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Making Strides

TANYA EGGER

I was a child of the 70's and 80's and I know I'm not alone here. You know who you are if you used to bake cakes and brownies in your Easy Bake Oven, if you ever wore a Banana Clip, if you thought partying like it's 1999 seemed sooo far away or if you've ever tried to call 867-5309. For children and teenagers, the 70's and 80's was a time of great music and eclectic styles.

The 70's were also coined the "Me" decade because of a shift by the younger generation who began focusing more on themselves rather than the community at large.

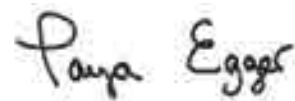
But that wasn't the case inside the headquarters of The Junior League of Tampa. The 70's and 80's saw great strides by members. The Junior League of Tampa has always been known as a group of hardworking, community-minded women and during this time members really began to expand their horizons. Members look back to the 70's and 80's as a time when they took the first steps to being more than "small town", when women rolled up their sleeves and began tackling tougher issues in our community and across the state. League members shifted their focus toward issues that affected not only women and children in Tampa but throughout Florida, including working to get legislation passed.

The 70's saw more women joining the workforce. Women were also finding their voice to help create change and train to become leaders in the community. In the 70's, the League put on a management seminar for women entitled, "Community

Leadership Training," where the goal was to train League members to be leaders in voluntarism and to teach women how to better use their time. In the early 70's, JLT meetings were still held only in the morning; however, a small group of professional League members started to meet at night, paving the way for evening membership meetings.

In this issue of *The Sandspur*, we continue to tell the story of The Junior League of Tampa. Generations of families began to join the League, creating traditions as mothers, daughters, and eventually granddaughters became members.

The Junior League cookbooks became another tradition as the series of cookbooks, packed with member recipes, became instant successes. This year MORE HEALTH celebrates its 25th anniversary and they credit members of The Junior League of Tampa for leading the charge. *The Sandspur* committee will also introduce you to a young woman who won JLT's first annual Young Entrepreneurship Program. In everything the League does, we are constantly working to ensure we are *Expanding Our Horizons*.



Tanya Egger
Editor



TANYA EGGER
Editor, *The Sandspur*
Active Since 2005



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ON THE COVER

Expanding Our Horizons
In the 70's and 80's, members of The Junior League of Tampa began expanding their horizons, taking the first steps to making a larger impact on the community and beyond.



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

Change is Good

LYNETTE RUSSELL

We live in an ever-changing environment where growth is often necessary to survive. In the past few decades, the landscape in which we live has changed dramatically. From population growth and women now making up over 50% of the U.S. population, to the increasing dependence on technology and mobile devices, to the expansion of our geographic footprint. Change and growth are inevitable.

The Junior League of Tampa has also been *Expanding Our Horizons* through the decades. We have experienced large membership growth and our demographics have progressed as well. Over 88% of our active membership are employed with over 98% having a college degree or higher. As women continue to emerge as business, community and civic leaders, the League stands committed to women's development. In response to this trend, and in alignment with our Mission, we launched the Young Entrepreneurship Program, which awards one woman with leadership, business acumen and a philanthropic spirit a booth at the League's Holiday Gift Market. Read about our amazing winner, Kristen Ostow, founder of Southerndoe on page 36.

As the League evolved through the decades, our advocacy efforts expanded to the state level. Today, the State Public Affairs Committee represents over 11,000 women from 24 Leagues in Florida and this past year, were instrumental in passing eight bills that impact women and children.

Our long history of advocacy is highlighted in "More Than Small Town" on page 22.

One thing that has not changed is the League continually assesses community needs and works to resolve them. Our long history shows the creation and launching of numerous projects, including MORE HEALTH which is honored on page 51. Collaboration is one of our five values which guide the League's efforts and we consistently seek like-minded partnerships to expand our impact.

For me, growth and learning happen every day. When I joined The Junior League of Tampa many years ago, I could not have imagined the impact this organization would have on my life. The amount of personal, professional and social growth I have received is immeasurable. That is true even today. I am constantly expanding my horizons and being inspired by the women around me.

I wish you all a wonderful holiday season. As you consider any New Year's resolutions, I hope you ask yourself, "How will I *expand my horizons* this year?"



Lynette Russell
President

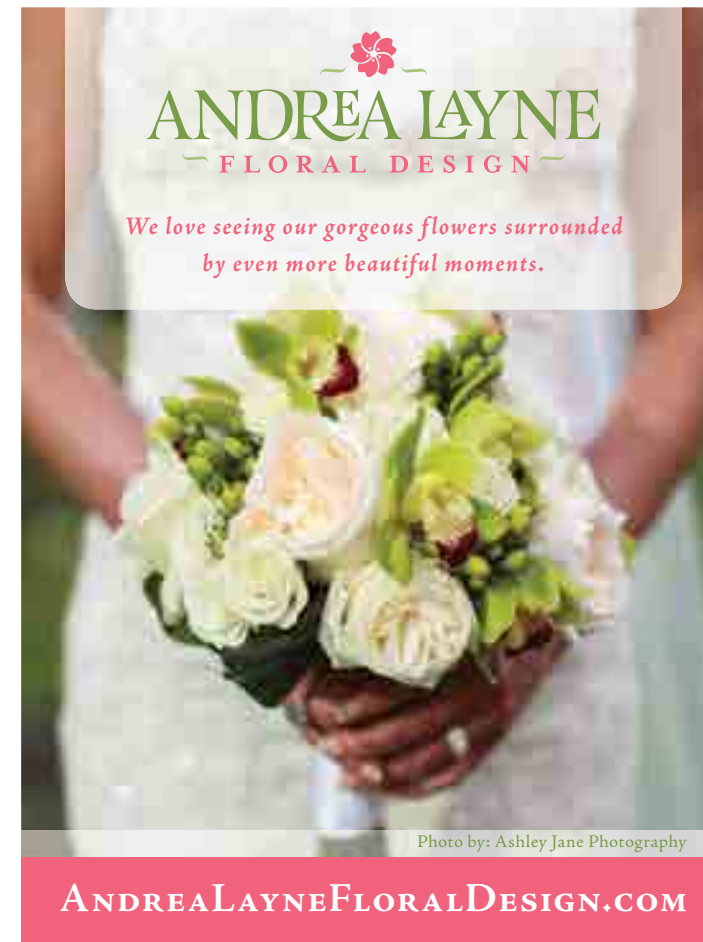


LYNETTE RUSSELL
President
Active Since 2001

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it's the only thing that ever does." – Margaret Mead



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TIME VS. MONEY: The Power of Voluntarism

A CONVERSATION WITH CASEY CAREFOOT – COMMUNITY VP

by CANDACE ROTOLO

One of Community Vice President Casey Carefoot's most memorable League experiences was volunteering with our *Food 4 Kids* project. The program provides a bag of nutritious food over weekends throughout the school year to children and their families.

In partnership with Feeding America and after-school centers, the goal of *Food 4 Kids* is to provide meals to children so they come to school nourished and ready to learn on Monday morning. Casey got to know the children, including a little boy whose mother picked up the food because her son couldn't carry it home on his bicycle.

When some toiletries, including toothpaste, were donated, Casey called the mom to ask if she needed them. The woman told Casey she had been using a knife to scrape what remained of her existing tube. "Most of us would have thrown this away, but this mother didn't have an option," recalled Casey. It was an 'ah-ha' moment she'll never forget.

Not only does the League raise hundreds of thousands of dollars to invest in our community, our volunteers offer hands-on assistance, whether it's organizing events for foster children, serving as positive role models for young girls, or raising awareness of human trafficking.

This hands-on approach allows the League to help our community partners fulfill their own missions, or even expand their services. Casey notes that the *Food 4 Kids* program, which served 170 kids every other week just four years ago, has now more than doubled the number of children served due to additional JLT volunteers and funds. The *Kids in the Kitchen* project adds an education component to teach healthy eating habits and the importance of exercise.

"We have so much manpower we can enact a whole curriculum," Casey says of the program. "Our partners don't have what we can provide." Our members helped create a healthy lifestyle curriculum and taught it to children through engaging exercises and easy to make recipes.

Casey points to a study by the Independent Sector, a non-partisan leadership network for nonprofits. The group has determined that one hour of a volunteer's time is worth approximately \$22. That means The Junior League of Tampa's 60,000 service hours amount to \$1.3 million a year.

"Every time I volunteer for a League event, I learn something," Casey notes. "Our community partners see our dedication and how much we care as an organization. We might not solve the problems of foster care or child hunger, but we can be a part of the solution."



CASEY CAREFOOT
Community VP
Active Since 2008



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KAREN ARNOLD

Karen Arnold is the Senior Vice President Investor Relations of The Greater Tampa Chamber of Commerce. As part of the Executive Leadership Team she helps lead the Chamber's mission to "Serve our members and enhance the community by building business success" overseeing the membership, events, educational and leadership programs, and marketing/communications for the Chamber. She has served in this role since January 2011. Prior to joining the Chamber, she was an active volunteer and served on the Chamber's Board of Directors and Executive Committee in a variety of capacities. Karen is a graduate of The University of Tennessee where she graduated with a degree in Finance and Banking.



EILEEN BOYLE

With over 25 years' experience in nonprofit management and leadership, Eileen Coogan Boyle joined Allegany Franciscan Ministries, an organization focused on improving overall health status of underserved communities, as CEO in May 2005. Previously she served nine years with United Way of Palm Beach County and worked for several nonprofits in Massachusetts.

A graduate of Leadership Florida (Class XXXI), Leadership Palm Beach County and the Tampa Bay Partnership's CEO Direct program, Eileen earned a BA from Mount Holyoke College and an MSW from Boston College Graduate School of Social Work. She's lived in Florida for 17 years; her son James is a second year student at FSU.



ALLEN BRINKMAN

Allen Brinkman, an 18-year banking industry veteran, is Chairman, President and CEO of SunTrust Bank, Tampa Bay. Active in the community, Allen serves on the Tampa Bay Partnership Executive Committee, University of Tampa Board of Trustees, the Tampa Hillsborough Economic Development Council Executive Committee, the Boys & Girls Club of Tampa Bay

Foundation, and the CEO Council of Tampa Bay. His previous service includes leadership positions with United Way, March of Dimes, United Negro College Fund, Central Florida Partnership and the American Heart Association. Allen is a graduate of Columbus University. He and his wife Julie, a Junior League Sustainer, reside in Tampa with their four children.



KATHRYN BURSCH

Kathryn Bursch grew up in Alexandria, Minnesota and studied at the University of Minnesota, where she received a degree in Broadcast Journalism. Her first reporting/anchor job was in Grand Forks, North Dakota. In 1987, she moved to Tampa, to report and anchor for WTOG-TV. She became a reporter at WTSP 10 News in 1999 and is currently the station's Manager

of Strategic Partnerships. Kathryn has been honored for her work and has received several Emmy, Regional Edward R. Murrow, and Associated Press awards. Outside of work, Kathryn stays busy with her family including her husband and middle school-aged son. She also plays violin in the Suncoast Symphony.



JANE CASTOR

Chief Jane Castor is the driving force behind the Tampa Police Department's 65% reduction in crime in the last 11 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 30-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.



JOSEPH W. CLARK

Joseph W. Clark is a partner with Social Venture Partners, an organization that cultivates philanthropists, strengthens nonprofits, and invests in collaborative solutions – building powerful relationships to tackle our community's social challenges. Joe received a BS in Economics from Union College and a JD from Syracuse University College of Law.

He is the past President of the Eckerd Family Foundation, served as a shareholder for 25 years at 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.



HONORABLE VIRGINIA COVINGTON

In 2001, Judge Covington was appointed to Florida's Second District Court of Appeals by Governor Jeb Bush. In doing so, she became the first Cuban-American woman in the State of Florida to serve on any appellate court. She served on that court until 2004, having been nominated by President George W.

Bush and confirmed by the U.S. Senate to a lifetime position as a United States District Judge. She is the first Hispanic district court judge in the Middle District of Florida. Judge Covington completed her Juris Doctorate at the Georgetown University Law Center. She received a Master of Business and Bachelor of Science degree from the University of Tampa.



SHEFF CROWDER

Sheff Crowder has been the President of the Conn Memorial Foundation since 1993. The foundation provides leadership and grants to Hillsborough County nonprofits focusing on educational achievement of children and youth in low-income neighborhoods and by supporting the education of Tampa Bay's nonprofit leaders. 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.



HONORABLE JANET CRUZ

Representative Janet Cruz is a 4th generation Tampa resident, descending from Spanish and Italian cigar factory workers. She is married to Dr. Stephen Rifkin and has four children. Elected to office in February 2010 by special election, Representative Janet Cruz began her term less than one week before the start of the 2010 Regular Session. She currently sits on several House Committees and is a

member of the House Democratic Leadership Team.



MARYELLEN ELIA

In 2005, MaryEllen Elia was appointed Superintendent of Hillsborough County Public Schools. District schools have successively earned more A and B grades each year of her tenure as superintendent. A lifelong educator, MaryEllen began her career as a teacher in 1970. Since moving to Tampa Bay in 1986, she has been promoted to several key positions in the district and has been recognized

for numerous awards. MaryEllen holds a bachelor of arts degree from Daeman College; a master's in education from the University of Buffalo; a master of professional studies in reading from State University of New York at Buffalo; and certification in educational leadership.



BRUCE FAULMANN

Bruce Faulmann is Vice President of Sales and Marketing for the *Tampa Bay Times* (formerly the *St. Petersburg Times*) and a member of the Times Board of Directors. He served as Publisher of *Florida Trend*, a Times affiliate publication, from November 2008 to October 2009. Before joining the Times Publishing Company, Bruce spent 24 years in the daily newspaper business, most recently as VP of Advertising for the

Tampa Tribune. In that role, Bruce led the revenue generating efforts of the publishing division for the Florida Communications Group. Bruce is a graduate of the University of Florida, earning a BS degree in Advertising.



MARK FERNANDEZ

Mark Fernandez, a native of Tampa, puts 20 years of pro sports experience to use as the Senior Vice President/Chief Sales Officer of the Tampa Bay Rays. Mark also serves in a similar capacity for Sunburst Entertainment Group, which serves as a vehicle for the Rays to invest in new sports and entertainment-related business opportunities. In April 2009, Mark was elected to the Board of Directors of the

prestigious Helios Education Foundation. He also currently serves on the board of directors of the USF Foundation, Inc., United Way Suncoast, the Greater Tampa Chamber of Commerce, among others. Mark was honored in 2010 as the inaugural recipient of the United Way's Advocacy Award for his outstanding service as volunteer community leader. He and his wife, Trudie, have three children: Grace, Jamie and Eden.



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.



YVONNE FRY

Yvonne Fry is a community activist and advocate for women's and children's issues. She serves as the Chair of the Florida and Hillsborough Commission of the Status of Women and was appointed with the goal of increasing the awareness as well as find solutions and partnerships on women's issues. Yvonne is the past Chair of The Spring of Tampa Bay's Board of Directors has

served on the boards of Frameworks of Tampa Bay, the Plant City Chamber of Commerce, three PTSAs, and a member of the Athena Society. She is currently the President of Lines of Communication and is CEO of Fry Entertainment, Inc. Yvonne has two children and enjoys fishing in Tampa Bay.



JOHN N. GIORDANO

John Giordano has been a member of the Bush Ross, P.A. law firm since 1985. He is the Chair of its Transactional Practice Group and a member of its Board of Directors. 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. John is The Junior League of Tampa's Legal Counsel and a standing member

of the Community Advisory Board.



ROBIN GONZALEZ

Robin Robson Gonzalez was born and educated in Tampa. She graduated from Florida State University with a Master's Degree in Education in 1973 and married Thom Gonzalez in 1974. She joined The Junior League of Tampa in 1972 and was an active member for the next 19 years. She practically raised her two children, John and Mary-Sutton, at League Headquarters where

she gained knowledge, skills, and friendships. After leaving active membership, Robin began serving the preservation and education communities writing books for children (*Discovering Hyde Park*, *Discovering Ybor City*, *If Our House Could Talk*) and teaching and developing curriculum for MORE HEALTH, Inc.

**MIRAY HOLMES**

Miray Ross Holmes was named as Manager of Community Partnerships and Neighborhood Engagement by City of Tampa Mayor, Bob Buckhorn in March of 2013. In her capacity, Miray serves as Mayor Buckhorn's main liaison to the neighborhood associations and as their voice at City Hall. She will also work with community partners and private entities to make Tampa's neighborhoods a better place. Holmes recently worked as the Director of Community Relations for the Tampa Bay Buccaneers and the Glazer Family Foundation. Prior to that role, she worked in Community Marketing at Reliant and as an Account Director for Olympic Sponsorships with the Atlanta Centennial Olympic Partners. Miray was born and raised in Washington, D.C. and holds a Bachelor of the Arts from Howard University. Miray is mother to daughter Julia.

**ERNEST HOOPER**

Ernest Hooper brings a blend of experiences to his role as columnist for the *Tampa Bay 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. He started his career as a sports writer, but has served as a news columnist since 2001. Now in his 20th year at the Times, Ernest has taken on the additional role of East Hillsborough Bureau Chief, guiding the paper's news-gathering efforts in Brandon, Riverview, Apollo Beach, Ruskin, Sun City Center, Valrico and Plant City. Ernest still writes two columns a week, relying 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.

**EMERY IVERY**

Emery Ivery is the Tampa Bay Area President for United Way Suncoast. United Way Suncoast is the result of a consolidation of United Way of Tampa Bay and United Way of Sarasota and DeSoto County in July 2012. Emery joined the United Way of Tampa Bay Inc. in March 2006 as Vice President of Community & Partnership Development. In 2009, he became Sr. Vice President. Emery has been a United Way professional for over 25 years. He has held management and senior level positions with United Ways in Cleveland, OH; Tacoma, WA; and Orlando, FL. He also has worked in several community based organizations as a manager and counselor. Emery holds a MSSA from Case Western Reserve University and a BA from Cleveland State University. He lives in Apollo Beach with his wife, Annette.

**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 ten years ago. With League funding and expertise, Liz created a parent-child resource center that has since grown to provide services 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.

**TOM LOOBY**

Since 2007, Tom Looby has served as the President & CEO of the Tampa Metropolitan Area YMCA. Previously, Tom was the President & CEO of the YMCA of Northwest North Carolina in Winston-Salem for six years. In his 32nd year as a YMCA leader, Tom also served the Nashville/Middle Tennessee and Atlanta YMCAs. He received a BS in Education from the SUNY and an MBA from Georgia State University. Tom and his wife Kim have been married 28 years and have three daughters: Megan, Kaitlin and Kara.

**CATHERINE M. LYNCH, MD,**

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.

**GENE MARSHALL**

Gene Marshall is a founding board member and initial Chairman of Northstar Bank, a community bank headquartered in Tampa. He is also a consultant with Success Sciences Inc. Gene joined The Chase Manhattan Bank in 1969 in New York City. After spending 21 years in various management positions in Global Risk Management, International Custody Operations and Global Securities Services of the global bank, he moved to the Retail Banking Sector and relocated to Tampa Bay in 1990. He was named Senior VP of JPMorgan Chase in 1993. He retired in June of 2004 and continues to be active in the community, currently serving on the boards of several nonprofit organizations.

**WINNIE MAGNON MARVEL**

Winnie Magnon Marvel was born and raised in Tampa, a product of Wilson Jr. High and Plant High Schools. She is the third generation to own and operate Magnon Jewelers, founded in 1890. Winnie studied at the University of South Florida with an emphasis on business and then began working in the family jewelry business. She has earned certificates in Diamonds and Diamond Grading and Gemstones. Winnie is very active in community organizations, including the Tampa Chamber of Commerce, the Women of Influence Committee, and Leadership Tampa Alumni Cabinet. She lives in south Tampa with her husband of 32 years, Jay Marvel. They have two children, Nathan and Davis, who both work in the family business.

**HONORABLE SANDY MURMAN**

Sandra Murman was elected as Hillsborough County Commissioner in 2010, representing District 1. Prior to joining the commission, she completed eight years as a member of the Florida House of Representatives. Representative Murman was the first Republican woman to hold the position of Speaker Pro-Tempore in the Florida House of Representatives. During her tenure as a Representative, Sandy worked on critical health and human services issues including reform of child protective services and foster care. She spearheaded the Capital Campaign to raise \$16 million for the Glazer Children's Museum. Sandra is a graduate of Indiana University. She is married to local attorney, Jim Murman and they have a daughter, Michele.

**RONDA M. 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 over 25 years. They have one son, Evan.

**KELLY PARRIS**

Kelley Parris serves as Executive Director of the Children's Board of Hillsborough County; she holds a graduate degree in Organizational Management from Troy University and an undergraduate from the University of Alabama. Kelly previously served as the Director of the Alabama Department of Child Abuse and Neglect Prevention where they were awarded the 2013 Auburn University Innovative Programs in Government Award for their work to end child death in the (0-3) demographic from Abusive Head Trauma and Unsafe Sleep. She received the 2014 Secretary's Award from the Florida Dept. of Children and Families for community partnership. Kelly worked in the field of Child Abuse Prevention, Domestic Violence Prevention and Mental Health for thirty years.

**HEIDI SHIMBERG**

Heidi Shimberg has served on several nonprofit Boards over the past 16 years. Her most dedicated role was serving the Children's Museum of Tampa, now known as the Glazer Children's Museum. She served on the Board for 12 years and led as Chairman on two separate terms. She was Capital Campaign Chair, during which time the naming gift was secured to re-name the Museum. January 2009, she joined the staff as Vice President of Development & Marketing. The Museum completed the capital campaign and had a successful opening while she served in that role. She left the Museum August 2011 to re-join businesses with her husband. Currently, she serves as a board member of WEDU and is most proud of her role as mother to her three sons.

**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. Ian 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.

**MARLENE SPALTEN**

Marlene Spalten joined the Community Foundation of Tampa Bay as its President and CEO in October 2012. She was previously the Executive Director of the Baptist Health Foundation and a Vice President of Baptist Health, Jacksonville's largest community-owned hospital group. Prior to her career with Baptist Health, Marlene was Associate Head of School /Advancement and Planning at The Bolles School in Jacksonville. Marlene is a graduate of Cornell College with a BA in English. Marlene is a Certified Fund Raising Executive (CFRE) and a Fellow of the Association for Healthcare Philanthropy (FAHP). She is a 1999 graduate of Leadership Jacksonville and was named a "Woman of Influence" in 2011 by the Jacksonville Business Journal.

**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.

**HONORABLE DANA YOUNG**

Representative Dana Young was first elected to the Florida House of Representatives in November 2010 and was re-elected for a second term in 2012. Her District (District 60) encompasses a significant portion of the City of Tampa and Hillsborough County. Dana has worked tirelessly to pass legislation aimed at creating an exceptional business climate and a world class quality of life for Floridians. Dana is a sixth generation Floridian. She and her husband, Matt, have been married for over twenty years and have two teenage daughters, Alexandra and Carson.

To learn more about The Junior League of Tampa Community Advisory Board, visit <http://www.jltampa.org/community-advisory-board>.



Sustaining the Life of a Volunteer

by DADA GLASER

How do we transition from Actives to Sustainers? Where do Sustainers go from here? Even though we have moved into a different phase of our League career, sustainers DO keep giving!

Sometimes we take on volunteer jobs in our children's schools, at our churches or synagogues or in our neighborhoods. Often we do that along with agreeing to be on the Red Cross Board like Sue Cox, Missy Steadman and Lesley Dobbins. Sustainer Janet Mendez volunteers and gives her time to the Home Association, a nursing home facility in Ybor City. Janet is this year's Board President but has volunteered her time at the nursing home for many years. I think of the many Junior League Sustainers such as Barbara Ryals, Tilda Brabson, Pat Carter, Lea Beard, Harrison Giddens, Brenda Ketchey, Laura Fariior, Celia Ferman and Mindy Murphy who have chaired galas to support and fund our public museums, performing arts center, Tampa Theatre, Lowry Park Zoo, and many others charities. Sustainers Elizabeth Christenberry and Sadie Pariseau find their passion at Metropolitan Ministries. Denise Cassedy and Elizabeth Harris are all about the Girl Scouts. Public and private museums, gardens, the University of Tampa and Plant Hall are supported by the voluntarism of Marsha Logan, Cindy Ramm, Miriam Lykes and Sue Isbell. Elizabeth Kurz very successfully promoted the Friends of the Riverwalk.

These are just a few of the efforts made by our Sustainers. Most of our Sustainers care for their children, husbands and parents, have a job, and make time for friends in addition to volunteering to help others in some capacity. It is the caring and compassion that The Junior League of Tampa instills as Actives that carries Sustainers throughout the rest of our lives. Learning the importance of voluntarism and the personal rewards that it provides pushes us to aspire to the greater good for all.

I apologize for not mentioning the other 850 Sustainers in our League, but the above were just a few that I ran into recently!

I wish you all Happy Holidays!

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MORE THAN SMALL TOWN

by CRYSTAL IRVING

The Junior League of Tampa's Mission is to promote voluntarism, develop the potential of women and improve communities through effective action and leadership of trained volunteers. The work of the League stretches much further than just the Tampa Bay community. Each year, our members advocate for change at the State Capitol in Tallahassee on numerous matters affecting our community. This stance on activism began about a half century ago during a turning point for women in our country.

The women's liberation movement began in the United States in the 1960s. Women rallied together to lobby for equal financial and social rights. The Equal Rights Amendment was designed to guarantee equal rights for all women. Although the Equal Rights Amendment was first introduced in the United States Congress in 1923, it wasn't until 1972 that it passed both houses of Congress and went to the individual State Legislatures for ratification. While the women's liberation movement was sweeping the nation, the women of The Junior League of Tampa also began to expand issues they were championing.



Joanne Frazier, Harrison Giddens, and Robin Gonzalez at last years Annual Dinner

Joanne Frazier, The Junior League of Tampa's President in 1975, recalls the organization's first steps away from being seen as simply, local do-gooders, toward being seen as community leaders who could make a big impact. The League hosted a Ren Fortier seminar. Ren Fortier was a nationally renowned speaker and a consultant for AJL (Association of Junior Leagues, now AJLI), specializing in leadership management. "It was a week-long training seminar from 9am to 2pm, with a boxed lunch and a nursery so members could attend and have child care," explained Joanne. "It was our first step to having a greater impact on our community, improving our communication skills, and discovering the best use of our manpower. The attendance was wonderful," she added.

It was also the first time JLT looked outside of the organization to find better ways to get the League's message into the community. Joanne explains, "We wanted to raise awareness about what The Junior League of Tampa was all about. We wanted to show we weren't just a bunch of do-gooders. We were community leaders who could make a big impact. We wanted to improve and get better. We didn't want to stay "small town," states Joanne.

She recalls the training they received, propelled them all into a different level of expertise. "It was the first time we had been educated on a skill set. Remember, most of us, at the time, didn't work outside the home, but this seminar made us feel more professional. It showed us what each of our expertise was and how we could better benefit the League." That training sparked interests and awareness in League members that led to a greater impact in the Tampa Bay community, and beyond.

In 1960, women accounted for 6% of American doctors, 3% of lawyers, and <1% of engineers. Today, women account for 1/3 of the nation's doctors and lawyers.

Susan Baldwin joined The Junior League of Tampa upon returning home from college in 1979, looking to the organization as a place that could help her incite positive change in the world. Like many of us, she wanted to make a lasting difference. Susan watched in admiration as her fellow League members locally tackled whatever issues needed supporting. She loved the League's local advocacy efforts and "its ability to give a voice to those who didn't otherwise have one." From supporting the Lowry Park Zoo to the Artists' Alliance, to efforts to begin recycling programs, the issues that were being supported by the members of The Junior League of Tampa always seemed to be a step ahead of the rest of the nation. "If a League member championed a cause, they could develop a project," recalls Susan.

Stemming from her experience in the ICU after her own child was born with breathing issues, and being advanced further when a close friend gave birth to a preterm baby who continues to live today with Cerebral Palsy, Susan was particularly concerned with the infant mortality rate in Hillsborough County. Susan remembers that her sister, Jane Murphy, worked with Robert Nuppel, who was President of the National Perinatal Institute, and he suggested that the Junior League address this serious issue. A few years after joining the League, Susan took over developing a new project so that she could obtain the skills necessary to develop a project of her own to bring light to this issue. The training that Susan received that year allowed her to make impactful changes on the local, state and federal levels; changes that continue to support pregnant women today.

Susan began putting together a coalition of private physicians, local nonprofit organizations, private citizens, and the University of South Florida's College of Medicine, and ultimately partnered the League with the new College of Public Health at the University of South Florida to begin tracking infant mortality and low birth weights in Hillsborough County. She was introduced to Dr. Stanley Graving, when he joined the college, as Chair of Maternal and Child Health and Dr. Graving's understanding of public health models guided the necessary research. Susan remembers, "Dr. Graven, his wife, Mabis, fellow League member Karen Ryals and I plotted all of the death certificates for two years on a



Susan Baldwin, Elaine Sweeney, Dada Glaser, and Denise Cassidy at Back to the League Day

map of Hillsborough County, by hand." That map allowed them to identify the areas of the county with the highest incidence of infant mortality and low birth weights and then to develop programs in those areas to provide tools to further prevent these problems.

At the same time that Susan was taking an interest in this area and developing a project to bring awareness to these issues, Senator Lawton Chiles, a family friend of hers, began taking on the issue at the state level. This is the first time that the issue of infant mortality or low birth weight had been addressed in the State of Florida. "The Junior League of Tampa established a position statement, garnered support and took the issue to the State Capitol, and eventually to Washington D.C.," Susan explains. The research was the precursor to several State and Federal programs that encourage awareness of issues facing, and provide information and support to, pregnant women.

The League's efforts in awareness of infant mortality and low birth weight concerns is just one example of the ongoing advocacy efforts of The Junior League of Tampa that began decades ago. The League now enjoys a well-deserved reputation as an organization of community leaders who can make an impact in our community, thanks to the early efforts of League members like Joanne Frazier and Susan Baldwin, who developed the potential of the League's members through a new level of training, and then used that training to improve our communities through effective action and leadership of trained volunteers.

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A FAMILY AFFAIR

Three generations of women share a legacy of service in The Junior League of Tampa

by NANCY BURKE



“When you grow up with a mother who volunteers, you grow up knowing how important volunteering is,” says Jane.

One of the things that I find most interesting about The Junior League of Tampa is its rich history; the stories of tradition and how those traditions have remained a constant through generations.

When Helen Martin joined The Junior League of Tampa in 1952, the League recruited a provisional class of about 25 members. “Legacy” membership was not uncommon; daughters joined their mothers in League membership as soon as they came of age.

That has been the case in the Martin family, which boasts three generations of service to the Tampa Bay community through the League. The matriarch, Helen, remembers when she joined women seeking League membership had to go through a formal interview process with the League president.

“Everyone wanted to be in,” says Helen. At the time, she and her friends believed it was considered a privilege to be a part of the organization. Monthly meetings were held at the Palma Ceia Country Club and the entire League consisted of about 500 members. Helen recalls that provisionals were required to work on all League projects. Once they became Active members, women did not choose a particular group or committee.

Throughout her active years, Helen assisted at The Lighthouse for the Blind, The Tampa Art Center and the Junior League Thrift Shop. The League also trained her as a children’s home volunteer, where Helen helped orphaned infants.

Proud of her service to the League, Helen encouraged her two daughters, Jane Carswell and Rosanne Creed, to apply for membership. She thought that joining the League would be a good way for her daughters to meet like-minded women and gain valuable training skills. In fact, Rosanne remembers her mother wanted her to start volunteering before applying to the League in order to increase her chances for membership.

Jane and Rosanne were not alone in being League legacies. The sisters recall that many of their fellow members followed their mothers into The Junior League of Tampa. At the time, volunteering was expected once a woman graduated from college. Like their mother, Jane and Rosanne also worked in the League’s Thrift Shop where donations of furniture, housewares, and

clothes were priced affordably so that people in need could purchase their children’s school clothes and other necessities for the home. Both women also dedicated their time at the MacDonald Training Center and The Tampa Art Institute. “When you grow up with a mother who volunteers, you grow up knowing how important volunteering is,” says Jane.

In 2005, a third generation of the family entered the League, when Jane sponsored her daughter-in-law, Kim Carswell, for membership. Since then, Kim has served on several committees, holding leadership positions in many placements, including the Executive Board. She also has taken on more than one placement at a time, including this year as the chair of the Enabling Fund and a member of the Nominating Committee.

Kim believes that League Sustainers have built a strong foundation, a tradition she wants to continue. “Tampa is a great community and the League has done so much for so many different organizations. It’s important to continue to pass that on.”

Kim knows firsthand that the League offers women confidence, training, and skills – attributes that make League members highly desirable for other organizations. She hopes to pass on the tradition of volunteering to her daughter someday and will encourage her to join the Junior League, joking, “She doesn’t have a choice!”

Since its inception, the League has evolved tremendously. Today, the majority of members work full time in addition to their volunteer obligations, and they seek out membership in The Junior League of Tampa because of their dedication to its Mission and the leadership opportunities available.

League women are responsible for dozens of community projects that mirror the needs of a growing metropolitan area such as Tampa. Not all League women share a family membership legacy, but for those who do, there is a desire to continue the tradition and lead by example. “It’s important to know who came before us,” says Kim.

After meeting these four women, I was most impressed with how much enthusiasm they have for The Junior League of Tampa. Their energy is contagious and they truly represent a family dedicated to voluntarism, developing the potential of women and improving our community.



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COOKING WITH THE LEAGUE:

From Dallas to Tampa, Junior League Cookbooks Reflect Times and Trends

by TARA DILLON



"YOU DON'T HAVE TO COOK FANCY OR COMPLICATED MASTERPIECES – JUST GOOD FOOD FROM FRESH INGREDIENTS."

–JULIA CHILD, JUNIOR LEAGUE PASADENA

mother's recipe, was always a big hit at my dinner parties. And I learned how to make Pork Chop Casserole while studying Home Economics Education at Florida State University."

Ruthanne admits that she was not always a big fan of cooking, but after she got married she developed a passion for gourmet foods and entertaining. When asked if she had a favorite recipe in the book she jokingly replied, "I have made several recipes from the cookbook, but mine are the best, of course!"

The Gasparilla Cookbook has been reprinted more than 20 times over the past 50 years, sold more than a quarter of a million copies and has won several awards, including the *Southern Living* Hall of Fame Award.

The Gasparilla Cookbook gained notoriety when former First Lady, Jackie Kennedy, was photographed holding the book outside of the 1964 World's Fair in New York. Although the photograph certainly helped increase sales, the recipes are what keep the book in print today.

Thanks to the success of *The Gasparilla Cookbook*, The Junior League of Tampa has been able to launch an entire cookbook series. The League has published six additional books. In 1978, *A Taste of Tampa* was introduced. It is now out of print, along with *Tampa Treasures*. The Junior League of Tampa is the only League in the U.S. to feature a Culinary Collection, a series of four books including *Life of the Party*, *EveryDay Feasts*, *Savor the Seasons*, and *Capture the Coast*. In another first, JLT is making history as the first Junior League in the nation to self-publish its own e-cookbook.

The authentic and down-home recipes of the JLT cookbooks have made them a cherished part of the Tampa community, and as Ruthanne explained, "people from all over would travel to Tampa just to get our cookbooks. They are a real treasure."

What started out as a grassroots effort in Dallas almost a century ago has become one of the most profitable fundraising tools for Junior Leagues. Considering how far League cookbooks have come, it will be exciting to see what lies ahead, especially in the digital age.

The Junior League of Tampa cookbooks are available for purchase online at www.jltampa.org/cookbooks and during the annual Holiday Gift Market.

As Julia Child said, "Find something you're passionate about and keep tremendously interested in it." The Junior League has done just that with its cookbooks, and will continue to carry on the tradition to help serve the Tampa Bay community.

Julia Child was onto something when she talked about her principles of cooking: create meals that are simple, healthy and fuss-free. Her philosophy still rings true today among chefs, both amateur and professional, and are a common theme in the more than 200 Junior League cookbooks that are in print nationwide.

Each cookbook is a collection of member-submitted family recipes – some passed down from generation to generation – and reflect the unique culture of each individual league. These recipes come straight from the community, no doubt copied down on index cards and shared by word-of-mouth among friends and family. With more than 19 million copies sold and tens of millions of dollars in profits donated to charitable organizations, Junior League cookbooks remain a long-standing tradition and have become a staple among cooking enthusiasts all over the world.

The Junior League's history of publishing cookbooks dates back to the early 1920's and has evolved to reflect the times and trends of individual leagues; each book developed independently from league to league to harness the culinary style of the region it represents.

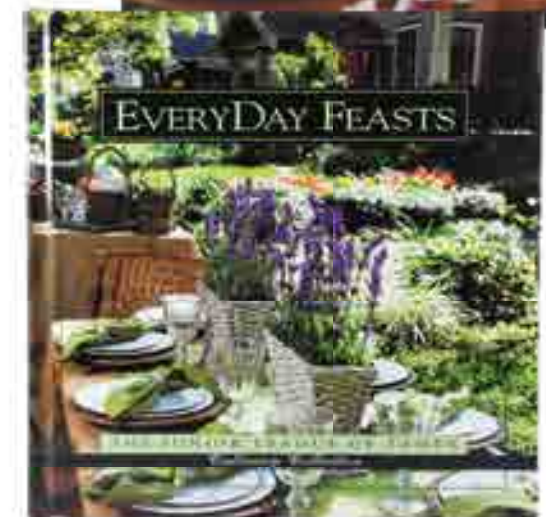
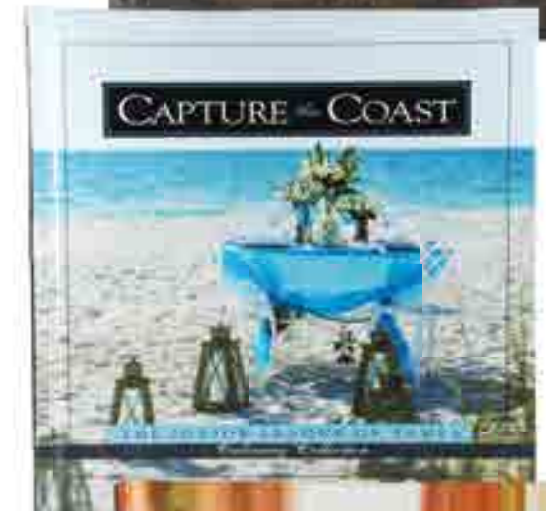
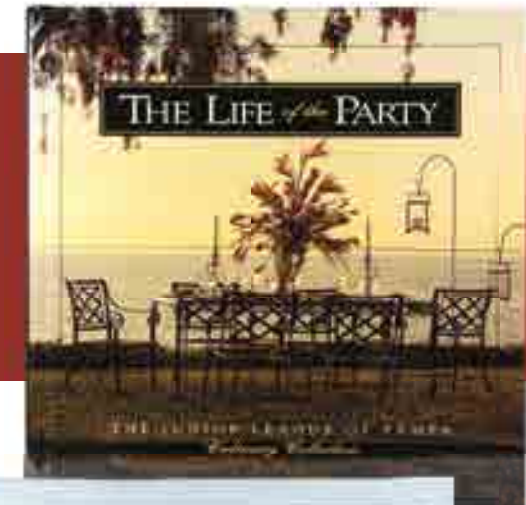
The Junior League of Dallas published the first-ever cookbook, *Junior League Cook Book*, in 1923 to help raise funds for its nonprofit community programs. Its

success spurred a trend that many leagues were quick to follow. Since then, dozens of Junior League cookbooks have gone on to win national acclaim.

Not only have Junior League cookbooks been a success on a national level, but the books have also shown promise right here in the city of Tampa. The Junior League of Tampa (JLT) released its first cookbook in 1961. Inspired by, and named after, Tampa's annual festival, Gasparilla, *The Gasparilla Cookbook* is still a culinary classic among Tampa residents and highlights the Spanish influences that are prevalent throughout the area. League members, local restaurants and Tampa Bay residents submitted more than 700 recipes. This classic cookbook contains a variety of recipes from family dinners, to casual get-togethers and of course, Gasparilla party gatherings.

Former Sustainer of the Year and past JLT president, Ruthanne McLean, gave me some insight into the release of the first JLT cookbook. "The cookbook was a tremendous success," she recalled. "All the local gift shops carried it and people couldn't wait to get their hands on one. They were recognized by literary people who knew what they were talking about, so that tells you something!"

Two of Ruthanne's recipes made it into *The Gasparilla Cookbook*. "My cheese roll, which was my sister-in-law's





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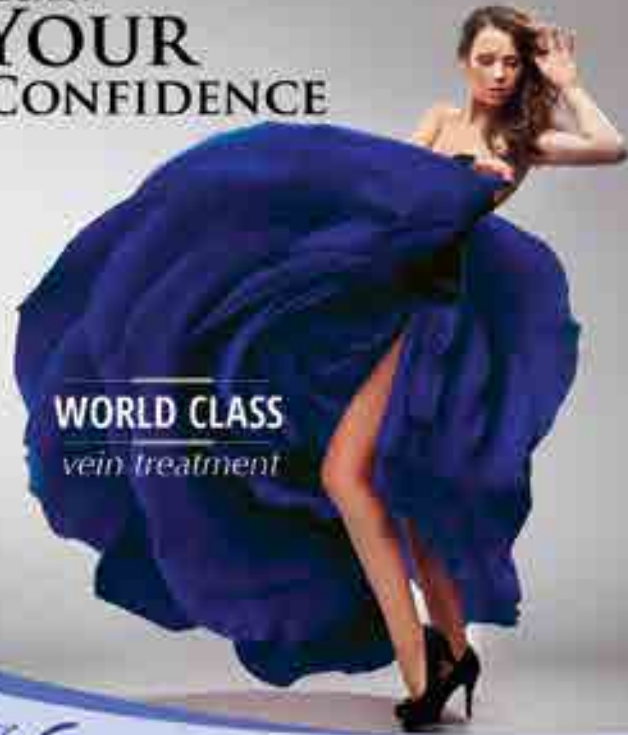
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STRENGTH IS BEAUTY

Inaugural Young Entrepreneurship Program Introduces Tampa Designer to Holiday Gift Market Shoppers

by ANGELA PARONE

Picture this ... you're sitting next to your husband in a cherry red 1986 Jeep as he drives along a dirt road somewhere in the middle of North Florida. Classic country is playing on the radio and you're swimming in your man's oversized t-shirt, wondering why there isn't a brand that represents women like you.

That was the inspiration behind Tampa native Kristen Ostow's Southerndoe lifestyle brand, aimed at women and girls who love the outdoors.

The Junior League of Tampa selected Kristen as its first Young Entrepreneurship Program winner, and provided

her with a complimentary booth to sell her line of apparel and gifts at the annual Holiday Gift Market (HGM), a three-day event held at the Florida State Fairgrounds, that brought in more than 14,000 shoppers.

According to HGM committee co-chair Megan Bock, the League created the Young Entrepreneurship Program to help develop the potential of a young woman in the community by promoting their product(s) to the vast number of shoppers who attend HGM each year.

To take part in the Young Entrepreneurship Program (YEP), the League sought applicants from Tampa Bay

area residents between the ages of 15–29 who were seeking exposure for their growing business. After reviewing six applications the committee selected Kristen's Southerndoe line for its potential appeal to shoppers.

Kristen learned about the program from friends, who encouraged her to apply. "When I read the purpose of the program and The Junior League of Tampa's Mission statement, I knew that it would be a wonderful opportunity for Southerndoe," she said. "I had a feeling a lot of entrepreneurs would apply so I didn't get my hopes up. There are so many incredibly talented and hardworking women in the Tampa Bay area, so I knew that the decision process for the panel wouldn't be easy."

Kristen started Southerndoe on New Year's Day 2014 as a blog to share the stories of women who enjoyed the outdoors. She started with a small inventory of t-shirts with messages like, "Keep your soul clean and your boots dirty." To Kristen's surprise, merchandise sold out on the very first day of business. Within a couple of weeks of the launch, the first retailer came calling: Russell's Western Wear in Tampa.

In the early months of Southerndoe, Kristen put all of her energy into her budding business and only hoped there were women out there like her. Along the way she has been overwhelmed by this opportunity to encourage women to realize that strength is true beauty. It is for them that she creates products that build confidence through comfort.

Today, Southerndoe is carried in 75 retailers in 15 states including Georgia, Kentucky, Tennessee and Oklahoma. Women and girls of all ages wear the products, keeping the University of Tampa alumna quite busy.

Before applying for the Young Entrepreneurship Program, Kristen had heard of The Junior League of Tampa and called the Holiday Gift Market, "the 'talk of the town' come late October." She admits that she couldn't wait to be a part of the event.

Even with the wonderful opportunity that Kristen has earned, she knows more hard work is ahead of her. "To me, an entrepreneur is a person who is a continuous learner. It's about more than making a lot of money, it's about building a legacy."

A legacy that will continue to grow even after the Holiday Gift Market closed its doors on another successful year.



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KEYS TO SUCCESS

by LAUREN CROMER

“The more that you read, the more things you will know.
The more that you learn, the more places you'll go.” –Dr. Seuss

The Junior League of Tampa has taken on many ambitious community initiatives over the years. One particular area of long-standing commitment for the League is education and in particular, children's literacy. Through our volunteer efforts, our members have discovered the challenges students face when they don't have the fundamental literacy skills needed to fully embrace their educational opportunities and especially, what little access many families have to crucial literacy resources. As academic success becomes more and more essential in this global economy, it is imperative for children to acquire strong reading and language skills.

Back in the 1960s, researchers believed that first grade was the starting point for literacy. But according to Karen Ortiz, Ph.D., vice president and program director for Helios Education Foundation's early childhood education initiatives, researchers now know that children develop literacy skills much earlier. The true starting point for developing these skills can begin as early as pre-school. "Certain skills need to be available in order to develop a language and reading foundation," explained Ortiz. "A child needs knowledge of letters and sounds and a combination of such. This happens earlier than first grade."

The United Way Suncoast's Early Literacy Initiative statistics show that fourth graders who struggle to read are four times more likely to drop out of school as compared to children who are proficient at reading. According to The Grade-Level Reading Campaign, reading proficiency by third grade is the most important predictor of high school graduation and career success, yet 80% of low income students miss this milestone. Another staggering statistic is that children in lower socio-economic status (SES) populations hear 30 million fewer words than those children in higher socio-economic populations (The Early Catastrophe: The 30 Million Word Gap, 2003). The studies show that children in the lower SES population lag behind their peers due to a lack of books, fewer educational materials, and quality time dedicated to reading at home.

Additionally, some parents from low-income families may have a difficult time helping their children with reading, language, and verbal skills because English is not their first language or they may be embarrassed because they have lower reading levels themselves. The reality is that if parents don't feel comfortable reading with their children, reading will be less of a priority, and that can cause a child to be further behind.

The Junior League of Tampa's vision to help promote children's literacy has been a focus of efforts to deploy financial and volunteer resources into our community. Just in the last two years through various literacy activities, the League has provided more than 20,000 books to Tampa area children and families.

At the events put on by the JLT Children's Literacy Committee, each child is provided approximately seven books to add books to (or start) their own library at home. Each child picks out their own age-appropriate books from a huge selection hand-picked by League members. The Junior League of Tampa also hosts 15 Family Literacy Nights each year where both parents and children attend the event, engage in literacy activities, pick out books to take home and enjoy a hot meal as an extra treat.

The League has also partnered with Big Brothers Big Sisters (BBBS) for a project called *Scholastic Success*. The goal is to create resource packs for the "Bigs" so they have the tools and resources to help keep their "Littles" on grade level. Big Brothers and Sisters can

help reinforce the importance of reading and encourage the children to continue practicing at home and during their visits. All of the events combine fun and learning, which is a recipe for success.

Thanks to events by the Children's Literacy Committee and the *Scholastic Success* events, The Junior League of Tampa empowers parents and caregivers to take charge of their child's future, provides mentors with effective tools to work with their mentees, and lays a foundation for children to build a solid educational foundation for years to come.

"We want to set children up for success by helping to provide them with materials such as resource packets and an in-home library so that they can succeed despite their situations," said Taylor Jones, chair of the League's *Scholastic Success* events. "Children's literacy and education is an issue that is ongoing. With *Scholastic Success* events we provide the children and their mentors with tools to support their academic growth." The Junior League of Tampa is proud of the success it has achieved to improve children's literacy.

Donations to the Annual Campaign support the programs and projects of The Junior League of Tampa (JLT). Each year we ask individuals and businesses in the community, as well as our Membership, to support our Mission by donating to the Annual Campaign. Donations to the Annual Campaign are not used to pay for any general operating expenses, which are financed by membership dues and other administrative sources.

To learn more about the Annual Campaign or to make a gift, visit <http://www.jltampa.org/annual-campaign>
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Donor list as of Dec 8, 2014.
 If you believe your name has been omitted in error, please contact Fundraising Chair, Leslie Hodz at fundraising@JLTampa.org



THE LUMINARIES
 Preserving the Past. Inspiring the Future.

SAVE THE DATE
FRIDAY, MAY 15, 2015
 at the Hilton Tampa Downtown

The Junior League of Tampa in partnership with WEDU will launch The Luminaries – an annual award luncheon to recognize outstanding women and men who have, through their inspiring leadership, made a lasting impact on the Tampa community. At the luncheon, the League will showcase - for the first time - the digital biographies, created by WEDU, of these Luminaries. This year's theme, Preserving the Past, Inspiring the Future, invites attendees to learn about local leaders and be inspired to be the change they want to see in their own community. "Steeped in 89 years of rich Tampa history, the League stands in a unique position to preserve the life histories of women and men who have instituted transformative change in this community, and through the power of storytelling, inspire a future movement of community leaders," says League President Lynette Russell.

Sponsorship opportunities are available. For more information, contact Melissa Knight Nodhturf at leadershipaward@jltampa.org

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

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

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



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

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

WELCOMING

Anna Pille,
as a new Transfer Member
of The Junior League of
Tampa

- JLT Executive Board
- Laura Everitt
- Suzy Mendelson

Brandi Maniscalco,
as a new Transfer Member
of The Junior League of
Tampa

- JLT Executive Board
- Laura Everitt
- Shellie Huffmaster
- Suzy Mendelson

Christina Coon,
as a new Transfer Member
of The Junior League of
Tampa

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- Shellie Huffmaster
- Suzy Mendelson

Danielle Eichmann,
as a new Transfer Member
of The Junior League of
Tampa

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- Suzy Mendelson

Elisa Underhill,
as a new Transfer Member
of The Junior League of
Tampa

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- Suzy Mendelson

Emily Kropp,
as a new Transfer Member
of The Junior League of
Tampa

- JLT Executive Board
- Laura Everitt
- Shellie Huffmaster
- Suzy Mendelson

Esther Mertz,
as a new Sustainer
Transfer Member of The
Junior League of Tampa

- JLT Executive Board
- Laura Everitt

Gayle Holsapple,
as a new Sustainer
Transfer Member of The
Junior League of Tampa

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of The Junior League of
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Heather Stover,
as a new Transfer Member
of The Junior League of
Tampa

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- Suzy Mendelson

Jaimie Frey,
as a new Transfer Member
of The Junior League of
Tampa

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- Shellie Huffmaster
- Suzy Mendelson

Justine Gunderson,
as a new Transfer Member
of The Junior League of
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Kate O'Hara ,
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of The Junior League of
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Kathryn Chappetto ,
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of The Junior League of
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of The Junior League of
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- Suzy Mendelson

Morgan Nobo,
as a new Transfer Member
of The Junior League of
Tampa

- JLT Executive Board
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- Shellie Huffmaster
- Suzy Mendelson

Nathalie Dani,
as a new Sustainer
Transfer Member of The
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Steph Lopez,
as a new Transfer Member
of The Junior League of
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Stephanie Milner,
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of The Junior League of
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Suzanne Bainbridge
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Transfer Member of The
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Theresa Mueller,
as a new Transfer Member
of The Junior League of
Tampa

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- Laura Everitt
- Suzy Mendelson

Vanessa Valles,
as a new Transfer Member
of The Junior League of
Tampa

- JLT Executive Board
- Laura Everitt
- Suzy Mendelson

CONGRATULATIONS TO

Alex Haddad,
for her place in the Tampa Bay
Business Journal's 2014 Up &
Comers Class

- Casey Carefoot
- Melissa Knight Nodhturft
- Nicole Hubbard
- Stacy Carlson
- Lynette Russell

Andrea Layne,
on the expansion of her business,
Andrea Layne Floral Design

- Caroline Foss
- Casey Carefoot
- Danielle Post
- Denise Schultz
- Jenny Spencer
- Jessica Richey
- Katie Cappy
- Laura Everitt
- Marie Hebbler
- Melissa Knight Nodhturft
- Nicole Hubbard
- Sara Evans
- Sara McIntire
- Stacy Carlson

Bridget Plesich,
on starting her doctorate of nursing
program at USF

- Casey Carefoot
- Danielle Post
- Nicole Hubbard
- Caroline Foss

Celebrating Chloe Cullinan's
successful completion of the
Salesforce.com Certified
Administrator Test

- Danielle Post
- Ellen James
- Jenny Spencer
- Katie Cappy
- Lindsay Dorrance
- Melissa Knight Nodhturft
- Sara McIntire
- Stacy Carlson
- Suzy Mendelson

Danielle Osbrach,
on her nomination of ProActive of
the Month

- Marie Hebbler

Erin Cassidy,
for being named the incoming
President of Emerge Tampa Bay

- Allie Lalonde
- Casey Carefoot
- Krista Koteles
- Lauri Burgess

• Nicole Hubbard
Hannah Gross,
on her new job as Director of
Business Development at Guardian
Restoration Services, Inc.

- Casey Carefoot
- Danielle Post
- Denise Schultz
- Jenny Spencer
- Katie Cappy
- Lynette Russell
- Nicole Hubbard
- Sara McIntire
- Shannon Walsh
- Stacy Carlson

Janelle Miller,
on being nominated for October
Proactive of the month

- Casey Carefoot
- Danielle Post
- Jenay Iurato
- Marie Hebbler

Karla Stevenson,
for her place in the Tampa Bay
Business Journal's 2014 Up &
Comers Class

- Casey Carefoot
- Denise Schultz
- Nicole Hubbard
- Stacy Carlson
- Lynette Russell

Kristin Trimble,
on running in the Chicago Marathon
on October 12, 2014

- Danielle Post

Megan Bock and Kristin Wilson,
on a very successful 11th Annual
Holiday Gift Market

- Shannon Walsh

Laura Ward,
for being elected Circuit Court
Judge, Group 20

- JLT Executive Board

Lee Lowry,
for being appointed to Hillsborough
County's Citizens Advisory
Committee

- Andrea Layne
- Danielle Post
- Denise Schultz
- Jenay Iurato
- Jenny Spencer
- Katie Cappy
- Laura Everitt
- Lindsay Dorrance
- Marie Hebbler

• Melissa Knight Nodhturft
• Nicole Hubbard
• Sarah Kodadek
• Suzanne Oaks Brownstein
• Suzy Mendelson

Happy Birthday to Leslie Stauffer

- Shannon Dann

Megan Bock and Kristin Wilson,
on a very successful 11th Annual
Holiday Gift Market

- Shannon Walsh

Melissa Knight Nodhturft,
on her new job as a Staff Attorney
for the Southwest Florida Water
Management District

- Andrea Layne
- Caroline Foss
- Danielle Post
- Denise Schultz
- Jenay Iurato
- Jenny Spencer
- Katie Cappy
- Laura Everitt
- Lauri Burgess
- Marie Hebbler
- Nicole Hubbard
- Sara McIntire
- Shannon Walsh
- Stacy Carlson

Nicole Geller,
on her placing 1st in her race

- Danielle Post
- Denise Schultz
- Jenny Spencer
- Lindsay Dorrance
- Lynette Russell
- Stacy Carlson
- Suzy Mendelson

Nicole Hubbard,
on being nominated as a finalist for
the Tampa Bay Business Journal
Health Care Hero

- Andrea Layne
- Caroline Foss
- Danielle Post
- Denise Schultz
- Jenay Iurato
- Jenny Spencer
- Krista Koteles
- Laura Everitt
- Lauri Burgess
- Lindsay Dorrance
- Marie Hebbler
- Sara McIntire
- Shazia Nagamia-Sparkman

Attorney General Pam Bondi,
for being elected for another 4 years

- JLT Executive Board

Roia Barrios,
for being appointed to Hillsborough
County's Citizens Advisory
Committee

- Danielle Post
- Jenay Iurato
- Marie Hebbler
- Stacy Carlson

Celebrating Ruth Giordano's
many years of service, including
Sustainer President last year

- Jenny Spencer
- Katie Cappy
- Laura Everitt
- Lynette Russell
- Nicole Hubbard
- Sarah Kodadek
- Stacy Carlson
- Suzy Mendelson

Sarah Taylor,
for her new job with the Special
Olympics

- Alison St. Cyr

Trimeka Benjamin,
for her place in the Tampa Bay
Business Journal's 2014 Up &
Comers Class

- Danielle Post
- Melissa Knight Nodhturft
- Nicole Hubbard
- Stacy Carlson
- Lynette Russell

Kids in the Kitchen Committee,
for being named Committee of the
month

- Casey Carefoot
- Denise Schultz
- Katie Cappy
- Melissa Knight Nodhturft
- Stacy Carlson
- Suzy Mendelson

Megan Bock & Kristin Wilson,
on a very successful 11th Annual
Holiday Gift Market

- JLT Executive Board

Melissa Snively,
for being elected to the Hillsborough
County School Board District 4

- JLT Executive Board

IN MEMORY OF

JLT Sustainer Shirley Knight

- JLT Executive Board

Allison Brannigan's father

- Jenay Iurato
- Lauri Burgess
- Lynette Russell
- Stacy Carlson

Betty Culbreath Gibbons

- Cynthia Coney
- Suzy Lopez
- Suzy Mendelson

JLT Sustainer Betty Ann Jordan

- Cindy and Tony Coney
- JLT Executive Board

JLT Sustainer Sara Adams

- JLT Executive Board

JLT Sustainer Frannie Toole

- Suzy Lopez

CELEBRATING THE BIRTH OF

Anna McKinley James,
daughter of Ellen & Jeff James

- Andrea Layne
- Nicole Hubbard
- Shannon Walsh
- Stacy Carlson
- Suzanne Oaks Brownstein
- Suzy Mendelson

Taylor & Ford Carricato,
children of Jackie Carricato

- Krista Koteles

William Stephen Donnelly,
son of Jordan & Jimmy Donnelly

- Amanda May
- Danielle Dennis

Luke Christopher Mueller,
son of Karrie & Chris Mueller

- Jenny Spencer
- Lindsay Dorrance
- Sara Evans

Cora & Caroline,
twins of Mary Ellen & Roy Collins

- Ginny Veit
- Isabel Dewey
- Jenay Iurato
- Jenny Spencer
- Katie Cappy
- Marie Hebbler
- Shannon Walsh
- Stacy Carlson
- Suzanne Oaks Brownstein

Declan McDonnell,
son of Amber & Tim McDonnell

- Ashley Hoff

Olivia Grace Gstalder,
daughter of Lauren & Chris Gstalder

- Danielle Post
- Jenny Spencer
- Leslie Hodz
- Suzanne Oaks Brownstein

Jeffery Patenaude,
son of Amy & Jeff Patenaude

- Krista Koteles
- Shannon Walsh

Henry and Nora,
twins of Bailey & Richard Nicholas

- Shannon Walsh

Emma Grace Katherine Prawer,
daughter of Catie Prawer

- Sarah Kodadek

Taylor Enick,
daughter of Claire Enick

- Kendall Critcher

Reed Hall,
son of Kathryn Hall

- Katie Cappy
- Nicole Hubbard
- Nicole LeClair

Henley Rose Hardiman,
daughter of Kelli & Buddy Hardiman

- Katie Cappy

Kaelyn Leigh Fender,
daughter of Laura Fender

- Allie Lalonde
- The Girl Power Committee

Sydney Lane Siara,
daughter of Lyndsey & Joe Siara

- Lauren Dicks

Elizabeth Nicole Brown,
daughter of Melanie Brown

- Isabel Dewey
- Nicole Garcia
- Sarah Kodadek

Avery Marie Watts,
daughter of Morgan & Ryan Watts

- Jenny Spencer
- Laura Everitt

Harris Stiles,
son of Sommer & Henry Stiles

- Andrea Layne
- Casey Carefoot
- Danielle Post
- Isabel Dewey
- Sarah Kodadek
- Suzanne Oaks Brownstein
- Tiffany Price

Margaret Irene More,
daughter of Stephanie & Copeland More

- Judy More

BEST WISHES TO

Jessica Kendall, on her marriage to Jason Hornof

- Andrea Layne
- Lynette Russell
- Ashley Hoff
- Caroline Vostrejs
- Danielle Post
- Denise Schultz
- Ginny Veit
- Jenay Iurato
- Jenny Spencer
- Katie Cappy
- Krista Koteles
- Laura Everitt
- Lauri Burgess
- Lindsay Dorrance
- Marie Hebbler
- Melissa Knight Nodhturft
- Nicole Hubbard
- Rachel Lee
- Sara McIntire
- Sarah Kodadek
- Shannon Walsh
- Stacy Carlson
- Suzanne Oaks Brownstein
- Suzy Lopez
- Suzy Mendelson

Alex Haddad, on her engagement to Anthony Palermo

- Shannon Walsh

Allie Lalonde, on her engagement to Ryan Torrence

- Andrea Layne
- Caroline Foss
- Ginny Veit
- Krista Koteles
- Laura Everitt
- Lynette Russell

Charlsey Reed, on her engagement to Justin Roman

- Stacy Carlson

Christina Guarnieri, on her engagement to Scott Noonan

- Christina Blood
- Lindsay Dorrance
- Meghan Martinek
- Sallie Ann Sims

Jessie Wilcox, on her engagement to Todd Spolinski

- Ashley Hoff

Courtney Loebel, on her engagement to Joe Cox

- Caroline Foss
- Danielle Post
- Denise Schultz
- Sarah Walters

Kate Callaway, on her engagement to Gregory Burns

- Amanda May

Mychael Fenlon, on her engagement to Stefan Sumbly

- Ashley Johnson
- Brittany Stahl
- Leah Martin
- Melissa Knight Nodhturft
- Nicole Hubbard
- Stacie Patterson
- Stacy Carlson

Ali Tomlin, on her marriage to Jeff St. Cyr

- Allie Lalonde
- Caroline Foss
- Stacy Carlson
- Lynette Russell

Krista Dietrich, on her marriage to Ian Koteles

- Allie Lalonde
- Andrea Layne
- Betsy Isaak
- Caroline Foss
- Danielle Post
- Denise Schultz
- Ginny Veit
- Jenny Spencer
- Laurie Burgess
- Lynette Russell
- Melissa Knight Nodhturft
- Nicole Hubbard
- Rachel Lee
- Sarah Walters
- Shannon Walsh
- Stacy Carlson
- Suzanne Oaks Brownstein
- Suzy Lopez
- Suzy Mendelson

Kristine Appel, on her marriage to Ricky Harb

- Ashley Hayes
- Krista Koteles

Lauren Companioni, on her marriage to TJ Strahan

- Melissa Knight Nodhturft
- Nicole Hubbard
- Suzy Mendelson

Monica Helenek, on her marriage to Logan Murphy

- Christina Blood
- Danielle Post
- Krista Koteles
- Lauren Dicks
- Nicole Hubbard
- Sarah Walters
- Suzy Mendelson

Natalie Capone, on her marriage to Mario Rodriguez

- Elisa Underhill

Erin Dye, on her marriage to Rob Lastra

- Danielle Dennis

This includes a cumulative listing of commemorative gifts received September 2, 2014 through December 1, 2014.

Nicole Geller
PHOTOGRAPHY

We believe in falling in love twice.

All of our members will receive a 20% discount off their newborn session fee by mentioning this ad!!

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The Junior League of Tampa Endowment Fund

Leaving a Legacy...Sustaining Our Service

Launched in 2007, The Junior League of Tampa (JLT) Endowment Fund is a permanent fund established to ensure that our League is able to maintain fiscal stability and fervently pursue our Mission without being radically affected by changes in the economic climate or decreases in lifelong membership. JLT can draw interest on the fund, but it will never touch the principal of the fund. A strong endowment fund will ensure a unique revenue stream that will give the League the opportunity to pursue exciting, new opportunities or deal with unforeseen circumstances without creating an additional financial hardship for the organization or its members. All commemorative gifts support The Junior League of Tampa's endowment.

Donating to the Endowment Fund is as affordable as your next double espresso or 18 holes. To make it easier for you to support this critical campaign, your pledge of \$1,000 or more to The Fund can be paid over a five-year period. For a small amount each week, you can Leave your Legacy and ensure The Junior League of Tampa is able to Sustain Our Service forever.

	1 WEEK	1 MONTH	1 YEAR	5 YEARS
Coffee break	\$5	\$21	\$250	Sponsor \$1,000
On the go lunch	\$10	\$42	\$500	Benefactor \$2,500
Lunch for two	\$21	\$83	\$1,000	Silver Legacy \$5,000
Dinner and a movie for two	\$42	\$167	\$2,000	Gold Legacy \$10,000
A round of golf for two	\$104	\$417	\$5,000	Platinum Legacy \$25,000

To learn more about the Endowment Fund and to make a gift online, visit <http://www.jltampa.org/endowment-fund>.

For questions, contact endowment@jltampa.org



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

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

Endowment Fund

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Donor List as of December 8, 2014
Donations less than \$250 are recognized through the Commemorative Fund.

Thank you to our inaugural member of the 1926 Society, Martha Sale Ferman.



CELEBRATING MORE HEALTH

by LAUREN MOORE

In 1989, The Junior League of Tampa development committee chair, Nancy Crane, created the concept and vision of MORE HEALTH. The League successfully launched the project which has now reached more than three million school-aged children in the Tampa Bay area. Guided by the goals of healthy, safe and strong children, teens, and adults, MORE HEALTH offers an innovative classroom curriculum addressing topics such as nutrition, dental, personal hygiene, skin cancer and poison prevention, firearm safety, bike and pedestrian safety and teen pregnancy. This past October, Tampa Mayor Bob Buckhorn proclaimed the day, "MORE HEALTH Day," to honor the agency's 25 years of service.

Partnerships with Tampa General and All Children's Hospitals, along with funding from local businesses, foundations and grants, has enabled MORE HEALTH to not only develop curriculum, but train instructors to deliver interactive health and safety lessons to students at no charge to school districts. In addition to teaching public and private students in grades K-12 in Hillsborough, Pinellas, and Pasco counties, MORE HEALTH also provides professional development to school nurses and health educators, and evening classes for entire families. Outside of the classroom, MORE HEALTH reaches out to families with various community programs that are run individually or with sponsors. The programs range from bike safety presentations, nutrition and exercise programs, eyeglass exams, dental assistance, and distracted driving programs, just to name a few. MORE HEALTH hopes its programs are making families and residents in Tampa Bay healthier.

Sustainer Suzanne Gabler started working with MORE HEALTH in 2008 as an instructor with elementary-aged students in Hillsborough County. Her duties have expanded into Pinellas County and she currently teaches firearm safety to 6th graders. "I absolutely love teaching the children," said Gabler. "I love seeing the enthusiasm and looks of happiness on their faces when they see us visiting their schools. I also love moments when you see a child who is initially a bit resistant, get drawn into our lesson and have the desire to participate and learn something new." Gabler a Sustaining Member of The Junior League of Tampa recalls, "I have nothing but fond memories of being involved with JLT and made many friends through the organization. As I read my email blasts, *The Sandspur* and visit the website I am truly amazed at what the League is doing these days and how accomplished the women are. JLT is an amazing organization made up of amazing women."

Despite the fact that MORE HEALTH has been able to reach several million children over the years, schools continue to remain on the waiting list. Additional partners are always welcome to help fund the programs that enable MORE HEALTH to continue to teach children, teens, and adults.

CONVERSATIONS:

by HEATHER TRKOVSKY

A Conversation With Our Project Partners

The *Sandspur* writer Heather Trkovsky spoke with Saima Qadree, Senior Program Director and Program Manager for Creating a Healthier Sulphur Springs for Kids Initiative and the Family Food Festival; as well as Lakema Massey, Senior Program Director in charge of *Kids in the Kitchen* and *Food 4 Kids*, at the Sulphur Springs YMCA.



Lakema Massey

Senior Program Director in charge of *Kids in the Kitchen* and *Food 4 Kids*, at the Sulphur Springs YMCA.

What Junior League of Tampa projects have you witnessed in your position? Tell me about your experience.

In my role, I have had the pleasure of experiencing the amazing *Kids in the Kitchen* program that The Junior League of Tampa leads for our children. The *Kids in the Kitchen* program is offered to our kindergarten through fifth grade students on a monthly basis – and sometimes more frequently. Junior League volunteers lead participants in a healthy eating curriculum and work with them to create healthy snacks during each session. Then they provide meals in a bag for the children to take home after they have completed the session. *Kids in the Kitchen* is an amazing program because it enables our children to learn the importance of eating healthy. Junior League members are

always welcoming and do an amazing job of keeping the kids engaged. We love our volunteers because they love our kids. Each new session brings a new lesson and a new experience. Thank you for providing the necessary tools for our children to learn to lead healthy lifestyles. When you serve our kids, you are impacting families. Thanks for helping us change lives!

What does the food provided through *Food 4 Kids* mean to the families who are given a bag of food for the weekend?

The children and families in the *Food 4 Kids* program are extremely appreciative, and they look forward to the weekend food bags. We have a large number of families with five or more children just within our program, and the weekend food bags are an enormous help. Nearly 99% of the students at Sulphur Springs Elementary School receive free or reduced lunch. Our parents have shared their gratitude and continuously express how the food allows them to provide balanced meals for their children when they are not in school, or in an After-School or Summer program. Although the parents may not be able to verbalize it, knowing that they can feed their children gives the parents great comfort and assistance.

WHEN YOU SERVE OUR KIDS, YOU ARE IMPACTING FAMILIES. THANKS FOR HELPING US CHANGE LIVES!

–Lakema Massey



Saima Qadree

Senior Program Director and Program Manager for Creating a Healthier Sulphur Springs for Kids Initiative and the Family Food Festival

What Junior League of Tampa projects have you witnessed in your position? Tell me about your experience.

The Junior League of Tampa is a long-time partner of the Sulphur Springs YMCA and Sulphur Springs Elementary School. In my role as a grant recipient, I most recently worked with the League on the Family Food Festival hosted in May 2014. There were 445 participants from 124 families in attendance. The Junior League distributed 1,000 books, and kids also left with a healthy snack, a planted bean and other resources.

All of the families in attendance also benefited from the Feeding America of Tampa Bay mobile

food pantry, which distributed approximately 10,000 pounds of food at the event, along with additional food that was distributed through community partners to those unable to attend. Families enjoyed a hot meal from Holy Hogs and also enjoyed multiple bounce houses, a visit from The Tampa Bay Rays' mascot, Raymond and Street Team. Chef Stella, from the Food Network, was also on hand to do cooking competitions with the kids and families. I was so impressed with the level of organization and enthusiasm I saw in the Junior League volunteers. Each station was well managed and participants felt welcomed and cared for. The event was a great success!

What are The Junior League of Tampa's biggest contributions to the Sulphur Springs community?

The Junior League of Tampa continues to be a long-time supporter of the Sulphur Springs community, through programs like the Family Food Festival, *Kids in the Kitchen*, *Food 4 Kids*, or the Children's Literacy program at the elementary school. The League understands the importance of being culturally sensitive while meeting critical needs in an underserved and economically disadvantaged community. The League's organization, passion and attention to detail continue to make it an excellent partner to help us meet these needs. The League's largest contributions to this community include promoting better access to healthy food, providing healthy messaging for families and assisting in bridging the achievement gap as it specifically relates to literacy.

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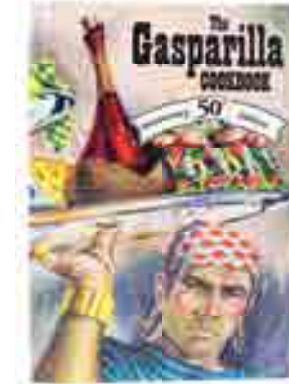
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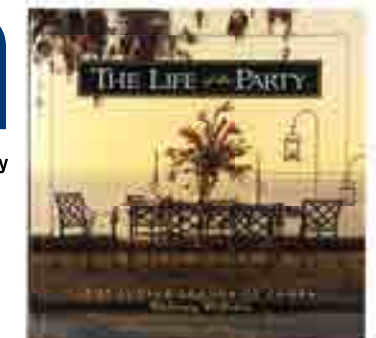
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WHO'S WHO IN THE LEAGUE

by TANYA EGGER

All of our members give of their time and their money to make sure The Junior League of Tampa continues to be an influential part of the community. But our members are amazing in their professional and personal lives as well. Meet just a few...



ALLIE LALONDE | Placement: *Girl Power!*, Chair | Active: 2012

Allie LaLonde joined the League to get more involved in the Tampa community and to meet new people. "Tampa can seem like a big city when you are new to town and the Junior League has enabled me to meet a lot of people especially this year through the Leadership Council." Allie works at Farmers Insurance where she enjoys her job as a claims litigation adjuster because it gives her opportunity to expand her education and help customers beyond her cubicle. After Hurricane Irene hit in 2011, Allie was able to travel to the area and provide catastrophe duty for insurance claims. She calls it the most fulfilling experience of her career. "We were able to reach and help people very quickly during a devastating time."

Earlier that same year, a deadly tornado hit Joplin, MO and her company joined with AmeriCorps on an amazing project called "Rebuild Joplin," working to restore and repair homes. "I really wanted to volunteer with the project because most of my work days consist of responding to letters from attorneys. I prefer helping customers face to face." This past October, Allie spent two weeks working on homes in Joplin as part of the program. "I did painting, caulking, flooring and even used some power tools for demolition. It was hard work but it felt great knowing I was helping someone finally get a home after three years."

Allie recently got engaged to her fiancé Ryan and she has a miniature schnauzer named Zoe. In her spare time, she loves to go to the beach and go to wine and cheese tastings.



KATELYN DERVAY | Placement: *Food 4 Kids* | Active: 2012

Patients who arrive in the emergency room at Tampa General Hospital may never meet Katelyn Dervay, but she's one of the people working to save their lives as a pharmacist in the ER. "I love my job as I get to make sure patients receive safe medications in a stressful environment. We respond to all of the emergencies that come in to the ER, providing medication and dosing recommendations, especially in medications that have a high risk of errors or interactions with other medications."

Katelyn is originally from upstate NY and moved to Tampa during her sophomore year of high school. She loves to spend time with her Airedale terrier, Dolce. Katelyn is also director of a pharmacy residency program that helps train pharmacists in the emergency department.

She is currently working on her Master's in Public Health for Global Disaster Management and Humanitarian Relief. She has served on state, local and hospital bioterrorism preparedness teams, and has conducted drills for events like pandemic flu and mass casualties.

Katelyn's desire to help others has taken her to Haiti. Her first trip was in 2011, one year after the catastrophic earthquake that killed hundreds of thousands of people and left many sick and without basic needs. She has worked with Project Medishare/Bernard Mevs Hospital, working with their pharmacy team to continue to develop their pharmacy services and clinical practice. "I was drawn to Haiti after helping patients who were flown to Tampa after the earthquake. It is an amazing place with amazing people. It has also been a great learning experience for myself as I learn different medicine practices and how to work better with limited resources."



KELLY LASTRA | Placement: Fundraising Co-Chair Elect | Active: 2003

As the National Sales Manager for News Channel 8 in Tampa, Kelly Lastra is responsible for all national advertising revenue for WFLA (NBC) and the station's website. "Media consumption has changed greatly over the last few years with the growth of digital, but television viewing continues to remain dominant. Being in sales means you form relationships and work to deliver results for our clients. I love the fact that we offer news and entertainment that gives us a special connection to our community."

In addition to the countless hours she spends on JLT events, Kelly sits on the Board of the Boys and Girls Clubs of Tampa Bay, Great Futures Breakfast Committee. She is also an avid fan of college football and the NFL. One thing you might not know about Kelly is that she

originally wanted to be a sports reporter for a major network when she graduated college.

Kelly loves to hang out with her husband, Joseph, and their adorable daughter, Olivia. Tampa is home for Kelly, having spent her entire life here. "I love the rich heritage of Tampa and all it has to offer. It's amazing when I travel for work, how little people really know about Tampa's history."



MICHELLE BREMER | Placement: Finance Asst. Treasurer | Active: 2008

Michelle Bremer describes her fashion style as edgy with a classic sensibility. "I have an acute appreciation for the details in every ensemble." She's always on the cutting edge of the fashion world through her professional background and her fashion blog called Runway Translator. "My blog is an outlet to express my personal views on trends and all things style." Michelle started her fashion career as the Motorclothes Director for Harley-Davidson, and then spent time as an area manager for high-end designer, MaxStudio. She also worked as the manager of local women's boutique Deborah Kent's.

Michelle was born and raised in Tampa and graduated from H.B. Plant High School. She is married to her college sweetheart, Jeff, and they have two children, Caitlin and Connor.

When her children came along, Michelle decided to work from home as a fashion stylist, dressing clients and organizing their closets. Michelle calls herself, "a compulsive social media-holic." She follows fellow fashion bloggers and "stalks" her favorite designers on Twitter and Facebook. Her favorite time each month is opening her mailbox to find issues of *Vogue*, *W Magazine*, and *Lucky!* Fashion is constantly changing and Michelle works hard to stay on top of it all. "I'm working on a few collaborations with heavy hitters in the area like Neiman Marcus & The Fashion Movement. I also continue to style clients in the evenings and on the weekends. Fashion is something that will always dominate my brainwaves. It's who I am."



AIMEE O'NEILL | Placement: *Food For Kids* | Active: 1st year

Aimee O'Neill believes the human body is an amazing thing. "It is so intricate and so able that testing its capabilities seems so natural to me." Aimee is the picture of fitness, spending several years competing in fitness competitions. She competed for the National Physique Committee from 2011-2013 in the bikini division, winning overall for Florida in 2011 and placing 2nd in the country in her divisions at Nationals in 2012-2013. Aimee has also competed in marathons, ultra marathons and triathlons. "I love a good healthy competition and am always looking for a challenge." In December 2013 she turned her love for fitness into a successful business, opening a Pure Barre studio in the Westchase area.

Aimee has been married for three years to her husband, Shane, owner of Elite Structures in Tampa. They have two dogs, Miko and Ruckus, who are both dog rescues. Aimee does not believe in regrets and lives her life by the motto, "To never 'wish' I had done something but to do it and to make sure every day counts." During a trip to Brazil, she climbed Sugar Loaf Mountain, which tested her climbing experience. It turned out to be a very dangerous climb, but Aimee considers it one of the best experiences of her life.

This athlete and adventure seeker is also an extreme foodie, who travels to different states to try different cuisines. She considers herself a terrible bowler and she was a published writer in elementary school, when her teacher submitted her poem/short story to a children's magazine.

OUT AND ABOUT



Sustainers @ HGM Kickoff



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Sustainer HGM Lunch



Sustainer Cocktails @ Davis Island Yacht Club



Back to the League Day



Back to the League Day



Back to the League Day



Back to the League Day

OUT AND ABOUT



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