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The Junior League of Tampa's Holiday Gift Market (HGM) and I share the same anniversary with the League. This is the 8th year for both of us. Over the past several years, I served the HGM Committee in a variety of roles – Assistant Treasurer, Treasurer, Secretary and Placement Mentor.

It seems only fitting that in our 8th year together, and my 1st issue as Editor of *The Sandspur*, Holiday Gift Market and I would meet again. As always, I am honored to support HGM, the League's primary way of funding our Mission.

Highlights

There are so many things I love about this issue. Here are two:



- Cover – One of our goals with this issue is to help fund our Mission and spread the word about Holiday Gift Market. Hopefully, the picture and the tag say it all.



- Advertisers Index - *The Sandspur* advertisers are very special to the League. Another goal of this issue is to help promote our advertisers and assist our readers in reaching out to them.

THE
SANDSPUR

What Font Are You?

In deciding to change the font on the cover page, the question arose "What font are you?" Are we (the League) cursive and flowery? Crisp and modern? Bold or serif? In the end, we are very happy with our choice and we hope you will be too.

Thank You

This issue would not be possible without the hard work and enthusiasm of *The Sandspur* Committee. Thank you for your writing, editing and dedication.

Enjoy the 2011 Fall issue of *The Sandspur* and mark your calendars for Holiday Gift Market 2011, November 4th through the 6th.

Sincerely,

Angier J. Miller

Angier J. Miller
Editor, *The Sandspur*
2011 - 2012

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FROM THE EDITOR



Our Mission

Founded in 1926, The Junior League of Tampa, Inc. is an organization of 1,700 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.



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

I remember it clearly. It was Saturday, October 11, 2003 - the day of the 40th and final JLT Thrift Sale. My job that year was that of League Treasurer, where I had the opportunity to work closely with Thrift Sale Chair, Clara Reynolds, and President, Lisa Andrews. I vividly recall the moment when the sale was over as the Brinks Security Agent departed with our revenue for the day. As I stood around and looked at an empty Convention Center, I remember feeling a wave of panic wash over me. After 40 years, we had ended our signature fundraiser to venture into waters unknown. What had we done?

Fast forward now to 2011, where we will conduct our 8th, and largest ever, Holiday Gift Market. We will move into our 3rd "destination" at Expo Hall at the Florida State Fairgrounds. With our expansion in space comes wider shopping aisles, over 140 merchants, and more customer convenience items. We will again welcome over 10,000 shoppers through the door on this three day shopping extravaganza, which has quickly become the premier gift market in the Southeast.

It is amazing to think of all that we have accomplished with Holiday Gift Market in just eight short years. It did not happen overnight - rather it was the thoughtful planning and insight of many League leaders. And it was not an easy change to make - it required a well thought through strategy, message and plan. It required us to be creative in our ability to continue meeting the needs of the community through our Treasures for Tampa community assistance opportunity. And it required us to educate our members on the reasons we needed to make this change - so that we could better fund our Mission.

I recently attended a Florida Philanthropic Network meeting, where I had the opportunity to meet Pamela Truitt with the Patterson Foundation. She shared with me this quote, which succinctly summarizes the journeys we

make whenever we embark upon and embrace change:

"The future is not some place we are going, but one we are creating. The paths are not to be found, but made. And the activity of making them changes both the maker and their destination." —John Schaar

I think all of the fantastic past Holiday Gift Market Chairs featured in this edition of *The Sandspur* would agree that embarking on our future through the Holiday Gift Market was instrumental to their growth and development as both volunteers and women. And the journey has certainly led us down a path to a new destination - Expo Hall at the Florida State Fairgrounds.

It is also important to mention that change is not always the answer - which is perfectly exemplified by the success of *The Gasparilla Cookbook*. This year we will celebrate the 50th anniversary of the book, which was first printed in 1961. Since that time we have printed over 230,000 copies. The 50th Anniversary Commemorative Edition is now available for purchase. I hope all of you will purchase multiple copies as we celebrate this iconic fundraising mechanism for the League.

During our 86th year, I look forward to continued change related to the League's leadership programs, projects and fundraising. But I am equally excited about celebrating continued traditions, such as our League cookbooks. And as always, everything we do is for the improvement of our community, the development of our members, and for the future generations of the women of The Junior League of Tampa.

With Much Appreciation,

Allison B. Burden
President, 2011 - 2012



A future generation of The Junior League of Tampa.



Proclamation

WHEREAS, in 1926, a group of 22 women started the Junior Service League of Tampa which would become an official member of the Association of Junior Leagues of America in 1928; and

WHEREAS, one of their first projects, in conjunction with the Hillsborough County Public Health Administration, was volunteering at The Pine Heath Preventorium, which provided care for undernourished children, especially those exposed to tuberculosis; and

WHEREAS, through the years, the Junior League of Tampa has been instrumental in researching and developing projects that have made indelible impressions on our community, such as the Child Abuse Council, the Guardian Ad Litem program, The Spring of Tampa Bay, Inc. and the MacDonald Training Center for residents with developmental disabilities; and

WHEREAS, through its focus on helping women and children, the Junior League of Tampa also has provided funding and assistance to support the opening of Baby Bungalow in South Tampa, Mary Lee's House, the Glazer's Children's Museum, and the More Health program, which provides health and wellness education to schoolchildren throughout Hillsborough County; and

WHEREAS, today, the Junior League of Tampa's more than 1,600 members contribute approximately 70,000 volunteer hours annually on projects, such as with YMCA Community Learning Center at Sulphur Springs Elementary, Academy Prep Center of Tampa, Connected by 25, Feeding America Tampa Bay Kid's Cafe, and DACCO; and

WHEREAS, throughout the past 85 years, the women of the Junior League of Tampa, Inc. have shown a sustained and passionate commitment to positively impacting our community through their active voluntarism.

NOW, THEREFORE, BE IT PROCLAIMED that the Board of County Commissioners of Hillsborough County, Florida, does hereby recognize and congratulate the

Junior League of Tampa, Inc.

upon the occasion of its 85th Anniversary, and further does urge all Hillsborough County residents to recognize and commend the important work of this organization to enhancing the quality of life in Hillsborough County.

Executed this 2nd day of June, 2011.

Al Rizzo
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The Junior League of Tampa Endowment Fund was established to ensure that our League is able to sustain financial stability and permanently pursue our Mission, despite possible changes in the economic climate or decreases in membership. A strong Endowment Fund will ensure a revenue stream that will augment, but not replace, the Annual Campaign, Holiday Gift Market, cookbook sales, and membership dues. Our long-term goal is to raise \$500,000 or more, or "Hike to a Half Million." Please consider joining the generous donors listed below by making an Endowment donation to ensure The Junior League of Tampa can "Sustain Our Service" into the future.

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This edition of The Sandspur includes a cumulative listing of gifts received as of August 10, 2011 the submission deadline for this issue. Gifts received after this date will be listed in the next edition of the The Sandspur. If you have any corrections or for future lists, please contact Danielle Post at postdanielle@yahoo.com



**THE JUNIOR LEAGUE OF TAMPA
2011-2012 ANNUAL CAMPAIGN
DONOR COMMITMENT FORM**

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Recognition in <i>The Sandspur</i> quarterly magazine (<i>through Summer 2012</i>)	√	√	√	√	√	√	√
Recognition in <i>Spur of the Moment</i> monthly newsletter (<i>through May 2012</i>)	√	√	√	√	√	√	
Recognition on The Junior League of Tampa website (<i>through June 2012</i>)	√	√	√	√	√	√	√
Recognition on Donor Board (<i>at Patrons' Party, Holiday Gift Market, HGM Kickoff Party</i>)	√	√	√	√	√	√	
Recognition in additional promotional materials and advertising	Select	Select	Select				
Logo and Link on The Junior League of Tampa website (<i>through June 2012</i>)	√	√	√				
Special signage at Holiday Gift Market	√	√	√				
Inclusion in Holiday Gift Market guide	√	√	√				
Inclusion in the <i>St. Pete Times</i> thank you ad	√	√					
Tickets to Patrons' Party (<i>Oct. 20 at the home of Sustainer June Annis</i>)	8	6	4	2			
Tickets to Holiday Gift Market Kickoff Party (<i>Nov 3rd at Florida State Fairgrounds</i>)	12	8	4	1	1	1	
General admission tickets to Holiday Gift Market (<i>Nov 4-6 at Florida State Fairgrounds</i>)	30	25	20	15	15		

PAYMENT OPTIONS

You may donate ONLINE @ www.jltampa.org –OR– Please select a payment option below, then sign and return this form to: Allison Barnes Burden 2011-2012 President, The Junior League of Tampa, 87 Columbia Dr., Tampa, FL 33606. Fax: 813-254-9593
NOTE: To receive Holiday Gift Market benefits (as listed), all payments must be made by November 1, 2011, except Contributors' Plan.

- My CHECK is enclosed (*Payable to The Junior League of Tampa*): \$ _____ Check #: _____
 I would like to participate in the CONTRIBUTORS' PLAN – by making equal monthly payment through March 2012. (*NOTE: For Gifts of \$250 or above only. Please obtain contributors form at www.jltampa.org & submit with a voided check*)
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Funding Our Mission

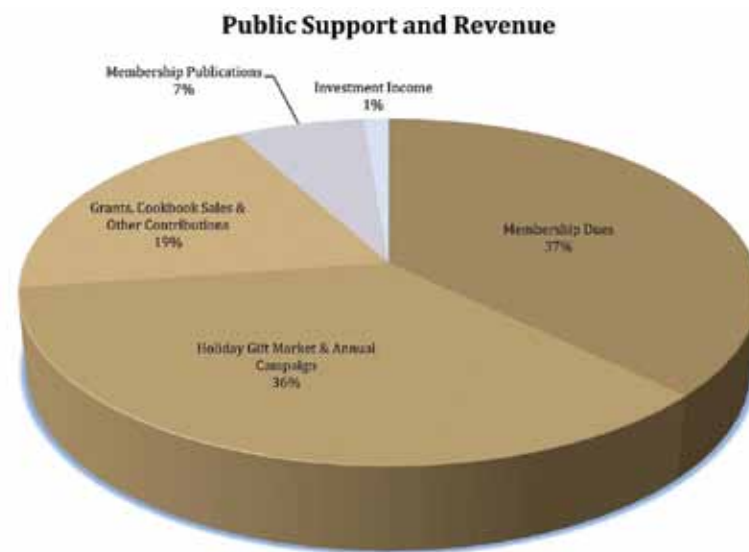
by Heather Barrow
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As The Junior League of Tampa enters its 86th year of service to the Tampa Bay Community, we hope to provide a glimpse of how we will continue to generate the funds needed to fulfill our Mission for the next 85 years and beyond. A well-developed and executed funding model will fuel the League's community impact and provide a viable path toward sustainable future growth. Here are several basic questions that often surface when implementing and evaluating the League's fund development model.

Where will we find funds?

The JLT is constantly looking for innovative ways to raise the funds that enable our volunteers to make an impact in our community. Although total revenue fluctuates from year to year, our major funding sources remain relatively consistent. The chart below provides a general illustration of the sources that make up the annual public support and revenue the League generates.



With record-setting community and membership participation in the Annual Campaign, over 10,000 shoppers through the door at Holiday Gift Market, and the debut of our final installment in the Culinary Collection, *Capture the Coast*, 2010 - 2011 was a very successful year for the League. The 2011 - 2012 year will be no different, as we continue to build on the groundwork established in the past and announce two exciting fund development initiatives for the upcoming year:

- Honoring the 50th Anniversary of *The Gasparilla Cookbook***
The Gasparilla Cookbook made its debut 50 years ago and this timeless classic has become a staple in kitchens across the country with its fusing of Cuban, Greek, Italian, Spanish and Southern influences. The Junior League of Tampa is celebrating this important anniversary with a limited number of 50th Anniversary Edition reprints of *The Gasparilla Cookbook*. At a very reasonable price of \$14.95 (plus tax), these cookbooks make the perfect gift for any occasion!



- Moving Holiday Gift Market to a Larger Facility**
 The 8th annual Holiday Gift Market is moving from the Entertainment Hall to the Expo Hall at the Florida State Fairgrounds. With a drastic increase in square footage, shoppers can expect to see more high quality merchants, wider aisles, additional dining options, seating areas for shoppers and much more. The first weekend in November should be blocked off in everyone's calendar, as this year's Holiday Gift Market will be the one place that shoppers can find everything they are looking for this holiday season.

How do we spend the funds we receive?

When the League receives a donation, it is classified into one of three categories based on the presence and type of limitation applied by the donor:

Permanently Restricted	<ul style="list-style-type: none"> • Donations that must be maintained in perpetuity • Example: Endowment Fund
Temporarily Restricted	<ul style="list-style-type: none"> • Donations whose use is limited by donors for the purpose and/or time in which they may be expended. • Example: External Grants
Unrestricted	<ul style="list-style-type: none"> • Donations not classified as permanently or temporarily restricted • Example: Membership Dues, HGM Revenue, Annual Campaign Contributions, etc.

Of the total unrestricted revenue received each year, membership dues cover the League's general and administrative expenses. This unique structure allows the League to use 100% of net fundraising proceeds to directly support League programs and community projects. Therefore every donation, no matter the amount, makes

a difference in the League's focus areas of foster care, education and literacy, and basic needs for disadvantaged children. Based on our current project commitments and best estimate of future expenditures, we expect to spend more than \$250,000 directly on community projects in each of the next two years.

2011 - 2012 Community Project Expenditures per Focus Area:

- 32% Basic Needs Fulfillment
- 28% Foster Care Services
- 40% Enrichment and Literacy

How can we stretch each dollar?

Through volunteer training and strong internal controls, The Junior League of Tampa has created a culture of fiscal stewardship with the money entrusted to us. Additionally, we have the ability to stretch each dollar unlike any other local nonprofit because we match each dollar donated with the deployment of our 1,700 trained volunteers into the community every year. League volunteers contributed over 70,000 volunteer hours in 2011 - 2012, or the equivalent of \$1.5 million in volunteer time, and we will likely exceed that number in 2011 - 2012. (NOTE: \$21.36 is the 2010 national rate of volunteer time as provided by Independent Sector.) A good example of this time well spent is the nine members of our Executive Committee, who collectively complete the work equivalent of four full time employees each week. The money the League would have spent on additional employee salaries instead goes directly into our community projects and programs.

What about the future?

JLT members, donors and community partners should be confident that every dollar we receive is spent to directly achieve the goal of fulfilling our Mission. Over the past ten years, the JLT has contributed \$2 million dollars and more than 650,000 volunteer hours to the Tampa community. With the continued support of our loyal donors and volunteers, we will reach the next \$2 million and 650,000 hours by the year 2020, and ensure that the League continues to build a healthier, more educated and safer community for Tampa Bay's children and their families.

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The IN'S and OUT'S of Philanthropic GIVING



by Kathryn Hall and Sommer Stiles

“Goodness is the only investment that never fails.”

The words of Henry David Thoreau ring especially true in these tumultuous economic times. Many charity organizations in the Tampa Bay area work tirelessly to invest in our community. You may wish to help these philanthropies in their quest, but feel overwhelmed when considering your giving options. Fortunately, there are multiple resources to guide you through the giving process.

According to The Center on Philanthropy, specifically, the Women’s Philanthropy Institute, women are a major force in charitable giving. The IRS reported in the *Personal Wealth Tables* for 2004, the most recent year for which data is available, that 43% of the nation’s top wealth holders (individuals with assets of \$1.5 million or more) were women. The majority of the research also indicates that women are more likely than men to give to charity, and married women are more likely to make charitable contributions versus single women. However, single women are 9% to 10% more likely than single men to be donors. Furthermore, according to charity research trends and predictions, the strength of female donors will continue to grow because women statistically live longer than men.



Therefore, women will end up commanding much of the anticipated intergenerational transfer of wealth over the next fifty years. Due to these findings, it is important for women to be educated regarding the multiple aspects of making charitable contributions in a responsible manner.

Philanthropic giving should be grounded in sound financial planning. Scott Jarred, CFP and CEO of Jarred Bunch Consulting LLC, recommends establishing a personal budget. Websites such as www.mint.com and www.thelivingbalancesheet.com can help with this budgeting process. Mr. Jarred advises clients to set up separate accounts for personal savings and charitable donations, and to deposit a percentage of each paycheck into each of these accounts to be used accordingly.

You should consider the most effective way to give. There are many methods of donating besides cash donations, such as bequests, charitable gift annuities, gifts-in-kind and endowments that may be more beneficial to you and your charity of choice. Finally, you should request an acknowledgement letter or receipt documenting your donation. This documentation will be helpful in your future financial planning. It will also provide proof of your donation should you seek a matching donation from your employer, which is a valuable way to increase the amount of your donation.

Beyond creating a personal budget enabling you to make charitable donations on a regular basis, it is also important to consider giving to charity in your estate planning. According to Chad W. Callahan III, a board certified trust and estate attorney with Hill Ward Henderson, leaving assets to charity at your

death can avoid state taxation of those assets. Furthermore, Mr. Callahan notes that there are possible benefits to leaving a portion of your retirement account to philanthropy for your heir(s) and your charity. He gives the following example:

If you have an estate worth \$200,000, and choose to give your charity \$100,000 in cash and an heir \$100,000 from your IRA, then your charity will receive the full amount because of their tax-exempt status, while your heir will have to pay income taxes on his or her inheritance.

However, if you leave \$100,000 from your IRA to charity, and you leave \$100,000 cash to an heir, both the charity and heir will receive the full amount, because the charity has a tax-exempt status, and, under current law, the heir does not have to pay income taxes upon the receipt of a gift. This scenario provides the best outcome for all involved parties. Moreover, if you are interested in more advanced estate planning and/or learning about additional tax benefits, you should consult a professional tax advisor.

While the decision to give to charity might be easy to make, choosing the particular charity can be difficult. It is critical to select an organization that is ethical, efficient and effective. There are a number of resources that can assist your selection process. (See box on this page) All in all, giving to charity is a great thing, and as needs in the community grow, so does its importance. With planning and commitment, each of us has the power to positively impact out community through philanthropic gifts. What better time than now to act on the investment advice of Mr. Thoreau?

The American Institute of Philanthropy (AIP) maintains a comprehensive charity-rating guide of over 500 charities (www.charitywatch.org). The AIP offers the following tips for giving wisely:

- **Research the charity.** Gather key information including the organization’s mission statement and most recent annual report, including annotated, audited financial statements.
- **Learn how the money is spent.** The AIP recommends that a minimum of 60% of charity donations go directly to program services. Most efficient philanthropies invest 75% or more of funds in program costs.
- **Don’t be pressured into giving.** Read the Donor Bill of Rights, posted at www.chairitynavigator.org.
- **Maintain a record of giving.** The IRS mandates a receipt be given for gifts greater than \$250 to be eligible for a tax deduction. Donations valued at less than \$250 face less stringent requirements.
- **A charity must have tax-exempt status for a donor to receive a tax deduction for her gift.** Tax-exempt letters should be provided to donors.
- **Unethical organizations may disguise themselves with impressive names closely resembling reputable charities to lure in donors.** If you’re unsure about the legitimacy of an organization, contact the Florida Department of Agriculture and Consumer Services (<http://csapp.800helpfla.com/cspublicapp/giftgiversquery/giftgiversquery.aspx>).



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Kids Connect

by Meghan Weddle

With over 3,000 children in Hillsborough County's foster care system, it is no wonder foster care organizations throughout the county work tirelessly to provide the essentials for all the children in their care. Hillsborough Kids, Inc., the leading child welfare agency in Hillsborough County, is charged with caring for 2,800 children ranging in ages from newborns to 18 years of age. One of their main goals is adoption placement, the process of matching foster children with families to call their own. In 1996, The Junior League of Tampa (JLT) partnered with Hillsborough Kids, Inc and established Kids Connect. The League has two Kids Connect events per year that bring together prospective parents with hard-to-place foster children, allowing them to meet and interact in a fun, low-stress environment. Prior to this year, Kids Connect events were held at Gameworks in Ybor City. However, due to the great success of the Kids Connect project and the desire to give the children and prospective parents opportunities for more meaningful interactions, this year's 15th semiannual event was held at Raymond James Stadium.

In April 2011, 75 children, 80 prospective parents, and 50 JLT volunteers attended a Kids Connect event. Mark Dominik, the General Manager of the Tampa Bay Buccaneers and the father of two adopted children, led this year's event. He is an avid and enthusiastic supporter of Hillsborough Kids, Inc. and expressed his support for adoption placement by saying, "Having grown up with the Tampa Bay

community, knowing about Hillsborough Kids and everything that is going on, certainly there is a lot of need for adoption and foster care in our community."

There were a variety of new and exciting ice-breaking activities and games, including laser tag, an autograph book craft assisted by the Bucs Cheerleaders, a tour of the stadium, Press Box, and locker room, and a Pirate Ship scavenger hunt. In addition to the fun activities, Tye Manner, a motivational speaker, encouraged the children to make the day a positive experience. Overall, the change in venue for the JLT's Kids Connect event brought about new excitement to the event, and accomplished its main goal - to give every child and every prospective parent an opportunity to have meaningful interactions and share something special.

Throughout the past 15 years, The Junior League of Tampa's Kids Connect events have brought new hope to children in Hillsborough County's foster care system. Additionally, this year's event was particularly special because, as explained by Freddie Brinson, recruitment specialist for Hillsborough Kids, Inc, "When you hear someone with Mark's presence come out and spend time with children and share his experience so openly, it can inspire other families who may have been thinking about it or had reservations to say, 'He's done it, I can do it.'"

The Kids Connect events have had a significant impact on matching foster children with prospective parents, and to date, 133 children have been matched with forever families.



JLT volunteers waiting to greet the children at The Kids Connect All Star Event.

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“ *Never quit. It is the easiest cop-out in the world. Set a goal and don't quit until you attain it. When you do attain it, set another goal, and don't quit until you reach it.* ”

Never quit.
 —Coach Paul “Bear” Bryant
 (Legendary University of Alabama Football Coach)

A special thank you to Nicole Geller for Executive Committee individual and family photos.

President

Allison Barnes Burden



Education: University of Alabama

Career: Retired Accenture, Designer and Manager, Outsourcing and Technology; On-the-Go Mom and Volunteer

Most Memorable Junior League Experience: Serving as League Treasurer for the final Thrift Sale and serving as Chair of the Nominating Committee.

JLT Chair or Executive Positions: President, President-Elect, Community Vice President, Membership Vice President, Corresponding Secretary, Treasurer, Assistant Treasurer, Strategic Planning Chair, Technology Chair, Nominating Chair

Hobbies: Travel, running and walking, and reading

Important Life Lesson Learned through JLT: Meet people where they are. Not everyone has the same level to give and that is ok.

Favorite Thing about Holiday Gift Market: Combining shopping with community service – two of my favorite things!



Adam, Anne-Marie (6), Abby (10), Allison, and Adam Jr. (6) Burden

President-Elect

Stephanie Hendrix Wiendl



Education: University of Florida

Career: Regional Vice President, CertiPay—Payroll and HR Outsourcing

Most Memorable Junior League Experience: There are so many, but I always come back to the Sibling Events of Connected by 25. Seeing the foster care youth reconnect with their brothers

and sisters is priceless.

JLT Chair or Executive Positions: President-Elect, Community Vice President, Finance Vice President, Treasurer, Connected by 25 Chair, Transfer Chair, Gift Shop Chair

Hobbies: Playing with my children, triathlons, reading, cooking and, of course, volunteering

Important Life Lesson Learned through JLT: Meeting people where they are in their volunteer career. Helping them meet their goals will help you meet yours.

Favorite Thing about Holiday Gift Market: Walking into HGM the first time each year....It looks almost magical.

Favorite Quote: "You must do the things you think you cannot do" — Eleanor Roosevelt, First Lady and Famous Junior League member



Drew (10), Stephanie, Joe, Rex (4) and Cooper (7) Wiendl

Communications Vice President

Andrea Bridenback Layne



Education: Florida State University

Career: Owner of Andrea Layne Floral Designs

Most Memorable Junior League Experience: Meeting and talking to the recipients of the hurricane kits I delivered to Tampa's homebound with my daughters during my first year as an

Active. I saw how much that interaction meant to them and it inspired me to take a leadership role on the Community Action Committee. It also let my children experience why we give back.

JLT Chair or Executive Positions: Communications Vice President, Fundraising Chair, Community Action Chair, Technology Chair

Hobbies: Cooking, interior design, swimming, traveling with my family

Important Life Lesson Learned through JLT: Be aware of the circumstances of the people with which you are working. Being an understanding and accommodating leader goes a long way to volunteer satisfaction with their placement and the League.

Favorite Thing about Holiday Gift Market: I love shopping with my friends during the Kickoff Party.

Favorite Quote: "Just living is not enough. One must have sunshine, freedom, and a little flower." — Hans Christian Anderson



Reese (8), Tom, Andrea and Brenna (5) Layne

Community Vice President

Lee Manwaring Lowry



Education: Rollins College

Career: On-the-Go Mom and Volunteer

Most Memorable Junior League Experience: The sheer number of community members that we serve each year is inspiring. If not for us, thousands of hungry children, lonely kids newly taken from their homes,

and young people trying to find their way in the world would be without help. The sacrifices JLT women make of their time, talent and treasure to our causes and their grace under pressure always motivate me to offer my best efforts too!

JLT Chair or Executive Positions: Community Vice President, Finance Vice President, Treasurer, Holiday Gift Market Co-Chair, Communications Chair

Hobbies: Reading, especially biographies, following national and international politics, cooking, and spending time with family

Important Life Lesson Learned through JLT: People will almost always live up to your expectations for them, so keep your expectations high and the atmosphere positive! If we don't have high expectations for what we can achieve, we can't grow.

Favorite Thing about Holiday Gift Market: Looking down, seeing the colorful Holiday Gift Market busy with shoppers, and knowing that every bit of that huge undertaking was accomplished by volunteer women.

Favorite Quote: "We know what we are, but not what we may be." — William Shakespeare



Lillie (10), Lee, Laander (7) and Lionel Lowry

Finance Vice President

Heather Willyard Barrow



Education: University of Florida

Career: On-the-Go Mom, Founder/ President of High Risk Hope, and JLT Volunteer

Most Memorable Junior League Experience: When a first grader on a field trip at the zoo recognized me and ran over to say hi. I met him the week

before while volunteering at a JLT Children's Literacy event at his school.

JLT Chair or Executive Positions: Finance Vice President, Treasurer, Endowment Chair, Glazer Children's Museum Chair, Children's Cancer Center Chair

Hobbies: Photography and scrapbooking

Important Life Lesson Learned through JLT: Every able person has a responsibility to help others in their time of need. Even the smallest acts of kindness and compassion can make a big difference to another person.

Favorite Thing about Holiday Gift Market: Since I am there all weekend, I can easily get all of my Christmas shopping done by Sunday! That leaves me two months to wrap all of the gifts.

Favorite Quote: "Faith is taking the first step even when you don't see the whole staircase." — Martin Luther King, Jr.



Heather, Claire (4), Hill (2) and Bennett Barrow

Fund Development Vice President

Kathleen Stephens Thaxton



Education: University of Alabama

Career: Teacher and On-the-Go Mom

Most Memorable Junior League

Experience: Serving as Provisional Education Chair - to watch members of the class I facilitated go on to be leaders in the League and knowing that I was a part of their experience.

JLT Chair or Executive Positions: Fund Development Vice President, Membership Vice President, Recording Secretary, Corresponding Secretary, Provisional Education Chair, Nominating, Communications Chair, Yearbook Editor

Hobbies: Reading, going to the beach

Important Life Lesson Learned through JLT: True leadership is allowing those whom you work with to follow their vision for their role while supporting and encouraging them.

Favorite Thing about Holiday Gift Market: Talking with the merchants to see how HGM is going for them and asking them for feedback on how we can improve it.

Favorite Quote: *"We can throw stones, complain about them, stumble on them, climb over them, or build with them."*
— William Arthur Ward



David, Laurel (12), KatyAnn (14), Jessica (8) Kathleen Thaxton

Membership Vice President

Lynette Palomino Russell



Education: Florida State University

Career: Wife, On-the-Go Mom and Volunteer

Most Memorable Junior League

Experience: A Community Action event where we helped youths and young adults with mental disabilities ride horses at the Quantum Leap Farms.

Their energy and dedication to the horses was infectious!

JLT Chair or Executive Positions: Membership Vice President, Project Development & Research Chair, Placement Chair, Cookbook Co-Chair, Community Action Chair

Hobbies: Working out, reading, attending my children's various events, watching football – College and Pro

Important Life Lesson Learned through JLT: It is all about giving back. As an individual, as a family and as a group, doing more, all the time.

Favorite Thing about Holiday Gift Market: Shopping at Kickoff, shopping on Friday, shopping a little more on Saturday and getting closing deals on Sunday!

Favorite Quote: *"A woman is like a tea bag, you can't tell how strong she is until you put her in hot water."* — Eleanor Roosevelt



Cole (9), Lynette, Quinlan (7), Rick and Camden (5) Russell

Secretary

Kim Stambaugh Carswell



Education: University of South Florida

Career: Account Manager for Coca-Cola Refreshments

Most Memorable Junior League

Experience: During my Provisional year, we hosted a Birthday party for some of the children at Metropolitan Ministries. Seeing their faces light up when they

walked into the room is something I will never forget. We had arts and crafts, pin the tail on the donkey and silly string game. I don't know if I've ever had that much fun at a birthday party. Being a part of their special day was priceless.

JLT Chair or Executive Positions: Secretary, Holiday Gift Market Co-Chair, Community Action Chair

Hobbies: Boating, fishing, spending time with family and friends and of course shopping!

Important Life Lesson Learned through JLT: Give back to your community! I hope that all that JLT does in the Tampa Bay area makes a difference for today's children/families and future generations.

Favorite Thing about Holiday Gift Market: Being a past HGM Co-Chair, there are too many things I love about Holiday Gift Market to narrow it down to just one thing.

Favorite Quote: *"When you wish someone joy, you wish them peace, love, prosperity, happiness... all the good things."* — Maya Angelou



Kim, Gates (2) and Trey Carswell

Treasurer

Jessica Lee Kendall



Education: FBA School of Banking at the University of Florida

Career: Vice President/Branch Administrator, Security Officer at First Citrus Bank

Most Memorable Junior League

Experience: The time I spent on 2009 - 2010 Kids Connect Committee. Working

with such an incredible committee, who truly had a passion for assisting in finding the foster children in our community forever families, inspired me beyond my expectations.

JLT Chair or Executive Positions: Treasurer, Kids Connect Chair, HGM Treasurer, HGM Assistant Treasurer

Hobbies: Scuba diving, going to the beach, traveling, shopping, community service and spending time with family and friends.

Important Life Lesson Learned through JLT: I have always been taught that it is more important to give than it is to receive. This motto is proven over and over again to me as we, JLT volunteers, continue to give our time to our projects, which truly makes a difference in the lives the children and families in our community.

Favorite Thing about Holiday Gift Market: You can find a unique gift for anyone on your list at HGM, all while having a great time getting to know the fabulous ladies of the JLT!

Favorite Quote: *"The adventure of life is to learn. The purpose of life is to grow. The nature of life is to change. The challenge of life is to overcome. The essence of life is to care. The opportunity of life is to serve. The secret of life is to dare. The spice of life is to befriend. The beauty of life is to give."* — William Arthur Ward



Jessica Kendall



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Food 4 Kids
Casey Carefoot



Fundraising
Danielle Post



Gift Shop
Lauri Kleman



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Museum**
Terrie Dodson



Grants
Laura Everitt



Headquarters
Sheri Schobert



The Sandspur
Angier Miller



Social Committee
Michelle Bremer



Spur of the Moment
Shannon Walsh



Strategic Planning
Kate Guilfoyle



Sustainer at Large
Terri Parnell



Sustainer President
Julie Sargent



**Heart Gallery
Birthday Buddies**
Nicole Hubbard



**Holiday
Gift Market**
Nicole Gitney



**Holiday
Gift Market**
Alison Monahan



Kids Connect
Paula Cardoso



Kids in the Kitchen
Amber Peck



Legal
Jenay Iurato



Technology
Nicole Dorr



Training
Isabel Dewey



Transfer
Elizabeth Essex



Treasures for Tampa
Kathleen Purdy

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SUSTAINER NEWS



SUSTAINER OFFICERS 2011 - 2012

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Julie Sargent

Vice President / President Elect
Sue Cox

Recording Secretary
Paige Paine

Corresponding Secretary
Bonnie Judy

Committee Chairs 2011 - 2012

Sustainer at Large
Terri Parnell

Sustainer Assistant Chair
Corey Poe

Sustainer President Assistants
Nora Gunn and Shannon Polizzi

Fall Meeting
Laura Ann Hunter

Fall Dinner
Carol Garner and Carolyn Corr

Food 4 Kids
Sue Cox

Bridge Group
Ruth Tapley and Joanne Baldy

Art and Antiques and Trips
Marsha Lane

Lunch Bunch
Karen Perry

Day at the Races
Pat Van Dyke

Sustainer Transfer Chairman
Denise Cassidy

New Sustainers and Sustainer Transfers Luncheon
Nadyne Hines

Welcome back, Sustainers! We have a fun year planned, and I am so honored to be the Sustainer President this year. It is with the great help of our officers, committee chairs, hostesses and League Actives that we are able to organize meaningful events throughout the year, and it is the 950 Sustainers that make them a success.

We will kick off the year with "Back to the League Day," September 22nd. It will be an informative meeting to keep us up to date on what's happening in the League and in the community. It is also a fun opportunity to reconnect with friends and to meet new ones.

Bridge lessons start September 12th and continue through November 14th, with Trisha Muniz as our knowledgeable and patient instructor. Once again, Ruth Tapley and Joanne Baldy will organize bridge luncheons throughout the year.

Our Fall Sustainer Dinner is going to be held October 27th at the stunning home of Frankie and Stan Harrell on the Palma Ceia Golf Course. Carol Garner and Carolyn Corr are planning a scrumptious catered buffet. Watch for your invitation and get your reservation in early. Remember, husbands/dates are welcome.

Save the weekend of November 4th for shopping at the Holiday Gift Market at the Florida State Fairgrounds. We will have our Sustainer Fall Meeting there on November 4th, chaired by Laura Ann Hunter.

We are going to help with Food 4 Kids again this year, by bagging and distributing food to children before their Thanksgiving and Spring breaks. Sue Cox will head this worthwhile and rewarding activity.

We will continue our Lunch Bunch activities with Chair Karen Perry planning special venues for our get-togethers. Watch for the date and place of the first one in the Sustainer Sandblast. Formerly known as the Hot Flash, the Sustainer Sandblast is our bi-weekly online newsletter highlighting Sustainer news and events.

And now a word from our sponsor, as they say. Did you know that the Sustainer dues go towards funding only the operational aspects of the Junior League? To help finance all the projects, the Actives need and appreciate our support. When you contribute to the Junior League Annual Campaign, you are ensuring that these vital programs will continue. But it is not just the money that the League needs. When the League applies for grants for their projects, the funders look at the percentage of members that contribute to their own cause. Our goal this year is to have 25% participation from the Sustainers. We can start by donating as little as \$20 each. It is your participation that counts, so please consider making a donation.

Please let me know if you have any ideas for serving our community this year. If you would like to be on a committee, the League would love to have you.

Come to "Back to the League Day" and get involved!

Julie G. Sargent
Sustainer President

WELCOME NEW SUSTAINERS!

*Pamela Adler
Elizabeth Andrews
Meisha Brannan
Laurie Ann Burton
Ashley Carl
Ginger Caruso
Dana Coberly
Colleen Crosby
Shannon Dann
Aadonia delaTorre
Nancy Frierson
Betsy Graham*

*Stacy Gramling
Stacy Hahn
Kelly Heyer
Lori Hoffman
Sarah Hull
Meagan Kempton
Jenifer LeBeau
Lisa Lockhart
Winifer MacKinnon
Rebecca Masser
Tara McLaughlin
Carla Megerian*

*Leslie Minder
Teresa Parnell
Shannon Reid
Clara Reynolds
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2011 - 2012 COMMUNITY ADVISORY BOARD



SYLVIA CAMPBELL, M.D.

Sylvia Deal Campbell, a native Floridian, has been in solo private practice of general surgery since 1982. Dr. Campbell has the distinction of being the first female surgeon in Hillsborough County. She is the President of the Judeo Christian Health Clinic and an active member of the Palma Ceia Presbyterian Church. Dr. Campbell has served on mission trips to Haiti and Uganda since 1996, and been involved in helping children travel to the US for life saving care. She and her husband Bob have 3 wonderful children; Chelsey, Meaghan and Ross.



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 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, she is married, and has two daughters.



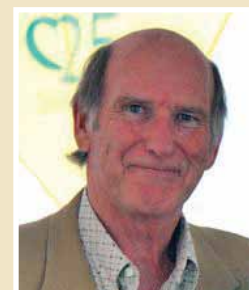
JANE CASTOR

Jane Castor is the driving force behind the Tampa Police Department's 56% reduction in crime in the last seven years. She helped develop and execute the Department's Focus on Four Crime Reduction Plan that changed the way officers police in the City of Tampa. The result is a safer city. During her 26-year career, Chief Castor has served in nearly every capacity within the Department. Chief Castor graduated from University of Tampa, where she attended on volleyball and basketball scholarships. She has been inducted into the University's Athletic Hall of Fame. She holds a Master's of Public Administration from Troy State University and also attended the FBI's National Academy.



SHEFF CROWDER

Sheff Crowder has been the President of the Conn Memorial Foundation since 1993. The foundation funds about thirty-five nonprofits in Tampa, with a focus on low income kids and their families. Sheff and the Nonprofit Leadership Center have worked with the Sykes Business School at the University of Tampa to offer a graduate certificate or MBA in Nonprofit Management. He is passionate about cultivating a nonprofit heart, a business mind and a leader's spirit in our local nonprofit sector.



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 BS in Economics from Union College and a JD from Syracuse University College of Law. Prior to joining the Foundation, Joe served as a shareholder for 25 years at the law firm of Shackleford, 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.



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.



ELIZABETH FRAZIER

Elizabeth Frazier is the Vice President of Philanthropy and Community Initiatives for the Tampa Bay Lightning. Elizabeth is leading a transformation of the Lightning Foundation and the Lightning Community Relations Department. Elizabeth has a Bachelor of Arts in Comparative Literature with a Certificate in European Cultural Studies from Princeton University and a Masters

in Business Administration from Darden Graduate School of Business Administration at the University of Virginia. Elizabeth is the daughter of Joanne Frazier, JLT Sustainer and Past President.



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, a JLT Sustainer, have four boys and have lived in Tampa for twenty years.



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 MA 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.



KEN GAUGHAN, EdD

Dr. Kenneth Gaughan brings many skills and areas of expertise to The Junior League of Tampa Community Advisory Board. He is the Supervisor of School Social Work for the Hillsborough County School District and has many years of experience in direct service and administration. Dr. Gaughan leads a large staff of professionals who help strengthen the home/

school connections which improve student performance and well-being.



ERNEST HOOPER

Ernest Hooper brings a blend of experiences to his role as Metro Columnist for the St. Petersburg Times. He was born and raised in Tallahassee. The proud son of Gerald and Ann Hooper, two longtime Florida A&M professors, he grew up less than a mile from the Florida State campus, but he graduated from the University of Florida. Now in his 24th year as a

journalist, and his ninth as a columnist, he files three pieces a week for the Times' Tampa and State editions and a fourth for the Times' South Shore and Brandon editions. Ernest relies on a broad canvas of topics that range from politics and nightlife to stories of perseverance and amusing anecdotes about his wife, Florence, and three kids, Matthew, Ethan and Madelyn.



CATHERINE M. LYNCH, MD, FACOG

Catherine M. Lynch, MD, FACOG is the Associate Vice President of Women's Health, Associate Dean of Faculty Development, and Professor and Director of Obstetrics and Gynecology at the University of South Florida. Dr. Lynch completed her undergraduate degree in Biology at Georgetown University in 1986. She then

returned to her home state of Florida to earn her Doctorate of Medicine from the University of South Florida in 1990. Dr. Lynch completed her residency and post-graduate work at USF in Obstetrics and Gynecology and is certified by the American Board of Obstetrics and Gynecology. Dr. Lynch is married to City of Tampa Mayor Bob Buckhorn, and they have two children.



THE HONORABLE 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.



JOHN GIORDANO, ESQ.

John Giordano has been with the Buss Ross, P.A. law firm in Tampa since 1985. He is Head of the Transactional Practice Group and a member of the Compensation Committee and the Board of Directors. John is a former President and Hiring Partner of the firm. He was named to Legal Elite by Florida Trend, Best Lawyers of America, Florida Top 100 Super Lawyers, and is rated AV

by Martindale Hubbell. John attended the University of Florida and earned a B.S.B.A. in Accounting in 1979, a JD in 1982, and an LLM in Taxation in 1983 - all with honors. While in law school, he was a member of the Law Review and the Order of the Coif. John is The Junior League of Tampa's Legal Counsel and a standing member of the Community Advisory Board.



LIZ KENNEDY

Liz Kennedy has a long history working with the League starting in 1977 with the founding of the Child Abuse Council. Her next big project with the League was the construction of Baby Bungalow over 10 years ago. With League funding and expertise, Liz created a parent-child resource center that has since grown to provide services both at Azele and throughout

the county. In addition, Liz helped found the Ophelia Project, Hillsborough Kids, Inc. and Bridge Builders. Currently, she is on the HKI Board, Chair of The Learning Center and Chair of the Neighborhood of Promise Initiative Steering Committee in Sulphur Springs.



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. She 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.



RONDA PARAG

Ronda M. Parag is the Publisher/Managing Editor of Tampa Bay Metro Magazine and Tampa Bay Weddings Magazine. Ronda believes in giving back to the community and has volunteered many hours to local charities. Ronda is an Advisory Board member for the Salvation Army of Hillsborough County, past Trustee for The Spring of Tampa Bay, member

of the Gold Membership Committee for the Tampa Museum of Art and supports many other nonprofits. Ronda graduated from the University of Florida with a BS in Business Administration and has been married to Stephen P. Parag, II for 23 years. They have one son, Evan.



AMY PETRILA

Amy Petrila received her BA and M.Ed. from the University of Virginia. Since 1998, she has been employed at the Children's Board of Hillsborough County where she is currently responsible for directing legislative and public policy activities. Over her career in four states, she has directed initiatives related to early childhood, child welfare, mental health, substance abuse and domestic violence. She moved to Florida in 1992 with her husband, John, a professor at USF, and has one son.



JULIE C. SMITH

Julie C. Smith is Vice President of External Affairs, Southeast Region for Verizon Communications. Julie is a new resident of Tampa, Florida. She has begun to get involved in Tampa Bay and has joined the Greater Tampa Chamber of Commerce board of directors. Julie also is on the Board of Fellows at the University of Tampa and the Board of Directors at the Florida Aquarium.

She is a graduate of the University of Georgia having, received a Bachelor of Arts degree in Political Science and was an active member of Delta Delta Delta sorority.



BRONSON THAYER

Bronson Thayer is Managing Director of The Investment Counsel Company, Tampa, Florida. After working on Wall Street for 10 years, Mr. Thayer moved to Florida and joined his wife's family company, Lykes Bros., Inc., a broadly diversified agribusiness company. He served as Chairman of First Florida Bank in the 1980s and has chaired a mortgage company, become

a partner in an investment management firm, and, as Chairman, recently oversaw the opening of a new commercial bank. He is currently Vice Chairman of the visiting committee of the Harvard Graduate School of Education and Chairman of Bok Tower Gardens in Lake Wales, Florida. Mr. Thayer attended Deerfield Academy, received a BA from Harvard University, and his MBA from New York University.



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 BS 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" fundraiser. Gayle is married and has three children.



SARTURA SHUMAN SMITH

Sartura Shuman Smith is a Tampa native. Sartura graduated from Hampton University in 1981 with a Bachelor of Science degree in Early Childhood Education. Sartura taught in the Hillsborough County School System for nine years, and later worked for 20 years at WEDU-PBS Television as the Education & Outreach Manager. She is active in the community with various social and

professional organizations and sits on the Board of Directors for the Early Learning Coalition. She is the owner of JAS Consultants and is married to Derek Smith.



HOLLY TOMLIN

Holly Tomlin has been Owner/President of Tomlin Staffing since 1985. She serves on the following boards: Tampa General Hospital Foundation, Merchants Association of Tampa, Greater Tampa Chamber of Commerce and Tampa History Center. Holly was the first woman President of Rotary Club of Tampa (1999), won TBBJ 2006 Business Woman of the Year, voted

GTCC 2007 Small Business of the Year Outstanding Leader, and was awarded 2008 Junior Achievement Outstanding Alumni of the Year.



IAN SMITH

Ian Smith is Senior Vice President and Chief Communications Officer of Helios Education Foundation, where he provides strategic marketing and public relations leadership in support of the Foundation's investments in Arizona and Florida. Mr. Smith currently serves on the Boards of the Glazer Children's Museum in Tampa, the Florida Philanthropic Network

and the Florida Public Relations Association of Tampa Bay.



JONATHAN E. STEIN

Jonathan E. Stein is The Junior League of Tampa's CPA and is a graduate of the University of South Florida. He is with the firm Rivero, Gordimer & Company, P.A. and has considerable auditing experience with not-for-profit and governmental organizations. As the League's CPA, he serves as a standing member of the Community Advisory Board. He has also been appointed to serve

on the not-for-profit committee by the Florida Institute of Certified Public Accountants and is involved with a variety of not-for-profit organizations in the Tampa Bay area.



ROBBIE WILLIAMS

Helen "Robbie" Williams is the 2011 Junior League Sustainer of the Year. This award is bestowed on a Sustainer who has shown outstanding volunteer service in a community service organization or through varied community service efforts over a significant numbers of years after the age of 40. Robbie has lived in Tampa since 1960 and has been

active in The Junior League of Tampa ever since. Robbie graduated from The University of North Carolina at Chapel Hill with a degree in Chemistry and Medical Technology. Robbie is married to Bill Williams and has three children.

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Past and Present HGM Chairs

Front Row: Caroline Vostrejs, Nicole Gitney, Cristina Blunt, Alison Reteneller Monahan

Back Row: Wendy Brill, Sheri Schobert, Kelly Scaglione Lastra, Nicole Hubbard, Lauri Kleman, Elaine Sweeney, Wendy Garraty, Kimberly Carswell, Lee Lowry, Susan Zelenka, Christina Boe, Ashley Carl

various items including clothes, household goods, and toys to be sold at this annual event. Yet, after 40 successful years, the Thrift Sale slowly began to lose its luster.

Due to the declining profits of the annual Thrift Sale and a need to revamp JLT's main fundraising event, changes were made in 2003. Christina Boe was put in charge of the research and development of a holiday market event by then League President Susan Thompson. "We knew we wanted to be one of the more significant markets," said Christina Boe, "And we knew that we had to reach certain goals to hit the ground running and be able to grow at a significant enough pace to support the financial fundraising we were looking to do." With that in mind, Christina and her committee researched holiday markets in Austin, Houston and in cities around the country. With a wealth of new knowledge, a steering committee was developed in order to organize the League's first HGM in 2004 under the League Presidency of Lisa Andrews. There were many important aspects that went into planning the first HGM, including the merchant selection process, strong marketing strategies and devising a plan that would bring in profits while having all League members take part in this great new event. Susan and Lisa recall, "If we didn't have someone of the caliber of Christina Boe working with us, we never could have done it and it certainly wouldn't be where it is today."



In its first year, the JLT's Holiday Gift Market was a complete success. It set an example for future committee leaders as all of the goals for the event's first year were met. As the popularity and success of the HGM grew, a bigger venue space was needed to accommodate all the merchants and shoppers. The move from the Port of Tampa to the Entertainment Hall at the Florida State Fairgrounds happened in 2006. Ashley Carl and Laurie Ann Burton chaired HGM's move. Ashley said, "We couldn't have grown [HGM] had we not made that move. We wanted to focus on Tampa Bay and branch out to the neighboring counties." With the new move came a need for more marketing of HGM in order to ensure its continued success at the fairgrounds.

Just like the evolution of the HGM as a whole, the changes that have taken place in regards to marketing have been enormous. Marketing for HGM ranges from postcards and advertisements on radio, TV, and local newspapers to car magnets and yard signs. Furthermore, this past year, HGM marketing spread to Facebook, local bloggers and Twitter encouraging attendance and spreading the word.

Overall, The Junior League of Tampa's Holiday Gift Market has become an event which offers great holiday shopping every year. HGM makes the League's community projects possible. This year's HGM at the Expo Hall promises to be the biggest and best HGM to date. Ultimately, this new tradition enables the League to fulfill its Mission and benefit the Tampa community.



2011 Holiday Gift Market Committee
 Back Row: Jennifer Boucher, Elizabeth Ayrtton, Jennifer Pressley, Megan Miller, Kristin Wilson, Courtney Loebel, Kim Walters
 Middle Row: Cristina Blunt, Gianni O'Connor, Julie Lyman, Mariafe Luttrell, Courtney Rawlins Haygood, Casey Christopher, Heather Hernandez, Marissa Martin
 Front Row: Alison Monahan and Nicole Gitney
 Missing: Caroline Vostrejs, Kiki Kelaita and Merritt Mosley

Holiday Gift Market: A Glimpse into its History

by Meghan Weddle

In the past seven years, The Junior League of Tampa's Holiday Gift Market has been a staple during the League's Fall season, as well as an event in which all Provisionals and Actives, are involved in some way. Holiday Gift Market (HGM) is the League's largest fundraising event. Each year, the HGM Committee works tirelessly to plan, organize and advertise the three-day shopping extravaganza that occurs early November. Merchants come from all over the United States to take part in what has become the largest holiday market in the Tampa Bay area.

In 2004, the League's first HGM took place in the Port of Tampa. Prior to that the League's largest fundraiser was the Thrift Sale called Trinkets and Treasures. The Thrift Sale was created in 1964 when the JLT Thrift Store closed, but the League still needed a fundraiser to bring in additional revenue to fund the League's projects. Therefore the Thrift Sale was established. Members would donate

HOLIDAY GIFT MARKET PAST CHAIRS

Kim Carswell 2010 - 2011	Wendy Brill 2007 - 2008
Susan Zelenka 2010 - 2011	Lauri Kleman 2007 - 2008
Nicole Hubbard 2009 - 2010	Laurie Ann Burton 2006 - 2007
Sheri Schobert 2009 - 2010	Ashley Carl 2006 - 2007
Lee Lowry 2008 - 2009	Wendy Garraty 2005 - 2006
Kelly Scaglione 2008 - 2009	Elaine Sweeney 2005 - 2006
	Christina Boe 2004 - 2005



Thrift Sale Established

JLT members donated gently used clothing and household items for one day sale; storage of items and sale held at a warehouse donated by the Ferman Family.



Trinkets & Treasures

Thrift Sale officially became Trinkets & Treasures one day sale; sale moved from warehouse to Tampa Convention Center; JLT members and non-members donated gently used items, including high end furnishings, clothing and recreational items (even a jet ski!).

2003

First Holiday Gift Market Committee was Created

Susan Thompson took her seat as acting JLT President; Lisa Andrews & Nancy Mynard attend POLL (Presidents of Large Leagues), where they learned about large gift markets.



Last Trinkets & Treasures

Last Trinkets & Treasures "went Sustainer" after 40 years; the final sale was held at the Tampa Convention Center.

2004



First JLT Holiday Gift Market

was held at Channelside Cruise Terminal 3; debut of JLT cookbook EveryDay Feasts at the HGM. Lisa Andrews took her seat as acting JLT President.

2005



Second JLT Holiday Gift Market

was held at Channelside Cruise Terminal 3.



A Chat with Lisa and Susan

by Cynthia Valdez

The founders of The Junior League of Tampa's Holiday Gift Market, Sustainers and Past Junior League of Tampa (JLT) Presidents, Lisa Andrews and Susan Thompson, provide a glimpse into how the first JLT Holiday Gift Market came to be...

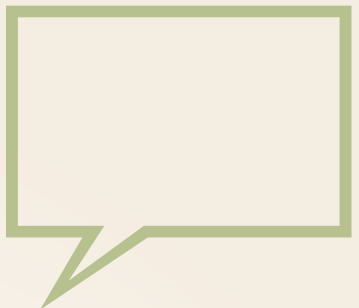
How did you first learn about League gift markets?

S I spent my provisional year in the Junior League of Sarasota where they hold a small, boutique style Holiday Gift Market each year.

L I first learned about them when Nancy Mynard and I attended POLL (Presidents of Larger Leagues) in New Orleans.

Despite having Trinkets & Treasures, you still felt the need to bring a large Holiday Gift Market to Tampa, why?

S Trinkets & Treasures became too costly to hold. The Convention Center fees were high and the sale just wasn't bringing in the income needed to support all of the projects that the League was currently handling and new projects the League wanted to take on.



2010 HGM by the numbers

- 10,389 tickets through the door
- 717 best single hour of shoppers in the door
- 4,991 total # of tickets bought at the door
- 35 merchants signed up for 2011's HGM
- 414 volunteers helped from Wed thru Sun

What were some concerns you had about ending Trinkets & Treasures and starting Holiday Gift Market?

L Eliminating Trinkets & Treasures and starting the Holiday Gift Market meant that the League was losing the community service portion that came with the sale, leaving the focus primarily on fundraising. So in order to fulfill that need, Treasures for Tampa was created.

How do you feel that your League career helped better prepare you to bring a large holiday market to the JLT?

L Once you're a League President, you've seen every aspect of the League, so you have a better understanding of what is needed financially.

S It also helps to have the women of the JLT working with you to make it happen; there were so many women that were instrumental in seeing this through, it would take me quite a while to name them all!

New Year, New Space

by Brooke Iarossi

Last year, the Holiday Gift Market (HGM) Committee proudly achieved record milestones for the number of people through the doors (10,389), as well as overall proceeds of \$125,000. This year's committee has high hopes to exceed these milestones and do even more. "This money allows us, as The Junior League of Tampa, to fulfill our Mission;" said Nicole Gitney, 2011 HGM Co-Chair. "We plan to showcase how we use this money to better our community at this year's HGM, so everyone can see how the JLT benefits the Tampa area."

In order to do this, as well as spread the word about this year's bigger and better HGM, the HGM Committee has appointed a media coordinator. By having a media coordinator,

news of the HGM will be advertised not only on the radio, but also on television, digital billboards and forms of social media, such as Facebook and Twitter.

Due to its overwhelming success and exciting, new changes, Holiday Gift Market 2011 promises to be bigger and better than in any of its previous seven years. The most notable change is the market's move from the Entertainment Hall to the Expo Hall at the Florida State Fairgrounds. The larger space in the Expo Hall will not only accommodate the 20% increase in merchants that will be at this year's HGM, but it will also allow for wider aisles and bigger merchant booths. These improvements will enable merchants to have more booth space for all their great merchandise, as well

as provide more room for shoppers to browse and buy. Another change is the addition of more dining options with a seating area. By having more dining options and a place to rest, shoppers will now be able to shop, eat and thoroughly enjoy all the Market has to offer.

None of this would be possible without the large amount of time the Co-Chairs Nicole Gitney and Alison Monahan, and the rest of the HGM committee have spent planning, researching and strategizing for this year's market. Nicole and Alison went to Holiday Gift Markets in Birmingham, Alabama and Austin, Texas. While in Austin, the Chairs attended a training seminar that focused on how to operate a successful holiday market. In addition to gaining

valuable information from the most successful gift markets in the country, they also brought back some creative ideas. When asked, Alison stated what she is most excited about this year is, "To be able to create new traditions for future Holiday Gift Markets."



2011 HGM Co-Chairs, Nicole Gitney and Alison Monahan



2006 JLT Holiday Gift Market Moves to the Florida State Fairgrounds Entertainment Hall; JLT cookbook Savor the Seasons debuts at the HGM.



2010 JLT cookbook Capture the Coast Debuts at 7th Annual JLT Holiday Gift Market. JLT HGM passes threshold of 10,000 shoppers.

2011 JLT Holiday Gift Market Moves to Florida State Fairgrounds Expo Hall.

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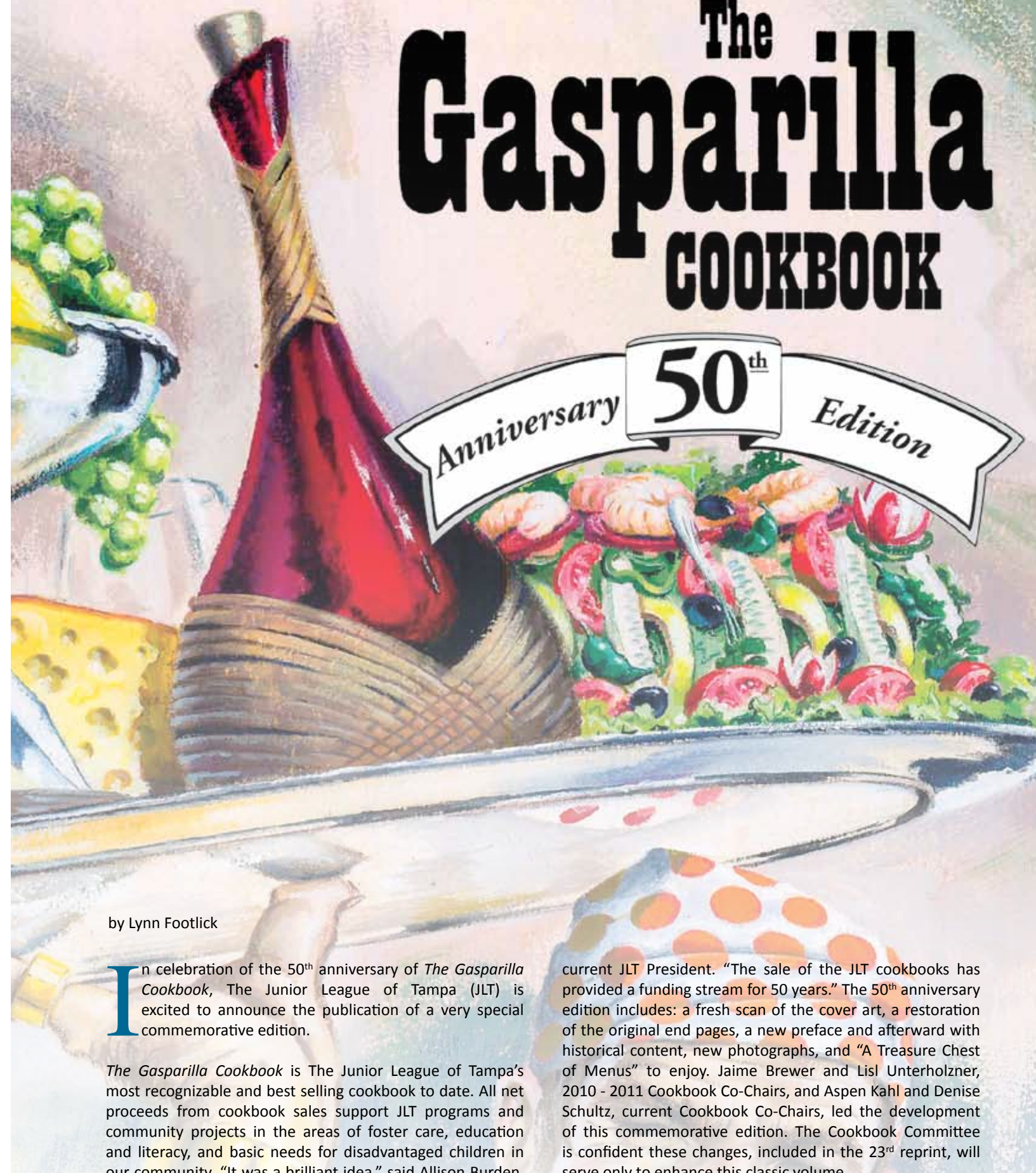


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COOKBOOK

The Gasparilla COOKBOOK

Anniversary 50th Edition



by Lynn Footlick

In celebration of the 50th anniversary of *The Gasparilla Cookbook*, The Junior League of Tampa (JLT) is excited to announce the publication of a very special commemorative edition.

The Gasparilla Cookbook is The Junior League of Tampa's most recognizable and best selling cookbook to date. All net proceeds from cookbook sales support JLT programs and community projects in the areas of foster care, education and literacy, and basic needs for disadvantaged children in our community. "It was a brilliant idea," said Allison Burden,

current JLT President. "The sale of the JLT cookbooks has provided a funding stream for 50 years." The 50th anniversary edition includes: a fresh scan of the cover art, a restoration of the original end pages, a new preface and afterward with historical content, new photographs, and "A Treasure Chest of Menus" to enjoy. Jaime Brewer and Lisl Unterholzner, 2010 - 2011 Cookbook Co-Chairs, and Aspen Kahl and Denise Schultz, current Cookbook Co-Chairs, led the development of this commemorative edition. The Cookbook Committee is confident these changes, included in the 23rd reprint, will serve only to enhance this classic volume.

Gazpacho

INGREDIENTS

½ cup olive oil	¼ teaspoon Tabasco
4 tablespoons lemon juice	2 teaspoons salt
6 cups tomato juice	½ teaspoon freshly ground black pepper
½ cup finely minced onion	2 green peppers, finely chopped
2 cups beef broth	2 cucumbers, diced
2 tomatoes, peeled and cubed	croutons
2 cups finely minced celery	

Beat together the oil and lemon juice. Stir in the tomato juice, broth, onions, tomatoes, celery, Tabasco, salt and pepper. Taste for seasoning. The mixture should be well seasoned. (It may require more salt or Tabasco depending on individual taste.) Chill the soup at least 3 hours. Pour into a tureen. Serve the green peppers, cucumbers and croutons separately, to be passed and added to each serving. The soup will keep several days in the refrigerator. This serves 8 to 10.

This Spanish vegetable soup usually creates quite a sensation, and of course it is best on a hot summer day.

Mrs. Harry A. McEwen



More than a book, *The Gasparilla Cookbook* is a culinary treasure to be shared with anyone who enjoys delicious food paired with a great story that celebrates Tampa's rich culture. For the past half century, this cherished cookbook has inspired and created memories for generations and printed more than 230,000 copies. "Purchasing *The Gasparilla Cookbook* is buying a piece of Tampa history...from the recipes reflective of the early 1960s to the Lamar Sparkman illustrations to the Carlton portrayal of the pirate on the front cover to the descriptive narrative," said Betsy Graham, 2010 - 2011 JLT President. This award-winning recipe collection is distinctively Tampa with its focus on using fresh ingredients, as well as representing our diverse heritage filled with Spanish, Italian, Greek, Cuban and Southern influences.

Over the last five decades, our flagship cookbook has earned significant recognition including the honor of representing Florida's West Coast in the Florida Pavilion at The World's Fair of 1964. It was during the fair that a photographer snapped a photo of Jacqueline Kennedy carrying her copy of *The Gasparilla Cookbook*. This notable image helped the Cookbook Committee spur the growth of sales and establish it as a legacy piece. This accomplished cookbook has been featured in multiple publications including *The New Yorker*, *The American Home*, *Family Circle*, *Ladies' Home Journal*, *The Chicago Tribune*, *The Orlando Sentinel* and *The Tampa Tribune*. In 1990, *The Gasparilla Cookbook* was inducted into the Walter S. McIlhenny Hall of Fame, designed to honor cookbooks published by nonprofit organizations that contribute to the preservation of American culinary customs, and that have sold more than 100,000 copies. Later in 1992, this esteemed text was selected by *Southern Living* to be included in the first twelve books recognized in *The Southern Living Community Cookbook Hall of Fame*.

The success of *The Gasparilla Cookbook*, first published in 1961, also served to inspire League members to publish six additional books including: *Tampa Treasures*, *A Taste of Tampa* and *The Junior League of Tampa Culinary Collection (The Life of the Party, Everyday Feasts, Savor the Seasons, and Capture the Coast)*. "Gasparilla itself is a theme that has been carried throughout all of our cookbooks," said Betsy Graham. "It is one of the things that make them unique and best reflects our local flavor and traditions."

Many families have enjoyed the tradition of passing down this Tampa heirloom from generation to generation. "My copy is from 1964, the fourth printing, and it is completely falling apart," Allison Burden said describing her mother's book that was passed down to her. "I'm looking forward to the anniversary edition."

The 50th anniversary edition of *The Gasparilla Cookbook* is currently on sale, and will be featured at The Junior League of Tampa's Holiday Gift Market this November. Don't miss this unique opportunity to own a commemorative edition of Tampa's culinary history.

LOOK FOR THE NEW FEATURES:

- Fresh scan of the cover art
- Restoration of the original end pages
- New preface
- New afterward with historical content
- New photographs
- "A Treasure Chest of Menus"





**The Junior League of Tampa
2011 – 2012 Cookbook Order Form**

In celebration of the 50th anniversary of *The Gasparilla Cookbook*, The Junior League of Tampa is excited to announce the publication of this very special edition. *The Gasparilla Cookbook 50th Anniversary Edition* has arrived! Don't miss this unique opportunity to own a commemorative edition of Tampa's culinary history.

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ORDER DETAILS			
TITLE	QUANTITY	PRICE EACH	AMOUNT
<i>The Gasparilla Cookbook 50th Anniversary Edition</i>	_____	\$ 14.95	_____
<i>Tampa Treasures</i>	_____	\$ 19.95	_____
<i>The Culinary Collection Volume 4: Capture the Coast</i>	_____	\$ 21.95	_____
<i>The Culinary Collection Volume 3: Savor the Seasons</i>	_____	\$ 21.95	_____
<i>The Culinary Collection Volume 2: Everyday Feasts</i>	_____	\$ 21.95	_____
<i>The Culinary Collection Volume 1: The Life of the Party</i>	_____	\$ 21.95	_____
<i>The Complete Culinary Collection (all 4 volumes)</i>	_____	\$ 60.00	_____
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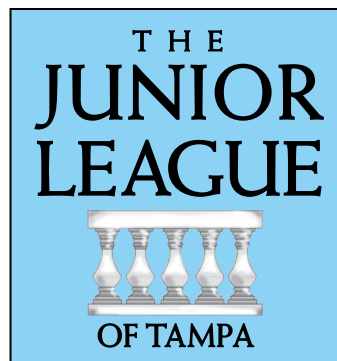
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The Junior League of Tampa

The *Sandspur* Committee invites fellow League members to respond to our most relevant topics and burning questions. Share your responses by leaving a comment under the question below. Please note the selected respondent(s) will have their photo and quote published in an upcoming issue of *The Sandspur*.

What are you looking most forward to for HGM 2011?

June 27 at 1:57pm

2 people like this



Sarah Walters Finishing all my holiday shopping before December even starts...and the kick off party!! June 27 at 1:40pm • person



Allison Barnes Burden Tracy Negoshian dresses and Diana E. Kelly shoes! June 27 at 3:28pm



Kealoha Deutsch Bragging rights... For the 4th year in a row, my holiday shopping will be done in November. Just in time to enjoy holiday parties galore! June 27 at 4:00pm



Tracie Domino Fun holiday gifts you can't find at the mall...and great entertaining accessories from the JLT Cookbook booth! June 27 at 4:07pm



Sheri A. Schnurman Schobert Getting my Christmas shopping done in November! June 27 at 8:50pm



Lynette Palomino Russell All the deals and unique items! Tuesday at 4:55pm



Melissa Pavese Skipping the alarm clock on Black Friday since all the best gifts can be found at HGM! Tuesday at 5:27pm

Social media is the new frontier for nonprofits. The Junior League of Tampa uses Facebook and Twitter to highlight our accomplishments and interact with our members and supporters. Since JLT launched our Facebook page in 2009, we have accumulated over 750 fans.

Please help us to get to 1000 fans by the end of 2011

Suggest our page to your friends and family and feel free to comment on our status updates, pictures, and links. You never know when your comment may show up on a future edition of *The Sandspur*!

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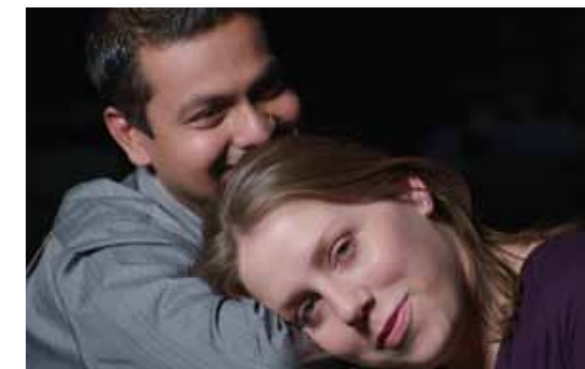
Leena, Meera and Neela, daughters of Nicki and Mirzar, real patients of St. Joseph’s Women’s Hospital

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Watch Nicki’s full story at StJosephsWomens.com

To register for our classes and events or for more information about St. Joseph’s Women’s Hospital: (813) 402-2358

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