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Voluntarism: A Common Value

HEATHER TRKOVSKY

I was once asked to define my personal core values—those things I held dearly enough that they underpinned the way I behaved and how I lived my life. Try it sometime. It is harder than you might imagine.

Much like personal values, in order to be successful, an organization needs to define its core values. For The Junior League of Tampa, those are Voluntarism, Empowerment, Collaboration, Advocacy and Stewardship. Especially in times of upheaval and change, if we focus on our values, what is important to us as an organization, we will always remain on track. As we navigate a new governance structure and embark on our 90th year as an organization, the leadership of the League is charged with making every decision based on our values.

This League year, *The Sandspur* will focus one issue on each of the first four values, with Stewardship having a place of importance in each issue. The Fall issue highlights Voluntarism, which in my opinion is the common reason that women chose to join the League.

New members might learn the extent of the other values after having made the decision to join, but we are all aware that The Junior League of Tampa is a volunteer organization. People who make a decision to join an organization knowing that helping others is a core value innately embody that community service focus as a personal core value. This common personal and organizational value strengthens our League and our ability to serve the Tampa Bay community.

I hope you will take some time to peruse this issue of *The Sandspur* to pick up some tips on how you can enrich your volunteer life, involve your families in your love of volunteering, and understand more about how your volunteer efforts affect our community partners, as well as learn a bit more about some of your fellow members.

One of my favorite quotes about voluntarism states, "Volunteering is at the very core of being a human; no one has made it through life without someone else's help." That help, that sense of voluntarism, has been obvious to me through the support of our great leadership and my fabulous committee in getting this issue to print. I am humbled to have been given the opportunity to act as Editor of *The Sandspur* this year and I hope you will enjoy this issue.



Heather Trkovsky
Editor

OUR VALUES

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

VOLUNTARISM

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

EMPOWERMENT

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

COLLABORATION

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

ADVOCACY

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

STEWARDSHIP

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

THE SANDSPUR

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www.jltampa.org

MEET *THE SANDSPUR*'S EDITORIAL STAFF



HEATHER TRKOVSKY, *Editor*

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



BONNIE MENTEL, *Assistant Editor*

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



DULCINEA KIMREY, *Features Editor*

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



MINA BRINKEY, *Photography Editor*

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



KRISTEN MCFARLAND, *Advertising Coordinator*

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



CAROL CROFTON, *Advertising Coordinator*

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



JULIE BERLICK, *Photographer*

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

SANDSPUR STAFF PHOTOGRAPHY BY JULIE BERLICK

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

LETTERS TO THE LEAGUE

School Board
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 Doretha W. Edgecomb, Vice Chair
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 Carol W. Kurdell
 Melissa Snively
 Cindy Stuart



Superintendent of
 Mary
 Acting Super
 Assistant Sup
 for Adm
 Lev
 Area 1 Leader
 W
 Ass

DeSoto Elementary School

May 6, 2015

Dear Junior League Friends:

On behalf of the Perkins Family, we want to express our sincere gratefulness to all of you who donated time, money, baked goods and items for the raffles for the Perkins Family Benefit which was held last Saturday. Junior League's donation of pasta salad was greatly appreciated. The Perkins Family was overwhelmed with your kindness and generosity. The Benefit would not have been successful without all of your contributions.

Sincerely,

Gilda Garcia
 Gilda A. Garcia
 Principal

Dear Meghan & Casey -
 We wanted to thank you and all those who helped collect over 200 books for the up-coming little free library! We counted and sorted today, and I was thrilled with the great selection - ages, subjects, genres - so many great books for these kids to select from.
 You all are the best! We will let you know as soon as the library arrives.
 Thanks again - Leslie, Marcia and "BESS"

Stacy
 Lindsay + Jr League Members -
 Thank you so much for your donation of clothing to the New Eckerd Raising Hope room in Tampa! We are honored to serve alongside you on behalf of Tampa's foster children. Thank you for being a Hope Raiser + team looking forward to our partnership!
 Kelly Rossi
 Eckerd



Goodwill Industries-Suncoast, Inc.
 10996 Gandy Boulevard
 St. Petersburg, FL 33702

August 17, 2015

Stacey Carlson, President
 Junior League of Tampa, Inc.
 87 Columbia Dr
 Tampa FL 33606-3584

Dear Ms. Carlson,

Thank you very much for your recent gift of \$1,000.00 for Goodwill's BookWorks program!

Your gift will help BookWorks toward its goal to break the cycle of illiteracy to help children succeed in tomorrow's workforce.

With financial support and donations of usable goods from friends like you, we can continue to make a difference in the lives of real people - men, women, and children - in our community.

Thank you again for your generosity.

Sincerely,

Jim Williams
 Jim Williams
 Vice President - Fund Development

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WHAT'S INSIDE

feature stories



A CONVERSATION WITH FEEDING TAMPA BAY

A discussion with Thomas Mantz and Sylvia Kapours about the impact of the League's partnership with Feeding Tampa Bay.



THE ABC'S OF VOLUNTEERING

Keeping volunteering vogue is as simple as ABC—Authentic, Be in the Moment, and Connect



GIVING BACK: A FAMILY AFFAIR

Actives Selena Ward and Katina Markowski and Sustainer Kim Davis share ideas on how to make volunteering a natural part of everyday family life. Gain some practical tips for volunteering as a family.



VOLUNTARISM: INSIDE AND OUTSIDE THE LEAGUE

Vicki Clark, a speaker for The Association of Junior Leagues International (AJLI), introduces us to her Framework for Impact, which clarifies The Junior Leagues' approach to community and civic involvement.



HGM: A SHOWCASE OF VOLUNTARISM

Learn how the volunteer experience at Holiday Gift Market impacts the local community



STEWARDSHIP: GIVING TO ANNUAL CAMPAIGN

Stewardship. Learn a little bit more about how Annual Campaign allows us to fund the League's Mission.

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ON THE COVER

The Value of Voluntarism

The Junior League of Tampa is guided by our values, and none more than *The Value of Voluntarism*. We highlight how the League's voluntarism can and does affect the Tampa Bay community, as well as introducing our newest volunteer leaders.

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STACY CARLSON
 President
Active Since 2005

OUR MISSION

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

Voluntarism Shines at JLT

STACY CARLSON

Where would society be without volunteers? If not for volunteers, many nonprofits would struggle to meet their goals because of a lack of staffing for critical programming. It's no accident that the financial value of an hour of volunteer work increases every year. Volunteers provide crucial assistance to organizations. The Junior League of Tampa was created on a foundation of engaging volunteers for the betterment of our community and encouraging voluntarism in others outside our organization, so we know well the importance of giving of your time

Volunteers are the backbone of what makes JLT unique. Occasionally, people will ask "why should I give to JLT when I can give directly to the nonprofit organization?" To me, the answer is very clear.... the additional outcomes we leverage with our volunteer hours. Each year, the impact of financial donations made to JLT is multiplied by our more than 50,000 volunteer hours. These volunteer hours translate into greater capacity for the nonprofits with whom we partner and result in outcomes that are made possible only through the service of our members.

For example, through Love Bundles, our members pack thousands of backpacks each year to help children transition into and between foster care homes with the dignity and comfort of knowing they come to a foster care situation with their basic needs covered. Without League volunteers, the Hillsborough County Sheriff's Office would not have the ability to serve these children.

While voluntarism is about the act of giving of our time to help others without seeking any reward, many of our volunteers feel empowered, get great personal satisfaction and even learn new skills through their work at JLT. By scaffolding our mission of training women through volunteer opportunities to achieve impact in the community, we create a lasting contribution by deploying a corps of highly skilled volunteers as well trained women leaders in the community.

Eighty-nine years ago the idea of a volunteer corps of women came to fruition in Tampa. Over the decades, our dedicated members have transformed dozens of nonprofits, impacted individual lives, advocated for change, led policy reforms and held office in civic and community organizations throughout Tampa and Florida. I heard a quote recently, "The brightest stars are the ones who shine for the benefit of others." What a joy it is to play among the stars at JLT.

Shine Brightly!

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

we've




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Susan O'Neal Thompson, CPA
Principal, CS&L CPAs



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EXECUTIVE BOARD

The 2015-2016 Executive Board is comprised of nine dynamic women with rich experiences who are bound by a common love for the Tampa Bay community and The Junior League of Tampa. Together, they will help usher the League into its 90th year, proudly serving the women and children of our community and helping develop the potential of our members. Each of these women is inspiring, passionate, hard-working, and devoted to the League's mission and values.

by HEATHER TRKOVSKY

STACY CARLSON

When our 2015-2015 President, Stacy Carlson, joined the League 12 years ago to make friends, she never would have imagined that she would ultimately be sitting at the helm, leading the League into its 90th year. However, fellow League members recognized her leadership potential and guided her through placements with Holiday Gift Market, Endowment, Enabling Fund, and PDEC (Project Development and Evaluation Committee). These culminated in Executive Board roles as Community Vice President and Communications Vice President in preparation for this year, and she couldn't be more thankful that those individuals saw her potential. Not surprisingly, she recognizes the fact that the League trains and supports women to be effective volunteers and leaders as one of its greatest strengths. She also believes the League provides a great benefit to the community, because League members "don't volunteer for the day; we lead for a lifetime." Stacy is the mother of three beautiful boys, Trey, Jacob and Jon Luke, as well as serving as the Vice President and Program Director for College and Career Readiness at Helios Education Foundation, where she helps create partnerships that advance student achievement in preparation for postsecondary education. She was born in Seoul, South Korea, but raised in Tampa, and loves Tampa's combination of culture, history, beauty and location. Tampa, and especially The Junior League of Tampa, is lucky to have her!



PHOTOGRAPHY BY

BA
BRITTANY ANDERSON
PHOTOGRAPHY

NICOLE HUBBARD

This year's 2015-2016 President Elect, Nicole Hubbard, goes into each new placement with lofty goals and is already hard at work overseeing the new Management Council in an effort to strategically advance the League's mission. A Nurse Anesthetist at Tampa General Hospital, Nicole credits much of her drive to her parents and her childhood experiences in team sports, which taught her perseverance, commitment, and the value of teamwork. She has managed the creation of two new projects as Community Vice President, chaired a third new project, Birthday Buddies (now H.E.A.R.T.) in its inaugural year, and helped revamp our membership process as Membership Vice President. As last year's Fund Development Vice President, she and her team focused on diversifying our fundraising strategy by targeting more corporate sponsors, and ultimately landed a new partnership with Hyde Park Village, and a more extensive partnership with Publix, to name two. She doesn't take all the credit though, saying one of her favorite things about the League is being surrounded by intelligent, motivated and passionate women looking to better themselves and the community. Even with all Nicole has given to the League through her 10 year Active tenure, she credits the League with having given her the greater gift through the training she has received in the League environment, where it is okay to fail. It's this training that keeps her focused and engaged. With her loving husband, Matt, and her two wonderful children, Austin and Ansley, behind her, the League is in for a great and exciting year next year with Nicole at the helm.



MELISSA KNIGHT NODHTURFT

Entering her 6th Active year, UF Law alumna and 2015-2016 JLT Secretary, Melissa Knight Nodhturft joined the League to establish roots in her husband Phil's hometown of Tampa. With placement experience in PDEC, the Community Action Committee, as Provisional Education Chair and most recently as Chair of a flawless inaugural event for The Luminaries, she has done just that! Her greatest joy now comes from watching her former committee and Provisional members soar as they take on leadership roles within the League, understanding that, "you can take a step as an individual; but you can leap as a team." A native-born Floridian, Melissa received her undergraduate degree from Stetson University in Environmental Science and promptly moved to Honduras as a member of the Peace Corps, which she credits with having made her the woman she is today. She spent two years working in a remote village with no indoor plumbing, laundry machines, Internet, phone, or modern day transportation. Melissa followed that up with one year working at Peace Corps Headquarters as the assistant director of a new youth development project. A self-proclaimed geek, Melissa's favorite movie of all time is *The Goonies*, because it mirrors the child-like sense of adventure through which she views the world, but also because it encourages people to be their authentic selves and to persevere through anything. With her positive, can-do attitude, Melissa's future in Tampa promises to shine bright!

EXECUTIVE BOARD

KATIE CAPPY

This year's Finance Director, Katie Cappy, is no stranger to the League's finances. As Treasurer last year, she implemented initiatives to help committees manage their operating budgets, and she intends to continue to work on efficiency measures this year. She also plans to ensure that our financial policies line up with the League's overall strategic plan. Having grown up an only child in a Navy family that moved around a lot, Katie credits that experience with having taught her how to work with people, to be flexible, and to really try to learn about others. Her motto is, "be somebody who makes everybody feel like a somebody." In 2004, a few years after graduating from Florida State University and moving to Tampa, she joined The Junior League of Tampa to learn about, impact, and meet people in the Tampa community. She has done just that, serving in various roles on four different project committees during her League tenure. Although she says she's stayed active in the League for the same reasons she joined, her favorite part of the League is watching it as a training vehicle to develop the potential of women, and, of course, meeting so many League members through her efforts. Now Tampa has become her home and the place she has lived the longest in her life. Wife to husband, Ryan, and mom to kids Kenzie (8) and Tyler (6), Katie loves Tampa for its mix of big city and small town, the development that is occurring here and all of the chances we have to maximize the beautiful waterways that surround the city.



DANIELLE DENNIS

A true innovator, this year's Strategic Planning Director, Danielle Dennis, is in an unique position to understand our strategic plan. She's been highly involved in many facets of the League, from chairing Children's Literacy, to chairing our Project Development Committee, to chairing our Provisional Education Committee. She intends to take our strategic planning to the next level this year by involving the managers, chairs and members across all of the committees in thinking about the long-term goals of JLT. Danielle joined the League to meet other women who wanted to be involved in their community, but has stayed because she has witnessed first-hand that it is a place where you can conceptualize and realize a goal or dream- it is how JLT develops the potential of women. She finds it both challenging and rewarding when the solutions she conceives are operationalized. Danielle is a graduate of Florida Gulf Coast University, the University of Minnesota, Duluth and the University of Tennessee with her PhD, an Associate Professor of Literacy Studies at USF, the Director of the Urban Teacher Residency and the Director of the Cambridge Schools Experience, a summer program in the UK. She has been married to Michael Beattie since 2009, with two doggies and one cat. Danielle enjoys traveling, getting lost and finding her way back, or just watching the world go by in a new place. She quotes Ralph Waldo Emerson, "Though we travel the world to find the beautiful, we must carry it within us, or we find it not."

CINDY CONEY

A professional "Ambassador of Hope," Cindy Coney joins the Executive Board this year in a brand-new position, Sustainer at Large. She intends to use the position to bring wit and wisdom, the Sustainer voice, and her vast non-profit experience to the new management structure. Having grown up in Tampa, her mother was an active Junior League of Tampa member and she always admired the hard work the women of the League did. In 1977, after graduating from Florida State University, she was given the opportunity to join the League, and did, investing herself in a myriad of roles such as being a Community Vice President, Membership Vice President and Project Development Chair. Her League leadership culminated when she served as the 1992-1993 JLT President. Since then, she's enjoyed being a Sustainer and witnessing the continued impact of the League's work in the community. Last year, she was honored with the Sustainer of the Year award at Annual Dinner, in the company of her mother, who won the award 20 years ago! Cindy's outlook on life has been shaped by her struggles with lupus, and she now speaks to audiences on building resiliency, managing stress and living beyond the limits of a life-challenging illness. She considers herself blessed to have built a life with her husband, two grown daughters, her dog and both of her still-healthy parents and other family in Tampa, which she describes as "a beautiful city with a 'can do' spirit."



LAURA EVERITT

The longest tenured Active member of The Junior League of Tampa, Laura Everitt will serve as the 2015-2016 Membership Director. She plans to focus her efforts this year on setting the standard for her new position on the Executive Board under the new governance structure. Born and raised in Bristol, Virginia, in the Blue Ridge Mountains, Laura has a unique perspective on the League, being the only JLT Executive Board Member who completed her Provisional year elsewhere, in Charlottesville, Virginia. Later, as part of the the Nashville League, she got to experience her favorite placement, working with Magdalene House, a shelter in Nashville for women leaving prostitution and drug abuse. Since transferring to Tampa, this University of Virginia graduate has done a little bit of everything—from communications to community placements, then fund development placements and now membership. She feels she has seen it all and brings to her new role the ability to see the reality of the many varying placements in JLT. Although she may have joined the League originally to meet people, she says that her reasoning has changed and that, right now, her continued involvement is about skills development. When not busy with her work as the Assistant Director on the Transit Solutions team for a private consulting firm (basically, she's an urban planner who specializes in long-term transit studies), or with her League involvement, she loves spending time with her two dogs, Genny and Dauphine.

EXECUTIVE BOARD

ANDREA LAYNE

Having spent the past few years helping implement the change in The Junior League of Tampa's governance structure, Andrea Layne, 2015-2016 Nominating Director, fully understands what is required for candidates seeking to be future leaders in JLT. She is excited to continue working toward a sustainable League that can be responsive to the changing needs of the modern members and community. This Florida State graduate has taken on numerous and varied roles during her League tenure, including acting as Fundraising Chair, Community Action Chair, Communications Vice President and, most recently, Strategic Planning Chair. She has found that the further she gets into her League experience, the more she is drawn to the 'development of the potential of women' focus. She credits having grown up on a farm in Tallahassee, Florida, and parents who always encouraged her to reach for her goals as the reasons why she feels comfortable taking calculated risks in life. Those risks included leaving her 11-year career as an IT Project Analyst in 2011 to start her own company, Andrea Layne Floral Design. She is supported in her professional and League efforts by her husband of 13 years, Tom, who she describes as her partner, best friend and love of her life, and her two beautiful daughters, Reese and Brenna. A "glass is half full" kind of gal, she's happy to have found a home in Tampa with its southern hospitality mixed with Latin culture and where the people are warm, inviting and, above all, fun!



SUZY MENDELSON

A Tampa native who loves that our city is big without being pretentious, 2015-2016 Community Director, Suzy Mendelson is planning to spend this year looking at our projects in an effort to make a bigger impact in the community she loves. Never one to shy away from a challenge and happy to go where she is needed most, Suzy has held roles in The Junior League of Tampa varying from chairing a number of projects, to acting as Membership Vice President, to handling our finances as Treasurer and Finance Vice President. She loves that her leadership experiences in the League and the skills she has learned in those positions have had a direct correlation on her leadership style in her professional role as a Vice President at The Elan Group, Inc. At Elan, she oversees the sales activities and office staff. Suzy recognizes that she's learned a lot from her numerous League mentors—to dream big, that change can be good for an organization, to be more flexible, to laugh, to be solutions based, and to eat dessert first! This proud Florida State University graduate also gives credit to her supportive family, including her two sisters, her husband, Mark, and her hysterical son, Max.


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MEET THE MANAGEMENT COUNCIL AND THE WOMEN BEHIND IT

The Management Council handles the day to day leadership decisions of the League. Managing the strategic direction of various committees, the members of the 2015-2016 Management Council have set lofty goals for their new positions. Learn a little bit about these women below.



SELENA WARD
ADVOCACY MANAGER

As 2015-2016 Advocacy Manager, Selena Ward will focus on increasing awareness of The Junior League of Tampa's mission, and its state and local initiatives. Selena joined the League in 2011 as a transfer from the Atlanta League. She shared, "My favorite thing about the league is the passion the women involved share. It's contagious and empowering. The year I was a Board Member-at-Large... I decided that JLT was in my DNA."



TANYA EGGER
COMMUNICATIONS MANAGER

2015-2016 Communications Manager, Tanya Egger is celebrating her 10th year in the League. Tanya wants "to help share our legacy and ensure when someone sees the JLT logo or hears The Junior League of Tampa name, they know what we stand for." As the previous editor of *The Sandspur*, Tanya's favorite part of the League is its continuous development of women into civic and community leaders.



KATE CALDARELLI
COMMUNITY CHILD WELFARE MANAGER

This year, Kate Caldarelli, 2015-2016 Community Child Welfare Manager, will assess the League's partnership projects so that they remain impactful in Tampa and provide quality volunteer opportunities. Kate joined the UK League in 2010. "I have learned more [recently] about our League and all the beneficial things we do, than I learned in all my previous years in the League combined! I am really excited to see what we can accomplish this year," Kate said.



ANGELA PARONE

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



GIANNI O'CONNOR
COMMUNITY EDUCATION MANAGER

2015-2016 Community Education Manager, Gianni O'Connor will manage the education-focused community projects, including all literacy and nutrition projects, Community Action, and The Luminaries Award. A previous Placement Chair, Gianni shared, "JLT's reach goes far beyond what we are physically doing today... it's pretty exciting to think about where our current programs and projects will impact Tampa in the future."



JENNY SPENCER
FUND DEVELOPMENT MANAGER

Jenny Spencer, 2015-2016 Fund Development Manager, has been active with The Junior League since 2007. Jenny plans to focus on a targeted and strategic fund development plan across the three facets of fund development - Fundraising, Grants and Endowment. "The Junior League of Tampa is so important because we make a difference in the lives of so many in our community as individuals and as a group," she stated.



MEG BOCK
MEMBERSHIP MANAGER

2015-2016 Membership Manager, Meg Bock will focus her year on reviewing the new Member Application Process; aligning the placement process to meet members' needs, League goals and commitments; and developing the Membership Manager role to effectively serve the members. Active since 2011, Meg was last year's Holiday Gift Market Co-Chair. "My favorite this about the League," she shares "is continuously watching its evolution of volunteers into community and civic leaders."



CAROLINE VOSTREJS
OPERATIONS MANAGER

2015-2016 Operations Manager, Caroline Vostrejs says, "The positive impact on our community is an obvious reason why JLT is important. For me, I've developed friendships with the loveliest women that will last for the rest of our lives." This year, Caroline will focus on customer service with JLT members being the customer. Caroline credits Holiday Gift Market as being the placement where she learned about JLT's inner workings and picked up "a ton of new skills."



GINNY VEIT
TREASURER

This year, Ginny Veit, 2015-2016 Treasurer, wants to improve the budgeting process and give committee chairs more input into their budgets. Her favorite thing about The Junior League of Tampa is the opportunity it provides to members to develop themselves in areas they might never have done otherwise. "Through the training I received in my League placements I've learned about our wonderful community; advocacy, leadership, diplomacy, and strategic planning skills," Ginny said.



MARIE CARSON HEBBLER
ASSISTANT TREASURER

2015-2016 Assistant Treasurer, Marie Carson Hebbler, is fresh off chairing the Abolish Movement™, a Human Trafficking awareness initiative. Marie believes The Junior League of Tampa provides invaluable support to underserved members of the community. She shares, "My favorite part about the League is the friends I have made and the advocacy work I have been able to do through the League to help others both in the Tampa Bay community and throughout the state."

LEADERSHIP COUNCIL

2015-2016

**LEADERSHIP COUNCIL
COORDINATOR
MEGAN RINDONE**



**90TH ANNIVERSARY
GALA AND EVENTS
ERIN ANNIS**



**90TH ANNIVERSARY
GALA AND EVENTS
SARAH WALTERS**



**90TH PROJECT
CASEY CAREFOOT**



**ABOLISH MOVEMENT
SARA EVANS**



**ARRANGEMENTS
AVERY COLMAN**



**CHILDREN'S
LITERACY PROJECT
SHELLIE HUFFMASTER**



**CHILDREN'S
LITERACY PROJECT
LAUREN SUAREZ**



**COMMUNITY ACTION
MEGAN MILLER**



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**FAMILY LITERACY NIGHT
LAURA CAMPBELL**



**FOOD 4 KIDS
CHERIE MONARCH**



**FUND DEVELOPMENT
PLANNING/RESEARCH
MEGHAN MCGUIRE**



**FUNDRAISING -
ANNUAL CAMPAIGN
KATINA MARKOWSKI**



**FUNDRAISING -
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LUMINARIES AWARD
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"THERE ARE TWO WAYS OF SPREADING LIGHT:
TO BE THE CANDLE OR THE MIRROR THAT
REFLECTS IT." — EDITH WHARTON



"The language has changed,

The JLT mission: familiar to us all

"Founded in 1926, The Junior League of Tampa 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."

2015-2016 Sustainer Officers

Sustainer President
Susan Baldwin

Vice President
Denise Cassedy

Recording Secretary
Jan Gruetzmacher

Corresponding Secretary
Anne DePury

The current mission statement of the League states that one of our three key goals is that we seek to "develop the potential of women." Many of us Sustainers may have seen an increased emphasis on this part of our mission in recent years, especially as more and more League members – both Sustainers and Actives – serve in leadership roles in our non-League lives. There is greater national attention on women's leadership as women in general increase our numbers as business executives, entrepreneurs, board members, heads of nonprofits, and public officials in elected or appointed office. And our League recognizes that our members have a greater conscious need for programs that help them develop their potential in all aspects of their lives. So this part of our mission

has gotten more "airplay" as the years have gone by, in our efforts to make members and potential members aware of the importance we place on it.

But let's face it: the League has always developed the leadership potential of women in our community – going back decades before women began, in larger numbers, to enter the workforce and take on other "official" leadership roles. The language has changed over the years, but our values have not.

The League is now 1,800 members strong and growing. It is almost double the size from my Active years. The Actives gave more than 50,000 volunteer hours last year alone. And JLT funded more than \$340,000 last year to support community projects, which now include urgent social issues such as abolishing human trafficking.

But there are many things that remain the same: the League's emphasis on child welfare and education – supported by 12 projects – are two areas we have focused on for decades. We continue to develop partnerships, projects, and leadership to improve the lives of children and families in our community. As Sustainers, we gladly support the mission and work of our membership – seeing how today's young members are continuing the work many of us started when we were rolling up our sleeves at the League ourselves.

A new Sustainer voice on the Active Exec

One new development starting this year is that we have a new Sustainer position on the League's Executive Board. Cindy Coney agreed to serve as



but our values remain the same." by SUSAN BALDWIN

Sustainer representative on Exec and is helping us build a bridge between the two groups. Cindy and I are both committed to understanding the structure and focus of the Actives in order to communicate to Sustainers and to better support their endeavors. This position also allows us to have a voice in the management and leadership of the League.

Keep an eye out for fall events

The fall brings a lot of activities for Sustainers, including the Fall Cocktail Party, which Karen and Vince Palori graciously agreed to host at their home on Davis Island on November 5th. Marie Preston and Marte Watson are chairing this event, which promises to be an evening of good times, great food and good company. Be sure to make your reservations well in advance as reservations are limited.

The following week, on Friday, November 13th, the Sustainers kick off the Holiday Gift Market with the Fall Membership Meeting and Lunch. Please plan to attend. The HGM is a great opportunity to get some early holiday shopping done while supporting our League's largest fundraiser, giving back thousands of dollars to our many worthwhile projects and programs.

Food 4 Kids will be packing bags with Thanksgiving food for families in need at the Feeding Tampa Bay food bank one Saturday in November. Denise Cassedy will be heading up this initiative while other volunteer activities will be posted in *Spur of the Moment*.

Sustainer activities continue to be added: new cocktail hour gatherings appeal to our working members, while we still enjoy the Lunch Bunch, Arts and Antiques Group, and Sustainer Bridge lunch both in the fall and the spring. Be sure to check the *Sustainer Sandblast* and the *Spur of the Moment*, which is now strictly dedicated to Sustainers, for dates and activities.

Happy 90th birthday to JLT in 2016

In 2016, we will be celebrating our 90th Anniversary. The 90th Anniversary Committee has been hard at work planning an event that we can all attend. This is a great opportunity to celebrate our legacy in the community as well as our past and present accomplishments. We are looking forward to working with the Actives to present a memorable evening. Be on the lookout for more information on the 90th Gala so you can make plans to attend.

As we look to our past with a vision for the future, we each have a lot to be proud of in our legacy of leadership and philanthropy in our city. So let's continue sustaining the Junior League with our continued membership, involvement and giving. Many have and will continue to benefit from our endeavors.

Sincerely,



Susan Baldwin
Sustainer President





THE LUMINARIES

Preserving the Past. Inspiring the Future.

In the Spring of 2015, The Junior League of Tampa in partnership with WEDU PBS launched the inaugural Luminaries Program. The Luminaries aims to improve the community by preserving and inspiring a legacy of luminaries who are catalysts for lasting community impact. As one of the preeminent leadership development organizations in Tampa, The League believes in the power of one individual to make a tangible difference in our community. Steeped in almost 90 years of rich Tampa history, The League stands in a unique position to preserve the life histories of these influential individuals, and through the power of storytelling, inspire a future movement of community leaders.

The Luminaries is an annual recognition program to showcase outstanding individuals, as exemplified by inspiring **leadership**, commitment to lasting community impact through **advocacy**, and achievement of prominence or **distinction** in a particular sphere. This leadership award takes recognition a step further by vividly capturing and preserving the influential stories of the award recipients through the creation of a prime time WEDU PBS broadcast of The Luminaries documentary and a permanent collection of digital biographies and display at the Tampa Bay History Center. Our 2015 award honorees were Governor Bob Martinez, Sister Claire LeBoeuf, and Richard Gonzmart. **The 2016 Luminaries** will be presented at the award luncheon on Friday, May 6, 2016 at the Downtown Hilton.

Nominations for the 2016 Luminaries are being collected now! Additional details on the events and nomination forms, due November 20, 2015, can be found at www.jltampa.org/luminaries.

For more information on the award and the nomination process, please contact Cathy Kamm at luminariesaward@jltampa.org.

LUMINARY
– a person who
inspires or influences
others, especially
one prominent in a
particular sphere.



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CONVERSATIONS:

A CONVERSATION WITH FEEDING Tampa Bay

by KRISTIN INGRAM

Feeding Tampa Bay (FTB) will provide over 40 million meals this year to Tampa Bay residents who are food-insecure. The Junior League of Tampa (JLT) partnered with FTB in 2009 to build and sustain Food for Kids, a "backpack" program to address food insecurity. The program now provides 384 packs per week. **Thomas Mantz**, the CEO of FTB, and **Sylvia Kapous**, Director of Agency Relations and Programs, herein discuss the impact of the partnership and the greater issue of hunger in the Tampa Bay area.

How does FTB work?

We go out and collect excess food wherever it exists – grocery stores, manufacturers, farms. We sort it in our warehouse, make sure it's okay, and redistribute it back out to about 600 different partner agencies like the Boys and Girls Club, schools (schools are a non-profit), women's shelters. We move all our food out through these 600 partners and they act as our distribution. In our 50,000 square foot warehouse, we'll move 45-50 million pounds of food this year. That's about 40 million meals. We are like a large wholesaler, and all of the distributors are our retailers.

Discuss hunger and food insecurity in Tampa Bay:

TM: Food insecurity or hunger is described as not knowing when or from where your next meal will come. These are families, they have jobs and homes, but their economic circumstance is such that they can't stretch their dollars far enough. The people that we serve have seen no more than a 1% increase in their income level over seven years. What is most easily managed for a family budget is what you spend on food. You can't tell the landlord or the electric company you're only paying part of the bill, so we generally are the compromise place. Their economic zip code really drives the choices that they have. Families, as their food budgets have shrunk, generally go for the cheaper foods, which typically are less nutritious. You might not know this but, you know someone who is on food relief in your life today.



KRISTIN INGRAM

Kristin Ingram is an obstetrics/labor & delivery RN and a certified HIV/AIDS RN. She is a doctoral candidate for the Doctor of Nursing Practice as a Family Nurse Practitioner. She and her husband are restoring a Tampa Heights home built in 1900, and are expecting their first child in November.

How did the partnership between JLT and FTB begin?

TM: The genesis of the program is quite simple and that is most children struggle with hunger on weekends and in summer. Years ago, food banks were approached by schools saying "We can't educate a kid on a Monday who hasn't eaten since Friday; can you help?" Thus the backpack program was born. This is different than just seeing us as a cause, or a volunteer opportunity; I often see you guys as problem-solvers more than I do volunteers, because you have done that more often than anything else. The Junior League of Tampa generously supports a number of children every year; based on your budget we can decide, "ok we can feed this many kids this year in the backpack program." The bulk of our support comes from the community, like The Junior League of Tampa.

What is the essence of our partnership; how integral is JLT to the community impact of FTB?

SK: JLT really helped start our backpack program; it was the first program that we had here for weekend hunger. They're doing 384 bags a week. They go to 6 different sites, Boys and Girls Club sites, they work in Sulphur Springs as well (another food desert area), YMCA, and parks and rec sites. The majority of the sites the League chooses are after-school sites, which is awesome because they have this sustainability with the same group of children.

This year with the bags, too, we're going to be switching to family sized bags, so it'll be retail sized items. We'll have some little, more kid-friendly items, but it'll be a big box of cereal, it'll be bigger items like spaghetti and spaghetti sauce. A little different.

TM: So what we're moving towards is that hunger is generally a family problem and not just a kid problem. One of the challenges is the pack can only be so heavy.

Do you have any moments or stories that have stuck out for you in doing this work?

SK: At one of our sites, they only service 1/3 of the students. But all of the kids would be eligible. They give out little stickers. And the kids will share the stickers. Someone will go with their sticker and hide it, keep it, not give it back; they get a bag and go give it to someone else. Other kids want the stickers.

With JLT sites especially, there are children that have been a part of that program since it started. To be able to see them grow and know that the food that JLT has provided to those kids has truly helped them in their schooling... We know it really helps the children. We see different behavior in them when they come in. Having that for years at the same site has really helped to develop that child. Since you do it year after year, you can really see the impact over time. They are excited. They look forward to it.



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JLT Women: A Full Circle

by JENNIFER WARD

From a small but driven group of 22 ladies in 1926 to more than 1,800 members, The Junior League of Tampa (JLT) is charged to transform the Tampa Bay area through voluntarism.

While members' reasons for joining may be different, one goal remains the same: to give back. No matter the capacity in which members spend their days and nights, when it comes time for the group to converge and support our core areas of child welfare and education, members are out in force. From those that cover the "behind the scenes" tasks such as packing Love Bundles with toiletries and a teddy bear, to those out in the community as the face of JLT – there's a role and a purpose for every single member. As a whole, more than 50,000 hours were volunteered last year alone.

So who are we helping?

Here are some scenes from last year: The ear-to-ear smile of a child who is able to take home a bag of food, knowing they will have more than one meal for a few days. Look beyond that child to their caregivers, whose faces radiate relief that their child has something nutritious to eat.

Stop now, and reflect on the child who has been in foster care for years. Imagine how they have given up hope at finding a permanent home after being passed over for younger children. They then get the news that they have been matched to a family at a JLT event. Smell the aroma of burning birthday candles float through the air. For some children in foster care, the light of these burning candles represent their first-or only- birthday party.

Visualize the glowing faces of teachers who stay late at their schools to attend a family literacy night and see their students leave with a book all their own. Those same children are the ones tucked into

"A woman is the full circle. Within her is the power to create, nurture and transform,"

– Diane Mariechild, author, *Mother Wit and Inner Dance*

bed that night reading in some form to their siblings, demonstrating immense pride for their new book. Imagine yourself draped in the texture of clothing that may enable disenfranchised women to obtain employment in the community.

Now take these images and multiply them by the number of people The Junior League of Tampa impacts each day. That is what volunteering at JLT means.

Three hours of donated time, the typical length of a JLT member community shift, are priceless. We make a difference and set the tone for others to pay it forward. A change has been awakened by a JLT volunteer.



JENNIFER WARD

Jennifer Ward is a New York native, joining the League in 2013 to engage in volunteer experiences in the Tampa area. She currently works at the University of South Florida in the Early Childhood Education program and is finishing her Ph.D in Early Childhood Education and Mathematics. At home, Jennifer enjoys playing with her daughter Chloe.

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THE **A**'S **B**'S **C**'S OF VOLUNTEERING

by LAURA WARD RACHAL

Voluntarism is a core value of The Junior League of Tampa. In fact, many of us joined the League because of the service it provides to our community, in particular to our community's underserved. We, as League members, come from a great history of service.

The Junior Service League of Tampa was founded in 1926. In its first year, the League's 22 members volunteered countless hours at welfare agencies in the Tampa area. Today, League members strive to follow in the footsteps of those early League members and the Actives and Sustainers who have come before us.

Last fall, in an effort to further promote voluntarism, the League hosted a training entitled, "Keeping Volunteering Vogue is as simple as A, B, C!" The training was led by Yvonne Marrone, a volunteer with the Guardian ad Litem program. The program was attended by Sustainers, Actives and Provisionals and reminded them of the importance of the League's commitment to service and the ease with which we can fulfill that commitment. The event also reminded members that one of our unique values as an organization is the quality of training that our members receive before volunteering.

The ABC's of volunteering are: **Authentic; **B**e in the Moment; and **C**onnect.**

As JLT members go out into the community to serve, they are encouraged to be authentic, genuine and caring. To be mindful and aware of what is going on here and now – paying close attention to the cultural, socioeconomic and ethnic diversity of those we assist in the Tampa area. JLT volunteers are more than helping hands, they are skilled change agents.

Giving just a few hours of time to help others in need can have a lasting impact on someone's life. Oftentimes, volunteers will find their time much more rewarding and fulfilling than originally thought.

It really is as simple as **A-B-C.**

Many League members donate time, talent and treasure to various projects throughout which focus on helping to build a healthier, more educated and safer community for Tampa Bay's children and their families. These volunteer opportunities come both through the League and through other nonprofits which members have become involved with, sometimes due to their experiences at JLT. Each year, The Junior League of Tampa invests thousands of volunteer hours in community agencies and programs that support child welfare and education, among other areas. Last year alone, members devoted approximately 50,000 hours to various projects in the community just through their work in the League.

Be a part of the League's commitment to service.

Whether you are new to volunteering in the community, have taken a hiatus from it for a while and are ready to again dust off your "volunteer cap," or are regularly involved in serving our community, the A-B-C's of volunteering are important to remember to have a successful volunteer experience.

"I slept and dreamt that life was joy. I awoke and saw that life was service. I acted and behold, service was joy." — Rabindranath Tagore



LAURA WARD RACHAL

Laura Ward Rachal, an Active since 2008, is mom to daughters, Ella and Nora, and wife to husband, Mark. She is a Hillsborough County Circuit Court Judge who handles dependency cases involving child abuse and neglect.

Giving Back: A Family Affair

by PATTI LEE

Selena Ward remembers holidays spent with her widowed grandmother creating and delivering care baskets to fellow local widows. Some of Selena's favorite memories are of delivering those carefully made baskets to widows and seeing their faces light up.

"I didn't consider it volunteer work - it was just something that we always did," she said. "It was heartfelt."

Now, with children of her own, Selena serves her community through her role as The Junior League of Tampa's Advocacy Manager. She continues to make voluntarism a part of her family's daily life. She believes that volunteering opens up her children's eyes to the world around them.

"A lot of people believe that hunger and poverty are developing-world problems," she said. "But they are problems that exist two miles away from where we live. Volunteering exposes children to that reality."



For **Katina Markowski**, it was through her voluntarism and The Junior League of Tampa that she found her son Quasan, nicknamed "Q."

After shuffling through various foster homes, Q. found his "forever home" with the Markowskis in September 2013.

Since then, voluntarism has become an even more important part of their family life. As someone who was once at JLT Kids Connect events hoping to find a family, Q. understands all too well the fear and anxiety that kids may be facing. He now attends Kids Connect events with Katina to help put the children at ease with his humor and empathy.

Katina says it is important for people to realize that, "even though the Junior League is a women's organization, it's more than that. It's a family affair."

Katina involves all members of her family, including her husband Matt and daughter Penny. By doing so, she creates family memories while also giving back to the community.



PATTI LEE

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

Shelby Davis, JLT member **Kim Davis'** 12-year-old daughter, has already started fundraising for The Junior League of Tampa.



Inspired by her mother's deep involvement with the League, Shelby created origami paper games in various sizes and sold them to classmates. She donated all proceeds (\$50) to the League's Annual Campaign. Kim, a Sustainer, believes that by becoming deeply involved within the League and exposing her children to all aspects of her involvement, "leadership and volunteering has become natural for my daughters. They have been able to see me in leadership roles."

All three women echoed the need to keep volunteering a natural part of everyday life. Selena stresses that, "when volunteering becomes a natural part of life, there will no longer be a need for volunteer organizations. Until then, we need to teach our kids that volunteering is a necessity and something that we do organically."

Practical ways for volunteering with your family:

- **KEEP IT SMALL:** Involve family in all aspects of volunteer work. Katina recommends having children help with small activities which at JLT could be putting stickers on books or assembling JLT binders. Assembling backpacks for Food 4 Kids could easily become a fun JLT family activity.
- **BE A CREATIVE THINKER:** Think of ways to involve your kids within the community. Love crafts? Encourage your child to follow in Shelby Davis' footsteps and create small crafts that they could sell while donating proceeds to an organization of their choice.
- **START NEW TRADITIONS:** Make giving back part of annual traditions, like donating during back-to-school shopping or buying gifts for children in need during the holidays. When voluntarism becomes a part of an annual tradition, it can become an activity that children can continue as they get older and have families of their own.
- **MAKE IT PART OF EVERYDAY LIFE:** Selena recommends keeping a "donation basket" in your house so that your kids can continually donate clothes, toys, and food to those in need. Kim would often bring her children along when delivering food for Meals on Wheels. Her children enjoyed hand-delivering meals to those in need.
- **LEAD BY EXAMPLE:** By staying positive and engaged within the community, children will want to model behavior, creating a valuable and lasting impact of voluntarism, empowerment, collaboration, and advocacy that will be passed from generation to generation.



Voluntarism

INSIDE AND OUTSIDE THE LEAGUE

by ANGELA PARONE

"More than 15,000 people of all ages and backgrounds are helping to meet local needs, strengthen communities, and increase civic engagement through national service in Florida. Serving at more than 1,800 locations throughout the state, these citizens tutor and mentor children, support veterans and military families, provide health services, restore the environment, respond to disasters, increase economic opportunity, and recruit and manage volunteers."

(Cited from the Corporation for National & Community Service (CNCS))



Organizational development consultant, trainer and facilitator Vicki Clark travels more than 300 days of the year to speak at national, international, regional, and state conferences where she often inspires volunteers to become more engaged in their community.

Clark is on the speaking circuit for The Association of Junior Leagues International (AJLI) and knows first-hand what it takes to empower members and have them advocate for causes. She is committed to speaking with the network of Junior Leagues and advocating for our mission.

Junior League of Tampa members recently attended a League-wide conference where Clark spoke about board and leadership development, inclusion and diversity, strategic planning, project planning, volunteer resource development, and channeling effective communication skills.

"If a woman will invest in her membership in the Junior League, her life will be transformed and she then will transform her community in return," Clark said.

The Framework for Impact clarifies the Junior Leagues' approach to community



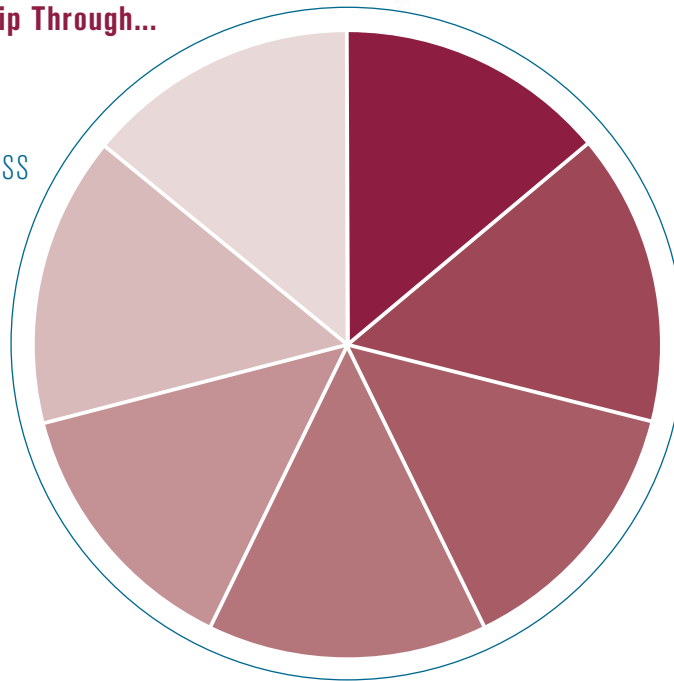
ANGELA PARONE

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



Community and Civic Leadership Through...

- COLLABORATION
- INCLUSIVE COMMUNICATION
- GLOBAL & COMMUNITY AWARENESS
- OPERATIONAL EXPERTISE
- SOCIAL & CULTURAL INCLUSION
- STRATEGIC THINKING
- VOLUNTEER DEVELOPMENT



(Elements of Community & Civic Leadership cited from The Association of Junior Leagues International, Inc. (AJLI))

and civic leadership development. The Framework illustrates how, through the League, women have a place to deepen their understanding of the issues challenging communities, to sharpen their skills to address those issues, and to share all of this with their communities and other women in the network of Junior Leagues. The chart above outlines the values and elements on which the Framework was built and illustrates what the Framework looks like when it is in action, with AJLI and the local Leagues working together toward the Leagues' common mission.

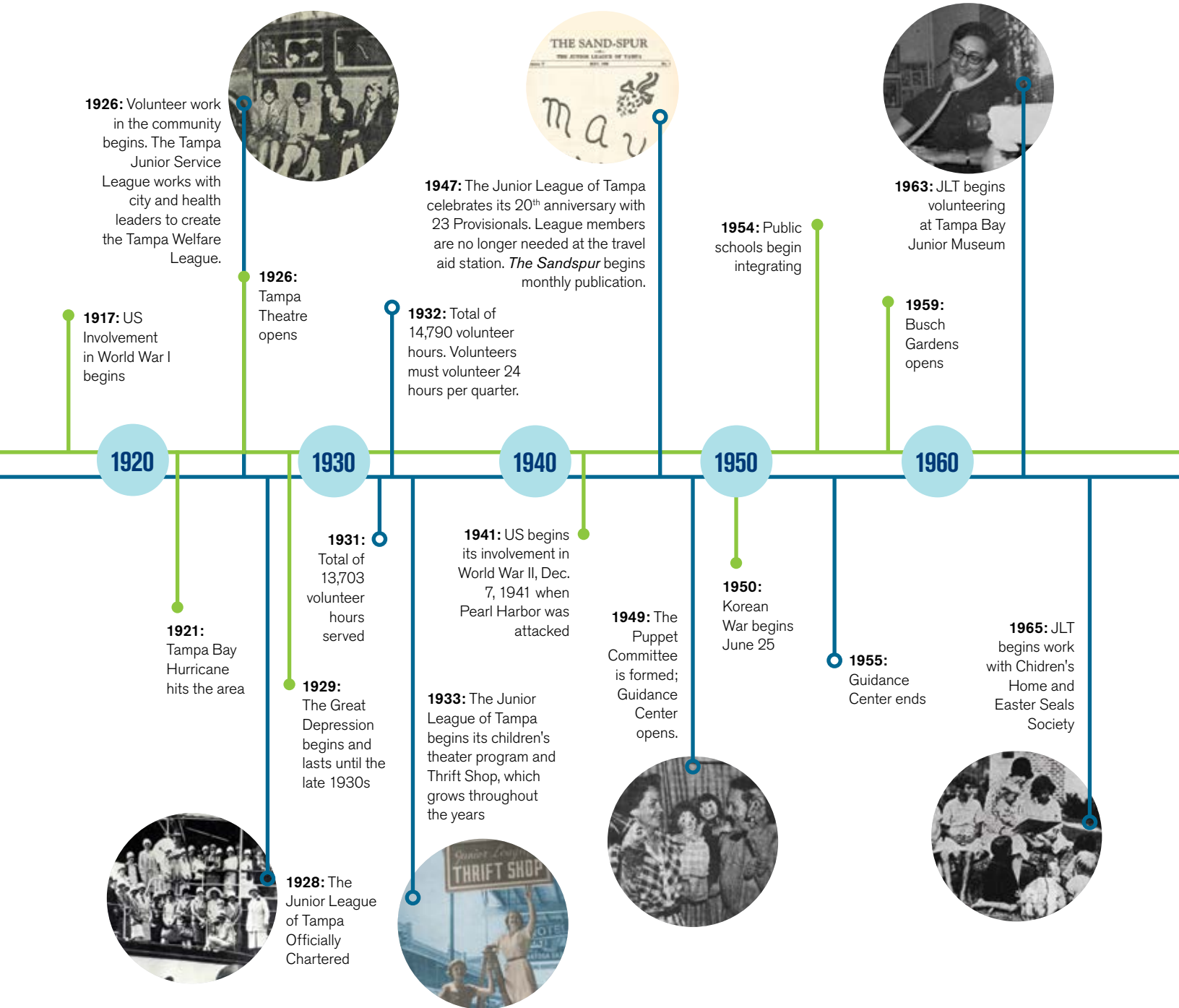
"I see Junior League as a worldwide women's movement that gives women the opportunity through volunteering to learn skills as well as giving them the opportunity to work with like-minded women. Junior Leagues offer their

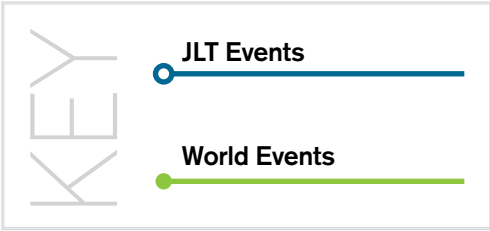
members the opportunity to learn these necessary community and civic leadership skills; it's the whole package offering direct service volunteering, indirect service volunteering, working with other organizations and partners, training, mentoring, leadership, advocacy, capacity building...the list is endless," says Clark.

The Junior League of Tampa is no different – providing endless opportunities to learn and truly giving to its members to the level at which they give to it. Let's face it; women don't need the League if all they want to do is direct service. Hundreds of organizations in Tampa Bay alone use the work of volunteers to meet their mission goals. Women join the League because it offers so much more. JLT is women. JLT is knowledge. JLT is confidence. JLT is training. JLT is voluntarism.

TIMELINE VOLUNTARISM

In 1926, the Tampa Junior Service League was born, a smaller designation for testing the waters for something much bigger. 90 years ago this League year, 22 visionary women spurred a conversation that would become a movement 1,800 women strong. This timeline will tell the story of the League, and in essence the boom of Tampa – from the Great Depression to World War II to the hippie era of the 1960s and how the League has become a driving force in the 21st century. **This issue's timeline focuses on voluntarism, the true heart and soul of the Tampa Junior Service League and The Junior League of Tampa.**





1971: Shift in JLT to support the arts including a Children's Junior Art Museum and the Arts Council League also participated in the coordination on the "Council of Drug Abuse." The Council on Drug Abuse started with 15 League members showing the film "Drugs are Like That" for third graders at all city and county schools.

1975: On the eve of the League's 50th anniversary, members had contributed more than 1 million volunteer hours and \$500,000 in 49 years.

1975: US involvement in the Vietnam War ends.



1990: JLT begins work with Ronald McDonald House and The Spring

1999: Baby Bungalow and Children's Cancer Center projects begin



2005: Kids in the Kitchen begins

2004: Academy Prep volunteer project

2006: Endowment Committee volunteers launch the JLT Endowment Fund

2014: 25 Community Action volunteers serve 1525 people through "Done in a Day" projects

1970

1980

1990

2000

2010

1968: Martin Luther King assassinated April 4, 1968

1972: Total of 22,000 volunteer hours served

1976: "Reading is Fundamental" project for book distribution begins. Books are distributed to children in need throughout the community.



1968: SERV committee proposed- School Enrichment Resource Volunteers



1991: JLT begins work with Friends of Joshua House



2000: Children's Literacy Project begins

2001: September 11 terrorist attacks

2001: FunBook and Puppet Troupe merge to form FunTroupe

2012: Public affairs volunteers organize a standing room only event on Human Trafficking

2015: League members exceed 50,000 volunteer hours in the community each year




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A Showcase of Voluntearism

by JENNIFER WARD

With record breaking attendance, 14,500 people came through last year's Holiday Gift Market (HGM). This year's HGM co-chairs, Laurel Moynihan and Courtney Haygood, are charged to set a new record for 2015. Both women recently voiced how incredibly honored they are to be co-chairing HGM, in which 100% of the proceeds are given back to JLT projects and programs.

"Our volunteers get a lot out of their shifts," said Courtney. "We don't want to waste anyone's time, so the volunteer aspect is a priority for us this year." Since its 2003 inaugural year, HGM has given back more than \$1 million to Tampa. Laurel and Courtney offered *The Sandspur* some insight as to how the volunteer experience at HGM impacts the local community:



JENNIFER WARD

Jennifer Ward is a New York native, joining the League in 2013 to engage in volunteer experiences in the Tampa area. She currently works at the University of South Florida in the Early Childhood Education program and is finishing her Ph.D in Early Childhood Education and Mathematics. At home, Jennifer enjoys playing with her daughter Chloe.

HGM Community Awareness Days

Formerly known as PR Days, this year's HGM Community Awareness Days will feature opportunities for JLT members to make calls to local businesses inquiring about their willingness to distribute flyers and display signs about HGM. Other shifts will send volunteers into the community to distribute these items, spreading the word about HGM and JLT and how they impact the community.

HGM Related Events

Last year's "Cookies with the Clauses" was such a hit that Santa will stop by twice this year. Additionally, the VIP party and Kickoff night will continue, making volunteer shifts available for those events. These volunteer events help to engage members by bringing fun and spreading holiday cheer.

Ticket Sales

A major source of proceeds from the event is ticket sales, which will be done through Eventbrite this year.

Laurel said that many of the shoppers at HGM purchase their ticket from member connections. By getting tickets in the hands of shoppers and getting them through the door, merchants are happier as they are able to interact with more customers and market their products. Additionally, HGM is an opportunity to help educate community members and engage them in JLT's area-wide projects. This year, projects will be showcased throughout the market with emphasis on how just attending HGM impacts the local community.

On Site Volunteers

Members who have ever worked a shift during HGM can probably recall the sheer volume of people and merchants all around. Most of the money from HGM is raised through the merchant booths. Courtney shared that in her many years working with HGM, the merchants consistently comment on the caliber of JLT volunteers.

The JLT volunteer is the face of the event; interacting with both shoppers and merchants. "By volunteering, members are making a difference in JLT and in the community," said Courtney. "It's so much more than a weekend of shopping."

The volunteer experience at HGM is a true collaboration of women, showcasing what a team can do to impact the greater good. Members, grab those yard signs and flyers, share tickets with friends and family, and get ready to support the HGM team as the face of JLT, *Making Spirits Bright!*

GET THE FACTS

3,622

people attended
on Friday

132

people attended
the VIP party

6,270

people attended
on Saturday

4,041

people attended
on Sunday

Abolish, Marketing, Fundraising, Kids Connect and Technology committees have onsite members to help educate shoppers on the different Junior League of Tampa projects.

69

Local
Merchants

150+

Merchants

23

National
Merchants

58

Regional
Merchants



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Stewardship

noun [stoo-erd-ship]

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

by LINDSAY YARBROUGH

Stewardship is the fifth Value of JLT. Over the next four issues of *The Sandspur*, find out how we are demonstrating it through our fundraising efforts.

The Junior League of Tampa invests more than \$250,000 into the community every year. And unless you are reading your very first edition of *The Sandspur*, you have been privy to the League's community impact first hand.

From the backpacks that are bursting with all sorts of necessities, to the bags of groceries sent home with the participants in Kids in the Kitchen, JLT programs are changing people's lives.

This is what can happen for what amounts to a weekly Starbucks expense:

\$25

can purchase 25 books for kindergarteners in Title I schools.

\$50

helps pay for one birthday celebration for a child in foster care, often the first they have ever experienced.

How is JLT able to fund this sort of community impact?

Simple: **ANNUAL CAMPAIGN.**

Each year the Fundraising Committee works tirelessly to inspire each and every League member and community member to dig down into those handbags and pockets and donate.

So while members' annual dues help pay to keep the lights on at Headquarters, the Annual Campaign helps subsidize JLT programs. The donations from the Annual Campaign go to direct services – instant gratification when you know your donation has helped supply books for an underprivileged Hillsborough County student or helped teach a child to cook a healthy meal.

For more info on Annual Campaign and how to contribute, visit:
<http://www.jltampa.org/annual-campaign>

"We can't help everyone, but everyone can help someone." –Ronald Reagan



But what else does **ANNUAL CAMPAIGN** do?

The Sandspur sat down with Katina Markowski, Annual Campaign Chair, to talk about the Annual Campaign and what it means to her.

Beyond helping those in need, the money "funds the Mission," she said.

Money from Annual Campaign funds projects and trains volunteers, offering them a multitude of diverse volunteering opportunities. This leads to empowering women to not only be good stewards of the community within the confines of JLT projects, but in other aspects of their own lives.

"Helping people comes back to you multiple times in the community," she said.

Isn't that the truth? You may be helping a person in need, but that spirit of goodwill and awareness bubbles over into work and family life too. And that is empowering.

"At JLT, we don't think it's ok that kids are pulled from their homes with nothing more than the clothes on their backs when they enter the foster care system," Katina explained. "We don't think it's ok for kids to have nothing but a box of dry cereal to eat all weekend until they go back to being fed at school on Monday. We don't think it's ok that someone has never had a birthday cake – on their birthday."

She's right. We don't think it's ok. And we've enabled ourselves to do something about it. In the past 25 years, JLT has spent more than \$4 million on projects and programs – every dime helping someone in need. That \$4 million has been matched with 50,000 hours in volunteerism annually – every hour building women into stronger, more active stewards of donors' generosity all while helping to empower women and children in the Tampa Bay area.

Katina's hopes for this 90th anniversary year is to have 100% participation from members.

"I would just combust," she said. So, start digging into those handbags, ladies.



LINDSAY YARBROUGH

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

Donations to The Junior League of Tampa support our mission-driven programs and projects. Each year, our annual donors support special events and contribute as individuals, foundations, and businesses in support of our Mission.

To learn more about the Annual Campaign or to make a gift, visit <http://www.jltampa.org/annual-campaign>
For questions, contact fundraising@jltampa.org

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Hyde Park Village

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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



CONGRATULATIONS TO



Brittany Anderson,

on completing her Bachelor of Science in Nursing

- Andrea Layne
- Danielle Dennis
- Gianni O'Connor
- Jenny Spencer
- Katie Cappy
- Katina Markowski
- Laura Everitt
- Marie Hebbler
- Melissa Knight Nodhturft
- Nicole Hubbard
- Stacy Carlson

Clara Booth Reynolds, Sustainer,

in her new role as CEO of Crisis Center of Tampa Bay

- Caroline Vostrejs
- Jenny Spencer
- Marie Hebbler
- Melissa Knight Nodhturft
- Nicole Hubbard
- Stacy Carlson
- Suzy Mendelson

Danielle Dennis,

for being appointed Strategic Planning Director of the Junior League's 2015-2016 Executive Board

- Ginny Veit
- Katie Cappy
- Laura Everitt
- Melissa Knight Nodhturft
- Nicole Hubbard
- Shellie Huffmaster

Jenny Spencer,

for being named The Shining Star of Management Council for August 2015

- Bridgette Howell
- Ginny Veit
- Melissa Knight Nodhturft
- Nicole Hubbard
- Tanya Egger
- Stacy Carlson

Jessica Stravino,

on starting her new company, Stravino Penrod Search Partners

- Danielle Dennis
- Shannon Tompkins

Jordan Donnelly,

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

- Danielle Dennis
- Gianni O'Connor
- Jenny Spencer
- Marie Hebbler
- Melissa Knight Nodhturft
- Nicole Hubbard
- Stacy Carlson
- Suzy Mendelson

Dr. Kathryn Hall,

elected first woman President of Florida Facial Plastic Surgery Society

- Gianni O'Connor
- Jenny Spencer
- Katie Cappy
- Katina Markowski
- Stacy Carlson

Lauren Andrews,

on being the 2016 Historic Hyde Park Home Tour Chairperson

- Jen Prater

Lauren Bentz,

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

- Jenny Spencer
- Katie Cappy
- Katina Markowski
- Lisa Vodola
- Marie Hebbler
- Megan Duffey
- Melissa Knight Nodhturft
- Nicole Hubbard
- Selena Ward
- Shannon Tompkins
- Stacy Carlson

Lauren Gstalter,

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

- Bridgette Howell
- Caroline Vostrejs
- Jenny Spencer
- Katie Cappy
- Katina Markowski
- Kelly Lastra
- Marie Hebbler
- Megan Duffey
- Nicole Hubbard
- Stacy Carlson

Shantell Noble McLean,

for being honored at the USF fast 56 ceremony. "The Fast 56 identifies, recognizes and celebrates the world's fastest growing USF Bull-owned or Bull-led businesses"

- Andrea Layne
- Marie Hebbler

Suzy Mendelson,

on being named to the 2016 Leadership Tampa class

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- Caroline Vostrejs
- Danielle Dennis
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- Melissa Knight Nodhturft
- Nicole Hubbard
- Shannon Tompkins
- Shellie Huffmaster
- Stacy Carlson

Marissa Dietz,

on her new job

- Alex Palermo
- Shellie Huffmaster

Megan Bock,

for being named The Shining Star of Management Council for July 2015

- Ginny Veit
- Jenny Spencer
- Lindsay Dorrance
- Melissa Knight Nodhturft
- Nicole Hubbard
- Tanya Egger
- Stacy Carlson

The New Management Council,

for rocking it

- EXEC
- Stacy Carlson

Terin Cremer,

on her promotion to Chief Human Resources Officer at Bankers Financial Corporation.

- Alex Palermo

Dayton Baird,

on her promotion to National Account Manager at Mutual of Omaha

- Courtney Hubbard

Dori Marlin,

on her new job with the Tampa Bay Business Journal.

- Julia Martinez

Marie Hebbler,

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

- Ginny Veit
- Stacy Carlson



CELEBRATING THE BIRTH OF

JeanAnn Cone Bowdoin,
daughter of Carlee & William
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- Stacy Carlson
- Jenny Spencer

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- Courtney Bilyeu
- Melissa Davidson

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- Mallory Raby
- Nicole Hubbard
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- Suzy Mendelson
- Stacy Carlson

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- Jenny Spencer
- Katie Cappy
- Laura Everitt
- Marie Hebbler
- Meghan McGuire
- Melissa Knight Nodhturft
- Nicole Hubbard
- Shannon Tompkins
- Stacy Carlson
- Suzy Mendelson

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son of Jada & Derek Bush

- Gianni O'Connor
- Laura Everitt
- Marie Hebbler
- Melissa Knight Nodhturft
- Stacy Carlson

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son of Jennifer and Harry Kimball

- Megan Duffey
- Nicole Gitney

Nora Mae,
daughter of Stacey Bedard

- Ashley Tardiff
- Ginny Veit
- Shellie Huffmaster
- Stacy Carlson

Henley Rose Hardiman,
daughter of Kelli & Buddy
Hardiman

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- Katina Markowski

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- Ashley Tardiff
- Caroline Vostrejs

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- Suzanne Oaks Brownstein
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BEST WISHES TO

Allisa Kranz,

on her engagement to Bert McBride

- Shannon Tompkins

Allison Cory,

on her engagement to Cory Stahl

- Shannon Tompkins

Allison Hebert,

on her engagement to LaMarcus Edwards Barr Stainton

- Andrea Layne
- Ginny Veit
- Katie Cappy
- Katina Markowski
- Lauri Burgess
- Lisa Vodola
- Megan Bock
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Ashley Musolino,

on her engagement to Tommy Howell

- Ashley Tardiff

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on her marriage to Matt Simmons

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Leaving a Legacy...Sustaining Our Service

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

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



Endowment Committee members through the recent years.

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

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



"I care about this organization and believe in the work we do in the community so I give to the Endowment to ensure The Junior League of Tampa is here in 90 years to continue our work in the community. For me, it's about investing in JLT's future."
 – Laura Everitt



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

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

Endowment Fund

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

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WHO'S WHO IN THE LEAGUE

by LAUREN CROMER

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



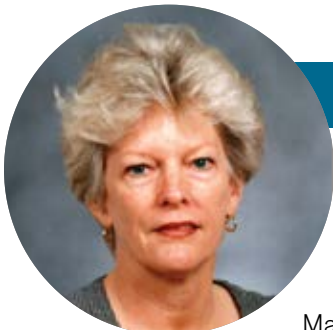
LESLIE HODZ | Placement: Corporate Donor Coordinator | Active: Since 2010

A 6th year active, Leslie Hodz, currently serves as the Corporate Donor Coordinator in a role that parallels perfectly with her professional life as an Account Executive for Himagine Solutions, a company that helps streamline medical revenue cycle systems. This year is particularly exciting for Leslie and her Corporate Fundraising team as they follow through with last year's overhaul of JLT's new corporate fundraising focus.

Leslie's favorite volunteer experiences come from any project dealing with adoption and children in the foster care system. She is extremely proud to be a part of an organization that helps children receive a second chance at a new beginning.

And don't think that having her feet firmly planted in fundraising and volunteer efforts, Leslie doesn't have her share of interesting experiences. This Florida Gator is an experienced volunteer mascot, having been both the Baycare Healthcare "Apple" and the Tampa Bay Lightning "Thunder Bug" for their Community Events Team, and she has also rappelled and been canyoning throughout the Swiss Alps.

Leslie is happily married to Adam Hodz and they have a one year old daughter named Payton, a newborn son named Blake, and an English Bulldog, Walker. Leslie's mantra is "the world is my oyster". Leslie is on fire and shows no sign of stopping!



SUE COX | Placement: Sustainer, | Active: Since 1978

Sue Cox is a sustainer who joined JLT in Tampa in 1978. She has served in the Junior League for 37 years! No committee is a stranger to Sue as she has dabbled in such committees as Thrift Sale, *The Sandspur*, and Cookbook. She went on to become *The Sandspur* Editor and, most recently, Sustainer President.

Married to Don Cox for 45 years, Sue and Don are proud of their three children: Will, who lives in Jupiter, FL; David, who lives in Tampa; and Anne, who also lives in Tampa is a member of The Junior League of Tampa. Collectively, the three have given Sue and Don six grandchildren, who continue to fill their hearts with love and bring light to their life.

Sue continues to be excited for her daughter's experiences in JLT. Like mother like daughter, Anne and Sue are both avid volunteers and Sue is itching to get involved with the Children's Literacy Program this year. Having lived in Tampa for so long, you might not expect that Sue has travelled to every state in the United States, except for the New England states. Through her travels, Sue has gained a genuine appreciation for the United States of America with all of its beauty and diversity. Her future travel plans include a trip to Spain.



LAUREN CROMER

is a Tampa native and University of Florida graduate. She works at Metropolitan Ministries and is well on her way to becoming licensed in Mental Health Counseling and Marriage and Family Therapy. Lauren enjoys spending time with her boyfriend, Tirso Guerrero, and his daughter, Ava.

HANNAH GROSS | Placement: Holiday Gift Market, Chair Elect | Active: Since 2008

Hannah Gross is an active member of JLT who joined in 2008 in Tampa. Probably one of the most well-rounded Active League members, Hannah has served on nine different committees, including Holiday Gift Market, Public Relations and Marketing, Kids Connect, Spring Fundraiser, Salvation Army Getting Ahead, Community Action, Member-at-Large, and Social Committee. Whew! She's a rock star in the League!



Hannah is happily married to Paul Gross and they have two sons; Paul Jacob who is almost three years old, and Harrison who is almost two years old. When Hannah is not being a mother to her children, she is a mother to her two dogs, Winston and Annie. Professionally, she works in Business Development for Guardian Restoration Services.

Kids Connect has been Hannah's favorite project since she chaired it in 2013-2014. It showed her just how many children were in the foster care system and how amazing it is to make a match for the children in need. Personally, Hannah and her husband aspire to adopt a child from the foster care system, as well. This Nova Scotia native has done many neat things in her life, including running a 1/2 marathon in New York City. If money was no object, Hannah would love to be a professional philanthropist, serving her community to help raise money for those who are less fortunate.

DIANA HECHAVARRIA | Placement: Provisional

Diana Hechavarria has just started her Provisional year with a placement on Kids in the Kitchen. A University of South Florida Bull, Diana works as an assistant professor of Entrepreneurship at USF in the Muma College of Business. Exhibiting a big heart, Diana rescued her Texas Blue Lacey, Eva, while she was a doctoral student at the University of Cincinnati, where she was house mom for the Zeta Chapter of the Delta Delta Delta sorority.



Diana's passions in life are to inspire and empower students to realize their dreams of business ownership. "There is nothing more fulfilling than seeing a prior student realize their dreams of opening a business or having those same students come back to guest speak in your class to current students." Her dream job would be CEO of a venture capital specializing in the beginning stages of private companies that have socially-oriented sustainable missions.

Although Diana is new to the League, she can't wait to get started working with like-minded women in the Tampa area who want to make a tangible difference in the community. Diana has traveled to Australia and hopes to make future trips to New Zealand and Cuba (her ancestral home). We are excited to have Diana on board this year and look forward to working with her ambitious and driven outlook on life.

PRIYA GALANTE | Placement: Provisional

Priya Galante begins her Provisional year ready to dive in on her first project, Kids in the Kitchen. Priya is married to Michael and they have one son, Kiran, who is almost three. An attorney in her professional life, Priya has worked at Walter Investment Management Corp. since February of this year.



As Priya's stages of life change, so do her passions. She enjoyed traveling, restaurants, and museums before her son, Kiran, was born. Now, with the busy life of motherhood, Priya's passion is "making a home" for her family and spending time decorating and cooking.

Priya's lifestyle hasn't left as much time to focus on the community as she has wanted, so she is excited to join the League and focus on others and the community at large. Later in her JLT career, Priya hopes to get involved with the League's partnership with the Heart Gallery of Tampa Bay through projects like HEART. Her past experience with March of Dimes charity events should help add knowledge about fundraising to this already amazing project. We are excited to have Priya join the League and we can't wait to see what she does this year!

ABOUT AND OUT

90th Anniversary Gala Committee Kickoff Social



Public Affairs Committee



Community Outreach Back to School Event



Children's Literacy Committee Book Sorting



Provisional Education Powerhouse



Public Affairs Committee attending SPAC conference in Panama City. Pictured below with US Congresswoman Gwen Graham



H.E.A.R.T. Committee



Provisional Summer Social at Jackson's



Provisional Summer Social at Miguel's



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Provisional Summer Social Brunch



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Read about our great community projects, interesting membership, fabulous donors, and issues affecting the Tampa Bay Community.

jltampa.org/the-sandspur

Keep a finger on the pulse of what's going on in the League.

jltampa.org

Find information highlighting the work we are doing with our community partners.

jltampa.org/community

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The Junior League of Tampa

Tell us about your favorite volunteer experience as a member of JLT. #voluntarism #jltampa #sandspur



Fiona-Lee Gerrard My first and favorite volunteer shift as a Provisional was Love Bundles!! It made such a huge impact that when I applied for WTL this year, it was at the top of my list!! So excited to be the Love Bundles Assistant Chair!!



Brittany Elise Anderson My first ever volunteer shift with JLT on Kids in the Kitchen at Sulphur Springs YMCA - when the event started I knew joining JLT was the best decision I had made in a long time. I felt like what I was doing was exactly where my heart needed to be. Serving others alongside a group of supportive and strong women!



Jennifer Rodgers My favorite volunteer experience was about two years ago at a Ready to Achieve adoption event at Splitsville. In just a few short hours, I had the opportunity to meet some amazing children and case managers and hear stories of why families were looking to adopt. During the event, one of the case managers told me that many of these children had siblings that they were separated from, and thanks to this event, they were able to be reunited. It was at that moment that I knew I was a part of something so much bigger than I could've ever imagined. The Junior League is changing the lives of people in the community, as well as its members. There is nothing more rewarding than getting to make a positive impact in our community surrounded by awesome, like-minded women!



Shannon Walsh Tompkins I have had some amazing and unforgettable experiences during my time in JLT but I think one of the best was last year as HEART Chair and planning a quince for a young girl. So many people and companies came together to make this event one she would never forget... at the end of the day seeing her smile "shine bright like a diamond" made all the planning and organizing totally worth it. My heart was so full!



Lindsey Ragsdale I love doing the food distribution shifts on Fridays at Sulphur Springs Elementary. It's great talking with the kids and I love starting my weekend like that. I also got to know Nancy Burke better during one of these shifts!



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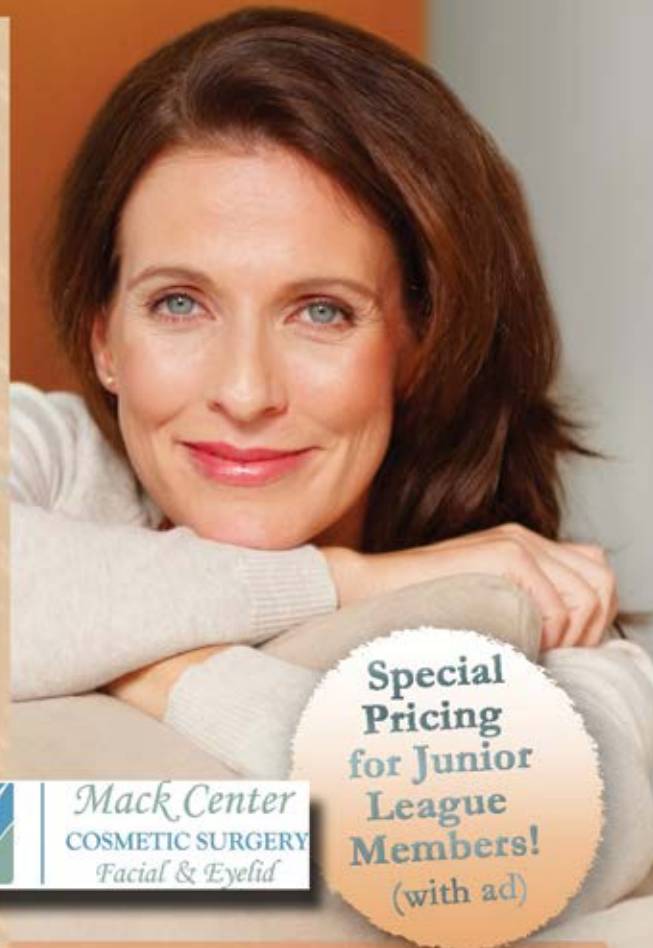
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