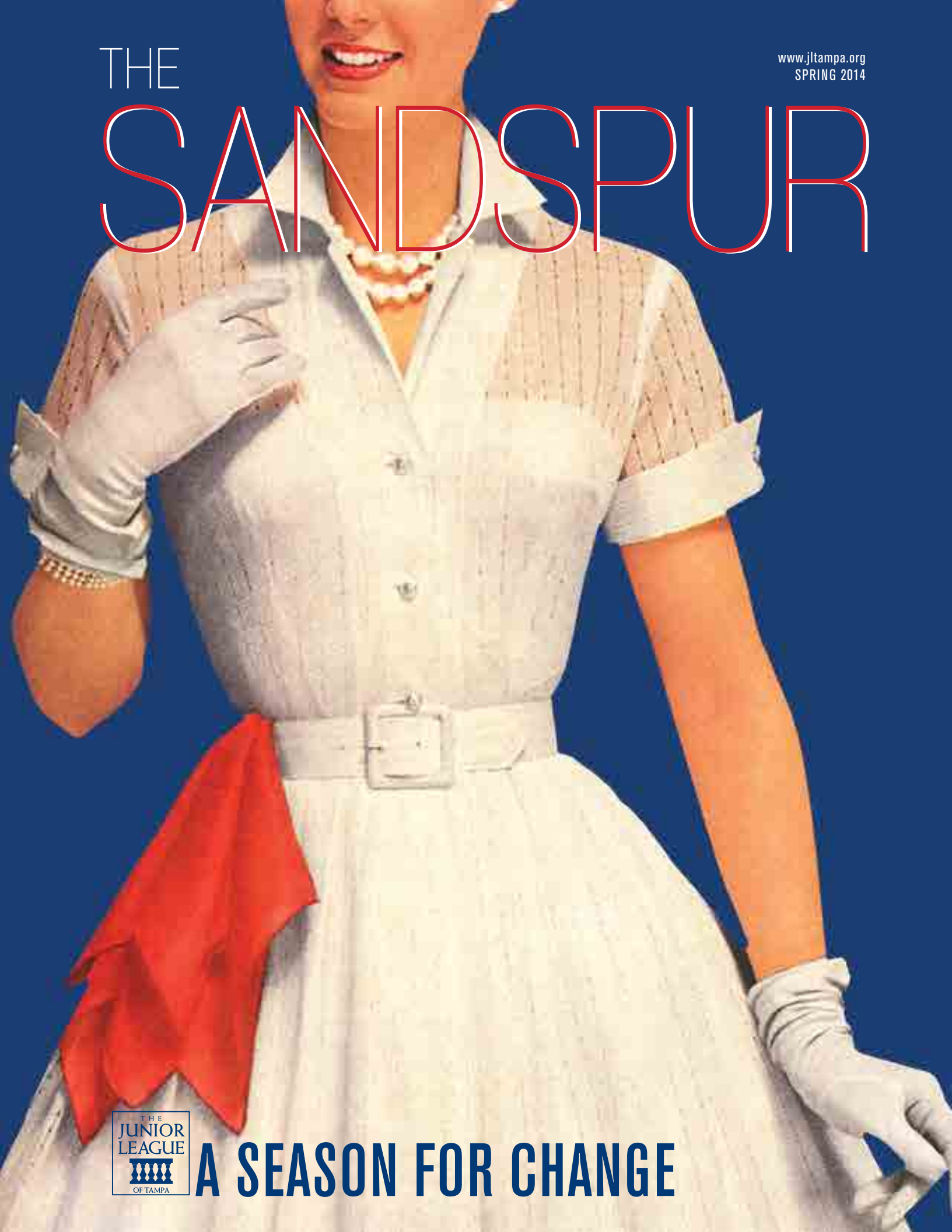


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# Spring Has Sprung

SOMMER STILES

My daughter dislikes her car seat, but loves music. Rides in the car, whether a few blocks up the street or several hundred miles to grandma's house, are best enjoyed with a good play list. We take turns listening to our favorite music. She has introduced me to a number of children's folk singers. There's one artist in particular we both love. While driving to the store the other day, we listened to a song about a bluebird delivering the message of spring. He sang of change – the changes in the flora and fauna – and the beauty that is unveiled when "spring has sprung."

Spring is indeed upon us, and like the bluebird we see it as "A Season for Change" and a time to welcome the new. For The Junior League of Tampa (JLT), change is happening from the inside out. A new leadership slate has been selected to begin governing on July 1<sup>st</sup>, and our 2014–2015 President-Elect has been announced (see page 18). Governance itself is 'steering' in a new direction (see page 51). League communications, including our very own *The Sandspur*, have and will continue to be improved to meet growing needs and expectations (see page 21). And a steadfast commitment to investing in our members fosters personal growth and cultivates new leaders. (see page 46).

Changes within are true for the League as an organization and its individual members alike. JLT President, Lee Lowry, visited with members of the Commission on the Status of Women (COSW) for a *Conversations* interview that explores women's issues and the call for change. Writer, Ashley Collado, in *Spring Clean Your Image: A Guide to Re-branding You* takes a lighter approach in offering tips for self-improvement and the realization of potential. Internal changes

such as these have given life to new opportunities for change in the community.

Last issue, we discussed how the League provides educational programs that support literacy, life skills, health and nutrition through projects such as Junior Leagues' *Kids in the Kitchen* and *Children's Literacy*. This issue we draw your attention to the second focus area, Child Welfare. In *Mentoring Change: Paving a Path to Success for Children in Foster Care*, writer Jaymi Butler explores how the partnership between Eckerd Community Alternatives and JLT along with other projects work together to improve the lives of children in the Hillsborough County foster care system.

This past January, the League's campaign to fight child sex trafficking, The Abolish Movement, launched in Tampa Bay with a week long rally during Human Trafficking awareness month. In *Abolish Movement Hits the Streets, The Sandspur's* Danielle Marone and JLT's Public Affairs Chair, Mary Ellen Collins, recap the week's events and show how League advocacy efforts are influencing change in the community.

"I heard a bluebird singing...and then I understood what he was singing about... spring has sprung."

Cheers,



Sommer Stiles  
Editor



**SOMMER STILES**  
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Ken Cherven, President of The Bank of Tampa's Pinellas County Division with Frances Neu at St. Petersburg College's EpiCenter campus.

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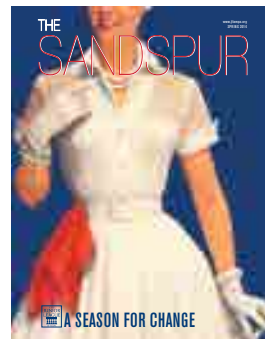
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*Leave the broom and dust pan in the closet. This season, focus on you.*

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Bring us your white gloves and we will give you a tool belt. Learn more about the JLT woman of today in the pages to follow.

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## Mission

*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.*

*The Sandspur would like to make the following correction: Literacy & Hunger, and Their Influence on School Success as featured in the Winter 2014 Issue was written by Danielle Marone.*





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Beth Edwards

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### No.2

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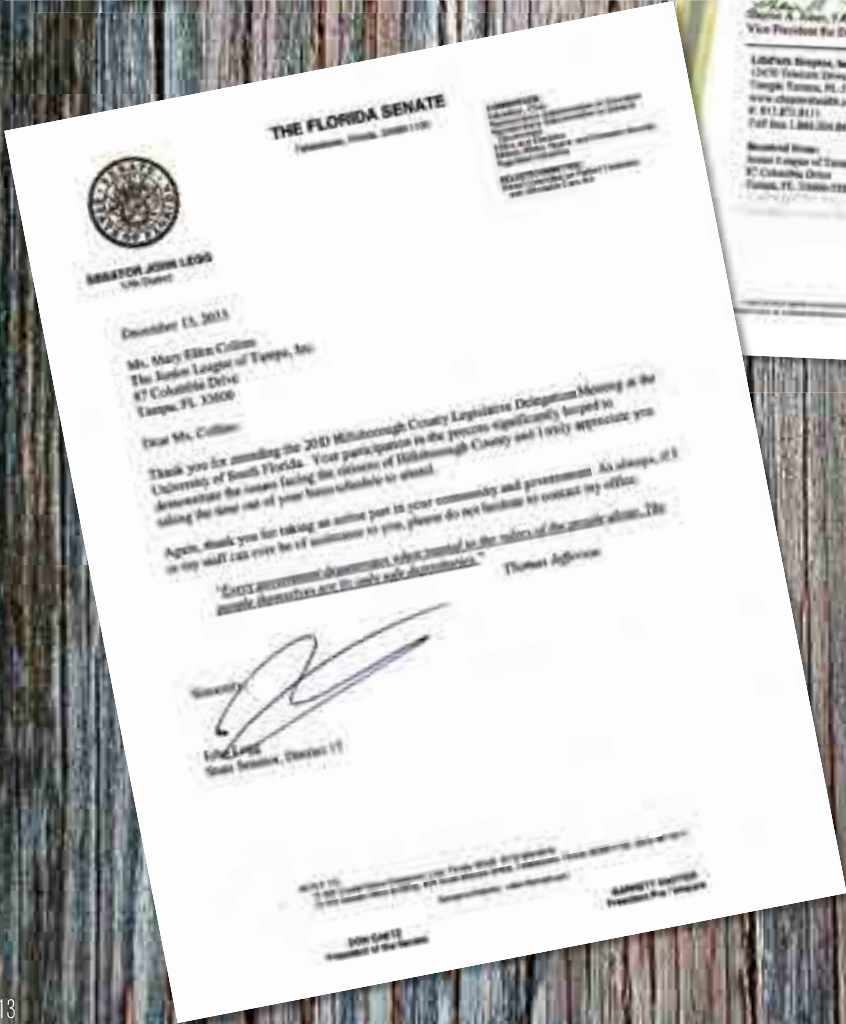
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### No.5

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NEXT ISSUE: A SEASON FOR GROWTH





start something



December 11, 2015



Dear Leti,  
 What a wonderful year it was to reflect on the generous partners and supporters who help us make a difference in the City of Tampa every day. We are so appreciative of the time, talent, creativity and resources the Junior League of Tampa has provided throughout the year.

The Junior League of Tampa's Learning Library Program is instrumental in providing educational resources to BBG's caseload and creating all of our Big and Little's lives have worked away with valuable books to their home. Our work together isn't just fun, but educational, too. In fact, our Big Sisters staff is so proud to have these resources available, and is excited to help our Little Sisters bring on the books.

This year you and the committee spent a lot of time researching, reviewing and presenting for the Little League's 2015-2016 season. We are so grateful for your time, talent and energy and we truly appreciate your support and the support of our Junior League.

Thank you for all you do for the community and we look forward to working with you in the coming year. Have a wonderful holiday season!

*[Signature]*  
 Dr. Anita S. Ward  
 Chief Development Officer  
 Big Brothers Big Sisters of Tampa Bay, Inc.



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Keep Tampa Bay Beautiful

Dear Andrea

We would like to thank you for your support and contribution to the general fund of our community. Your support in the Tampa Bay Beautiful has helped us raise more than 240,000 pounds of trash in just one year. 3,000 pounds in our community. We are so proud of the impact you have made. Thank you for your support!

Keep Tampa Bay Beautiful is a 501(c)(3) non-profit organization. We are a 501(c)(3) organization and we are a 501(c)(3) organization. We are a 501(c)(3) organization and we are a 501(c)(3) organization.

Thank you for your support and contribution to the general fund of our community. We are so proud of the impact you have made. Thank you for your support!

*[Signature]*  
 Debra Eversman  
 Executive Director



Andrea,  
 Thank you so much for JLT's grant to the Aquarium. The kids at DeSoto Elementary are going to be thrilled as well! We are truly grateful! Kind regards,  
 Matt



December 5, 2015

Mr. Andrew Lopez  
 Adult League of Tampa  
 21 Columbia Drive  
 Tampa, FL 33606, USA

Dear Mr. Lopez,

On behalf of MacDonald Learning Center, I would like to thank you for your recent donation of \$1,500.00 received on December 5, 2015 for the purchase of books, paper and supplies for our students to create cards of art to exhibit at the Hispanic Festival of Arts. Students of our school, MAC, will be able to continue to provide high-quality educational, non-commercial, non-profit services to people with disabilities in our community.

Since our organization began, our focus has been to support people with disabilities to lead the lives they desire. It's nearly 50 years MAC has provided the skills, training, innovative residential supports, employment training and placement for thousands of individuals with disabilities in the Tampa Bay community. To continue our work, we need your support to help us meet the needs of our community. We continue to work with people with disabilities, and we continue to work with people with disabilities. We continue to work with people with disabilities, and we continue to work with people with disabilities.

Please note: This letter acknowledges your donation for your personal records. Your gift is described in receipt under United 501 (c)(3) of the Internal Revenue Code. This gift is not deductible to the full extent allowable by law.

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Again, all on behalf of MAC, thank you for your support and helping us succeed in our mission and vision of "people with disabilities leading the lives they desire!"

*[Signature]*  
 Jan Frenkel  
 President/CEO

Thank you for  
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# Leading Change for Women

LEE LOWRY

Women in leadership – it certainly seems like an ubiquitous touch point among business, government and nonprofits right now. As the leader of one of the most significant local women's organizations, I'm pretty focused on the subject. I feel surrounded by high-powered women's groups, amazing female role models and the League's own tremendously accomplished members. In recent weeks, I've attended inspiring and motivating events hosted by the Greater Tampa Chamber of Commerce's Women of Influence Committee, The Centre (also known as The Centre for Women), and the statewide Commission on the Status of Women. In my role, I have also been introduced to male leaders, from the Mayor of the City of Tampa to Tampa Bay business leaders, who clearly believe and live out the idea that the contribution of women only makes our community that much stronger.

So with all these supporters, networking groups, champions, and good examples, why does it often seem like women still have far to go? For a little perspective, I'll remind you that American women only won the right to vote in 1920, just six years before The Junior League of Tampa was founded. Despite this and because of the hard work of the leaders who came before us, most women of my generation and the generations younger than us probably didn't think gender was an issue... until it suddenly was. Whether it was noticing how male colleagues more easily navigated the

waters of promotion to simply counting how few of our fellow women occupy boardrooms and CEO suites, in many ways, the gender gap still remains.

Studies and surveys try to get at the reasons. Is it a lack of access? Or do we take ourselves out of the running for the big jobs by choosing the "mommy track?" Is it that women are not as good at self-promotion as men? Are we held to a higher standard? Or do we sabotage one another by judging fellow women more harshly than men?

I don't have all the answers though I wish I did. What I do know is that The Junior League of Tampa is one of them. At the League, we create an environment where it's okay to try something new, to hone skills and create brand new ones, where it's even okay at times to fall flat on your face and fail. Training in corporate fundraising, legislative advocacy, community service, nonprofit governance, and other opportunities abound. If it truly is "A Season for Change" for women, the Junior Leagues and the leadership training offered here may be a good place to start.



Lee Lowry  
President



**LEE LOWRY**

President

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# Building a Brand

STACY CARLSON

In the for-profit corporate world, a brand is a company's most valuable asset – enabling it to attract new customers, hire the best talent, and make investors happy. In the nonprofit sector, a brand is just as essential to its mission: a nonprofit organization relies on its brand for everything from attracting donors and volunteers to making the organization an appealing partner to other groups in the community.

For The Junior League of Tampa, our brand is all of this and more: our brand helps to build community awareness of key focus areas, such as the importance of child welfare and education, and gives us a “seat at the table” as a community leader and advocate. Developing and implementing projects and training programs is essential to our mission at the League, but, if we did not effectively communicate the impact of our work, we would inadvertently diminish our value to the community we strive to improve.

To ensure that all JLT stakeholders – from potential donors to community partners to prospective members – understand our impact, the League invests valuable resources in increasing brand awareness and honing our message so it best reflects the League we are today. I've heard time and time again about the image of the Junior League member wearing her pearls and white gloves, or that we are an exclusive social club for society's elite. Now, I haven't seen white gloves in a long time, and while we like to socialize (and there is nothing wrong with that!), The Junior League of Tampa is much more substantive than this image suggests.

Our brand, in fact, is truly changing. Recently, Florida House Representative and JLT Community Advisory Board member Dana Young remarked: “I don't think there is another organization here in

our city that has as profound of an impact on our community as The Junior League of Tampa.”

Perception is reality, and the communications arm of the League is focused on aligning perception with our actual reality. We accomplish this through a number of ways, using both internal and external communications tools – from our new members-only Facebook page to the publication you're reading now – as well as press appearances in print, radio, and TV.

And our most important brand ambassadors are JLT members themselves. What we do, how we act, and how we talk about the League molds others impressions of us, and sets the course for our brand in the future. Because our brand is so valuable, we must uphold its ability and showcase it in ways that make us proud to be a part of this organization. Ultimately, we want to be a vital part of the fabric that makes Tampa great.

We have made significant strides in raising the brand equity of the League, building on the important legacy of the past 88 years. The exciting news is that there is even more to come over the next year as we seek to provide further education on the valuable role we play in developing the next generation of women leaders.

A leadership organization with lasting impact is what excites me to tell the story about the League. I look forward to writing the next chapter.

*Stacy Carlson*

Stacy Carlson  
Communications VP



**STACY CARLSON**  
Communications VP  
*Active Since 2004*

“Perception is reality, and the communications arm of the League is focused on aligning perception with our actual reality.”

-Stacy Carlson



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# A Time to Grow and Flourish

RUTH GIORDANO

Spring is my favorite time of year. It is a time of change and anticipation. One is surrounded by vibrant color and new growth. New growth is not limited to the spring foliage. We ourselves can continue to grow and flourish as Sustaining members of The Junior League of Tampa. From projects to social events, your Sustainer Committee leaders are planning a myriad of opportunities to revitalize your membership this spring.

Many Sustainers had an opportunity to expand their horizons in the culinary and decorative arts this past February. The Arts and Antiques committee, under Marsha Lane's flawless leadership, hosted a lovely gathering at Cheese Please on South MacDill Avenue. Attendees sampled a variety of scrumptious cheeses as interior designer Henry Crespo offered his unique perspective on interior design.

The Lunch Bunch met at Piquant in Hyde Park Village. Elaine Sweeney, Nadyne Hines, and Wendy Garraty oversaw every last detail while the group enjoyed the epicurean French-inspired cuisine Piquant has to offer. The Lunch Bunch once again had a fantastic time visiting this Tampa gem.

Earlier this month, Sustainers gathered for a "Day at the Races," where Stella Thayer so generously offered us her box at Tampa Bay Downs. She has kindly done this for many years and has always provided an event that we so immensely enjoy. Many thanks also to Pat Van Dyke, Nell Ward and Catherine Marston for helping make this event such a success.

The fun has only just begun. Please plan to join us for one of the many events that lay ahead. Invitations forthcoming.

Food 4 Kids Volunteer Day: March 29  
 Spring Bridge Luncheon: March 31  
 Spring Meeting at JLT Headquarters: April 3  
 Spring Cocktail Party: April 24  
 JLT Annual Dinner: May 14

What a bouquet of activity!

Sincerely,



Ruth Giordano  
 Sustainer President 2013–2014



## 2013 – 2014 Sustainer Officers

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## Spring Committee Chairs

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Marsha Martin Castro

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Marsha Lane

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Trisha Muniz, Ruth Tapley

**Lunch Bunch**  
Elaine Sweeney

**Day at the Races**  
Pat Van Dyke

**Food 4 Kids**  
Dada Glaser

**Sustainer Transfers**  
Karen Perry

## JLT CONGRATULATES MARY LEE FARRIOR ON CITIZEN OF THE YEAR

On February 6th, the Tampa Metro Civitan Club named The Junior League of Tampa Sustainer Mary Lee Farring Citizen of the Year at the Florida State Fairgrounds. Governor Rick Scott, Attorney General Pam Bondi (Sustainer), Commissioner of Agriculture Adam Putnam, and many others were on hand to honor Mary Lee for creating Mary Lee's House. She was also recognized for her continued support of the facility's efforts to consolidate the many vital services needed by abused children in Tampa. Since opening its doors five years ago, Mary Lee's House has touched the lives of over 12,000 children. We are proud that The Junior League of Tampa's Love Bundles project has played a part in comforting those children. Mary Lee Farring is a gift to our community and our League!

*(Above excerpt from the March issue of The Spur of the Moment)*

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Celsius Marketing | Interactive is proud to be the marketing sponsor of The Junior League of Tampa's Holiday Gift Market since 2007. Together, we have helped The Junior League of Tampa's work of enriching our community through their works in child welfare and education.

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# 2014–2015 PRESIDENT-ELECT —STACY JACOBS CARLSON—

Adapted for print by HEATHER TRKOVSKY

Doctor. Executive Director. Author. Harvard graduate. Mother.

Our new President-Elect was born in Korea, adopted at three months old and grew up in Tampa, attending Carrollwood Elementary, Berkeley Preparatory School, Chamberlain High School, HCC and, ultimately, graduating from USF with a degree in Psychology. She was awarded the opportunity to study at the National University of Singapore, and upon returning stateside, attended Harvard University where she earned a Master's in Education. In 2011, she became a Doctor of Philosophy in Educational Leadership, earning her doctorate at the University of Florida.

Stacy's studies catapulted her into the world of nonprofits and education. Her career started as a program director with the Hillsborough Education Foundation where she gained extensive experience in board management, fundraising, grant writing and program development. From 2004–2008,

our new President-Elect was the Executive Director of the Consortium of Florida Education Foundations, where she increased the first School District Matching Grant Program from \$700,000 to \$4 million, as well as developed and implemented an annual advocacy plan. Since 2008, our new President-Elect has been at the Helios Education Foundation where she currently holds the title of Vice President and Program Director Transition Years Florida. In her current role, she monitors and manages more than \$40 million in grants and serves as a lead community investment representative in Florida.

In the Tampa Bay community, she has served as the Chair of the Tampa Bay Funders Forum and the Florida Philanthropic Network's Education Affinity Group. She regularly serves as a presenter at state and national conferences and has also written and published a book: [Better to Best: Practical Strategies to Boost Efficiency in Your Education Foundation.](#)

In addition to her professional work, since joining The Junior League of Tampa in 2004, Stacy has been instrumental in pushing our organization to the next level of community awareness, self-awareness and fund development. Her JLT career has included placements with Holiday Gift Market and Junior Leagues' *Kids in the Kitchen*; Co-Chair and Chair positions with the Endowment and Commemorative Fund, Enabling Fund and PDEC; and Community Vice President and Communications Vice President, serving on the Leadership Council for six years and on the Executive Board for two years. But her placement history only tells a small part of the story. By serving as liaison to the AJLI Community Action Learning Team, she was instrumental in creating our Community Impact Statement. Her community involvement has gained us seats at the table of many community forums including the Funders Forum, Sulphur Springs Community Forum, and our Bridges Out of Poverty partnership with the United Way. Her work on our Endowment Fund and several fundraising projects has helped pave the way for alternative types of corporate partnerships for fundraising and diversified channels of income for JLT. We are now called upon as thought leaders in our community because of these initiatives.

During all of this her greatest accomplishment has been her three sons: Trey, Jacob and Jon Luke. They are the source of her joy and the reason for her passion towards successful education studies in the United States.

This year's President-Elect is a thoughtful leader and a trustworthy friend. She leads through empowerment and collaboration—two of our stated values. Her friends from childhood to adulthood describe her as trusted, respected, funny, committed, motivated and visionary. With her experience, her motivation, her determination and her vision for The Junior League of Tampa, our new President-Elect is the ideal candidate to lead our organization and catapult us to new heights.

Tanya Egger, past Glazer Children's Museum Chair and friend states, "She has always been there for me. In the League, she gave me the space to lead my committee but answered every question I had. In life, she has been the person I lean on for advice. She is the first person I call to share my good news, and she is the one I want to hang out with for a fun night with the girls."

A good friend and fellow volunteer on many projects, Suzy Lopez stated, "She is a compassionate friend and a fierce advocate for children, our community and The Junior League. She has a brilliant mind which thrives in challenging those around her."

As her childhood friend Deanna remarked, "She has more determination and grit than anyone I know. In fact, she decided she wanted to go to the Junior Olympics and did so in 1986 for Taekwondo after only starting the sport in high school."

Stacy's mom said, "If she wanted something done, she got it done. She was always extremely motivated."

Stacy will take office as President-Elect with the rest of the new slate, including Lynette Russell as President, on July 1<sup>st</sup>. Congratulations to this stellar team!

*Featured below: JLT Presidents (on left): Betsy Graham, 2010-11 Allison Burden, 2011-12, Lee Lowry, 2013-14 Lynette Russell, PE, 2014-15, Stacy Carlson, PE, 2015-16, Stephanie Wiendl, 2012-13, Jennifer Johnson, 2008-09.*

*2014-2015 Executive Board from left to right starting in the back (on right): Laura Everitt, Secretary, Danielle Post, Communications VP, Casey Carefoot, Community VP, Nicole Hubbard, Fund Development VP, Suzy Mendelson, Membership VP, Katie Cappy, Treasurer, Denise Schultz, Finance VP, Stacy Carlson, President-Elect 2015-16 and Lynette Russell, President 2014-15.*







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# Communicating Change Effectively

## A LOOK AT JLT COMMUNICATIONS

by KATHRYN HALL

“The single biggest problem in communication is the illusion that it has taken place” – George Bernard

The importance of appropriate communication is widely accepted, but have you ever stopped to consider why conveying and receiving information is so critical? Communication fulfills functional and emotional needs. Without effective communication, it is impossible to set common goals, create agendas, divide labor or report results. Inability to perform any of these tasks would make it impossible for a group of individuals to manifest change. The cornerstone of forming an emotional bond with another is verbal and nonverbal communication. But as George Bernard Shaw pointed out, sometimes our best attempts at conveying information may come to naught. Fortunately, The Junior League of Tampa (JLT) actively pursues methods to prevent this from happening.

General Membership Meetings allow JLT members to exchange ideas and information face to face. But with so much going on in the League, it is difficult to convey all available information during the span of a meeting. Constantly emerging events and opportunities necessitate timely member updates. Therefore, a variety of media exist to meet the varying communication needs of the League.

At present, JLT utilizes three main forms of electronic communication: [jltampa.org](http://jltampa.org), *The Sandblast*, and *The Spur of the Moment* (aka *The Spur*). The JLT website, [jltampa.org](http://jltampa.org), features public pages as well as a members-only section. The information available is timely and updated on a regular basis. The weekly, electronic communication *The Sandblast* targets the immediate needs and opportunities within the League. The communication is sent to members via email and contains a list of links to the most pressing topics. *The Spur of the Moment* is a monthly, electronic newsletter which is more detailed, providing information on current events and service activities. The League also leverages social media such as Facebook and Twitter to communicate with members and the community online.

The League also maintains two print publications, *The Sandspur* and the Annual Profile. *The Sandspur* is the official magazine of The Junior League of Tampa. Published quarterly and mailed to over 2,250 readers, the magazine is the League's only publication of its kind. Articles go in-depth to tell the story of the League, its members, and its impact in the community. The Annual Profile provides an overview of the year, highlighting the League's most notable achievements.

Overseeing all communications is Stacy Carlson, Communications Vice President for The Junior League of Tampa. When asked about her role, Carlson stated that her primary objective was “To build a cohesive communication strategy for internal and external audiences.” She identified this need in her previous position as Community Vice President where she participated in writing the JLT community impact statement. During this process, she noted an opportunity to further educate League members and the community about the positive change JLT has on our city impact through both by creating service and by training members to be leaders. While it was often stated what The Junior League of Tampa did, it was rarely discussed why these things were done. Carlson hopes to facilitate discussion and understanding of the motivation behind JLT's activities – to create a better community by meeting the needs of Tampa's families and children.

Communication is essential to effect change. It is a pathway to building relationships and strengthening bonds. The Junior League of Tampa seeks to identify the most effective communication tools, continually evaluating and evolving its communications to meet the needs of its mission, members and community.

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# MENTORING CHANGE:

**PAVING A PATH  
TO SUCCESS FOR  
CHILDREN IN  
FOSTER CARE**

by JAYMI BUTLER



Childhood. For many, it means birthday parties and trips to the park and snuggling with mom and dad. It is innocence that comes from stability, consistency and unconditional love.

But not all childhoods are so idyllic. For those in the child welfare system, particularly the ones in foster care, it can mean years of uncertainty as they wait to return to their parents or to be matched with their forever family. Sometimes there's a happy ending, but each year hundreds of kids find themselves in limbo with nowhere to go and little hope for the future.

Florida's child welfare system is a complex network of related services aimed to ensure the safety and wellbeing of children. A child's journey through the system begins with a report of suspected abuse or neglect and can take many twists and turns from there. Some children will end up reuniting with their families while others will remain in foster care until they age out as young adults.

In Hillsborough County, Eckerd Community Alternatives has been the lead agency for community-based child welfare services since 2012. The concept of community-based care is based on the ideal that responsibility for the welfare of children is shared among a variety of individuals and organizations within the community such as The Junior League of Tampa (JLT). As a community partner, JLT is committed to improving the lives of the children and families in the continuum of the child welfare system through projects that focus on these areas.

The need for assistance is great. There are approximately 2,800 kids in the foster care system in Hillsborough County, according to Lorita Shirley, Executive Director, Eckerd Community College, Alternatives Leader, Hillsborough CBC Transition Team. While the majority of those children will end up being placed with family members or friends, there are close to 800 with nowhere to go. More than 200 of them have reached age 18 with no family to call their own.

"Our greatest needs are on the back end of the system," Shirley said. "The kids who are turning 18 and leaving the system without [permanent families]. We want to put these kids on the path to success."

When a child in the foster care system turns 18, he or she can choose to opt out or remain in the system until they reach age 21. If they decide to stay in, they must remain in school, be working toward a GED or work at least 80 hours per month. Their living expenses will be covered but that does not cover all needs. Oftentimes, there is also still an emotional void in their lives to be filled.



**“The system is not set up to deal with other support needs,” Shirley said. “Mentorship is our number-one need.”**

A young adult opting to remain in the foster care system may move out into her own apartment, for example. He or she will be living independently, possibly enrolled in college and seemingly living the life of a typical college student. But when Thanksgiving rolls around, there is nowhere to go for dinner. There is no parental figure to help navigate the challenges of adulthood. That’s where a mentor would come in, to fill the gaps that the foster care system generally leaves behind.

“We need people who can be a connection for them,” Shirley said. “They long for it. Even just sending a text message can show them that someone is thinking about them.”

Mentorship is the cornerstone of several JLT projects that focus on child welfare for the older children who are close to aging out of the system. JLT’s involvement in child welfare encompasses serving the needs of children in all areas of the spectrum, with those who are just entering the system and also in the places in between. Ideally, with the help of JLT, Eckerd and other community agencies, these children will find forever families to call their own.

The following is a brief overview of JLT projects aimed at improving outcomes for children in the child welfare system throughout the continuum of care:

**Love Bundles**

When children are removed from their homes due to abuse or neglect, they may not have much more than the clothes on their backs. *Love Bundles* seeks to provide comfort to children during this traumatic time by providing backpacks supplied with necessities such as clothing, toiletries and other age-appropriate items. Community partners for this project include the Hillsborough County Sheriff’s Office, The Children’s Home Society and Mary Lee’s House. The partners provide *Love Bundles* with a monthly list of needed items purchased by members of the project committee. This year, the project has provided more than 1,000 children with backpacks.

To learn more about *Love Bundles*, contact project chair Jenny Spencer at [lovebundles@jlthq.com](mailto:lovebundles@jlthq.com) or visit <http://www.jltampa.org/partnership-projects>.

**Kids Connect**

*Kids Connect* creates fun, engaging events for foster children to interact with prospective adoptive families. In partnership with Eckerd Community Alternatives and Camelot Community Care, JLT organizes these events to connect children with families, providing an enjoyable, comfortable atmosphere for children and adults alike. Since the project’s inception in 1996, these events have facilitated matching over 130 children with forever families.

To learn more about *Kids Connect*, contact project chair Hannah Gross at [kidsconnect@jlthq.com](mailto:kidsconnect@jlthq.com) or visit <http://www.jltampa.org/partnership-projects>.







### **Girl Power!**

*Girl Power!* improves the lives of young women in foster care by focusing on literacy, scholarship, nutrition and positive self-image to support them in succeeding as independent adults. In its inaugural year, the project is off to a great start hosting several successful events focused on issues ranging from the personal to the professional which are followed by journaling sessions that provide participants an opportunity to reflect on what they've learned.

“Joshua House staff has informed us that they have never seen their population react so well to group activities like they have with *Girl Power!*,” Dietrich said, adding that some of the participants have recently made the honor roll in school for the very first time.

To learn more about *Girl Power!*, contact project chair Krista Dietrich at [girlpower@jlthq.com](mailto:girlpower@jlthq.com) or visit <http://www.jltampa.org/partnership-projects>.

### **Ready to Achieve**

*Ready to Achieve* serves foster children who are about to age out of the system and need support on starting a new chapter in their lives. The project collaborates with Connected by 25, a local organization whose goal is to integrate these young adults into the community by the time they reach age 25. *Ready to Achieve* hosts numerous events throughout the year focusing on such topics as professional development and career readiness.

In addition to hosting events, *Ready to Achieve* puts together “move-in kits” for young adults moving into their first homes. These kits include necessities like silverware, cleaning supplies and bedding.

To learn more about *Ready to Achieve*, contact project chair Courtney Haygood at [readytoacheive@jlthq.com](mailto:readytoacheive@jlthq.com) or visit <http://www.jltampa.org/partnership-projects>.



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# ABOLISH MOVEMENT HITS THE STREETS

*JLT's Campaign to Fight Child Sex Trafficking Launches in Tampa Bay*

by DANIELLE MARONE & MARY ELLEN COLLINS

*The Sandspur's* winter issue introduced readers to the League's efforts to fight child sex trafficking and its development of an issue-based awareness campaign designed to educate members of our community about this horrific crime, which so often preys on our most vulnerable.

The campaign, dubbed "The Abolish Movement," launched in Tampa Bay in January 2014 in conjunction with Human Trafficking Awareness Month. The campaign was developed by Ad 2 Tampa Bay, a network of young advertising professionals who selected JLT, representing the Community Campaign Against Human Trafficking as the recipient of its Public Service Campaign for 2013–2014. The entirely pro-bono effort produced over \$250K of donated media space and more than a dozen print and broadcast stories.

Because child sex trafficking has been one of JLT's focus areas in its community partnership and advocacy efforts the past two years, JLT was well-positioned to address the overall lack of awareness about the issue. In partnership with Ad 2,

the campaign was developed to raise community awareness of the scope of the problem, empower the community to report suspicious activity, and reach victims who need to know where to go for help.

Just like breast cancer awareness efforts universally adopt the color pink, The Abolish Movement owns the color purple. The logo has a graffiti style to it, which is representative of the gritty, harsh nature of the crime. And since human trafficking is really a form of modern-day slavery, the word "Abolish" is a simple way to instantly create that correlation in people's minds.

The campaign included billboards, print and online banner ads, radio and TV PSAs, social media, and a robust, interactive website, [AbolishMovement.com](http://AbolishMovement.com). Over \$250K of media was donated to help spread the campaign message, which included all eight of ClearChannel Outdoor's electronic billboards. Other media partners included Bright House, Verizon Fios and the *Tampa Bay Times*, among others.



A significant aspect of the campaign focused on guerilla marketing, the most effective method to hit the target audience, get people's attention, and go viral on social media. Abolish bumper stickers and graffiti stencils of the logo were seen all over town and Abolish bandannas could be seen tied as blindfolds on various recognizable statues around town, symbolizing the "blind eye" people have turned towards the issue.

In addition to widespread media, a series of events held January 11–18 helped launch The Abolish Movement during Human Trafficking Awareness Month. JLT spearheaded a kick off rally at Lykes Gaslight Square Park in downtown Tampa January 11<sup>th</sup> with live entertainment and food trucks that culminated in a candlelight vigil. Tampa Mayor Bob Buckhorn presented a proclamation to JLT in recognition of the Abolish Movement, and Representative Ross Spano and Detective James McBride also spoke.

Other events included a three-part training series on the Commercial Sexual Exploitation of Children, several documentary screenings, a men's conference to better educate men on how they can help combat this crime, hospital personnel awareness training, daily prayer and meditations, as well as many other events. More than 15,000 people were directly touched during these events, which were presented and supported by hundreds of trafficking service providers in Tampa Bay, and thousands more saw the news stories or were exposed to the campaign via social media.

More importantly, JLT was invited to present The Abolish Movement to the Hillsborough County Commission, the Tampa City Council and the Florida Stands Against Human Trafficking Legislative Working Group in Tallahassee. As a result, additional presentations followed to the Office of the Attorney General of Florida, the Governor's Office, the Department of Children and Families, and the Department of Juvenile Justice with the singular goal of scaling the campaign statewide. JLT will also partner with the Junior Leagues of Florida State Public Affairs Committee and AJLI to help spread the campaign as well.

JLT's efforts, ranging from The Abolish Movement to our legislative advocacy efforts, have helped significantly move the needle on this issue. As a result, we are proud to now have a seat at the table with government officials and state agencies to be part of the solution on how to best fight this growing epidemic together, and to determine how the Abolish message might evolve and scale statewide and beyond.

For more information, visit [AbolishMovement.com](http://AbolishMovement.com) or visit the Facebook page at [www.Facebook.com/AbolishMovement](http://www.Facebook.com/AbolishMovement).



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>  
For questions, contact [fundraising@jlthq.com](mailto:fundraising@jlthq.com).

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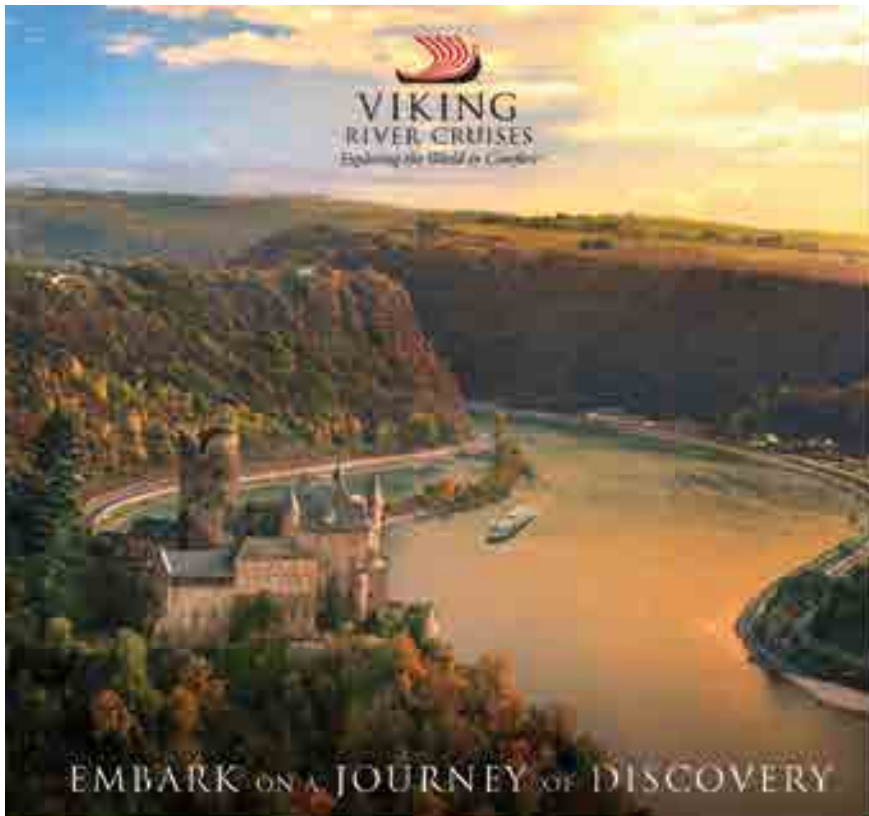


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*Happy 40th Birthday*

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*on their success in raising awareness of human trafficking with the Abolish Movement*

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*on her new position at Moffitt Cancer Center*

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*for being named Provisional of the Month in October 2013*

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*on being asked to serve on the Advisory Council for The Children's Board Heart Gallery of Tampa*

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*for completing her first half marathon*

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- Katie Cappy

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*for setting up the "Something Wicked" Halloween Charity Event with her employer, The Centre Club*

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**Kristin Wilson,**  
*for being promoted to Design Studio Manager for Southwest Florida region at Ashton Woods Homes*

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**Nicole Hubbard,**  
*on receiving the 2014 Children's Board Heart Gallery of Tampa Bay Advocate of the Year award*

- Shannon Walsh

## BEST WISHES TO

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- Casey Carefoot

## 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
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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@jltq.com](mailto:endowment@jltq.com).



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.

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*Donor List as of January 22, 2014*

*Donations less than \$250 are recognized through the Commemorative Fund.*

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



# Who will you inspire with your donation?

## *Donor Spotlight: Jackie Medina*



Third-year Active Jackie Medina recently made the decision to join the 1926 Society, which recognizes members who have made arrangements for a bequest to benefit The Junior League of Tampa (JLT). Jackie was inspired by Martha Ferman's bequest to the League in 2012 and wanted to include JLT in her end-of-life plans as well. It seemed like a great way to support JLT's endowment fund. Since Jackie is just beginning her career and family, there isn't a lot of extra money to make a large outright donation to the endowment fund at this time, but the 1926 Society was a perfect way for Jackie to make a donation in a timeframe that made sense for her and her family.

After hearing of Mrs. Ferman's bequest, Jackie added an item to her to-do list — amend her will to include JLT as a beneficiary. But with everything else going on in Jackie's life — husband Eli, two-and-a-half year old Cadence, full-time job as Director of Operations for FORCE (a nonprofit fighting hereditary breast and ovarian cancer), and JLT Leadership Council member — when did she have time to update her will?

So Jackie went about her placement as usual until she learned from an Endowment Committee member just how easy it is to become a member of the 1926 Society. The simplest route, and the route Jackie chose, is to change the beneficiary on your retirement account, 401(k), insurance policy, or similar plan. Most

plans allow for multiple beneficiaries and give you the ability to divide your assets in the manner you see fit. Many even allow you to do this online. The process is completed by sending a note to the JLT Endowment Chair and, *voila!* you are officially a member of the 1926 Society. Jackie completed her new beneficiary form in less than five minutes.

Before Mrs. Ferman's bequest, Jackie had not thought to put JLT in her will, but once she thought about it, it was something that she knew she wanted to do. As she said, "I can see the amazing things that JLT is doing now and the Endowment Fund guarantees that they will be able to continue these amazing community projects into the future."

Since Mrs. Ferman's bequest, the 1926 Society has grown to include several new members. We encourage all of our members to consider joining by updating the beneficiaries for your retirement fund or insurance policy to include JLT. It's a simple step one can take now to make a big impact on The Junior League of Tampa in the future.

For more information on JLT's Endowment Fund or the 1926 Society, visit [www.jltampa.org/endowment-fund](http://www.jltampa.org/endowment-fund) or contact Endowment Chair Laura Everitt at [endowment@jlthq.com](mailto:endowment@jlthq.com).



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# Conversations

## INTERVIEW WITH THE HILLSBOROUGH County Commission on the Status of Women

by LEE LOWRY

*JLT President Lee Lowry recently sat down with members of the Hillsborough County Commission on the Status of Women (COSW) to discuss the groups' similarities and shared goals. Chair Yvonne Fry, Vice Chair Dotti Groover-Skipper and COSW member Mindy Murphy, past President of The Junior League of Tampa (JLT) and President and CEO of The Spring, talked about their dreams for women in our county and throughout the state of Florida, and the way our combined work contributes to the success of women in Tampa Bay.*

**Lowry: How was COSW formed, how long has it been in existence, and what is its mission?**

**Fry:** There are commissions on the status of women all over the state and country. In Hillsborough, all commissions, including ours, are created by the County Commissioners to address local issues and opportunities. COSW members are appointed by the members of the County Commission or are placed to fill standing seats. Currently, the standing seats

are held for The Spring, Hillsborough Community College, the University of South Florida, The Greater Tampa Chamber of Commerce, The Centre (also known as The Centre for Women), the League of Women Voters of Hillsborough County, the Hispanic Professional Women's Association, Inc., and the National Council of Negro Women. A high-level staff member at these organizations typically fills these seats.

**Murphy:** The Hillsborough County COSW has been in existence in its current form for more than 13 years. It was created to study and make recommendations to the Board of County Commissioners on issues pertaining to the status of women, including; discrimination, employment, education, day care, and health care. These recommendations are presented as comprehensive reports to the Board and distributed to the public and interested parties.

**Fry:** We seek to achieve our mission with a three-pronged approach: communication, collaboration and creating a sense of community.







**Lowry: We have enjoyed working with the COSW during the past year on the issue of human trafficking. What other issues have the COSW taken on?**

**Fry:** The Florida Commission on the Status of Women recently spent time looking at the issue of women veterans, and so we took that on as well, both to align with them and because, with MacDill Air Force Base here in Tampa, it was very pertinent to us in Tampa. And each year in the spring, we support the Florida Women's Hall of Fame in Tallahassee and help organize the induction ceremony. This year the event is on March 12<sup>th</sup> and inductees will include Tampa's Dottie Berger MacKinnon, who was a tireless advocate for Tampa's foster children. We have also added a Women's Day that day at the Capitol for women to get involved with the legislative process and learn how to get their voices heard.

**Lowry: In what ways do you see that the COSW and JLT are similar?**

**Fry:** We are women with a passion for our community, women who will engage with our community.

**Murphy:** Like JLT, the COSW is a convener. We identify and study issues and create stronger, safer communities. JLT also takes it the next step and builds infrastructure and sustainability.

**Groover-Skipper:** We both have a commitment to voluntarism. At the COSW, we believe everyone can do something to improve our community.

**Fry:** The desire and the ability to bring organizations and people with diverse viewpoints together for the good of the community is something we think we share with the Junior League. For example, at our women veterans' forum, we brought together 22 CEOs of organizations that support veterans, but it wasn't until that moment that they recognized both where their organizations intersected and where there were opportunities to support each other for the good of these valiant and committed women soldiers.

**Lowry: It sounds like one of the recurring themes for both our organizations is passion – passion for our communities and passion to make a difference for women. I believe women are by their nature collaborative, and that makes us the right leaders for this time in our history. What are your short and long term goals for the COSW to lead the way for women in Tampa Bay?**

**Fry:** Both my short and long term goals for our organization are to come together with all the COSWs in the state of Florida to focus on one issue annually and move forward collaboratively, with one voice, to truly make change. We are solutions-based.

We are about the STATUS of women, and we want to improve that status.

**Murphy:** We believe there are no "women's issues," because things that affect women affect our whole community, and women care about so much more than just the things traditionally termed "women's issues." All issues are OUR issues.

**Lowry: What advice would you give to the many amazing women of JLT who are looking for inspiration as they juggle career, family and volunteering?**

**Murphy:** Always look for ways to work together, with each other, not against each other, and have fun with what you are doing.

**Groover-Skipper:** We as women need to stay engaged and aware to create opportunities to collaborate and sustain impactful change.

**Fry:** Women, individually and collectively: don't give up your value and power!

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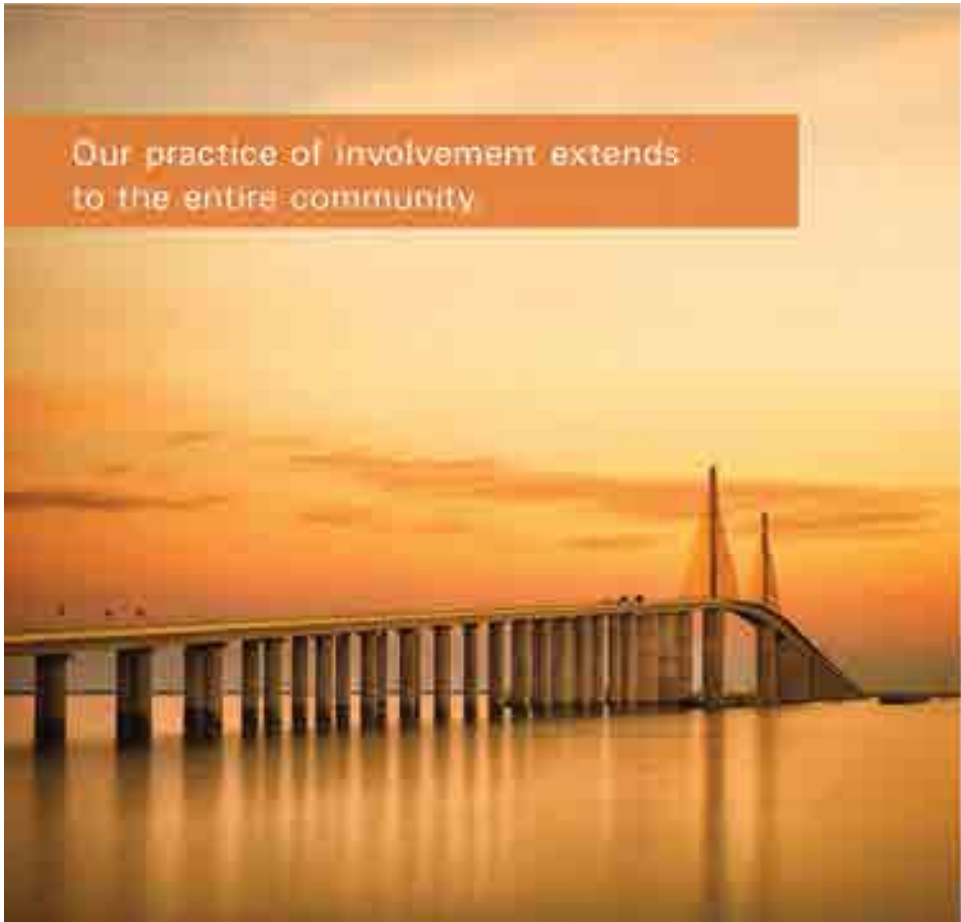
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# Developing the Potential of Women: A UNIQUE VALUE PROPOSITION

by BETH EDWARDS

“Developing the potential of women” is one of the three pillars of The Junior League of Tampa’s (JLT) mission statement. It’s essential to our core values, who we are as a League, and what we have to offer.

Members are empowered to be agents of change – in our own lives and that of others in our community. Being relatively new to the League, I sought to better understand how the organization fulfills this aspect of its mission, and something tells me others are curious too. To learn more, I spoke with four members introduced in the snapshots to follow. These women boast strong backgrounds in leadership shaped by their own diverse and unique perspectives; and, as a result, had some sage advice to pass along.

“TAKE RISKS – YOU  
CAN’T SUCCEED  
WITHOUT DOING SO.  
THE LEAGUE IS A GREAT  
PLACE TO LEARN THIS  
BECAUSE OF THE SAFETY  
NET AROUND YOU.”

-ROBIN DELAVERGNE

To kick things off, I asked the big question: **“How has The Junior League of Tampa impacted you, both personally and professionally? Specifically, what skills and lessons have you gained?”**

“For every leadership position I have held within the League I walked away learning something, be it something new or how to be a better leader. The League does an excellent job of training members to be organized, how to properly run a meeting, and how to properly work as a volunteer,” shared Denise Schultz, Treasurer.

Training Chair Sarah Walters observes that she “is approached more and more often by other organizations asking [her] to help them. I attribute this to the League because JLT is visible throughout the community. They know I am a trained member, see what we are doing as a whole, and see how impactful we are.”

Heather Barrow, founder of the Tampa-based charitable organization High Risk Hope and former JLT Executive Board Member believes her tenure as Treasurer and Vice President of Finance provided training that was easily applied to establishing a non profit. “My nonprofit training at JLT had a tremendous impact on my ability to form High Risk Hope.” Barrow specifically credits her involvement with JLT for instilling her with the knowledge and confidence she’s needed to successfully manage a nonprofit.

In response to skills acquired, Walters points out the ongoing benefits of League training. “I continue to gain new skills every year – from the expected, such as budgeting and strategic planning, to ones that I didn’t expect, such as sensitivity and effective communication skills within different demographics and generations.”

Sustainer and former JLT President Robin DeLaVergne gained communication, organization, and planning skills from the League’s training programs. “A key thing I learned through my leadership involvement with JLT was the importance of advocacy. I also learned that it is okay to take risks – you can’t succeed without doing so. The League is a great place to learn this because of the safety net around you.”





Heather Barrow

**Current Professional Position:** Founder/Executive Director of High Risk Hope

**Current JLT Position:** Active Member

**Previous JLT Positions and Other Community Affiliations:**

- JLT Treasurer
- JLT VP of Finance
- Board of Directors, Children's Cancer Center
- Board of Directors, Endowment Chair, Glazer Children's Museum



Robin DeLaVergne

**Current Professional Position:** Executive Director, Tampa General Hospital Foundation

**Current JLT Position:** Sustainer

**Previous JLT Positions and Other Community Affiliations:**

- JLT Treasurer
- JLT VP of Placement
- JLT President- Elect and President
- JLT AJLI Area Council
- JLT Public Policy Committee
- 2014 Chair, Greater Tampa Chamber of Commerce
- Athena Society
- USF Women in Leadership & Philanthropy
- Association for Healthcare Philanthropy
- Tampa General Hospital Foundation Women's Leadership Council
- Bank of Tampa's Women Connected Advisory Board
- Board of Directors, Tampa Bay Partnership
- Past Board of Director Member for Metropolitan Ministries & United Way



Denise Schultz

**Current Professional Position:** Vice President Operations Control Manger, JP Morgan Chase

**Current JLT Position:** 2013–2014 Treasurer/2014–2015 VP of Finance

**Previous JLT Positions and Other Community Affiliations:**

- JLT Provisional Mentor
- JLT Provisional Project Liaison
- JLT Strategic Planning Chair
- JLT Kids In The Kitchen Chair
- JLT Cookbook Committee Co-Chair
- Advisory Board & Treasurer, High Hopes in High Heels
- Assistant Chair & Co-Chair, Women Internal Networking Group at JP Morgan Chase



Sarah Walters

**Current Professional Position:** Director of Sales, Triad Retail Media

**Current JLT Position:** Training Chair

**Previous JLT Positions and Other Community Affiliations:**

- JLT Social Chair
- Mitchell Elementary School PTA Executive Board
- Boy Scouts of America Pack 4
- WTL Provisional Year

“DEVELOPING THE POTENTIAL OF WOMEN IS AN EQUALLY IMPORTANT COMPONENT THAT IS OFTEN OVERLOOKED EXTERNALLY AND DIFFICULT TO QUANTIFY.” - HEATHER BARROW

The benefits are clear. One can see from these accounts how much has been gained from involvement. This led me to my next question: ***“Why is developing the potential of women important – to the woman [you], the League, and the community?”***

Walters believes the training and development opportunities are among the primary reasons why women join the League today. “When you have the confidence to take on a project, the training that makes it possible, and the ability to see firsthand how what you are doing affects the community, you become unstoppable.”

Barrow adds to her statement, “League members serving our community in the areas of child welfare and education are a crucial part of our Mission. Developing the potential of women is an equally important component that is often overlooked externally and difficult to quantify.”

Schultz points to the evidence of training and development within the community, noting that the track record of JLT women who “started their own nonprofit, became the CEO of a nonprofit, and sit on various nonprofit boards is extremely impressive.”

“TO THINK OF WHERE I STARTED AT THE BEGINNING OF THAT YEAR TO WHERE I ENDED WAS AWESOME – I ACHIEVED SUCH PERSONAL GROWTH!”

- DENISE SCHULTZ

***“What training area or role had the biggest impact on you?”***

“I go back to advocacy,” states DeLaVergne, “in order to make a difference you have to believe in what you are doing, why you are doing it, and the people or things you are trying to help.”

After taking on the daunting task of educating members about the importance of an endowment, Barrow points to her role as the Endowment Chair as a milestone for her. “I walked away with the ability to speak passionately about a cause and feel comfortable asking for financial support for something I believe in. Those skills have been an enormous asset to me in my ongoing fundraising efforts for High Risk Hope.”

In her role as JLT Cookbook Co-Chair, Schultz “went from being a non-cook to being able to plan and develop menus for events. I took on the role whole-heartedly and learned the product inside and out. I was invited to Cookbook University to do cooking demos for local and national TV, and to speak to participants from across the nation about our committee’s accomplishments throughout the year. To think of where I started at the beginning of that year to where I ended was awesome – I achieved such personal growth!”

“WE HAVE AMAZING MEMBERS WHO ADD THEIR SUPPORT AND VARIOUS TALENTS THAT CAN HELP YOU GROW AND DEVELOP IN YOUR ROLE.” - SARAH WALTERS

***“What advice would you give other League members in regards to training and development opportunities?”***

According to Barrow, “You get out of the League what you put into it, so step outside your comfort zone and try a placement you have no clue how to do.”

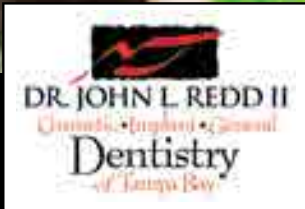
DeLaVergne’s advice is similar, “One of the greatest things about League membership is the variety of opportunities. You will be surprised at what you’re good at and enjoy something you never thought you would.”

Walters simply said, “Go for it and participate in Willingness to Lead. We have amazing members who add their support and various talents that can help you grow and develop in your role.”

Schultz agrees, “You have so many people in the League to help you, so reach out and utilize those people. The possibilities are endless and it’s really exciting.”



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# DOING GOOD, STEERING GREAT

by TIFFANY HARRINGTON

Communication. Vision. Commitment. These three words describe a successful governance structure. Nonprofit organizations play an important role in our society by positively impacting communities and benefiting the greater good. A cohesive, dedicated and engaged board is critical to the nonprofit organization's success. The Junior League of Tampa (JLT) has recently changed its governance focus from internal to external. According to JLT President Lee Lowry, JLT members want both internal and external satisfaction with their involvement in the League, which means continuing to enhance the reputation and influence of JLT in the community. Having the most efficient and effective board leading the League will make this possible.

According to Grace Armstrong of the Nonprofit Leadership Center of Tampa Bay, outdated structures are a complicated matter. The way to refresh an outdated structure is to spend quality time not only understanding what needs to be accomplished but also determining the best approach possible. This can be achieved by forming temporary, purpose-specific committees that will analyze the current structure and provide feedback. A review of all committees is important to ensure each one has an ongoing, relevant purpose. Another way to achieve success during the revitalization process is to ensure board members are engaged. This will occur when they do meaningful work and are able to use their talents and learn new skills.

Lowry feels that JLT has done a great job moving forward since its independent evolution as a movement from the early 1900s. However, it is now critical that portions of the Executive Board's management duties are delegated to other leaders. By adopting a structure similar to other nonprofits, Lowry said, JLT will also enhance the development of its members' potential since their JLT experience will be more translatable to other Board appointments.

The Junior League of Tampa, similar to other leagues around the country, recognizes the necessity for change. For

example, more than 85 percent of members, including the current Executive Board, work outside the home. Therefore, time spent involved in League activities must be perceived as valuable. The current model may not fit women's lives today. A survey of last year's Leadership Council revealed that many members who were eligible to run for elected office would not run because of the perceived time commitment, Lowry said. A new governance structure will provide more opportunities for various leadership paths. Diversity is also an important focus. Lowry believes that a new structure will create leadership roles that will not only suit but also develop different competencies and leadership styles.

Congruent with Armstrong's suggestions, the Executive Board is currently undertaking governance planning as an exercise with the Leadership Council. As the governance structure changes, strategic planning and long-range goal setting will be the main function of the Board and will be built into the culture.

According to Lowry, the Executive Board will begin the visioning process at a high level. The Leadership Council and committee chairs will then help evaluate, test, and implement the vision, while the rest of the members of the League will engage in the planning and execution of the shared vision. A high-performing board must contain the right individuals who have a common vision for the organization; they must know what needs to be done and inspire their members to accomplish these goals, Armstrong said. This governance change is not a small undertaking for the League and will be a process to carefully plan and implement. Fortunately, Lowry believes JLT has a strong pipeline of leaders ready to pave the way for the future. Transparency and communication are the keys to ensure members from Provisional to Sustainer, from committee members to Executive Board members, understand and embrace these essential changes.

**“Governance means to steer,” Armstrong said. “Not to do.”**





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# SPRING *Clean Your Image:* RE-BRANDING YOU

by ASHLEY COLLADO

Spring is here and it's time to clean house, but you can leave the broom and dustpan in the closet. What we are talking about is cleaning up your image. Maybe you have kept it tidy all year and just need a bit of an update, or may be it's gotten neglected and it's time to call in the professionals. It's okay. We've all been there.

As you get started on the next strategic phase of "you," remember the overall goal of re-branding is to identify what makes you unique and how this can be best presented. Don't leave your dreams on the shelf to collect dust under a pile of other "to-dos." It's time for change, so get cleaning!

Below are some key steps to serve as your guide as you re-brand you; think of these as your cleaning tool kit:

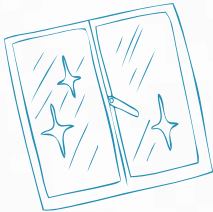
## DETERMINE YOUR CURRENT BRAND

It is important to determine how people perceive you and how you wish to be perceived. What adjectives do people associate with you and which adjectives do you want them to associate with you? This will make it easier to identify the gap between the current you and the "you" you want to become.



## DETERMINE WHERE YOU WANT TO BE TWO YEARS FROM NOW

Define your goals and objectives. What you would like to improve on or change? What actions can help you get there?



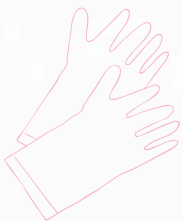
## DETERMINE YOUR BRAND ATTRIBUTES

Identify your personal skills and attributes. How do these set you apart? Decide what you wish for your personal brand to convey and what niche you wish to be known for.



## RESEARCH

Identify a mentor(s) and/or role models. Find individuals that are in positions that you wish to achieve and interview them for informational purposes. What opportunities are available for you to develop skill sets in these areas (e.g., continuing education courses, internships, volunteer opportunities)?



## CREATE THE NEW "YOU"

Come up with a plan to re-brand you that is all encompassing. Think head to toe. Consider your in-person and online presence. Make sure the two are consistent and complimentary.



Not unlike cleaning house, the task of cleaning your image can seem daunting. Remember, re-branding you is a process that takes time. Be patient. Sometimes the risk can seem too great or the reward too small even though we know that achieving this change may move us closer to our goals. The key is to keep going. **As Nelson Mandela once said "It always seems impossible until it is done."**

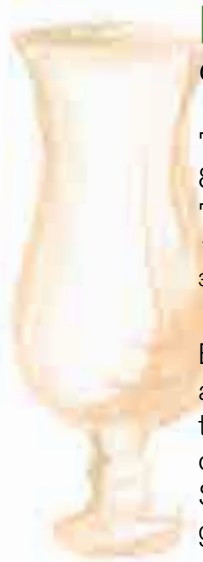


# COOKBOOK COCKTAILS

Mint and citrus are a well-matched pair for a cocktail that is crisp and refreshing. Alone, mint can make any recipe fresh and alive. With a citrus finish, the combined flavors pack a punch strong enough to awaken the palate from hibernation. The bright green of the herb and yellow of the fruit are enough to chase away the winter blues. Add in a shot or two of “little water,” better known as vodka, and your lazy afternoon on the lanai just became a full-swing garden party. Farewell winter, spring has sprung!





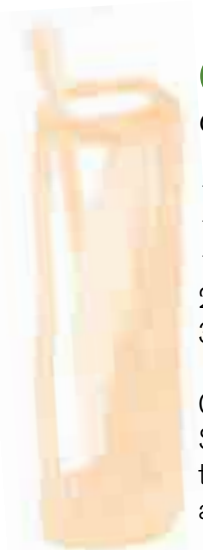


## Mint Tea Lemonade

*Capture the Coast, pg. 29 | Yield 16 servings*

- 7 cups water
- 8 (single-serving) bags green tea
- 7 cups water
- 1 (16-ounce) can frozen lemonade concentrate, thawed
- $\frac{3}{4}$  cup Mint Simple Syrup

Bring 7 cups water to a boil in a saucepan. Add the tea bags and steep for 2 to 3 minutes. Discard the tea bags. Cool the tea to room temperature. Combine 7 cups water and the lemonade concentrate in a pitcher and mix well. Add the cool tea and Mint Simple Syrup and mix well. Chill before serving. Pour over ice in glasses to serve.



## Citrus Sipper with Fresh Mint

*Capture the Coast, pg. 29 | Yield 8 servings*

- 1  $\frac{1}{2}$  cups fresh lemon juice
- 1 cup fresh lime juice
- 1 cup fresh orange juice
- 2 cups Mint Simple Syrup
- 3 cups lemon-flavored sparkling water, chilled

Combine the lemon juice, lime juice, orange juice and Mint Simple Syrup in a large pitcher and mix well. Chill until serving time. Stir in the sparkling water just before serving. For an alcoholic variation, add 2  $\frac{1}{2}$  cups vodka.



## Fresh Lime Juice Margarita

*Capture the Coast, pg. 28 | Yield 8 servings*

- 1  $\frac{1}{2}$  cups silver (blanco) tequila
- 1  $\frac{1}{2}$  cups fresh lime juice
- $\frac{1}{2}$  cup plus 2 tablespoons Mint Simple Syrup
- 6 tablespoons Cointreau
- Lime wedges
- Coarse kosher salt
- Mint leaves

Combine the tequila, lime juice, Mint Simple Syrup and liqueur in a pitcher and mix well. Chill for several hours. Moisten the rim of each margarita glass with a lime wedge and then dip in kosher salt. Pour the margarita over ice in the prepared glasses and garnish with mint and additional lime wedges on cocktail skewers.



## Mint Simple Syrup

*Capture the Coast, pg. 28*  
*Yield about 2 cups*

- 2 cups sugar
- 1 cup water
- $\frac{1}{4}$  tsp. fresh lemon juice
- 1 cup whole mint leaves

Mix the sugar, water, lemon juice and mint in a saucepan. Bring to a boil over medium heat, stirring constantly. Reduce the heat. Simmer for 1 minute or until the sugar is dissolved. Remove from the heat to cool. Strain into a small pitcher and discard the mint leaves.

## Shopping List

- 8 (single-serving) bags of green tea
- 1 (16-ounce) can frozen lemonade concentrate
- lemon juice
- lime juice
- orange juice
- lemon-flavored sparkling water
- tequila
- vodka (optional)
- Cointreau
- limes
- mint leaves
- Kosher salt
- sugar

## Food Footnote

Enjoy alone or pair with:

Pastitsio  
*Capture the Coast, pg. 87*

Florida Lobster Salad  
*Capture the Coast, pg. 60*

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