

# *the Sandspur*

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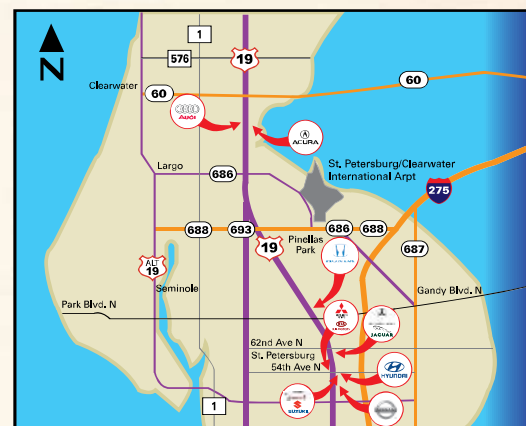
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League members are selling Mayor Robert Chancey a copy of the *League Daily Times* (original name for *The Sandspur*) in 1931

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Let's Paint the Town...

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Junior League members love to go out and paint the town, especially when it makes a lasting difference in the community. Our painting programs are fun, relaxing and ideal to help brighten cities and neighborhoods alike.

Many past thousands of Junior League members volunteer their time, energy and abilities to tackle urgent needs in their communities. They work to prevent crime against women and children, provide literacy and early childhood education, build childhood centers, improve women's health and much more.

So give your town the Junior League. It's a great way to roll up your sleeves and make a difference in the world, one community at a time.

Join Your Local Junior League Now! Call "your phone area" or call "your phone number here" Your logo here

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### The Mission of The Junior League of Tampa

Founded in 1926, the Junior League of Tampa, Inc. is an organization of over 1600 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.

# Letter from the Editor

## A Look Back And A Vision Forward



In 1901, Mary Harriman, a 19-year-old debutante with a social conscience, formed the Junior League for the Promotion of Settlement Movements in New York City. She mobilized a group of 80 other young women to work to improve child health, nutrition and literacy among immigrants living on the Lower East Side of Manhattan.

In 1926, inspired by similar principles, a group of 22 members of the Junior Service League of Tampa met for the first time. It was through their vision and determination, and that of thousands of other Tampa women over the past 84 years that the 1600-member Junior League of Tampa has become a foremost advocate committed to building a healthier, more educated and safer community for Tampa Bay's children and their families.

Throughout its history, The Junior League of Tampa has responded to community needs that resulted from The Great Depression, World War II and periods of turbulence and social change to positively influence the public welfare policy in our community.

In this issue you will read Kim Barr's feature article *Living the Legacy* on page 12, which looks back at the League's history of community projects and how they have evolved over time to meet the community's most pressing needs.

You will also read about the upcoming Holiday Gift Market and the history of League fundraisers on page 16. As we face challenging economic times today, the League is proud to continue contributing 100 percent of its fundraising net proceeds from corporate and individual donors, the Holiday Gift Market and the sale of League cookbooks directly back into its community projects. It is through fundraising that the League can continue to make a difference in the community for years to come.

As we look back, we must also look forward. This year, at its 87th Annual Conference, the Association of Junior Leagues International adopted a new Vision Statement: "The Junior League: Women Around the World as Catalysts for Lasting Community Change."

The new Vision Statement represents both a call to action to prospective members and an inspired invitation to existing members to re-engage. In the true spirit of Mary Harriman, it encourages us to seize new opportunities to address issues critical to members at a local level as well as matters of global concern. And, finally, it positions us to refocus our purpose to generate lasting community change and move forward in the 21st century through the leadership of trained volunteers. Read about how the League is moving forward in *The New York Times* article featured on page 18.

It is our hope that reading this issue will leave you inspired and ready to take action for the betterment of the community in which we live.

*Tracie Domino*

Tracie Domino,  
Editor, 2009 - 2010

## The Junior League of Tampa THE SANDSPUR 2009-2010

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# President's Perspective

## We Are Living the Legacy



As we begin our 84th year of service to the Tampa Bay community, I am honored to be a member of an organization of such distinction as The Junior League of Tampa. Throughout the League's history, our members have improved the lives of countless children and families and impacted our community through the effective action of trained volunteers. Our legacy is based upon individual commitment and collective accomplishment.

I am sincerely proud of The Junior League of Tampa's current efforts in the areas of foster care, literacy and education, and the provision of basic needs to disadvantaged children. Throughout the upcoming year, *The Sandspur* magazines will highlight specific undertakings in these areas. This issue, however, is dedicated to the *Legacy of the League* and illustrates examples of past endeavors that have led to The Junior League of Tampa's present success.

The Junior League of Tampa has had a lasting impact on our community. Over our history, the League's members have dedicated their time, talent and treasure to our community. Through our past projects, the League has supported or been instrumental in creating over thirty charitable organizations in Tampa. Moreover, The Junior League of Tampa has benefited well over one hundred local organizations with our Enabling Fund Grants, Community Action Projects and Treasures for Tampa Collections.

As you know, one of the League's primary missions is to train our members to become effective leaders and volunteers in our community. As a training organization, The Junior League of Tampa offers women opportunities to reach their full potential by serving on committees, learning new skills and cultivating talents that translate into personal and professional growth. Many women trained by The Junior League of Tampa have started non-profit organizations or have served on various boards throughout the community as exemplified on page 41.

The League's legacy would not be the same without the service of Carolyn Orr, our League bookkeeper who celebrated her 20th year of employment in June. As an organization of volunteers whose leadership changes annually, we are fortunate to have her consistent guidance and expertise. Thank you Carolyn for your years of service and we look forward to many more.

In closing, I would like to remind you of the reason The Junior League of Tampa is able to support our community and provide training to our members. It is due to the generosity of our donors. Throughout the years, we have hosted Galas, Follies, and Thrift Sales to support our projects and programs. This year The Junior League of Tampa's Annual Campaign will culminate with our 6th Annual Holiday Gift Market at the Florida State Fairgrounds on November 6-8th. Festivities surrounding the event include a Patrons' Party on October 29, 2009, graciously hosted by Lisa and Michael Trentalange with food and beverages donated by Datz Delicatessen & Wine Loft. On November 5, 2009 we will host our Kick Off party "Bubbles, Baubles and Belles." More information is included in this issue. I hope you can join us and very much appreciate those who have already generously donated to The Junior League of Tampa.

All the best,

A handwritten signature in black ink that reads "Jen Carlstedt". The signature is written in a cursive, flowing style.

Jennifer Carlstedt  
President, 2009-2010



# dear, Junior League of Tampa



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February 2, 2009

Susan Hawkins  
Enabling Fund Committee Chair  
The Junior League of Tampa  
87 Columbia Drive  
Tampa, FL 33606

Dear Susan,

The quarterly newsletter for HARC is fresh off the printer! I wanted to be sure you received a few copies. You will see a little article on page seven, thanking The Junior League of Tampa for the \$2,500 for supplies for the art room at the Centre for Life Development (CLD).

I am in contact with Tiffany Thomas, the Creative Director at the CLD, as she will be filling out the follow up paperwork regarding the spending of the funds. I will be sure this information gets to you in the requested timeframe.

Again, thank you and everyone involved in supporting HARC through your Enabling Fund Committee.

Sincerely,

*Katherine McDonough*  
Katherine McDonough  
Development Associate



Tampa Jewish  
Family Services

Penny Wagner-Schwartz  
CEO

A 501(c)(3) non-profit helping adults with disabilities

2/16/09  
Dear Members of the Junior League of Tampa:  
Thank you for the generous grant of \$1,500. We were able to purchase two new Dell desktop computers to replace the ones that were outdated & slow. My staff is so pleased. We would not have been able to make this need purchase without your grant. Staff has promised me - the new computers will increase productivity.  
Thank you again, Sincerely,  
*Penny Wagner-Schwartz*

July 6<sup>th</sup> 2009

The Junior League of Tampa  
Laura Hobby  
87 Columbia Drive  
Tampa, Florida 33606

Dear Junior League,

Thank you for your donation of \$100,000.00 to Mary Lee's House, Inc.

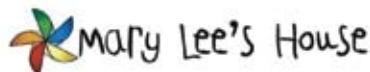
As you know, just this past October, in fulfillment of a vision for the care and safety of our community's most vulnerable children, Mary Lee's House celebrated its grand opening, and we have begun to serve children. Because of Mary Lee's House, abused children receive the legal, medical, mental health and social services they need in one child-friendly location. It is the community partnerships and dedicated professionals such as the Junior League of Tampa, which allow us to provide excellent services and care to abused children.

We look forward to next year's collaboration and having the 2009-2010 Provisional Class participate in making this place a better place for children.

Again, on behalf of the children and families that are served at Mary Lee's House, I thank you for your gift.

Sincerely,

*Lisa Colen*  
Lisa Colen  
Executive Director



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TRAUMA RESOLUTION AND VICTIMS' ESSENTIAL RECOVERY SERVICES

April 24, 2009

Susan Hawkins  
Enabling Fund Committee Chair  
The Junior League of Tampa  
87 Columbia Drive  
Tampa, FL 33606

Dear Ms. Hawkins:

This is to express our sincere appreciation for the Enabling Fund Grant of \$2,404.98. The "Patriot Riders" are currently riding in new saddles, on new pads, with new bridles. While your grant has made this a most exciting time for this year's group, we expect the saddles and pads to last a number of years and service a number of children.

Please expect to receive an invitation to the Patriot Riders' graduation which will be held Saturday morning, May 30 at 9:30 a.m. You, and as many members of the Junior League who might like to attend, would be most welcome.

Once again, thanks for furthering our work with children traumatized by abuse or loss.

Sincerely,

*Joseph P. Callan*  
Joseph P. Callan, LCSW  
Clinical Director



THIRTEENTH JUDICIAL CIRCUIT OF FLORIDA  
ADMINISTRATIVE OFFICE OF THE COURTS

May 28, 2009

Susan Hawkins  
Enabling Fund Committee Chair  
JUNIOR LEAGUE OF TAMPA, INC.  
87 Columbus Dr.  
Tampa, FL 33606

RE: Enabling Fund Grant Award to the Elder Justice Center

Dear Ms. Hawkins:

Enclosed please find the required REPORT ON USE OF JUNIOR LEAGUE OF TAMPA, INC. ENABLING FUND GRANT. If you have any questions in this regard, please do not hesitate to contact me.

I also want to take the opportunity to thank the Junior League of Tampa, Inc., once again, for this award of grant funds. Without the award, the Elder Justice Center's community outreach efforts would have suffered and many of our community's elderly in need would have gone without knowing that help was available to them.

Your organization is a true asset to our community and its vulnerable citizens, which the Elder Justice Center serves.

Sincerely,

*Sean O. Cadigan*  
General Magistrate Sean O. Cadigan  
Program Director



HENRY B. PLANT MUSEUM  
1891 TAMPA BAY HOTEL - NATIONAL HISTORIC LANDMARK

June 3, 2009

Dear Ms. Hawkins,

Please excuse our tardiness in turning in our follow-up report. I was responsible for getting this in, but have been away from the Museum due to my mother's illness and subsequent death. I just returned yesterday and found the unsent paperwork.

The Title I Middle Schools that we visited this year because of this grant were Stewart, Webb, Young, Monroe, Roland Park, Franklin, Ferrell, Madison and Memorial. We gave away 1,540 copies of *Through the Keyhole*, our Museum history book, and had a chance to educate students and teachers about the Henry Plant Museum and the man himself. The entire endeavor was gratifying and fulfilling for everyone involved, including our volunteers. I have included a letter and some pictures from Stewart Middle School for your enjoyment.

Please accept my apologies and thank you very much for supporting our outreach program this year.

Best wishes,

*Gianna Russo*  
Gianna Russo  
Curator of Education

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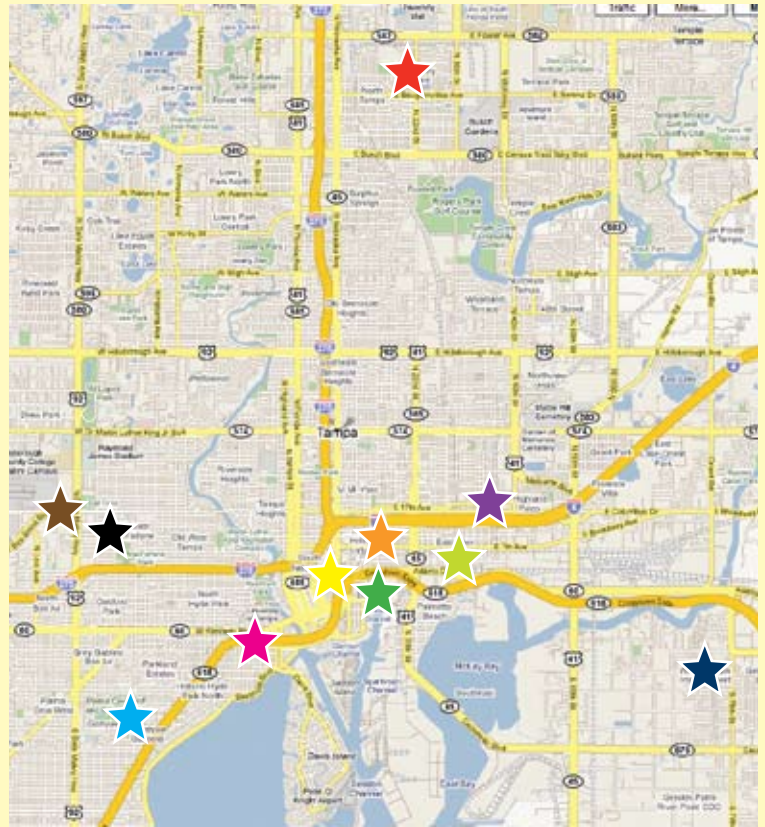
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# Impact of League Volunteers on the Community

## CURRENT COMMUNITY PROJECTS

- ★ Academy Prep Center of Tampa Bay (2004 to 2010)
- ★ Children's Cancer Center (1999 to 2010)
- ★ Children's Literacy Project (1999 to 2010)
- ★ Connected by 25 (2007 to 2010)
- ★ Drug Abuse Comprehensive Coordinating Office (2006 to 2009)
- ★ Food 4 Kids (2008 to 2011)
- ★ Glazer Children's Museum (2008 to 2011)
- ★ Kids Connect (1996 to 2010)
- ★ Kids In The Kitchen (2006 to 2011)
- ★ Love Bundles Project (1996 to 2009)
- ★ Mary Lee's House (2003 to 2009)



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(Pre-K to Grade 5)

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(Grade 6 to Grade 12)

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# Living the Legacy

By Kimberly Barrs



What comes to mind when you think of The Junior League of Tampa? The Junior League can conjure up many different images and meanings depending on with whom you are speaking. Whether you are talking to a Provisional, Active, Sustainer, or a community member unaffiliated with the League, the perception will be completely different. Since the beginning of the League's history in 1926, The Junior League of Tampa has always had the same mission of helping to better the lives of women and children in our community. Since its inception, The Junior League of Tampa has maintained its core philosophies, impacted thousands and continued

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**“Volunteer work is among the most delicious of feelings of which the human faculties are capable, and becomes a permanent stimulus to thousands of worthy lives.”**

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to better the organization—while keeping up with the times along the way.

In the words of Lera Fariior, one of The Junior League of Tampa's 22 founding members, “Volunteer work is among the most delicious of feelings of which the human faculties are capable, and becomes a permanent stimulus to thousands of worthy lives.”

Over 83 years later, most members of The Junior League would still agree. This is exemplified by a throng of hard working, determined and loyal volunteers that constitute the present day League.

Although, the fundraisers from the past and present are different, the driving force behind them remains the same. In the early years, the League's biggest fundraiser was a Charity Ball that raised \$1,800 for the Community Chest Drive. In 1931, a Style Show held at Maas Brothers featured members and their children as models with provisionals serving as ushers. Today the League raises money through cookbook sales, grant applications, donations to our Annual Campaign and hosting a Holiday Gift Market. The Holiday Gift Market is a much anticipated community event held every November. Eager holiday shoppers get an early start on the season's best buys and happily dive into the spirit of giving. This past year, The Junior League of Tampa raised more than \$300,000 for our community programs and projects through our Annual Campaign, grants, Holiday Gift Market and cookbook sales.

## Junior Leaguers Interpret Fall Fashions



## SERVICE...*what we've done*

1928—organized the Children's Theatre . . . 1928-1934—opened Pine Health Preventorium—a home where children of needy families were boarded and treated for tuberculosis . . . 1934-1938—continued operation of same institution under name of Pine Health Home for Tuberculous Children . . . 1931—employed nurse to give time each day to three of city's poorest schools to alleviate an overstrained city budget . . . Under her supervision were approximately 1,100 children . . . 1932—responded to request of Unemployment Council of city by organizing work shop to give employment to needy women . . . 1932—founded Salvage Shop, now known as Thrift Shop . . . 1939—financed a welfare survey of Hillsborough County at request of Hillsborough County Association of Social Workers . . . 1940—sponsored a survey of the Health Field which resulted in organization of the Tuberculosis Control Board . . . 1942—began a six-year period of paying the salary of a special-director of the County Tuberculosis Sanatorium . . . 1942—established a Civilian Defense Volunteer Bureau in cooperation with Hillsborough County Defense Council, conducting school service as well as financial support . . . 1943—supplied a majority of the workers and supervisors for the Air Corps Filter Camer . . . 1944—furnished and staffed with busman a downtown Officer's Service Club . . . 1946—presented Dorothy Thompson, noted



author and commentator, in a free lecture at Municipal Auditorium . . . 1946—when County Tuberculosis Sanatorium was absorbed by the State Sanatorium at Drew Field, the League's interest in the preventative program continued as evidenced by paying the salary of a specialist for the county . . . 1947-48—inaugurated a Radio Program with the series "Books Being Adventure" (Pudbody Award Winner) which was presented by means of in-school broadcasts. This culminated in an essay and map contest . . . 1948-49—sponsored "Seaytime", radio program, designed to appeal to the heretofore radio-angelated primary and pre-school child.

Approximately 35,000 hours of volunteer service were given by 200 active League members last year in 28 different health, welfare, educational, civic, cultural and recreational agencies, in addition to which are the unaided, unrecorded hours given by our sustaining members. These volunteers are busy mothers, housewives, career girls—but all working for our community. Moreover, each year our new members (Provisionals) take a training course given by competent lay and professional leaders in every phase of Tampa community activity to alert each girl to the local needs and to acquaint her with the work of public and private agencies in the city.

then

and now

In the initial years of the Junior League, some of the Community Projects included a Preventorium, a Milk Depot, and the Red Cross Summer School. The Preventorium was a Tuberculosis Home for Children. The Junior League ran this home for eight years, every member was required to work at least one shift in the home each year. The Milk Depot was a station held at McFarland School, in which one member was on duty at each recess to sell milk to children at a minimum price. Donations were made by individual members for those students who could not afford the milk at all. The Red Cross Summer School was a program that assisted children in toy making, painting, sewing and games.

Today, The Junior League of Tampa projects look and sound very different. The League currently has 13 active projects. Some include 10 year affiliations with the Children's Cancer Center and the Children's Literacy Project, and four years with Kids in the Kitchen. League members work with the Children's Cancer Center to brighten the days of children that are suffering from blood disorders. Each year members sponsor carnivals, provide love bundles for the newly diagnosed and host a Holiday Card Luncheon. The Children's Literacy Project promotes literacy to kindergarten students in Title 1 schools throughout Tampa. Trained volunteers visit the classrooms monthly to read to the children as well provide them each with a book to keep. Last year alone, the League gave away 25,000 books and spent 1,000 hours reading

to kindergarten students. Kid's in the Kitchen is a program aimed at addressing poor nutrition and obesity among our youth. Through fun programming The Junior League of Tampa is striving to reverse the trend of malnutrition and poor eating choices.

As demonstrated by a rich history of volunteering, The Junior League of Tampa began decades ago with a passion for making a difference and a lasting impression on the community by helping women and children in need. Whether it was through a current medical need, an issue with food or nutrition, or aiming to educate our children, the League has been striving toward the same goals for many years. By any measure, the success of the League's efforts is astounding and measurable in our community.

All members of the organization strive to live up to the Mission of the League in all they do. With respect to the founding members, all hope to impact the community through voluntarism and continue to pave the way for future members to succeed in bettering our community. The legacy set forth by the original 22 charter members of the League lives on in 2009, just take a look into the faces of the members today and you can observe the quiet contentment resulting from what Lera Farrior so eloquently described as a "most delicious of feelings". The League of the future has enormous potential and momentum created by the legacy of volunteering that has made us who we are today.

### Children's Cancer Center



### Children's Literacy Project



### Kids in the Kitchen

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## Women with a vision



### Joellyn Rocha

Joellyn Rocha has a committed history to The Junior League which began in 1994 in Little Rock and continued growing through the leagues in Memphis, Nashville and New Orleans before transferring into The Junior League of Tampa in 2001. Joining to “broaden my prospective by learning leadership skills and enabling me to make a difference in my community,” Rocha says it is truly the friends and experiences she has shared through The League that has left an indelible imprint on her life.

As the owner of a successful interior decorating business in Tampa, Rocha credits skills like organization, communication, time management and leadership to her service in The League. She served on the JLT board for three years, along with placements on the Nominating Committee and other administrative positions. Rocha says her Kids Connect placement was likely the most fulfilling because, “I was able to directly witness and take part in the impact we are having in our community.”

Rocha hopes the value of what The Junior League of Tampa represents is appreciated throughout the community. “I would most want the public to comprehend the depth of good that comes from and through the JLT and the ripple effect that continues on over time,” says Rocha. “And along this journey, often without us even realizing it, we ourselves grow to develop higher potential as women in all areas of our lives.”

After 15 years in The League and counting, Rocha anticipates many more great years ahead as a sustainer. “I look forward to utilizing and developing skills I’ve acquired through JLT in our community and in all areas of my life. I look forward to enjoying the lasting friendships I’ve gained along the way and I am so proud to be a part of a part of this extraordinary organization.”



### Julie Lux

After moving to a new town, Julie Lux was in search of a way to connect, meet new friends and become more involved in the community. The Junior League provided that opportunity. After joining in Tampa in 1974, Julie spent her provisional year in Atlanta and then transferred her membership to Tampa in 1975. One of her fondest memories is when she took part in creating the very first placement catalog. She remembers that in the past, placement was done much differently than it is now. Lux recalls that the committee used to assign placements using index cards. During committee meetings at member’s homes, the index cards were pinned to the living room drapes in order to organize the various committees. Thankfully as Lux pointed out, “technology has simplified those tasks...and saved the curtains!”

Lux indicates that working together with so many different women was really the best part of her JLT career. Her ability to work with others and collaborate to get a job done is evidenced by her presence in the community as a well-known Realtor® with Smith & Associates.

As she continues her service to JLT as a Sustainer with 35 years of experience, Lux discovered “you can still get involved and make a difference in the community.” Her only regret is not becoming more engaged during her earlier years as she feels that she may have missed out on some great learning opportunities. Going into the next year, she would like the community to be aware of the great benefits that come from the JLT’s presence in Tampa. “Active members of the JLT today are amazingly bright, accomplished and talented women sharing their remarkable gifts of volunteerism here at home,” said Lux.

# Community Vice President Column

By Wendy Brill



During its first years, The Junior League of Tampa was not unlike the League we see today. There was a group of women coming together to raise money, enjoy each other and to help others in our community. Even from the earliest days there were projects. The League has a history of being on the cutting edge of the most crucial issues affecting the lives of women and children. The community needs were not the same as we see today, but there were needs and The

Junior League of Tampa was there to help.

One of the very first projects that the League had in the late 1920s was to help fund the Pine Health Center, a children's tuberculosis treatment center in Tampa. While most of us may not even know that much about tuberculosis, it was an extreme threat to adults and children during this time. Our early JLT sisters were there for over two decades helping with treatment of the disease. They were pioneers in bringing the community resources together to form a task force made up of county and state leaders who for the first time worked together to help stop the spread of tuberculosis. How amazing it is that even back then, our membership was filled with trailblazers who made a huge impact on the community. By taking on a topic and disease that was difficult to deal with and especially affected children, The Junior League of Tampa showed that it could handle the difficult issues from the very beginning.



## Pine Health Center

After dedicating over twenty years of volunteer hours and over \$53,000, the League achieved its original goal and launched the tuberculosis project while finding another pressing need in the community. During the late 1940s and early 1950s the project focus shifted to mental health care. In 1949, The Junior League of Tampa adopted the Guidance Center as a project. The League paid for the salary of the center's social worker while also helping the center expand and become self sufficient. At the same time, the League also adopted the Drew Park School for Retarded Children (an early 1950s term that is not considered appropriate today). League members completely staffed the school office and even facilitated lessons in the classrooms. Many members bonded with the school's students and staff. The Drew Park School led to the creation of what is presently known as the MacDonald Training Center. The League continued a relationship

with the center through most of the 1950s. The MacDonald Training Center remains a community gem that continues to empower people with disabilities.

While still focusing on children, the League adopted the Children's Home as a project in 1966. The Children's Home, a fixture in Tampa since 1892, was at first a home for women and children until 1911. After that, it became a home exclusively for children. While League members volunteered at the home in the past, this was the first year that the Children's Home became an official project. The League provided furnishings for 50 children who had no permanent home when they moved into new living quarters. Volunteers worked as tutors and chaperones and even completed the children's sewing and mending. More than 40 years after the Children's Home was a

project for the League, the keynote speaker at the May 2009 Annual Dinner, Ashley Rhodes Courter, spoke of her life in the Children's Home, its positive effects on her, and how it brought her to be the person she is today.

Taking on a new focus of the environment, the League established a City Recycling program for the first time in 1971 in connection with former Mayor Dick Greco. Members worked closely with the Environmental Protection Commission at a time when it was not in fashion to "go green" to bring attention to the dangers of pollution. The recycling program established by The Junior League of Tampa was a first for the city. By educating and working to encourage the public to recycle, the current program was initiated. In his second term of office in the 1990s Mayor Greco established the first curb side recycling program for the city. His early experience with the Junior League may have helped establish his commitment to helping the environment and protecting our assets.

Continuing to serve the basic needs of community, the League adopted several new projects in the 1980s. One of which was the Older Adult Services, Inc., which is better known as OASIS. What began as the Adult Day Health Care Center, OASIS established itself with the help of The Junior League of Tampa in 1985. The League provided volunteer hours as well as funded the salary for the first director of development. OASIS was essential in filling an unmet need in the community by helping the elderly stay active and maintain an independent lifestyle. Even though the League launched this project in the 1980s, the League continued its commitment to OASIS again in 2008 and 2009 through two Community Action projects.

Those members who joined in the 1990s remember that the League joined forces with Hospice of Hillsborough County to develop Camp Circle of Love, a bereavement camp for children ages six to



16 who were suffering the loss of a parent or loved one. Volunteers travelled to a camp site and spent a weekend entertaining children and encouraging them to talk about their grief with the assistance of trained professionals. The goal of the camp was to help the children share their feelings and learn from others who are going through the same situation that they are experiencing. While this was a very emotionally draining placement, those who served on the committee were more to these children than just the average volunteer. The members were special women who made an impact on the healing of the children with whom they worked.

The first decade of the 21st century has also shown much success for the League. The Parent Support Project gave parents and children in daycare centers the tools to cope with life and the ups and downs of raising a family while working to make ends meet. The birth of Baby Bungalow led to a crucial resource center for parents of children from all over the county. The Seminar Series provided expert speakers in child development for parents and educators. Currently, through new projects, Food 4 Kids and Kids in the Kitchen, The Junior League of Tampa has continued to grow and reach out to meet the many needs of the community.

Reflecting on the League's legacy of impacting the community in the most under served areas of need, it is easy to be in awe of the earlier members of this League. It is amazing that from the beginning the League was there to help those in need. So for all the times we hear that we should be grateful that the Junior League is not what it used to be, maybe we should say when it comes to serving the community, we are proud to be our mothers', grandmothers' and all previous members' League. Those who came before us set the stage for what we have become through their many years of hard work and dedication. If it were not for our past, we would certainly not be able to enjoy the success of today and look forward to a successful tomorrow.

We are living the legacy that was started in 1926 by improving our community one project at a time.

### MacDonald Training Center



March 22nd, 1971 Ground Breaking MacDonald Training Center, Inc.  
 Dr. Eustasio Fernandez, *Downtown Sertoma Club*, Jack Drawdy, *Jaycees*,  
 Mrs. William Hendry, *Junior League of Tampa*, Mrs. J. Clifford MacDonald,  
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*MacDonald Training Center Board of Directors*

### Baby Bungalow



### Food 4 Kids



### Kids in the Kitchen



## Junior League Campaign Emphasizes Modern Concerns

The Association of Junior Leagues International has commissioned a new public service advertising campaign that it hopes will dispel the leagues' elitist image and attract new members and sponsors.

Founded in 1901 in New York City by a debutante, Mary Harriman, to improve living conditions of immigrants, AJLI now has 292 local organizations. All but seven are in the United States, where membership totals almost 160,000; there are also leagues in Canada, Mexico and Britain.

According to Debbie Brown Robinson, president of AJLI and former president of the Junior League of Houston, local leagues have "historically provided women the opportunity to develop leadership skills they would not be able to learn in the workplace." This mission is so important league members reaffirmed the organization's women-only membership status in 1995.

What has changed over the last century are the various social service initiatives local leagues support, as well as their membership base.

Among the issues local league programs focus on today are literacy, children's and women's health, and domestic violence. The Lehigh Valley, Pa., Junior League, for example, sponsors a "books for babies" program for parents of newborns, while the Junior League of Salt Lake City runs an annual fair that provides free medical care to needy families.

Junior League members — 72 percent of whom are age 54 or younger, 88 percent of whom are college graduates, and 57% of whom work — are required not only to pay dues but also to perform an average of 60 to 75 hours of volunteer work annually, according to Mrs. Robinson. She also said league members "are much more reflective of the communities they serve. The leagues across the United States have become much more racially, ethnically and religiously diverse; members are no longer just white Anglo-Saxon Protestants."

The new ads — created by Beard & Boone Marketing, a Dallas-based agency, for use by local Junior Leagues worldwide — was developed, Mrs. Robinson said, to respond to leagues' demand for a national advertising campaign. In 2000, AJLI

commissioned another international public service campaign that featured only print and radio ads; the new campaign includes print, radio and TV advertising.

"This is the perfect time to lift awareness about what the Junior League is doing in communities," Mrs. Robinson added. "There's so much going on in the nonprofit world. President Obama has lifted the awareness of volunteer service, and since 9/11, there is an increase in individuals who want to give back to their communities." Prospective Junior League members are also being wooed by other volunteer groups, like the American Cancer Society, Susan G. Komen for the Cure and Habitat for Humanity, Mrs. Robinson said. "We feel we offer women a place to volunteer, hone their leadership skills and make an impact on their communities," she added.

The new campaign — which consists of two 15-second TV spots, two 30-second radio spots and three print ads — toys with the Junior League's stereotypical image.

One print ad — whose headline says, "Let's share some stories...and make a difference!" — depicts four women (including one who is African-American) reading to a racially diverse group of children. The copy says "Junior League women love to share stories, particularly ones with a happy ending like teaching kids to read. Every year, thousands of Junior League members volunteer their time, energy and abilities to tackle urgent needs in their communities. They work to prevent violence against women and children, promote early childhood education, battle childhood obesity, improve women's health and much more."

The ad concludes with a call to action: "So join your local Junior League. It's a novel approach to improving the world, one community at a time."

The headline on another print ad, depicting a group of women painting a room, reads, "Let's paint the town...and make a difference!" while a third print ad depicting three women teaching a group of children to cook says, "Let's do lunch...and make a difference! Junior League women love to do lunch, especially when it makes a lasting difference in the community. Like creating programs that help children learn how to make healthy eating choices and battle childhood obesity."

Similar radio and TV spots promote leagues' literacy and children's healthy eating programs.

All ads can be customized to include a local league's Web site address and telephone number.

**Let's Paint the Town...**

**And Make a Difference!**

Junior League women love to go out and paint the town, especially when it makes a lasting difference in the community. Like creating programs that renovate and rebuild to help brighten spirits and neighborhoods alike.

Every year, thousands of Junior League members volunteer their time, energy and abilities to tackle urgent needs in their communities. They work to prevent violence against women and children, promote literacy and early childhood education, battle childhood obesity, improve women's health and much more.

**So join your local Junior League. It's a great way to roll up your sleeves and make a difference in the world, one community at a time.**

**Join** Your Local Junior League Now!  
visit "your url here" or call "your phone number here"

Your logo here

One of several new ads created by Beard & Boone Marketing, a Dallas-based agency, for use by local Junior Leagues worldwide.

Brice Beard, president of Beard & Boone Marketing, says the new campaign — which resembles work the agency did earlier for the Junior League of Dallas — is meant to counter "the perception that the Junior League is more of a social organization. There's no understanding of the volunteer hours and money the Junior League gives to the local community; they do fund-raising to fund community projects."

Mrs. Robinson said the new campaign is also intended to attract new members and new partners, either local businesses that can sponsor league activities, or local organizations, like Habitat for Humanity, with which local leagues can cooperate on community programs.

New York Times Published: July 27, 2009

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# From Past to "Present"

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Friday, November 6<sup>th</sup> • Saturday, November 7<sup>th</sup> • Sunday, November 8<sup>th</sup>

Where can one shop with over 100 unique merchants, enjoy local entertainment and specialty treats, and spend time with friends, all while giving back to the Tampa Bay community? The Junior League of Tampa's 2009 Holiday Gift Market (HGM) is now in its 6<sup>th</sup> year! Outgrowing the Cruise Terminal in Downtown Tampa after only two years, the HGM has since called the Florida State Fairgrounds home. The HGM has become a yearly tradition for many in the Bay Area and the destination for those looking to get their holiday shopping done early.

Lynne Ford, longtime Tampa visitor, has made it a point to schedule one of her many yearly visits to Tampa to coincide with HGM. "I always have the most fun at Holiday Gift Market. I especially love meeting the many talented artisans and vendors and finding those unique items which make perfect gifts! The added bonus is that my shopping is a contribution to the Tampa Bay community which puts even more joy in my giving!" said Ford.

Over the past five years, the HGM event has contributed \$500,000 to The Junior League of Tampa's community programs and projects in the areas of foster care, basic needs, education and literacy. According to Junior League Tampa Executive Committee member Kathleen Thaxton, "The funds that HGM raises are essential to continue the level of support that The Junior League Tampa provides for programs such as Love Bundles, Children's Literacy and Food 4 Kids, as well as our many other, worthwhile community endeavors."

Of course, it can be said that The Junior League Tampa has had more than a small amount of fundraising experience within the Tampa Bay community. Proposed by the Jacksonville League and seconded by the Birmingham League, the then Service League became a member of the Association of Junior Leagues of America on February 19, 1928. What was soon to become The Junior League of Tampa had earned the right and been granted membership into the organization that is now known as The Association of Junior Leagues International, Inc. As national issues of economic and social uncertainty, even prior to World War II, became paramount, The Junior League Tampa was there to help where help was needed. As far back as 1926, when we had our first charity ball, we netted \$1,800 and put over \$1,000 immediately back to the community.

Since then, The Junior League Tampa has seen an evolution of fundraisers from the original Charity Ball of the 20s, to the Follies and Cabaret in the 30s, to the Thrift Shop of the 50s and 60s, and right up through and to the fundraisers of our generation. What developed in our generation was the Thrift Shop/Trinkets & Treasures/Holiday Boutique, etc. These incarnations of the group fundraiser, with the original being The Junior League Tampa Salvage Shop, which began in 1931 are the framework for what we use today to fund the projects supported by The JLT.

Under the leadership of Sheri Schobert and Nicole Hubbard, this year's HGM is sure to be a huge success. Both HGM veterans, Schobert and Hubbard have been involved with the event since its inception and are looking forward to another banner year. Schobert says, "People will always need gifts for family and friends, especially around the holidays. Part of the attraction to HGM is that the community knows their money will be well spent! The Junior League of Tampa's Holiday Gift Market provides the perfect opportunity for people to really get a unique gift and know that their money is serving the Tampa community, as well." In addition to the amazing guidance that Schobert and Hubbard bring to HGM, they have also recruited a team of talented women to serve as their Steering Committee. According to Hubbard, "Not only are these women pillars in the Tampa Bay community, but they know the value of a dollar and want to make sure we are creating a worthwhile shopping experience for everyone!"

Gearing up for the HGM, The Junior League Tampa women look forward to the Patron's Party each year. This year the Patron's Party will be held on Thursday, October 29th at the Trentalange home. Sustaining JLT member Lisa Trentalange and her husband Michael are continuing their longtime support of The League and the community by generously hosting this year's Patron's event. What is always a fabulous evening is sure to be a smashing success with views of the

# *The Junior League of Tampa's Holiday Gift Market is always a Gift to the Tampa Bay Community!*

Bay as a backdrop. And how do you follow a night of gorgeous views, beautiful people and fantastic fare from Datz Delicatessen and Wine Loft? With a Girls Night Out! Welcome to the Kick Off Party! In 2008, the always popular Kickoff Party was moved to the Fairgrounds with over 300 party goers attending and merchants offering discounts! Don't miss out on the kick-off festivities this year—save the date, Thursday, November 5. The theme this year is "Bubbles, Baubles and Belles." This preview shopping event is the perfect opportunity to get a sneak peek at the great items available at HGM ahead of the weekend crowd. Spend a fun evening with girlfriends and get special deals all in one evening. What else could you ask for?

With your help, the 2009 Holiday Gift Market will be our best yet!

## **HGM Steering Committee**



*Sheri Schobert & Nicole Hubbard 2009 HGM Chairs (Front Row)  
Angela Ardolino, Natalie Bugg, Kim Carswell, Casey Christopher, Sara Cooper, Kimberly Davis, Lori Friesz, Nicole Gitney, Tabitha Jones, Diane Klingensmith, Shantell McLean, Mary Riding, Jinny Sass, Krystal Schofield, Melissa Yates and Susan Zelenka*

# Executive Committee

## President

Jennifer Carlstedt



**Name:** Jen Carlstedt

**University:** University of Florida  
(Bachelor & Masters)

**Family names (spouse, children):**  
Edward, Wilson (9) and Nick (7)

**Career:** President of The Junior League of Tampa and mom

**Most Memorable Junior League experience:** Meeting dear friends, learning new skills, and seeing the appreciation of our efforts on the faces of those we serve.

**JLT Chair or Exec Positions:** Fun Troupe Chair, Membership Vice President, Cookbook Chair, Community Vice President, Recording Secretary, President-Elect

**Favorite pastime (when not volunteering!)** Working out, riding bikes or baking cookies with my family

**Name 3 artists on your I-Pod:** Pink, We the Kings, any artist that will motivate me to move

**Favorite place to vacation with your family:** Any beach



*Carlstedt Family*

## President Elect

Betsy Graham



**Name:** Betsy Graham

**University:** Princeton University (AB),  
Columbia University (MBA)

**Family names (spouse, children):**  
Drew, Jack (11), Ben (8), Charlotte (6)

**Career:** Formerly a management consultant; currently a volunteer

**Most Memorable Junior League experience:** Participating in some way in the development and launch of all four Culinary Collection cookbooks

**JLT Chair or Exec Positions:** Cookbook Co-Chair, Children's Literacy Chair, Assistant Treasurer, Treasurer, President-Elect

**Favorite pastime (when not volunteering!)** Spending time with family and friends

**Name 3 artists on your I-Pod:** I can't answer this one since I don't have an I-Pod!

**Favorite place to vacation with your family:** Colorado



*Graham Family*

## Community VP Wendy Brill



**Name:** Wendy Brill

**University:** Stetson University

**Family names (spouse, children):**  
Jonathan, Jake (4 ½) and Grant (2 ½)

**Career:** Stay at home mom now.  
Before Kids - politics

**Most Memorable Junior League experience:** The faces of the children from Food 4 Kids when we met them for the first time

**JLT Chair or Exec Positions:** Seminar Chair, Auction Party Chair, Patron's Party Chair, Kick – off Party Chair, Holiday Gift Market Chair, Food 4 Kids Chair

**Favorite pastime (when not volunteering!):** Cooking, traveling and spending time with family and friends

**Name 3 artists on your I-Pod:** Kenny Chesney, Black Eye Peas, and Nora Jones

**Favorite place to vacation with your family:** St. Simon's Island



*Brill Family*

## Membership VP Laura Hobby



**Name:** Laura Vawter Hobby

**University:** Washington & Lee University, University of Florida, Masters in Elementary Education

**Family names (spouse, children):**  
Clarke, Charles (8) and Virginia (4)

**Career:** Wife, Mother & Volunteer

**Most Memorable Junior League experience:** Working with the amazing, dedicated women on the projects during 2008-2009

**JLT Chair or Exec Positions:** Baby Bungalow Chair, Holiday Boutique Chair, Children's Literacy Chair, Cookbook Co-Chair, Community Vice President

**Favorite pastime (when not volunteering!):** Swimming, Sewing, Reading

**Name 3 artists on your I-Pod:** Dave Matthews Band, Jimmy Buffet, Dixie Chicks

**Favorite place to vacation with your family:** The Beach



*Hobby Family*

# Executive Committee

## Recording Secretary

Kathleen Thaxton



**Name:** Kathleen Stephens Thaxton

**University:** University of Alabama: Early childhood & Elementary Ed.; USF: Masters-Educational Leadership

**Family names (spouse, children):** David, Katy Ann (12), Laurel (9), Jessica (5)

**Career:** Teacher

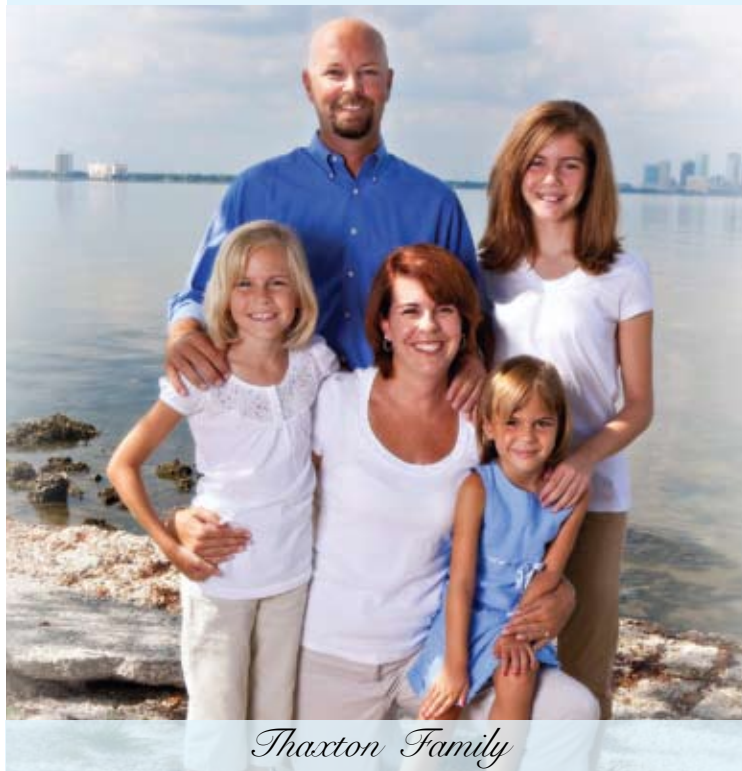
**Most Memorable Junior League experience:** The year I spent as Provisional Education Chair

**JLT Chair or Exec positions:** Nominating, Trinkets and Treasures Placement Chair, Trinkets and Treasures Warehouse Chair; Training; Provisional Education Chairman; Provisional Education Liaison, Communications Chair

**Favorite pastime:** reading a book on the beach

**Name 3 artists on your I-Pod:** Harry Connick Jr., Beyonce, Carrie Underwood

**Favorite vacation place:** Palm Island, FL



## Corresponding Secretary

Clara Reynolds



**Name:** Clara Reynolds

**University:** Florida State University, B.S. in Psychology, Masters- Social Work, University of Tampa, Masters- Business Administration

**Family names (spouse, children):** Steven, Corey (6)

**Career:** Executive Director, Success 4 Kids & Families

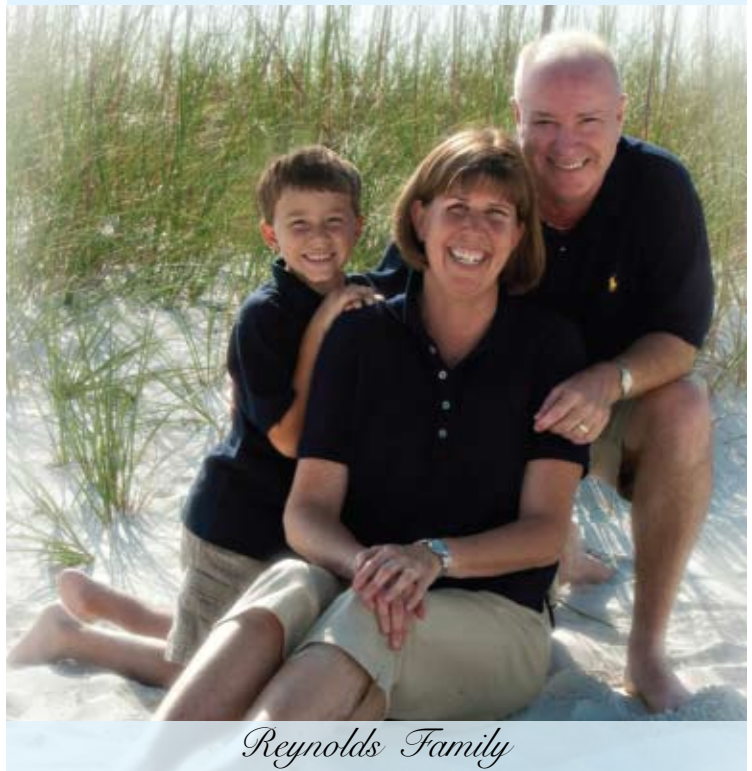
**Most Memorable Junior League experience:** Interacting with people at 5:00 a.m. for the final Trinkets and Treasures Thrift Sale.

**JLT Chair or Exec positions:** Trinkets and Treasures Chair, PDEC, Training; Exec – Corresponding Secretary

**Favorite pastime (when not volunteering!):** Swimming, running, watching movies

**Name 3 artists on your I-Pod:** Jimmy Buffett, Lyle Lovett and Paul Simon

**Favorite place to vacation with your family:** Disney!





## Treasurer

Stephanie Wiendl



**Name:** Stephanie Hendrix Wiendl

**University:** University of Florida

**Family names (spouse, children):**  
Joseph, Drew (8), Cooper (5), Rex (2)

**Career:** Workforce Management  
Consultant

**Most Memorable Junior League experience:** Serving as  
Connected by 25 Chairman

**JLT Chair or Exec positions:** Gift Shop Chair, Transfer Chair,  
Connected by 25 Chair, Assistant Treasurer, Treasurer

**Favorite pastime (when not volunteering!):** Playing with my kids

**Name 3 artists on your I-Pod:** U2, Nickelback and The Rock  
Heroes

**Favorite place to vacation with your family:** Cocoa Beach



*Wiendl Family*

## Assistant Treasurer

Lee Lowry



**Name:** Lee Manwaring Lowry

**University:** Rollins College

**Family names (spouse, children):**  
Lionel, Lillie (8), Laander (5)

**Career:** Retired as Managing  
Director of American Stage Theatre  
in 2004 to stay home with my children

**Most Memorable Junior League experience:** HGM 2008 -  
Looking out on Entertainment Hall at the Florida State Fairgrounds  
and seeing the spectacular event that so much work and talent  
and literally thousands of volunteer hours had gone into creating

**JLT Chair or Exec positions:** Communications Chair, HGM Chair

**Favorite pastime (when not volunteering!):** Reading, anything  
from books & magazines: national & international politics,  
trashy Hollywood novels, biographies-famous & the infamous.

**Name 3 artists on your I-Pod:** Jimmy Buffett, Vampire Weekend  
and Jake Shimabukuro

**Favorite place to vacation with your family:** The beach



*Lowry Family*

# 2009 - 2010 Junior League Board Members

Academy Prep



Megan Berrigan

By-Laws  
Parliamentarian



Jenay Iurato

Children's  
Cancer Center



Susan Mendelson

Children's  
Literacy Project



Jenifer LeBeau

Communications/  
Office



Tracy Clouser

Community Action



Andrea Layne

Community  
Advisory Board



Paula Cardoso

Connected by 25



Aadonia de la Torre

Cookbook



Aly Peterson

Cookbook



Heather Vermette

DACCO



Darla Nutter

Enabling Fund



Stacy Carlson

Endowment



Heather Barrow

Food 4 Kids



Sarane Harrell

Fundraising



Stephanie Rumbley

Fundraising



Terri Parnell

Gift Shop



Anna Glover

Glazer Children's  
Museum



Ann Sells

Grants



Brita Wilkins Lincoln

Headquarters



Shannon Brannagan

Holiday  
Gift Market



Nicole Hubbard

Holiday  
Gift Market



Sheri Schobert

Kids Connect



Jessica Kendall

Kids in the Kitchen



Kathleen Purdy

**Legal**



Shannon Gray

**Love Bundles**



India Witte

**Marketing & Public Relations**



Lisa Patterson

**Member at Large**



Alison Reteneller

**Member at Large**



Angier Miller

**Member at Large**



Gretchen Dominguez

**New Cookbook Development**



Laurie Ann Burton

**Placement**



Lynette Russell

**Project Dev & Eval (PDEC)**



Kate Crawford

**Provisional Education**



Lisa Lockhart

**Sandspur**



Tracie Domino

**Social Committee**



Danielle Post

**Spur of the Moment**



Lauri Kleman

**Strategic Planning**



Denise Schultz

**Sustainer Liaison**



Elaine Sweeney

**Sustainer President**



Rosann Creed

**Technology**



Angela Fox

**Training**



Jennifer Sober

**Transfer**



Paula Sincell

**Treasures for Tampa**



Shannon Longo

**NOT PICTURED**

**Arrangements**

Melissa Kelly

**Nominating**

Allison Burden

**Public Affairs**

Michele Leo Hintson

*\*The Junior League of Tampa would like to thank Nicole Geller Photography for the Executive family and Board photos.*



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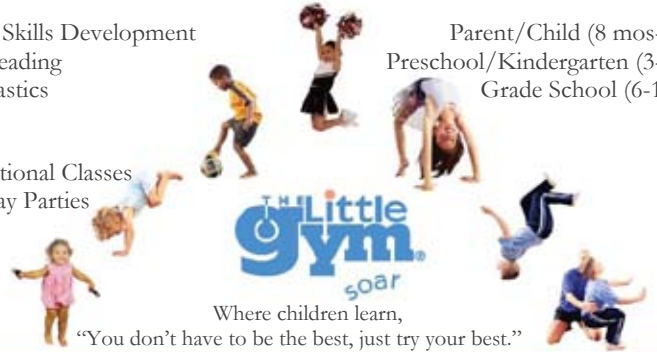
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# The Cambridge Christian School Experience

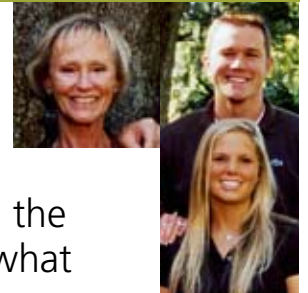


## A school is the stories of its people. This is one of those stories.

"Our investment in our children's education at Cambridge did not turn out as planned. We were looking for just a good academic school to put our kids in and instead they were educated in 'Life'. They were well prepared for college life academically, personally and spiritually. My two grandchildren will be starting at Cambridge in the next few years. I know they too will be educated in 'Life'. That's what I call a return on investment."



Jake Beckel, CEO, AnazaoHealth



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# Sustainer News



Dear Sustainers:

Welcome back to another season of Junior League activities and challenges. The theme for this year is The Junior League Legacy. With that thought in mind, I would like to use this theme to kick off the year!

At 21, I joined the League at the urging of my mother who explained to me the importance of the experience membership would bring me. Of course, I was thinking how it would get in the way of having lunches with friends and other important things like that.

Today, I'm here to tell you the education and training you get for the workplace, volunteering in the community, people skills, politics and I could go on, was truly amazing because you don't receive this kind of education anywhere else. For my family and many others, the legacy of the League goes on. The Junior League gets better every year with the new ideas from each generation of outstanding women from every walk of life.

The new Sustainers are ORGANIZED for this year! They have formed a task force of 40-55 year old members. This task force was spearheaded last year by current JLT President Jennifer Carlstedt with the help of President Elect Betsy Graham and a whole group of Sustainers. They have been taking polls, held rap sessions and meetings to find out what new Sustainers want to see from their continued participation. The results have been unbelievable and are being implemented starting this year. So my year has started off with a "BANG" and is going to be really exciting for all of us!

I hope that you will call me or any committee chair if you would be interested in serving on a committee or have any great ideas for projects or entertainment.

My thanks go out to all of the Sustainers who have offered to serve this year. I'm looking forward to seeing you all throughout the year!

Sincerely Yours,  
Rosann Creed  
Sustainer President

## Mark your calendar!

JLT Sustaining Membership Calendar 2009-2010

### SEPTEMBER

- 7 Headquarters Closed
- 17 Sustainer Transfer Luncheon TYC
- 24 Sustainer "Back to the League" Meeting

### OCTOBER

- 24 Children's Halloween Party
- 29 Patrons Party
- 27 Sustainers Bridge Headquarters
- TBA Antiques Group
- 29 Lunch Bunch

### NOVEMBER

- 5 HGM- Kick-off Party- Girls Night Out
- 6 Sustainer Lunch/Meeting Holiday Gift Mkt.
- 6-8 Holiday Gift Market
- 19 Sustainer Cocktail Buffet  
-Home of Ann Lynn Byrd
- 24- Dec. 3 Headquarters Closed

### DECEMBER

- 1 Home for the Holiday Membership Meeting
- TBA Sustainer Taste and Toast
- TBA Antiques Group
- 25-27 Headquarters Closed

### JANUARY

- 1-3 Headquarters Closed
- TBA Leadership Development Seminar
- 18 Headquarters closed

## Committee

### 2009-2010 SUSTAINER OFFICERS

- Sustainer President .....*Rosann Creed*
- Vice President/President Elect .....*Elizabeth Reynolds*
- Recording Secretary .....*Wendy Garraty*
- Corresponding Secretary .....*Sue Cox*

### 2009-2010 COMMITTEE CHAIRS

- Sustainer Liaison .....*Elaine Sweeny*
- Assistant Sustainer Liason .....*Cindy Hooks Morrison*
- Program Chairman .....*Beth Fontes*

- Spring Luncheon Taste & Toast.....*Lisa Andrews*  
*Wendy Pepe*
- Day at the Races .....*Connie Derrick*  
*Eleanor Nesbit*
- Bridge Group .....*Joanne Baldy*  
*Helen Straske*
- Lunch Bunch .....*Scottie Klein*
- Transfers .....*Lesley Dobbins*  
*Julie Lux*
- Antiques, Art Trips & Seminars.....*Marsha Lane*
- Investments .....*Connie Detrick*
- Victory Garden.....*Mary Kay Ross*

# 2009-2010 COMMUNITY ADVISORY BOARD



**RICHARD E. ADAMS**

Richard E. Adams is the founding charter President/CEO and Director of Heritage Bank of Florida, with offices in Hillsborough and Pasco counties. As a graduate of Louisiana State University's School of Banking, his 39 year career includes a four year term as a supervising Florida State Bank

Examiner. Richard's community involvement includes a 32 year membership in the John Darling Masonic Lodge #154, and as a 30 year SERVE/ Teach-in participant in local schools. Richard's is a native of Tampa. He and his wife of 44 years Nancy, have two daughters and two grandchildren.



**JOSEPH W. CLARK**

Joseph W. Clark has been the president of the Eckerd Family Foundation since its formation in 1998. The foundation's primary interest centers on at-risk youth between the ages of 12-15. Joe received a B.S. in economics from Union college and a J.D. from Syracuse University College of Law. Prior to joining the

foundation, Joe served as a shareholder for 25 years at the law firm of Shackelford, Farrior, Stallings & Evans. He has served on the boards of several nonprofit organizations in Florida. Joe and his wife, Terrell, a JLT Sustainer, live in Tampa and have two sons.



**CAROLYN BRICKLEMYER**

Carolyn Bricklemyer has served as an elected official on Hillsborough County's School Board for 13 years. Other community involvement includes the Children's Board, the Ethics Commission for the City of Tampa, Hillsborough Kids, Inc. Board, Ophelia Project Boys Initiative Governing

Board, and the Conn Foundation Board. Carolyn has been a resident of Tampa since 1983. She graduated from Queens University in Charlotte, NC, with a degree in psychology and an elementary teaching certificate. Carolyn and her husband of 40 years, Keith, have two sons and one grandson.



**HOSETTA COLEMAN**

Hosetta Coleman is the Senior Vice President of Human Resources for Fifth Third Bank. Hosetta founded Tampa Bay's National Association of African Americans in Human Resources (NAAHR) Chapter. She is also a involved with Alpha Kappa Alpha Sorority Inc., the Centre for Women,

Inroads, and currently serves on the Hillsborough County Community Action Board. She earned her BS in Business Administration from Tuskegee University and her MBA from the University of Phoenix. Hosetta is a native of Tampa, married, and has two daughters.



**MIKE BRIDENBACK**

Mike Bridenback has always had a career in the criminal justice field. After graduating from Florida State University with a BA in Criminology and MA in Public Administration, Mike worked with Governor Askew's office and subsequently with the Office of State Court Administrators (OSCA). He has

served as Trial Court Administrator in the 13th Judicial Circuit since 1994. During his seventeen-year tenure with OSCA, he devoted time to the development of mediation services throughout the state, which is now an integral part of the court system.



**NIKKI DANIELS, LCSW**

Nikki Daniels is the Executive Director for the Family Justice Center of Hillsborough County, Inc. The Family Justice Center is the only program of its kind in Florida and serves as a one-stop-shop for victims of domestic violence. Previously, Nikki served as the Executive Director of the PACE

Center for Girls in Hillsborough County. Nikki serves on the Hillsborough County Domestic Violence Task Force. She received her Masters in Social Work degree from the University of South Florida. Nikki grew up in Honesdale, Pennsylvania. She has made Tampa her home since 1987 and is married to John Cantrell.



**BOBBI N. DAVIS, PH.D**

Bobbi Davis has served as the Resource Development Manager for the Children’s Board of Hillsborough County, since 2005. Previously, Bobbi worked with the Tampa Metropolitan Area YMCA. Bobbi is a member of the Board of the Florida Afterschool Network, Youth Agency of Hillsborough County and the Arts Council of Hillsborough County. She received her BA in Physical Education, MA in Adult Education and Exercise Science and her Ph. D. in Adult Education from the University of South Florida. Bobbi also earned a MS in Health, Physical Education, and Recreation from the University of Memphis.



**JOHN GIORDANO, ESQ.**

John Giordano has been with the Bush Ross, P.A. law firm in Tampa since 1985. He is Head of the Transactional Practice Group, a member of the Compensation Committee and the Board of Directors. John attended the University of Florida and earned a B.S.B.A. in Accounting, a JD and an LLM in Taxation. As the League’s Attorney, John serves as a Standing Member of the Community Advisory Board. John is a member of the Young Life Board of Directors and President-Elect of the Plant High School Academic Foundation. He and his wife Ruth, a JLT Sustainer, have three children.



**BRUCE FAULMANN**

Bruce Faulmann is Publisher of *Florida Trend* magazine which connects Florida’s most influential business, civic and government leaders since 1958. Previously, Bruce spent 24 years in the daily newspaper business, most recently as Vice President of Advertising for The Tampa Tribune. Bruce earned his BS in Advertising from the University of Florida. Bruce is a member of the Governor’s Volunteer Florida Foundation Board, Leadership Florida Class XXVIII and recently served as Federation President for the Newspaper Association of America. Bruce and his wife Anita live in Tampa their three sons.



**IRENE GUY**

Irene Guy recently retired from GTE/Verizon after 40 years of service in a variety of operations positions. Most recently as the Director of Public Policy and Community Affairs. Irene is currently a member of numerous boards including the Crisis Center, Florida Aquarium, USF Development Board, and Junior Achievement of West Central Florida. Irene was nominated for YMCA Woman of the Year in 1995 and received the TBBJ Business Woman of the Year in 2004, to name a few of her accomplishments. Irene was born in Roswell, New Mexico, and has two sons.



**STEPHEN P. FLUHARTY**

Stephen P. Fluharty is an Office Executive and Senior Vice President at The Bank of Tampa where he has worked for over twelve years. He serves on the Boards of the Florida Blood Services Foundation, Junior Achievement of Hillsborough County, and The Spring of Tampa Bay. Stephen earned a Physics Engineering degree at Washington & Lee University, an Electrical Engineering and a MBA in Finance from USF. Stephen served 2 active years in the U.S. Army and 20 years in the Florida Army National Guard before retiring as a Major. He and his wife Lynn, a JLT Sustainer, live in Tampa and have two sons.



**HEIDI HEINZ**

Heidi Heinz is the Director of Marketing, Promotions and NTR for CBS Radio Tampa which includes WQYK, WRBQ, WSJT, WQYK-AM, WLLD and WYUU. Her responsibilities include all marketing initiatives, contests, charity involvement, and the station websites. During her time with CBS Radio, WQYK has received numerous awards including Station of the Year twice and the Humanitarian Award three times. Heidi has lived in Tampa since the age of two and attended the Academy of Holy Names. Heidi received a degree in communications from Florida State University.



### MIRAY HOLMES

Miray Holmes is the Director of Community Relations for the Tampa Bay Buccaneers. In her role, Miray is responsible for all player off the field community appearances, working with player foundations and facilitating NFL community initiatives in the Tampa Bay area. Miray also oversees the Glazer Family Foundation. Miray's career in sports marketing has included the National Collegiate Athletic Association and the 1996 Atlanta Committee for the Olympic Games. Miray was born and raised in Washington, D.C. and attended Howard University. She and her husband Eric have one daughter.



### CHRISTOPHER LYKES

Christopher Lykes started his career in New York City where he worked in Private Banking at Manufacturers Hanover Trust. He moved to Tallahassee to work for First Florida Bank and then transferred to Tampa in the bank's Corporate Lending group. After First Florida and Barnett Bank merged, he moved to Lykes Bros. Inc. His responsibilities included accounting, technology, treasury and management and ultimately Vice President - Finance for the company's food service subsidiary Vitality Foodservice. Christopher is currently a private investor. He and his wife Miriam have four boys and have lived in Tampa for twenty years.



### ERNEST HOOPER

Ernest Hooper is a columnist for the St. Petersburg Times. He writes news notes columns three times a week on topics around the city of Tampa. In 2000, the Associated Press Sports Editors recognized one of his stories as one of the Top 10 in the nation. He won first place and honorable mention from the Society of Professional Journalists in a regional competition. In 1996, he was honored with second place in the National Association of Black Journalists' national contest. Ernest earned a BS in Public Relations from the University of Florida. He and his wife have three children.



### WINNIE MAGNON MARVEL

Winnie Magnon Marvel is the President and majority stockholder of Magnon Jewelers for the last 12 years. She was born and raised in Tampa and attended the University of South Florida, studying fine art and business. Winnie's community involvement includes the Humane Society of Tampa Bay, Prevent Blindness Florida, Rotary Club of Tampa, Reading Is Fundamental, the Athena Society and the Krewe of Grace O'Malley and presently serves on the Women of Influence Committee for the Greater Tampa Chamber of Commerce. Winnie and her husband of 26 years, Jay have two sons.



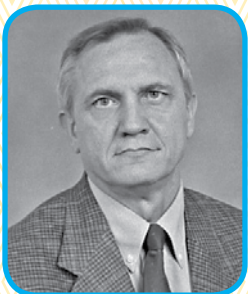
### JUDY LAWSON

Judy Lawson is a Tampa native and a 50 year member of the Junior League of Tampa. Judy received the Sustainer of the Year award in 2009. She was an Active member of the Tampa League for 18 years. Judy served on the Board of The Home Association for 9 years, the last two as President. For 17 years she has been a volunteer at Ronald McDonald House. She is a member of Palma Ceia Presbyterian Church, The National Society of Colonial Dames in America and Founders Garden Circle. Judy graduated from Randolph-Macon Woman's College.



### DR. BRIAN MCEWEN

Dr. Brian A. McEwen was born in Tampa, Florida, and has spent approximately forty-eight years of his life in his hometown. After receiving a Bachelor of Arts degree from Vanderbilt University, Brian went on to earn both a M.A. and a Ph.D. from the University of South Florida. He is currently the Associate Director of the Child Abuse Council and is serving the second term on the JLT Community Advisory Board. Brian has multiple and varied interests outside of his family, work and community commitments. These include: music, gardening, travel, humor crafts, lifelong learning and public speaking.



### MARK LENKER

Mark Lenker is the Junior League of Tampa's CPA. He is with Nobles, Decker, Lenker & Cardoso, CPA's, PA. As the League's CPA and auditor, Mark serves as a standing member of the community Advisory Board.





### ASHLEY B. MOODY

Judge Ashley B. Moody, a fifth generation Hillsborough County resident, was born and raised in Plant City, Florida. She earned her BA in Accounting and JD from the University of Florida. Judge Moody began her legal career with the law firm of Holland & Knight where she was recognized as one of Tampa Bay's "40 under 40" distinguished lawyers for her professional and civic contributions. In 2006, at the age of thirty one, Judge Moody became the youngest judge in Florida when she was elected Circuit Court Judge of the Thirteenth Judicial Circuit in Hillsborough County. She is currently assigned to the Juvenile Delinquency division.



### KELLY RING

Kelly Ring is a Co-Ancor on the FOX 13 6:00 and the FOX 13 10:00 News. She joined the FOX 13 team in October of 1985. Kelly attended the University of Missouri and graduated with a degree in Journalism. Kelly has been awarded three Emmy Awards and many other awards for her work. She has traveled overseas to cover the crisis in Saudi Arabia, the Russian medical crisis, and the Cuban political crisis. Kelly speaks regularly to civic groups and volunteers her time to various events throughout Tampa Bay.



### HAROLD W. MULLIS, JR.

Harold "Hal" Mullis is President and founding member of Trenam, Kemker, Scharf, Barkin, Frye, O'Neill & Mullis, a law firm with offices in Tampa and St. Petersburg, Florida. He has served as the Chairman of the Board of Trustees of Berkeley Preparatory School, Commodore of the Tampa Yacht Club, Secretary and a member of the Executive Committee of the Community Foundation of Greater Tampa, Chairman of the Tampa General Hospital Foundation, and Captain and King of Ye Mystic Krewe of Gasparilla. Hal also received the University of South Florida's Distinguished Citizen's Award in 2007. Hal graduated from Emory University and the University of Virginia Law School. Hal and his wife Anne, a JLT Sustainer, have three children.



### GAYLE SIERENS

Gayle Sierens co-anchors News Channel 8's Live at 5, 6 and 11PM newscasts. Gayle joined the Channel 8 staff in 1977. She became the first woman to do play-by-play for an NFL game and has won two Emmy Awards for news reporting. Gayle received a B.S. degree in Mass Communications with a minor in Speech Communications from Florida State University. Currently, she is on the board of directors of the Judeo-Christian Health Clinic and serves as chairperson for the Big Brother's/Big Sister's annual "Bowl for Kids' Sake" fund-raiser. Gayle is married and has three children.



### PAUL PIZZO

Paul Pizzo is an attorney with the Fowler White Boggs firm, practicing in their commercial, property and probate litigation group. Paul received his B.A. and J.D. from Emory University. He is past president of the Tampa Historical Society and past Commodore of the Tampa Yacht and Country Club. He presently serves on numerous boards including the University of South Florida Library Advancement Committee. He is a member of the Tampa Rotary Club, Merrymakers Club and Ye Mystic Krewe of Gasparilla. Paul is a Tampa native. He and his wife Sharon, a JLT Sustainer have 2 children and three grandchildren.



### DR. ROBERT YELVERTON

Dr. Robert Yelverton is currently the Chief Medical Officer for Women's Care Florida, LLP, a group comprised of over 100 Obstetrics/Gynecology physicians in West Central Florida. He graduated from the University of Mississippi School of Medicine in 1967 and moved to Tampa in 1971. Dr. Yelverton served on the Medical Staff at St. Joseph's and St. Joseph's Women's Hospital for thirty-three years. While at St. Joseph's Women's, he served as Chief of Department Obstetrics and Gynecology, President of the Medical Staff, and as a member of the Board of Directors at St. Joseph's Hospital. He currently serves on the St. Joseph's Hospital Foundation Board.



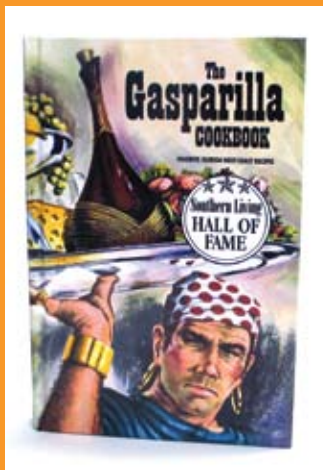
# A Legacy of Recipes Lives On



Jacqueline Kennedy, former First Lady is seen here carrying the Gasparilla cookbook in the early 1960's.

It may seem as though The Junior League of Tampa has always been in the business of developing award winning cookbooks. However, according to JLT's President in 1958, Frances Knight Skemp, the suggestion of starting a cookbook was like, "dropping a bombshell." In *The Sandspur*, an edition celebrating 50 years of The Junior League of Tampa's service, Mrs. Skemp recounted how an AJLA (Association of Junior Leagues of America) financial advisor, named Ms. Chris Dingman visited the League and said, "You need a cookbook... it's a natural. Call it the Gasparilla Cookbook." Although the members were skeptical, they ran with the idea and Gasparilla was born along with a rich tradition of creating cookbooks of high quality and taste that have stood the test of time.

## Gasparilla Cookbook



- Is The Junior League of Tampa's oldest, most popular book and was first purchased for a whopping \$3.75!
- Sold nearly 20,000 copies from its debut in 1961 to the end of the 1963-1964 League years.
- Is a National Tabasco Award Winner that has been inducted into the Southern Living Community Cookbook Hall of Fame and Walter S. McIlhenney Hall of Fame for Community Cookbooks.

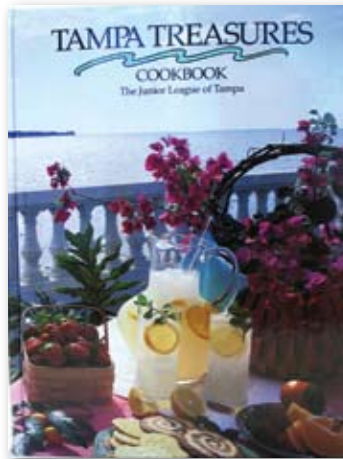
- Was selected as a sale item for the Tampa/St. Petersburg exhibit at the World's Fair in New York City in 1964.

# Did You Know...?

## A Taste of Tampa

- Took three long years to finally reach the shelves in 1978.
- Was originally published by Hillsborough Printing company and was in a spiral binder.
- 8,500 copies were sold in 90 days! All thanks to the 84 food editors who were in Tampa for the National Chicken Cooking contest. The league hosted a taste testing for the food editors and they must have really liked what they were fed. The food critics went back to their home towns and wrote about **The Taste of Tampa** in their newspapers and magazines!

## Tampa Treasures



- Is out of print and there are only a limited number available for purchase. Make sure to get your copy before they are all gone!
- Has a collection of over 500 legacy recipes from sustainers, friends, and favorite restaurants in Tampa.
- At its debut in 1992, Tampa Treasures was featured in the Tour of Kitchens for South Tampa. Bayshore, Golfview, and Culbreath

Isles homes were toured while guests sampled recipes and viewed photographs that would be featured in the book.

## The Culinary Collection



- Consists of four books.
- **The Life of the Party** was the first volume in this collection, published in 2002. This cookbook focuses on spending less time in the kitchen and more time with your guests. All without sacrificing amazing food or fabulous presentation. **The Life of the Party** was honored twice by Favorite Recipes Press with Sales and Marketing Awards.
- **Everyday Feasts** was the second volume of the culinary collection, published in 2004. Inspired by the notion that food brings people back to the table for some good old fashioned family time! In 2006, this book received the prestigious Cookbook of the Year Award by Favorite Press Recipes.
- **Savor the Seasons** was the third to be published for this collection in 2006. Created to celebrate traditional year-round holiday menus with a twist here and there.
- Last, but certainly not least, in 2010 the Junior League of Tampa will debut the fourth and final cookbook of the culinary collection called **Capture the Coast**. Celebrating our location on the Florida Peninsula, this fourth and final book in the collection will bring seaside recipes to our homes. Can't Wait!

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*Life*

is as easy as knowing where to

*Live.*



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ONE ADDRESS. COUNTLESS AMENITIES.

**COMFORT...**

is a spacious dwelling with spectacular water views and services that answer your every want and need.

**ENJOYMENT...**

is a myriad of choices – a morning walk on Bayshore, a visit to Hyde Park, an afternoon swim in the pool, an evening at a play or concert, or relaxing on your private balcony overlooking the bay.

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# JLT Featured Members

## CATHY AMBERSLEY KAMM



**Member status:**  
Active

**Junior League  
Member Since:**  
2007

**Current Place-  
ment:** Provisional  
Education Liaison

**Occupation:** Attorney

**Family:** Husband-Grayson and two  
dogs-Abby & June

**I Wish I Knew How To:** Speak another  
language fluently

**If I Could, I Would:** Travel the world

**Favorite Thing About Tampa:** Great  
friends

**Community Activities:** Hillsborough  
County Bar, Young Lawyers Division

**Three Accomplishments You are  
Proud of:** Completing my first half-  
marathon, passing the bar exam  
and rescuing my dogs

**Something You Wish Someone Had  
Told You Earlier:** Not to take everything  
so seriously

**Your Life Philosophy on A Bumper  
Sticker:** Bad Mood = Bad Food

**What Experience has Changed You  
Most:** Growing up with my brother  
John, who has Down Syndrome

**My Worst Habit is:** Procrastinating

**Favorite JLT Placement:** Transfer

**One Thing People Would Know About  
You:** I am definitely a "Chatty Cathy"

**One Thing People Wouldn't Know  
About You:** I own 100 pairs of shoes  
and counting

## KERRY MCGUCKEN



**Member status:**  
Active

**Junior League  
Member Since:**  
2003

**Current Place-  
ment:** Provisional  
Education Liaison

**Occupation:** I work for a company in-  
volved in receivership and asset  
management

**Family:** Husband-Stephen and two  
children-Charlie 2 ½ and Caroline 6  
months

**I Wish I Knew How To:** Dance

**If I Could, I Would:** Travel extensively

**Favorite Thing About Tampa:** The food  
and the Bayshore

**Community Activities:** JLT

**Three Accomplishments You are  
Proud of:** My children, completing a  
triathlon and training horses

**Something You Wish Someone Had  
Told You Earlier:** You don't always get  
the chance to fix your mistakes

**Your Life Philosophy on A Bumper  
Sticker:** Don't sweat the small stuff.

**What Experience has Changed You  
Most:** Losing my father 15 years ago

**My Worst Habit is:** Clicking my nails—  
according to my husband

**Favorite JLT Placement:** The Sand-  
spur—but I am really looking forward  
to my placement this year with the new  
provisional class

**One Thing People Would Know About  
You:** I love horses and still have two,  
one of which I have had since I was 12

**One Thing People Wouldn't Know  
About You:** I am afraid of heights but  
still go hiking in the mountains every year

## MELISSA YATES



**Member status:**  
Active

**Junior League  
Member Since:**  
2005

**Current Place-  
ment:** HGM, Mer-  
chant Secretary

**Occupation:** First Grade Teacher,  
*Academy of the Holy Names*

**Family:** Parents-Ron and Mary Jo Yates  
(*Sustainer & previous editor of the Sandspur*),  
Sibling-Kathleen Yates Gerber (*former JLT  
active*) and Micah Gerber (*brother-in-law*)  
and their daughter, Ella Kate Gerber

**I Wish I Knew How To:** Run long  
distances. I've tried, but I can't get into it.

**If I Could, I Would:** Travel a lot more.

**Favorite Thing About Tampa:**  
Having that small town feel with all the  
best aspects of a big city

**Community Activities:** Christ the King  
Church Parishioner, Reading Tutor, JLT

**Three Accomplishments You are  
Proud of:** My reputation as an educator,  
graduating cum laude from UF, earning  
my Master's

**Something You Wish Someone Had  
Told You Earlier:** To journal as a child.  
They're so many things that I can't  
remember.

**Your Life Philosophy on A Bumper  
Sticker:** Surround yourself with good  
friends!

**What Experience has Changed You  
Most:** Meeting someone special

**My Worst Habit is:** Watching reality TV

**Favorite JLT Placement:** HGM

**One Thing People Would Know About  
You:** I am very close with my immediate  
family

**One Thing People Wouldn't Know  
About You:** My friends and I like to sing  
karaoke and I put ketchup on everything!

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# Committee Spotlights



**COOKBOOK** - The JLT Cookbook Committee is comprised of 19 league members that are charged with the mission of promoting and selling our successful line of cookbooks. Our award winning cookbook collection features *The Gasparilla Cookbook*, *Tampa Treasures* and our Culinary Collection which is comprised of *The Life of The Party*, *Everyday Feasts* and *Savor the Seasons*. We are currently working on our fourth and final cookbook in the series, *Capture the Coast*, which will debut in 2010. Together we are “helping families taste the best of life.”

**Cookbook Committee Members:**

Chairs – Aly Peterson and Heather Vermette. Jaime Brewer, Karen Nalywajko, Jennifer Millman, Emery Bettis, Laura Nies, Brooke Juan, Meghann Scott Morris, Trisha Van Comper-nolle, Lara Alexander, Caroline Cation, Amy Sharp, Michelle Thames, Alyson Zamore, Amber France, Elena Ketchum, Susan Major, Sarah Matthews, Lauren Smith.



**TRAINING** – The Training Committee is focusing on one of the main missions of the JLT: “developing the potential of women.” The committee will be developing and presenting programs that help members be more effective leaders. The training initiatives will also educate the membership about League projects and processes. The committee will be accomplishing these goals through meetings of the JLT Leadership Book Club, the creation of four training presentations and two inspirational leadership events: leadership training in January for actives and a Sustainer training event.

**Training Committee Members:**

Chair – Jennifer Sober. Erin Eckhouse, Meisha Brannan, Virginia Daniel.



**Kate Crawford**

**PROJECT DEV & EVAL (PDEC)** - The Project Development and Evaluation Committee (PDEC) develops new League projects. We encourage local organizations to partner with The Junior League of Tampa (JLT) on projects that fit our mission and focus areas. In addition, we also evaluate existing league projects for renewal, collect information on member satisfaction, and measure program effectiveness and community agency satisfaction. PDEC is proud of our role in JLT, providing high-quality projects to the Tampa Bay community.

**PDEC Committee Members:**

Chair – Kate Crawford. Merritt Barrow, Allison Beard Luzier, Julie Brown, Elizabeth McCraw, Tara Richardson, Taylour Shimkus, Sarah Valentine.



**Denise Schultz**

**STRATEGIC PLANNING** - The Strategic Planning Chair is responsible for ensuring that the JLT Annual Plan and Committee Activities Plans are aligned with the JLT Strategic Plan. This entails monitoring the Annual Plan and Committee Activities Plans throughout the League year. A main focus for the position this year is to create and establish the JLT Disaster Preparedness Plan. Serving as the 2009-2010 Strategic Planning Chair is Denise Schultz.



# Out of our League

It is amazing to see how many of The Junior League of Tampa's members are making an impact in Tampa Bay. They are truly living the mission of our organization-trained volunteers developing their potential as women and impacting the community.

## Child Abuse Council Board of Directors

Mary Gamble, President  
Katherine Frazier, President Elect

## Tampa Museum of Art Board of Directors

Leslie Jennewein  
Barbara Romano

## Mary Lee's House Board of Directors

Chrisi Laxer  
Beth Schatzberg

## Ronald McDonald House Board of Directors

Carla Saavedra

## Coleman Middle School PTA

Nancy Mynard, President

## Wilson Middle School PTA

Teresa Weachter, President

## Tampa History Center Board of Directors

Marsha Rydberg, Chairperson  
Lea Beard

## The Children's Home Organization Board of Directors

Patty Bohannan

## Phoenix House Board of Directors

Lea Beard

## Tampa Theater Board of Directors

Lea Beard

## Friends of Plant Park Board of Directors

Mimi Graham  
Nadyne Hines  
Liz Reynolds  
Sue Isbell

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\*New for 2009-2010 – the Contributor’s Plan! Gifts at the Contributor level (\$500) and above may be paid in equal monthly installments between the commitment date and March 20, 2010! Please indicate your interest below.

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please sign and return this to:

Jennifer Carlstedt, 2009-2010 President, The Junior League of Tampa, 87 Columbia Dr., Tampa, FL 33606. Fax: 813-254-9593.

2009-2010 Donor Benefits	Supporter up to \$250	Friend \$250	Contributor \$500	Patron \$1,000	Bronze \$2,500	Silver \$5,000
Listing in Holiday Gift Market program	✓	✓	✓	✓	✓	✓
Recognition on donor board at Holiday Gift Market, Patrons’ Party, Kickoff Party, and JLT Headquarters		✓	✓	✓	✓	✓
Tickets to Patrons’ Party on Thursday, October 29 at the home of (Sustainer) Lisa and Michael Trentalange				2	4	4
Tickets to Holiday Gift Market Kickoff Party on November 5th at Florida State Fairgrounds		2	2	2	4	4
General admission tickets to Holiday Gift Market		2	15	15	20	20
Recognition in The Sandspur quarterly magazine (through Summer 2010)	✓	✓	✓	✓	✓	✓
Recognition in Spur of the Moment monthly newsletter (through May 2010)	✓	✓	✓	✓	✓	✓
Recognition on Junior League of Tampa website (through June 2010)	✓	✓	✓	✓	✓	✓
Inclusion in Tampa Tribune thank you ad					✓	✓
Recognition in promotional materials and advertising					Selected	Selected
Special signage at Holiday Gift Market and ¼ page B&W ad in program					✓	✓

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# 22

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