the Child Abuse Council, which she recalls was an extremely meaningful role. She became President of The Junior League of Tampa in 1984. "It was a great experience for me. I feel it led to other community opportunities."

In 1987, Rosemary was appointed by Tampa Mayor Sandy Freedman to be part of a Biracial Coalition to address racial injustice and prejudice in Tampa. "I believe we made a difference over the next couple of years working with the police department, school district, housing department, and small business associations. I was humbled in 1994 to receive the Martin Luther King, Jr. Drum Major Leadership Award for Advancing Human Rights in Tampa-Hillsborough County."

Rosemary became a grandmother last year welcoming a baby girl, who she absolutely adores, to the family. She also spends her time with her church and on the boards at Mary Lee's House, Divine Providence Food Bank, and the Straz Center for the Performing Arts. She has also served as chairman of the Metropolitan Ministries board. "I guess I really enjoy being a volunteer," she jokes.

She is an artist and loves to paint and do commission pieces. "My most recent and exciting venture is a new business I just started, Rosemary's Southern Cakes."



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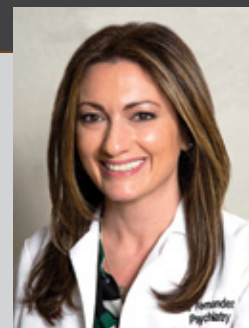
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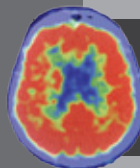
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The Junior League of Tampa

What does empowerment mean to you and how has membership in JLT empowered you? #empowerment #jltampa #sandspur



Jennifer Rodgers For me, empowerment has been a learned skill. Family, friends, teachers, and mentors have supported and empowered me in various ways throughout the course of my life. They have encouraged me to always continue learning, to be financially independent, to follow my dreams, that it's ok to step outside of my comfort zone, to apply for the school or job that I really wanted, and so much more. The gift of empowerment that has been given to me by so many wonderful people in my life has allowed me to let go of many of my insecurities, doubts, and fears. Having people in my life that believed in me has empowered me to believe in myself. The most fulfilling part about this journey is that I am now able to empower others to see the best in themselves and all of the amazing and unique qualities and ideas that they bring to the table.



Dulcinea Cuellar Kimrey Empowerment means encouraging others and giving them the "power" to make their own choices and knowing how to guide people when they go astray. In a practical sense, empowerment also mean to praise, guide, mentor and teach — leading people to make solid decisions.



Brittany Elise Anderson Being surrounded by women who are successful and ambitious has empowered me to pursue my own dreams. I had always wanted to own my own business but it wasn't till joining JLT that I really felt I could do it! Being surrounded by talented, like minded women, who support and empower each other gave me the courage and confidence to make my dreams a reality. I am so grateful for the women of JLT who support and build the potential of each member.



Fiona-Lee Gerrard I am constantly in awe of the incredible women I've met through JLT. They have empowered me to be a better leader and a better member of our community. Over the last 6 months, I have worked with friends to create a new non profit organization in Tampa, and I know that it wouldn't have been possible without the skills and experience I've gained through the League. I am so proud and honored to be a part of such an amazing league of women!! Thank you for all that you do for me and Tampa!!



Heather Ambrose Trkovsky I've been given the opportunity to take chances in leadership roles that I wouldn't have been given in my professional life without having specific experience in the area.



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