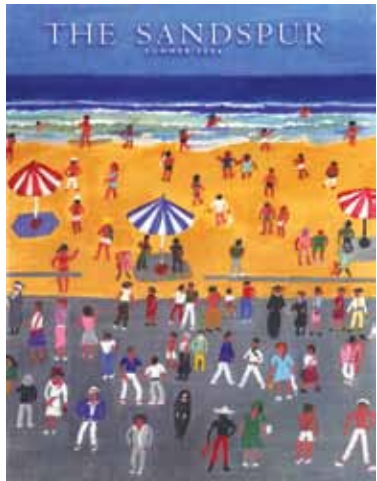
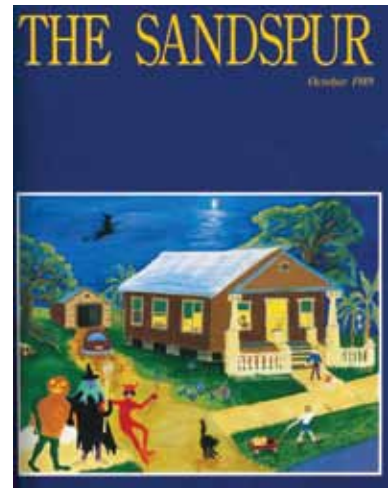
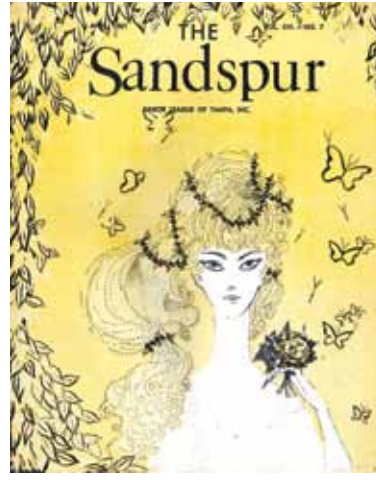


THE SANDSPUR

Communicating Our Values

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Advertising Coordinator Lisa Humphrey	Advertising Sales Carmen Beavers Brooke Iarossi
Contributing Writers	
Ashley Collado	Ellen Quinlan
Megan Ely	Jennifer Simpson-Oliver
Kathryn Hall	Sommer Stiles
Brooke Iarossi	Meghan Weddle
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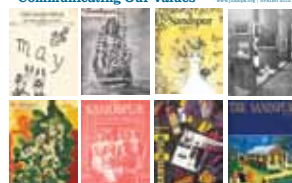


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On the Cover

The Sandspur over the years.

A Lot has Changed Since the 1940s,
However One Thing Remains True...

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The Association of Junior Leagues International (AJLI) includes a clever and witty page in their 2010 Connections brochure. It is a black and white photograph of a woman from the 1950's talking on the telephone. The caption reads "Social Networking...Girl, Have Times Changed!" The page includes icons and web addresses to AJLI's Facebook and Twitter pages. In 2010, AJLI boasted over 3,000 Facebook fans. Today, AJLI boasts almost 7,500.

Times also have changed for The Junior League of Tampa. Methods of communication are not the same as they were in the 1950's. In addition to the telephone, handwritten note, magazines and word-of-mouth, there now are e-newsletters, websites, emails, texts, Facebook pages, Twitter accounts, YouTube videos and Pinterest boards.

Although the times have changed, The Junior League of Tampa's core Values remain the same. The goal of this issue is to map out our own communication evolution and highlight our consistent and steadfast Values.

Highlights



• Word Cloud - (page 26)
The website wordle.net creates "word clouds" based on the text provided. I pasted the words from our Values Statement and voila...this is an illustrated result.



• AJLI Social Media - (page 32) This section highlights two of AJLI's Social Media Guidelines. These two points are possibly the most important.



• Cookbook - (pages 50-51)
Don't miss this creative, new layout of our *Capture the Coast* recipes. Planning a week of meals and shopping for the ingredients have never been easier.

Thank You

I would like to thank Andrea Layne and Allison Burden for their editing and influence throughout this year. And thank you to *The Sandspur* Committee for their diligent work and dedication to this publication.

Best,

Angier

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



Our Mission

Founded in 1926, The Junior League of Tampa, Inc. is an organization of 1,700 women committed to promoting voluntarism, developing the potential of women, and improving communities through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

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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

Throughout the years, The Junior League of Tampa has relied on a variety of communications and processes to keep our members, community and friends informed.

Despite the rapid changes over time, the goal of our League communications has remained consistent - to share what we as a League believe in and what we value. Each of our communication tools, from our printed publications to our electronic Facebook posts, share information about our aspirations for both our community and our organization and what we cherish. In the Spring of last year, we went through a formal process to clearly define a common set of Values, so that we could consistently communicate a core set of shared beliefs, both internally and externally.

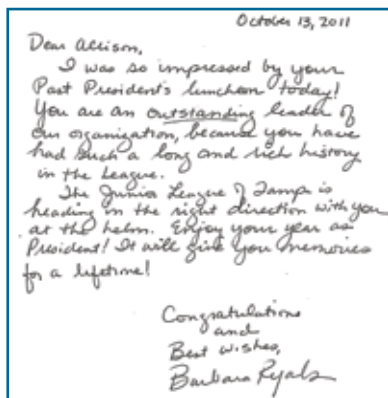
In my time with the League, I have had the opportunity to work on each and every communication tool the League utilizes. Placements with Technology and *The Sandspur* taught me the value of our defined processes and concise and accurate communications. Later as a member of the Executive Committee, I regularly contributed to *The Spur of the Moment*, weekly League emails, press releases and was involved with website design and review. With each and every League tool, it was critical to remember that we were communicating on behalf of the League and to tailor our messages to reflect that voice. As President of the League and the ultimate "Editor" of all written words, my responsibility is even greater. Through my League training, I have learned much about writing, editing and publishing, as well as oral communication.

As an organization with over 1,700 members, our ability to communicate clearly and articulately what we believe is vital to our success. Every donor, community collaborator or potential member can access any of our communication sources and easily determine who we are and what we believe. The heightened importance of communication within the League has been demonstrated the most by the creation of a new Executive Committee position within the last two years, the Communications Vice President. Up until this point, all communications were edited, approved and sometimes even written by the President.

In the League's 86 year history, the way in which we have communicated with each other

and the community has changed dramatically. However, despite the vast array of savvy and quick forms of communication, there is still one format that prevails. I must personally thank my League experience for teaching me the importance of this form of communication. And that most impactful format is still the handwritten note. As a child growing up without the influence of my mom, I was not conditioned to write personal notes, like many young women are. It was not that I was not grateful or appreciative of acts of kindness or gifts. It was just that it was not a priority growing up in my household.

Once a member of the League, I started receiving notes praising my work and thanking me for my contributions. I was amazed at how energized and motivated these simple notes made me feel. Two women inspired me in the art of note writing. The first is my friend, Laura Hobby, who shared with me that she regularly rises at 5 a.m. to write up to five handwritten notes a day. I remember one particularly challenging week where I received three handwritten notes from her. Another woman that greatly emphasized the importance of note writing is a mentor, Tampa Chief of Police, Jane Castor. When speaking at our Leadership Training Seminar last year, Chief Castor shared that she regularly writes handwritten notes



to the predominately male members of her department and feels like this is one of the most important aspects of her job.

And so, I challenge each of you in this high-tech communication world. Put away the iPhones, iPads, Macs, laptops and kindles. Turn off your Facebook and Twitter accounts and close your email. The next time you wish to thank or

recognize someone, take a break from the day, grab a cup of tea or a glass of wine, and pull out a pen and paper to write your thoughts. After all, it is not necessarily what you write, but the fact that you made time in your busy life to write it. And you never know the value that one note can have on another - especially when it is written by someone you have served with, learned from and respect greatly.

With much gratitude,

Allison B. Burden

Allison B. Burden
President, 2011 - 2012



EASTER SEALS FLORIDA, INC.

I just wanted to take a minute to say thank you again for the League's generous enabling fund grant last year. The therapy equipment the grant provided has already become an important part of the early intervention services we provide to children with disabilities and special needs. I thought you might enjoy a few pictures of one of our children, who has a severe case of Spina bifida, working with his therapist to build his upper body strength in the Creeper Crawler made possible by JLT. As a JLT Sustainer, I am so proud to be part of an organization that makes such a difference in our community. Thanks for your leadership and to all League members who give generously of their time, talent and treasure!

Tracy B. Clouser, Vice President of Development
Easter Seals Florida, Inc.

BIG BROTHERS BIG SISTERS OF TAMPA BAY

On behalf of the children, volunteers, and staff of Big Brothers Big Sisters Inc., we would like to thank you for volunteering for our Holiday Match Party this year. The Littles and Bigs that attended truly enjoyed the holiday crafts and activities you provided. It adds an extra special touch to the party every year. We greatly appreciate the time and energy you put into helping make our event a tremendous success. Again thank you for your generosity; and we look forward to working with you again soon.

Jennifer Libby, Vice President of Program Services
Big Brothers Big Sisters of Tampa Bay



STARTING RIGHT, NOW

On behalf of Starting Right Now, thank you for your grant of \$2500. We were so excited to receive this funding. I hope that opens more doors for the Junior League to get involved in our organization. Your support system is amazing. I just wanted you to know how much I appreciate you helping us. Thank you and happy holidays.

Vicki Sokolik, Executive Director
Starting Right, Now

ST. JOSEPH'S CHILDREN'S HOSPITAL

With deepest gratitude for your kindness and support as we care for grieving families.

Bereavement Committee
The St. Joseph's Children's Hospital

3-DAY FOR THE CURE

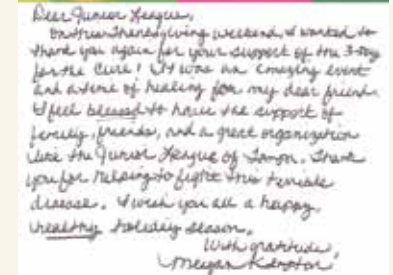
On this Thanksgiving weekend, I wanted to thank you gain for your support of 3-Day for the Cure! It was an amazing event and a time of healing for my dear friends. I feel blessed to have the support of family, friends, and a great organization like The Junior League of Tampa. Thank you for helping to fight this terrible disease. I wish you all a happy, healthy holiday season.

Meagan Kempton

FEEDING AMERICA TAMPA BAY

Thank you so much for the scrumptious cookies! Everyone here at Feeding America Tampa Bay loved them. We appreciate so much all you do to fight hunger in Tampa. Have a very happy holiday season.

Feeding America Tampa Bay

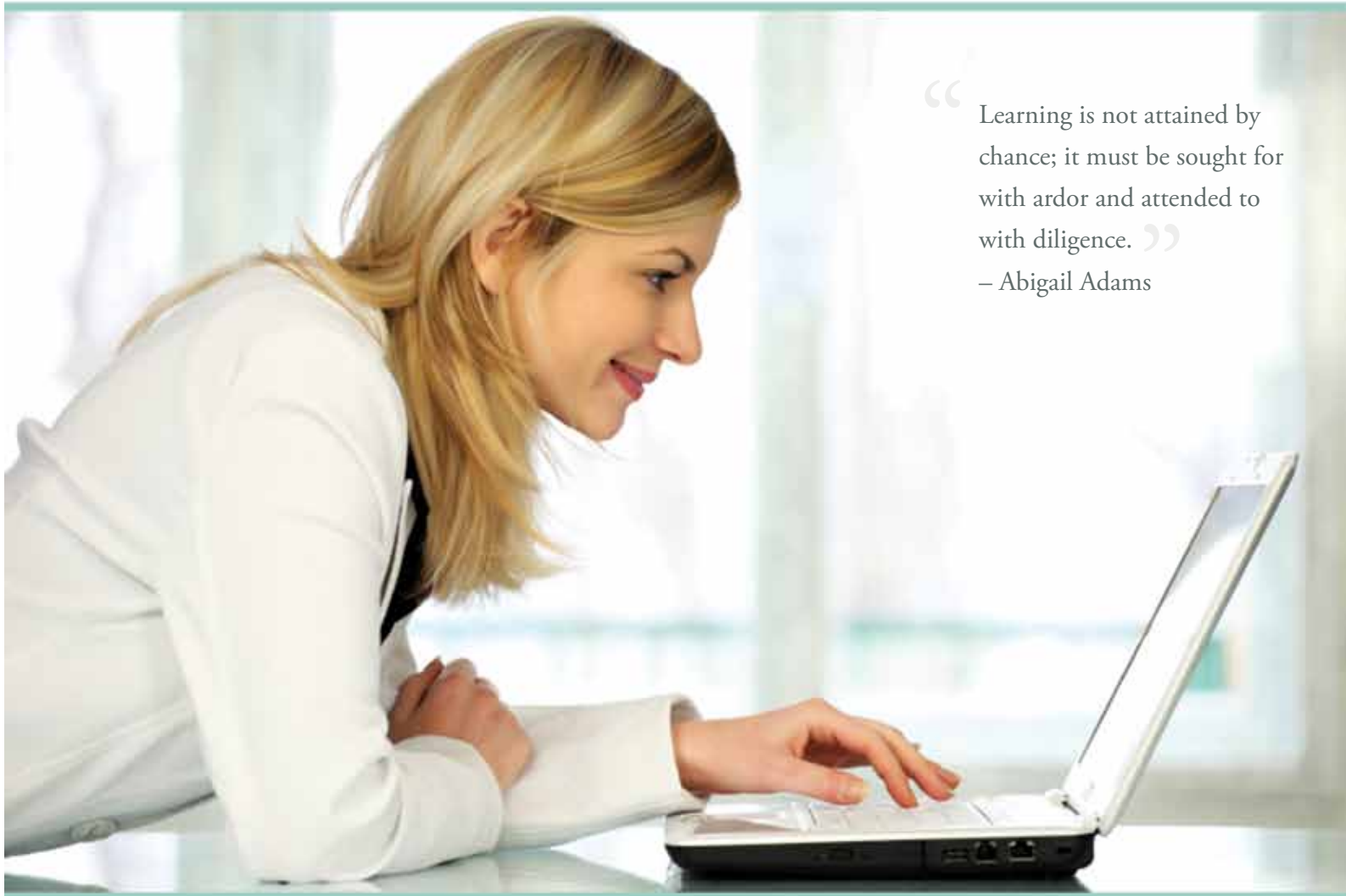


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The Junior League of Tampa Endowment Fund
Leaving a Legacy...Sustaining our Service

What is the difference between The Junior League of Tampa Endowment Fund and other annual fundraising efforts?

Each year, The Junior League of Tampa depends on annual support to fulfill its Mission to *promote voluntarism, develop the potential of women, and improve communities through effective action and leadership of trained volunteers.* The Annual Campaign, Holiday Gift Market, and cookbook sales support our community projects and League programs, while membership dues cover administrative expenses.

The Junior League of Tampa Endowment Fund (The Fund) is a permanent endowment fund that was 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. A strong endowment fund will give us the opportunity to pursue exciting, new opportunities or deal with unforeseen circumstances without creating an additional financial hardship for The Junior League of Tampa or our members.

Now that we have closed *The Founders Circle*, we now have our sights on our "Hike to a Half Million" goal! We are also proud to announce the new recognition categories for those who donate \$5,000 or more each year:

- Platinum Legacy** - \$25,000 or more
- Gold Legacy** - \$10,000 - \$24,999
- Silver Legacy** - \$5,000 - \$9,999

Why is our "Hike to a Half Million" goal so important to The Fund and our League?

The Fund was established to support the long-term sustainability of the League and our charitable endeavors. Gifts made to The Fund are not spent, but rather are permanently invested and managed by the Community Foundation of Tampa Bay.

Once the principal balance reaches \$500,000, a portion of the earnings generated by The Fund will be used to cover future operating needs, which might include funding special community projects, supporting new training initiatives, providing JLT membership scholarships to those in financial need, covering unanticipated expenses, or financing capital expenditures.

There are many opportunities for giving at all contribution levels with a minimum donation of \$250! We recognize that donors may choose to make an immediate gift, a planned gift or a combination of the two. We will work with you to accommodate both types of giving. Whatever your decision, the greatest impact is made the moment you decide to participate! For more information, please visit the donor page located on our website at www.JLTampa.org/support.



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.

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

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Communicating Our Values

by Andrea Layne
Communications Vice President

“I like the technology, but I LOVE the people!”

I adapted this line from the recent movie “We Bought a Zoo” to help to illustrate my personal experience, as a volunteer and member of The Junior League of Tampa. This issue of *The Sandspur* highlights the history and future of the various technologies and tools the League uses to communicate our Values. I am pleased to have played a role in transforming the technology of the League for the past six years. But more importantly, I want you to understand how my participation in this critical, and ever evolving, area of the League changed my perspective on communications, friendship and myself.

My JLT Communications Experience

When I joined the League and sat in my Provisional class in 2006, I was working as an Information Technology Project Manager at MetLife. I joined the League for multiple reasons...to make new friends, to acquire a leadership role, to volunteer with people and to take a break from computers for a few hours a month. So the irony of my first placement in the League, as the Assistant Technology Chair, was not lost on me. What I quickly learned was that the Technology Committee was a great place to meet Committee Chairs and the members of the Executive Committee as leadership at all levels relied on our team for information and support. I think I met more people during these first few placements, as the Assistant Chair and Chair of the Technology Committee, than any other year. I also learned how the League runs, since so much of our processes use our systems for data storage, distribution of information, processing of requirements and payments, volunteer placement, shift sign-ups and donor management. But even more valuable than understanding the administration of our League, was the opportunity to work with so many inspiring women who had visions of what we could be doing and how I could help.

Fast forward to 2011, now as the Communications Vice President, I see every day how much the technology we use has evolved, and how we use it to benefit our members and the community in the best ways possible. As I share with you many of the technological accomplishments of our League and the role I played in these accomplishments, you will see how these experiences molded my values as a volunteer.

Automating the Placement Process

In the Fall of 2007, then President Susan Touchton and Betsy Graham decided to automate the cumbersome placement processes. Up until this point, the placement process was done with lists of placement forms and reports spread across a table. Months of preparation were required to review our placement structures and to ensure we held onto our member’s history in the new automated system. But when I received the final phone call from Betsy to say that she had “pushed the button” (so everything was live and running on our website,) I could not have been more thrilled! Implementing this change not only enabled us to use technology to make the process better, but it brought us all together as a group and bonded us together in enduring friendships.

Our Focus

The Junior League of Tampa focuses on providing children and their families with opportunities and services essential for their physical, intellectual, emotional and social well-being. Our focus areas include:

- Improving the lives of children in the foster care system
- Enriching children’s lives through literacy and education
- Providing basic needs for disadvantaged children



Implementing the Online Volunteer Management Process

Many of our members may remember signing up to work at the Holiday Gift Market on poster boards before the General Membership Meetings. And what about the clipboards that were passed around during the meetings to sign-up to work project shifts? In the Summer of 2008, we acquired additional technology that furthered our ability to better manage our volunteer opportunities. This enhanced technology enabled us to post volunteer shifts on our website, thus allowing members to virtually sign up for shifts and events. We started small – allowing our members to sign up to work at the Fall Kids Connect Event, just to test this new automated method. And it worked so well, we never looked back! And now, in 2012, the Volunteer Calendar is the most visited sub-page on our website. Over 600 actives and 150 Provisionals now utilize this functionality annually to sign up for all volunteer opportunities and many of our social events.

Supporting Our League Website



Speaking of websites....we certainly have come a long way during these past five years! As I write this on the week before the launch of an upgraded website, I remember the excitement of applying a new design the first time in the Fall of 2008. At the time, I was working closely with Kimberly Davis and Rachel Haman. And Kathleen Thaxton, serving as our Executive Liaison, was an enthusiastic supporter of any changes Kimberly, Rachel and I wanted to make. I remember lots of late night calls looking at other Junior League's sites, and reviewing our own pictures and design variations we proposed.

I remember the thrill of launching the new design and slideshow on the home page, knowing that thousands of individuals would come to this page to learn about our organization. I remember the love and support of these wonderful ladies, without whom, I could never have accomplished this major design project.

And this year's website upgrade went through a similar process of discovery and design. Allison Burden, this year's President, wanted to tie our website to the look and feel of other League communications tools. Together, we thought a lot about what the external marketing and branding should be for The Junior League of Tampa. I found this strategic thinking even more interesting than the nuts and bolts of the technical pieces of the project. This project continued the friendship thread that has been woven through my own League career, and the reason I keep seeking leadership positions to this day.

Editing *The Sandspur* and *The Spur of the Moment*



When I interviewed for the Communications Vice President position, I wasn't thinking too much about the printed material that we produce. Both *The Sandspur* and *The Spur of the Moment* have historically run like well oiled machines! It has been a pleasure to work with Angier Miller, this year's *Sandspur* Editor, as she applied her visionary design to our new cover and publication format. So my role on these publications has been more of an advisor, listener, supporter and editor. My most enjoyable moments during the publication of *The Sandspur* have been the lively banter about its new cover.

And *The Spur of the Moment* just seems to magically come into production without much effort, thanks to the drive of Shannon Walsh, this year's Editor. Being paired with such creative and insightful editors has been such a pleasure and really enabled me to work within a collaborative environment to further the League's ability to communicate our Values.

Learning How to Delegate

There are so many other areas of communications that I didn't have the column-width to touch on in this article... email blasts, Public Relations, Social Media, just to name a few. They all have similar stories with the same theme of starting with a project, but emerging with friendship and respect. But if you ask me for the most significant value I have learned from these experiences, it is the power to trust in the exceptional capabilities of the women I have been so lucky to serve with these past six years. I can empower them with the responsibilities and know that they will not only get the work done, but also go beyond anyone's expectations. And together we communicate our Values of voluntarism, empowerment, collaboration, advocacy and stewardship.

The League relies on the skills of many professional photographers to capture our internal and external Mission-driven work. Specifically there are four professional photographers who have visually enabled us to share our story. Our ability to communicate to our membership and to our community would not be as effective without the visual images captured by these women.

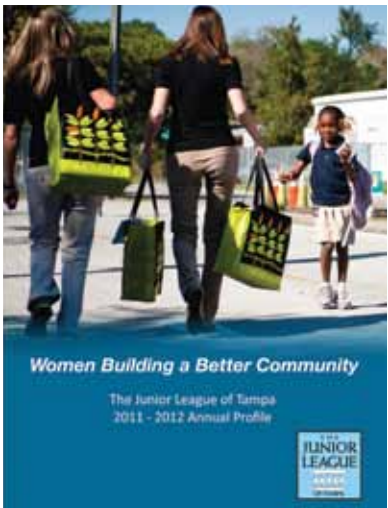
Heather Hamilton



Heather Hamilton is the owner of Heather Hamilton Photography. Specializing in high-school seniors, lifestyle portraits, and families, she aims to capture her subject's emotion and connections, rather than a "perfectly" posed photo. Having three young boys, she strives to preserve those beautiful moments for her clients that she would cherish as a mother herself. She most often shoots on-location in the Tampa area using natural light.

Heather Hamilton Photography can be reached at 813.766.1036, online at www.heatherhamiltonphoto.com or via email at hhamilton8@yahoo.com

Marissa Moss



Marissa Moss Photography specializes in lifestyle portraiture and beautiful weddings. Marissa enjoys creating fresh, happy, and light-hearted images of babies, families, engagements and weddings and utilizes her background in interior design to help you integrate her photography into wall art to be enjoyed for a lifetime. Be it the day you say, "I do!", the first week home with your brand-new baby, or chasing your wild three-year-old through the park, Marissa Moss Photography aims to capture the moments that easily

slip by in the blink of an eye, and give them back to you to keep.

Marissa Moss Photography is located at 205 S. MacDill Avenue in Tampa, and online at www.Marissa-Moss.com.



Heather Hamilton, Luiza Torra, Marissa Moss and Nicole Geller.

Nicole Geller

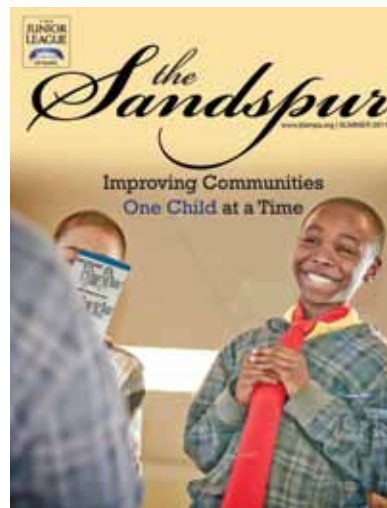


As a third generation, Tampa native, Nicole Geller enjoys being able to photograph her two legged and four legged clients at her studio and also on-location. Nicole's has a "Sweet Spot" for photographing people with their pets in all stages of their lives. Nicole specializes in maternity, newborn and family sessions as well as corporate headshots. Nicole is a true minimalist when it comes to photography, but once you enter her green studio with pink polka-dots,

you will quickly realize that she has a whimsical approach to all of her sessions. No need to bring your own props- Nicole has it all! Nicole's love of children and pets is a constant reminder that she is living her dream of creating memories through images that will definitely last a lifetime!

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How Men and Women Communicate Differently

by Brooke Iarossi

Recently, I witnessed a conversation between a man and a woman that seemed familiar.

She said: I was so upset when Molly told me that her husband's job is relocating them to Georgia.

He said: Well, they have to do what they have to do.

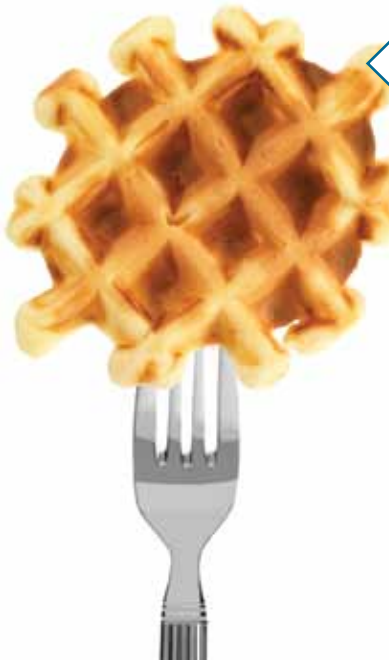
She said: Aren't you upset that our close friends are moving away? What about their friends, their family, their children? Where will they live?

He said: They have to put food on the table somehow.

How did "he and she" hear the same simple sentence so differently? Clearly there was a disconnect between their views. I was in awe of the entire interaction, though not at all surprised by its predictability. It reminded me of the numerous conversations my husband and I have had - where he looks at me as if I sound like Charlie Brown's teacher. Why are there so many misunderstandings when speaking with the opposite gender?

In the book, *Men are like Waffles, Women are like Spaghetti*, co-authors, Bill and Pam Farrel explain, "Men process life like waffles. They think and act by moving from box to box. They enter a box, size up the problem and formulate a solution." The authors go on to say that "Women process life like a plate of spaghetti. Each issue is like an individual noodle that touches every other noodle on the plate. They find it natural to multi-task."

These analogies make sense. Most men rarely get caught up in multiple issues and discussions at one time. The authors stay focused on the matter at hand. Men go to work and think about work; they go to the gym and think about their workout, and so on. Men seem to avoid letting one issue interfere with another just like a waffle.



MEN are like WAFFLES

"They think and act by moving from box to box. They enter a box, size up the problem and formulate a solution."

I seem to be unable to discuss one issue without bringing up another. And some would say that I am not alone. Some would argue that all of women's issues and thoughts seem to be intertwined like a plate of spaghetti. I could never talk about how I bought a new dress without mentioning to a girlfriend what it was for, how many different dresses I tried on, how the sales assistant treated me, what I ate before I went... I also would not expect any less from my girlfriends, as I would happily listen to every last detail about a recent date.

We could strive for a world where men would love to listen about every second of our day and where women summed it all up in five words or less. Conversations might go on in harmonious bliss. Since that may never happen, maybe we should just accept that life isn't perfect.

In the book *Men are from Mars Women are from Venus*, author John Gray says, "Men mistakenly expect women to think, communicate and react the way men do; women mistakenly expect men to feel, communicate and respond the way women do. We have forgotten that men and women are supposed to be different. As a result, our relationships are filled with unnecessary friction and conflict."

If we can begin to understand that we are innately different and embrace these differences, we may actually find conversations becoming less analytical and more casual. We may even begin to enjoy the process and learn a little something about ourselves along the way.



Brooke Iarossi is from Gulf Breeze, Florida and this is her first year as an active with The Junior League of Tampa. She and her husband Tom, have a two-year-old daughter, Isabella. Brooke is the Southeast Regional Sales Manager for Gynecor, a division of Bostwick Laboratories.

WOMEN are like SPAGHETTI

"Each issue is like an individual noodle that touches every other noodle on the plate. They find it natural to multi-task."



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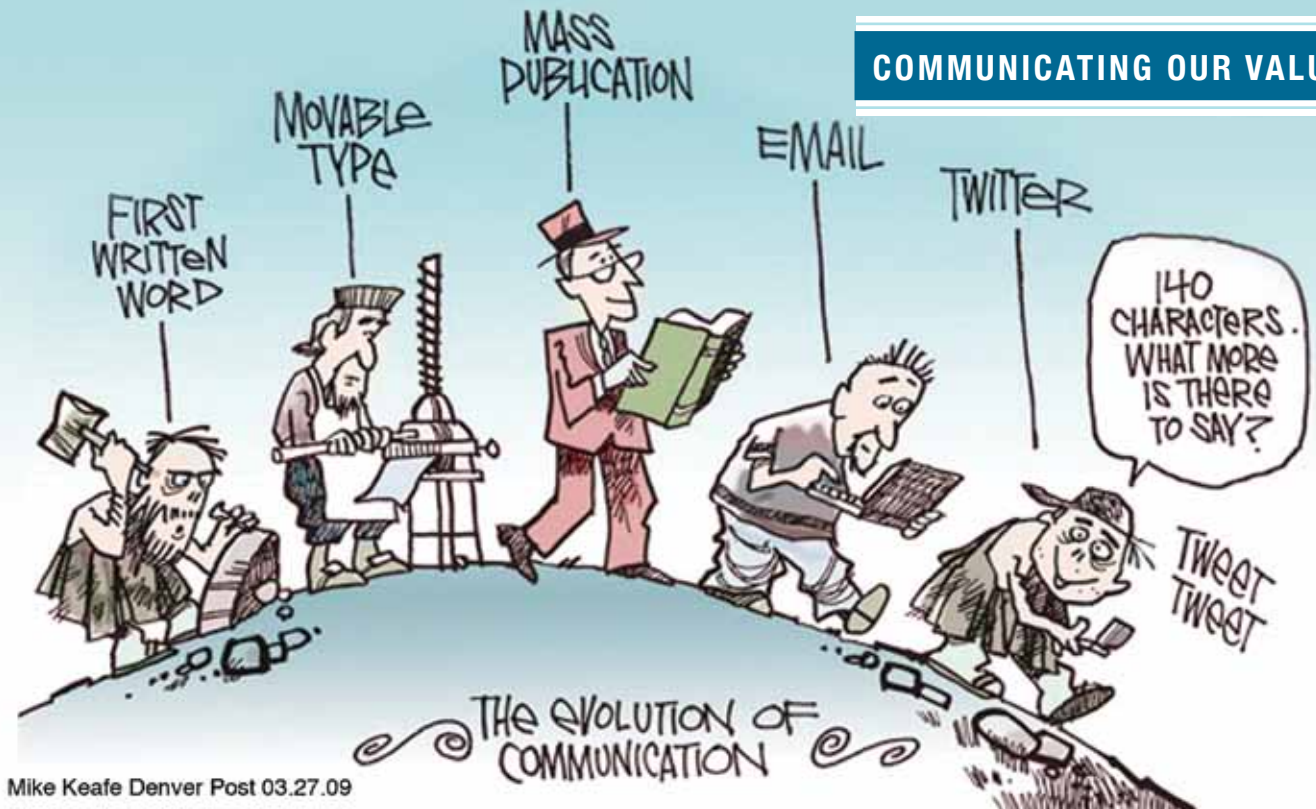
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Values managing responsibly training
relationships Working safe
Voluntarism serve Advocacy empower
entrusted development
community
encourages Achieving influencers



The Evolution of League Communication

by Andrea Layne, Jenna Simpson-Oliver and Cynthia Valdez

People have been communicating with one another since the beginning of time. Cave drawings, hieroglyphics and early forms of vocalization, such as grunts and whistles, have paved the way for the more evolved forms of communication used today, such as the written and spoken word (though it seems some still prefer the grunts and whistles of long ago as their current mode of communication.)

Early Communications

Like the rest of humanity, The Junior League of Tampa has undergone several decades of growth in the area of communication, as well. In the earliest decades of the JLT's existence, members and leadership alike conducted most of their internal League business in person and by U.S. Mail. If important information needed to get to members in between membership meetings, phone calls were made. Recaps of League news, both local and national, and information about upcoming events were provided to members via newsletters that were mailed to members' homes. While these methods were effective, they were also quite limiting, very slow and the information was often out-dated by the time it arrived.

Advertising for the JLT's fundraisers, social events and other news important for the public was done strictly via print media and word of mouth through the earliest decades. And though radio spots were later used to advertise League sponsored public events, they weren't exactly reliable since the audience needed to be listening to the right station at the right time in order to get the information provided.

Advanced Communication Capabilities

As technology improved, so did the League's methods of communication. The advent of answering machines, fax machines, cell phones and email made it easier to get important internal information out to our members anytime, anywhere. Television, DVRs and the internet have proven to be useful tools in spreading the word about League fundraisers and events to the public.

And, with the most recent advancement in technology and communications, social media enables us to get the word out about the JLT happenings and interests in real time. Facebook, easily the most well known and widely used social media website, is utilized by the JLT to announce events, share photos and highlight volunteer opportunities. Of course with most new forms of technology, there are always going to be kinks that need to be worked out. "The challenge of administering the JLT Facebook page is balancing the need to promote ourselves to non-members to develop brand awareness and interest in our public events with the need to have internal communications between members," says Andrea Layne, Communications Vice President. "We need to give our members a place to share ideas and plans for League business and events. Because the JLT Facebook page is public, it can be difficult to restrict or control comments on the page as well. One solution," says Andrea, "is the planned upgrade of the Member's Only section of the League's website. It will have more of a social media feel to it. We plan to roll out this functionality to our members over the Summer of 2012."

COMMUNICATING OUR VALUES

Internal Communications and Technology

Some important internal changes have been made over the last five years that have helped to improve the way the JLT does business.

- Developing weekly email blasts gives the League the ability to inform our members about important dates and reminders between meetings. This also cuts the number of announcements needed during the General Membership Meetings, enabling us to use the extra time to bring in speakers and provide training. Last year a bi-weekly email blast to our Sustainers was added. It boosts the attendance at League functions and keeps these members better informed of League happenings.
- Posting *The Spur of the Moment* to the website has provided a huge cost savings to the League. Cost and time spent to assemble the mailings were significantly reduced. As a benefit the digital version is in full-color.
- Adding the full donor history into our system, enables the League to better record donations.
- Posting the volunteer calendar in the Member's Only section of the League's website allows members to sign up for, and get electronic reminders of volunteer shifts and League social events.
- Adding an online directory enables members to access contact information easily.
- Launching the placement process online makes it easier for the Placement Committee to track member preferences and automate assignments.
- Using Survey Monkey to conduct the Fall and Spring surveys is more efficient. Paper surveys on clipboards used to be passed out at General Membership Meetings with results being tallied manually. Now, the membership can complete surveys in minutes. The best part... results are tallied electronically.

While it was quite an undertaking and challenging to complete, these advancements have allowed other League committees to focus their time elsewhere, which translates into more time to focus on achieving the JLT's Mission and purpose.

Communicating with Our Community and Supporters

While growth in communication technology has benefitted the League internally, it has also shown a marked increase in the JLT's ability to advertise and advocate. The Cookbook Committee uses their own Facebook page as well as their own blog (jlcookbooks.wordpress.com) to advertise the League's cookbooks. Through these mediums, the Cookbook Committee is able to keep the JLT's cookbooks relevant not only to its members, but to the Public

as well. Suzanne Oaks Brownstein, Cookbook Public Relations Coordinator, says, "For a period after the initial publication, there's usually a lot of excitement. But the problem is, after the excitement dies down, if you didn't have social media practices in place, you lose a lot of the awareness that these books are still out there." Social media allows the League to "mine the content of our rich backlist of cookbooks to make it relevant and timely today," says Suzanne. On their blog, and on Facebook,

the Committee posts the most popular recipes from all of the JLT's cookbooks to give people ideas at mealtime and for upcoming holidays. The committee encourages readers to post and comment on both their blog and Facebook page. More than just "liking" the Facebook page, Suzanne hopes that more readers will continue to comment and participate on the site.



Holiday Gift Market uses social media to cultivate interest and drive ticket sales. In years past, members of the Holiday Gift Market Committee might appear on television to inform the public about the event, our Cookbooks and the work these fundraisers enable, but if someone didn't see it when it aired, there was no chance to see the segment again. Now, with Facebook, Twitter and YouTube, the TV appearances can be linked to and replayed for more and more people, which allows the committee to "get more bang for our buck."



Advanced communication has and will continue to play a pivotal role where The Junior League of Tampa is



concerned. Stephanie Wiendl, President-Elect for the JLT's 2011-12 year, says "the League plans to "better utilize Twitter next year to promote advocacy efforts around child welfare and education to our Legislators." Additionally, Stephanie plans on using Twitter and other social media outlets to expand the ways the JLT raises money for its Annual Campaign and the Endowment Fund.

Forward Thinking Communications Strategy

As The Junior League of Tampa set out to create a comprehensive Strategic Plan this year, it was obvious that the Communications infrastructure, technology and processes would play a key role in our ability to achieve many of the three to five year goals in all areas of the League. The Communications Advisory Committee developed tactical plans to complete the upgrade to the systems, create formal submission processes with control points and streamline the way information is distributed internally and externally.

The vision for this work was developed over the Summer of 2011, when President Allison Burden and Communication Vice President Andrea Layne set out to redesign the Annual Brochure. Allison says, "the design and content of this [Annual] brochure will drive the look and feel for all other communication tools this year." Allison's desire to reinforce the JLT brand in all aspects of League communications came to fruition in the redesigned email blast template, the update of the colors in *The Spur of the Moment*, the new cover and layout of *The Sandspur*, and, finally, the newly launched JLT website. "These tools now have a cohesive look and feel that really elevates the JLT brand and messaging," says Andrea.

There will come a time when our children will consider "early forms of communication" to be things like rotary telephones and briefcase-sized car phones; and someday their children will see social media and email as archaic and cumbersome. Until then, the JLT will continue to use various forms of technological communication to keep members and non-members up-to-date

and informed on all League related information. So stay in the loop by following The Junior League of Tampa on Twitter and "liking" our page on Facebook, and don't forget to comment (grunts and whistles are o.k., too!)



Andrea Layne grew up in Tallahassee, Florida, and graduated from Florida State University. She lives in Wesley Chapel with her husband, Tom, and their girls, Reese (9) and Brenna (6) and their dog Kady, a Vizsla. Andrea started an event-based floral design company in the past year.



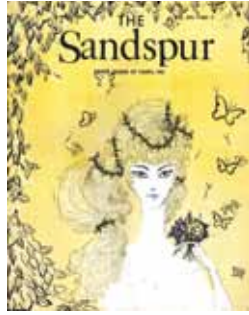
Jennifer (Jenna) Simpson-Oliver joined the Junior League of Tampa in 2009. She and her husband Thomas live in St. Petersburg and Jenna is an Attorney at Broad and Cassel in Tampa.



A second year Active member of the JLT, Cynthia Valdez is a freelance writer and an on-the-go mom of three. Check out her sometimes funny, often embarrassing personal stories on her blog at cynthiavaldez.com.

The Sandspur: Past and Present

By Sommer Stiles



1950		1955		1962		1970	
<i>Editors</i>		1955-56	Nancy Ford	1963-64	Mary Audrey Blake	1971-72	Mrs. Fred J. Turpin
1948-49	Sue W. McNevin	1956-57	Nonita Henson	1964-65	Nancy Whitaker	1972-73	Mrs. Robert Taliaferro
1949-50	Martha Ferman	1957-58	Deedee Gray	1965-66	Phylis Kadyk	1973-74	Mrs. I. Clay Thompson, Jr.
1950-51	Betty F Campbell	1958-59	Mary Ellen Rendall	1966-67	Patti Bryan	1974-75	Mrs. Joseph Lupo
1951-52	Georgia R. Wall	1959-60	Byron Crowder	1967-68	Mrs. Robert L. Martin	1975-76	Mrs. Donald W. Irvine
1952-53	Jane Hewitt	1960-61	Margaret Johnson	1968-69	Mrs. John H. Dolcater, Jr.	1976-77	Lois G. Nixon
1953-54	Suzanne Savarese	1961-62	Isabelle Ferrell	1969-70	Mrs. Kendrick Hardcastle, III	1977-78	Sally Padget
1954-55	Charlotte Bartlett/Patricia Morgan	1962-63	Susan Twomey	1970-71	Mrs. J. Warren Frazier	1978-79	Robin DeLaVergne

*" Oh reader, dear
 What have we here "
 A history of The Sandspur.

 Not told in rhyme,
 But of the time

 A single page
 Earned a wage

 And women shared their story.*

The first two lines of this poem were taken from a past issue of *The Sandspur* announcing the new officers of the Junior League in an article titled, "The Top Brass." The remaining six lines are my own rhythmic variation and the only way I found fitting to offer to you a retrospective of the official magazine of The Junior League of Tampa, *The Sandspur*. Visit the publication archives at headquarters, and flip through the pages of any volume published between 1951 and 1959 and you will see what I mean.

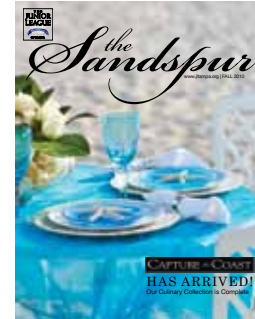
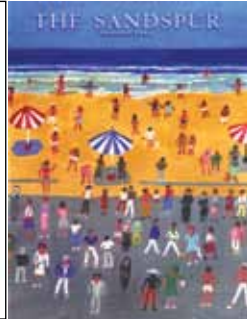
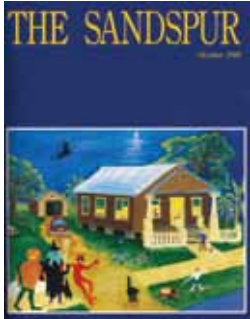
History as it relates to *The Sandspur* has several iterations. There is the history of The Junior League of Tampa; the history of the magazine; and, the history of the women who have built the League and contributed to its success. This is not a Cliff's Notes version of the 70 plus volume of issues published over the last several decades. It is the story of how a single page, typed newsheet became a 58 page, high-gloss magazine and in the process became the documented history of women of The Junior League of Tampa.

From the onset, *The Sandspur* was a hands-on publication. League members developed the stories, illustrated the covers, typed the text and delivered each printed issue. Though over time, technology has improved and production has become more streamlined, the magazine is every bit as much hands-on.

It is with this dedication that the magazine has evolved into the voice of the League by telling the stories of League women. It has been a venue for announcements, member profiles, community news, recipes, fashion, and financial tips, book reviews, League projects, and editorials. It has helped raise funds for League operations and raise awareness of important issues related to women, children, and families.

Under Editor Isabelle Ferrell, the article "Viewpoint" shared the opinion of Patricia Morgan, contributing writer and League member, on the effects of changes in the modern world. Patricia writes, "Sometimes when the telephone is ringing, the television is blaring, and the kitchen appliances are grinding and roaring, it occurs to me that modern technology may well be the ultimate source of world peace. By this I mean that once all countries have a living standard compared to ours in America the citizens of those enlightened lands will thenceforward be too involved in and enervated by the demands of modern life to entertain thoughts of war...If progress has released woman from the kitchen and, this is open to question, what has it released her? Is she peacefully reading edifying books and listening to great music? Don't be silly....I submit modern woman has exchanged one kind of work for another and has lost her peace of mind in the process. The basic problem is that since WWII America, ostensibly, has become a one class society, which should be fine, but the catch is that everyone is trying to be upper-class."

“From the early writing of articles to the final mailing of the newsheet, *The Sandspur* and its staff are in constant motion. Articles are written, ads are drawn, all is collected once, proof-read twice, and sent to the printer three times. A hectic ‘lay-out’ and ‘paste-up’ produce the magazine in rough form before its final printing and appearance at your home. The continued adventure of *The Sandspur* is an exciting one.” — Excerpt from “*The Sandspur Goes to Press*” by Stephanie Chapman



1980	1990	2004	2010
1979-80 Karen Carmody	1987-88 Sherilyn Graves	1996-97 Angie Ammon	2004-05 Lisa Moore
1980-81 Nancy Turner	1989-90 Deborah Noonan	1997-98 Laura Fariior	2005-06 Shannon Price Dann
1981-82 Unknown	1990-91 Robin Pendino	1998-99 Kathleen Patterson Lopez	2006-07 Marjorie Guillory Craig
1982-83 Lynda Vawter	1991-92 Mary Merryday	1999-00 Kim Crabtree Muller	2007-08 Susan Brindise
1983-84 Mary Jo Yates	1992-93 Lesley Shackelford Bateman	2000-01 Cheryl Benitez	2008-09 Susan Brindise
1984-85 Sue Cox	1993-94 Amy Thigpen	2001-02 Christy Atlas	2009-10 Tracie Domino
1985-86 Michaelle Taylor Rao	1994-95 Mary Cozza	2002-03 Kim Harcrow	2010-11 Sarah Kodadek
1986-87 Sally Wiley	1995-96 Nancy Lorenzen	2003-04 Krista Maddox	2011-12 Angier Miller

Patricia’s article was published in a 1961 issue of *The Sandspur* at a pivotal time in for women in US history. In the 1960s, a powerful discourse over civil rights was occurring which re-invigorated a movement among women to demand equal equality to men. “Viewpoint” spoke to the second wave of feminism, the divisions between gender, race, and class, and the struggle for equality. The Equal Rights Amendment would later pass in 1972. The questions of modern convenience can be argued to still be in question for many women who seek to balance career and family as they continue to search for ‘peace of mind.’

Patricia is not the only writer for *The Sandspur* who has posed controversial question and opinion on current events. Many women would proceed and follow her taking on topics like the effects of war on the local community, the Equal Rights Amendment, and the League career woman. Though perhaps their voices have become louder over the years.

The text on the page has been a strong indicator of the times, while the cover art and featured photos further illustrate the trends of an era. A pencil sketch of a woman contemplating League projects, a duotone image of mother and child, a full color photo of the new Children’s Museum the League helped to build – all capture a particular moment in the history of The Junior League of Tampa.

From one volume to the next, you can see the evolution of The Junior League of Tampa, the League woman and the publication. *The Sandspur* tells our history, as much as it is a part of our history.

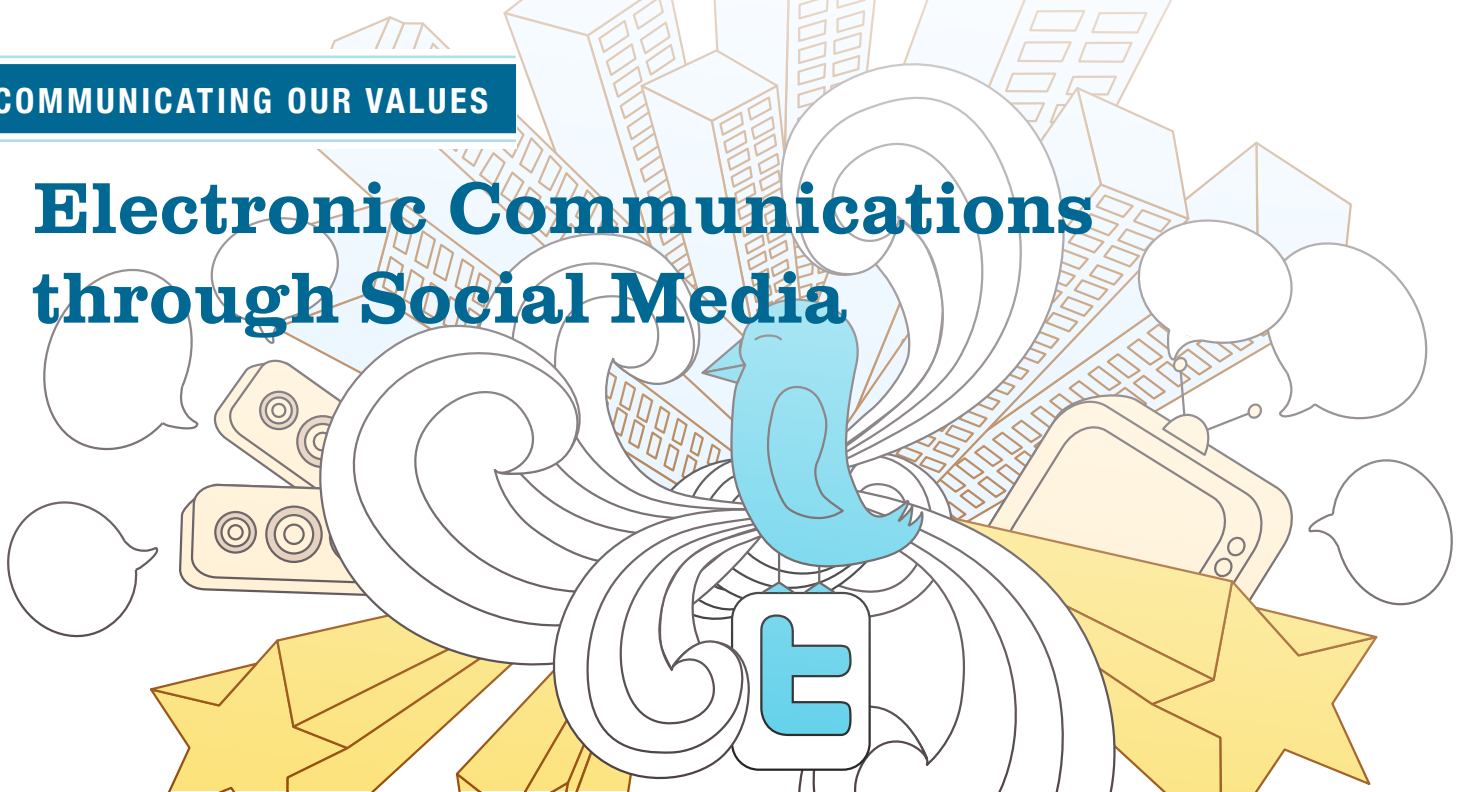
HIGHLIGHTS

- *The Sandspur* made its debut in the late forties. *The Sandspur* was a resurgence of the original League magazine “*The Times*” published in the twenties.
- *The Sandspur* was published monthly in conjunction with the Active League year (nine issues) over the first several decades.
- “Report of *Sandspur* Editor” was first featured in the 1948-49 Junior League of Tampa Annual Report.
- For the earliest issues, artwork and advertisements were hand drawn by League members and friends.
- The 1951 provisional class published the November issue; the husbands of League members wrote the 1952 January issue.
- The first cover featuring a photograph was in 1954.



Sommer Stiles has been a member of The Junior League of Tampa since 2009. She and her husband, Henry, live in South Tampa where they enjoy bicycling along Bayshore, experiencing new restaurants, and visiting the museums and cultural institutions of the area. Sommer is the proprietress and creative director of Paper Anniversary Co., an online stationery boutique and design studio.

Electronic Communications through Social Media



by Meghan Weddle

Technology is here to stay. These days most businesses execute their transactions over the Internet. As technology advances, the Internet continually shifts focus. It no longer is solely for information retrieval, texts and reading websites. Today the Internet increases the potential for sharing information through the use of social media applications such as Facebook, Twitter, You Tube and Pinterest.

Social media applications bring people together. Face-to-face interactions are no longer required to interact with one another. People answer questions and express opinions to thousands of readers in a matter of seconds. As organizations such as The Junior League of Tampa continue to grow, they find effective ways to use these platforms. By adding social media positions to our placement process, The Junior League of Tampa leverages our social media exposure.

facebook

Currently, The Junior League of Tampa's most used Social Media platform is Facebook. The League's Facebook page is updated at least three times per week with information regarding our projects and our partnerships. We provide links to published articles about our organization, information related to nonprofits, and other items related to advocacy and our community. There are also pictures of recent League events and recommendations of vendors that support the League. Links to items regarding our cookbooks and the Holiday Gift Market highlight these fundraisers, but the details are maintained on separate Facebook pages.

The Junior League of Tampa Cookbook Facebook page promotes our series of award-winning cookbooks with links to our cookbook blog, news articles and recipes, and pictures of recent creations. The intention of this Facebook page is to provide cooking inspiration to promote cookbook sales.



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The Association of Junior Leagues International, Inc. (AJLI) provides a thorough and comprehensive overview to Social Media. Below is an excerpt from AJLI's social media guide. To view the entire guide visit www.ajli.com.

AJLI Social Media Guidelines

The advent of social media has greatly increased our collective capacity to connect with one another and the communities we serve. It facilitates the healthy sharing of ideas and information with people and organizations committed to creating social good. AJLI embraces social media and recognizes its power to help us continue our legacy—110 years and counting—of women building better communities.

Social media sites have become increasingly popular and valuable as a means of communication, networking, and otherwise.

Be a Good Citizen...

Once you publish content via a blog, Facebook, Flickr, a wiki, etc., it can be difficult to take back. In your writing be respectful to your audience. It is acceptable to express disagreement but it should not devolve into personal attacks, obscenities or other disparaging and hurtful language.

Be a Team Player...

If you are citing information from another source by referring to it in a blog post, retweeting content, etc., make sure you credit the original source. One simple way to do this is by embedding a hyperlink to the original information source and/or crediting the author. In general, content creators enjoy having others link to and share their work and doing so in a matter that respects the creator's intellectual property might win you an online fan.

2011 was the first year of The Junior League of Tampa Holiday Gift Market Facebook page. This page highlights the merchants and events during the Market. And during Holiday Gift Market, new updates were posted hourly with pictures of happy shoppers, merchants and volunteers. Everyone was encouraged to “Check-in” while they were at the event, taking the Holiday Gift Market to a new social media frontier.

twitter

Along with Facebook, The Junior League of Tampa maintains a Twitter account, which ties into the main JLT Facebook page. Posts are pushed to Twitter for our 300 followers to view. Stephanie Wiendl, the current President-Elect, plans to use Twitter more in the coming year to connect with the leaders in the Tampa Bay Community and in Tallahassee to advocate for our legislative priorities.

You Tube


YouTube is a video-sharing website. As of January 2012, YouTube stated that the four billion videos stream each day through their platform. The Junior League of Tampa uses YouTube for cooking demonstrations, news articles and distribution of internally created videos such as this year’s Annual Campaign presentation.


Pinterest


According to Pinterest’s website, “Pinterest lets you organize and share all the beautiful things you find on the web. People use pinboards to plan their weddings, decorate their homes, and organize their favorite recipes.” Pinterest is a new and exciting way to interact online. It became one of the top 10 social networks in December 2011 and continues to drive more web traffic to retailers to any other site. The Junior League of Tampa recently set up a Pinterest account to help other pinners draw inspiration from our organization, discover recipes from our cookbooks and remind people to read what we are reading in our Book Club trainings. In the fall, we are planning to use it to also highlight merchandise from our Holiday Gift Market merchants.


The power of social media is enormous, and The Junior League of Tampa continues to use this medium to communicate its values.

Social Media Explained

 << I volunteered >>

 << I need to volunteer >>

 << This is a video of me volunteering >>

 << This is picture of me volunteering >>





Meghan Weddle is from Chattanooga, Tennessee and has been a member of the Junior League for three years. She is engaged to be married in July. She teaches Middle Division History at Berkeley Preparatory School.

obsessed WITH facebook.


AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS. APROX. 1 IN EVERY 13 PEOPLE ON EARTH. HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.

48% OF 18 TO 34 YEAR OLDS CHECK FACEBOOK RIGHT WHEN THEY WAKE UP...


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THE 18-24 (COLLEGE) DEMOGRAPHIC GREW THE FASTEST AT 74% IN ONE YEAR.



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ABOUT 70% OF THE FACEBOOK USERBASE RESIDES OUTSIDE THE U.S.A

FACEBOOK WAS THE MOST-SEARCHED TERM IN 2010 FOR THE SECOND YEAR RUNNING. ACCOUNTING FOR 2.11% OF U.S. SEARCHES.

"FACEBOOK LOGIN" AND "FACEBOOK.COM" WERE THE SECOND AND FIFTH MOST POPULAR U.S. SEARCH TERMS IN 2010, RESPECTIVELY.

COMBINED, FACEBOOK-RELATED SEARCHES ACCOUNTED FOR 3.48 PERCENT OF THE TOP 50 SEARCHES OF 2010. A 207 PERCENT JUMP FROM 2009.

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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 commitment to enrich our community in the areas of foster care, education and literacy, and the basic needs of disadvantaged children.

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Living Our Values

by Kate Guilfoyle and Sarah McMichael

Organizations built to endure stand on a foundation of core values. Last year, as we celebrated our 85th anniversary, we realized that although we would all agree our organization is based on a set of unifying values, we had never attempted to formalize them. So we embarked on a journey to develop a set of Value Statements, defined by our members, that are representative of the JLT. This set of shared Values serves to help guide our decisions, actions and behaviors. They are what differentiate us with our members, partners, and supporters.

We encourage each of you to familiarize yourself with our five Value Statements and remember them as you represent The Junior League of Tampa. It is our collective and sincere aspiration to be recognized as a premier service organization within the Tampa Bay community and our Values will help us achieve that goal.



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

Read how our members view these Values and live them in their daily lives with The Junior League of Tampa and in the greater Hillsborough community.

Voluntarism



Most people think about volunteering as the act of helping others, while forgetting that the by product of this action is improving yourself. The Junior League of Tampa’s organizational value of voluntarism emphasizes this point by including the statement “the continuous development of women.”

Chloe Cullinan

Since joining JLT five years ago, I have enjoyed the variety of my placements and volunteer shifts. Who wouldn’t have had fun helping facilitate ice breakers at a Kids Connect adoption party or carving pumpkins with foster kids at a Community Action event? However looking back, I realize how much I have changed because of time I spent volunteering.

As a Provisional, it terrified me to read and entertain 18 kindergarten students during the Children’s Literacy Big Read event. Fast forward four years, as the Children’s Literacy Chair this year I love singing and dancing with the students before each reading. My experience with Junior League has helped me feel comfortable reaching out to our community partners to arrange events or collaborating with Hillsborough Country School District on JLT’s involvement in the schools.

Empowerment



Empowerment is having ample opportunities to choose your passions and where to focus your energy. By providing training, political, volunteer and social opportunities, the League exposes women to the experiences that define them. Every experience is unique based on the path we choose and the areas where we serve.

Isabel Dewey

For me, I feel empowered as a working mother with passion and interest in helping my community. Sometimes I am 100% mother. Other times I am 50% employee, 50% volunteer. Each challenge and opportunity changes who I am at that point in time. As modern women, we are lucky to be able to select what we want to do and how we define ourselves. To me, that is personal empowerment but it is different for every person.

Collaboration



Lee Lowry

Member to member, committee to committee, community partner to community partner, collaboration is a hallmark of The Junior League of Tampa. The very nature of our organization acknowledges the power of working together. More than 1,700 volunteer women organized to change our community creates an influential authority for good. When we collaborate, we are so much more than we are individually!

Teamwork characterizes our community projects. These partnerships between JLT and another agencies and organizations create a greater benefit for our deserving constituents than either one could accomplish alone. The power of our volunteers and financial support multiplied by the know-how and the community affiliations of our partners make our goals in support of children and families in need that much more attainable.

Collaboration extends to our internal activities as well. Through monthly meetings, the members of the Community Project Advisory Committee (CPAC) share ideas, find ways to work together to enhance their individual goals, and support each other in finding ways to handle challenges.



Stacy Carlson

Collaboration presents the opportunity to maximize leverage and impact around particular issues. At its very core, collaboration starts with an acknowledgement that one person or organization cannot accomplish results independently. Good collaborative efforts utilize the unique strengths of the partners to develop comprehensive solutions.

The solutions themselves are often more sustainable because they do not rely on the resources of a single organization. Rather, the collaboration becomes a mix of what each partner can uniquely contribute to the coordinated approach working toward a common goal.

The Junior League of Tampa holds collaboration as a core Value because we recognize that we alone don't have the answers to solve our most pressing community issues. By pairing our add-value proposition of a well-trained cohort of volunteers who serve as organizers, implementers, advocates and champions with the assets of other community organizations, we seek to be a part of a collaborative solution.



Kate Guilfoyle is a graduate of The University of Florida with a BS in Advertising and MBA. She has been a member of the League for five years. Kate lives in South Tampa with her husband Michael and works for IBM as a GTS Strategy Senior Project Manager. She is also Strategic Planning Chair for JLT.

Advocacy



Ginny Vickers

The Junior League of Tampa strives to be an advocate for the children and families we serve in the community and those who otherwise would not have a voice. Advocacy is not just about going to Tallahassee and talking to our State Senators and Representatives, although that is a big part of what we do. Advocacy also involves educating people on issues and implementing grassroots action to change public policy. As the advocacy arm of The Junior League of Tampa, the Public Affairs Committee is tasked with researching issues relevant to the community impact we seek and recommending public stands related to those issues.

As part of the State Public Affairs Committee, or SPAC, our JLT Public Affairs Committee shares our community issues with the 24 other Junior Leagues from around the state while at the same time, learning about the issues their communities are facing. As a statewide committee we decide as a group which issues we will be advocating for statewide. These issues are brought before our membership for a vote and then, armed with the support of our trained volunteer base, we head to Tallahassee (or the city council or county commission) to try in influence legislation that can help the communities we serve.

Stewardship



Allison Burden

Over the years, the term stewardship has evolved. According to Wikipedia, stewardship used to be defined as the responsibility given to household servants to bring food and drinks to a castle during dining hall. Stewardship later became the responsibility for taking care of domestic needs on a ship, train or airplane. When applying this concept to a business or organization, it refers to the responsibility of the leaders or owners of an organization to ensure the longevity and success of the organization. Within the context of The Junior League of Tampa, this overall responsibility ultimately falls to the President and Executive Committee.

As stewards of JLT, we must ensure the continued existence and impact of our organization. Our goal as leaders is to leave the organization stronger and better positioned for the future than when we first assumed our roles. With a continued renewal of leadership on an annual basis, this core Value is vital to the success of our organization.



Sarah McMichael Hall is from Tampa, Florida and has been a member of The Junior League of Tampa for three years. She teaches kindergarten at St. Mary's Episcopal Day School.



CHILDREN'S BOARD
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GALLERY of TAMPA BAY

Heart Gallery



*Birthday party at Malibu Grand Pri.
Everything except the venue was
donated from the community.*

by Kathy Hall and Lee Lowry

A signed football. A gorgeous Florida Saturday. Go-carts and friends, ice-cold soda and greasy pizza. A birthday. Not a traditionally significant one: after all, it's only his 15th. Yes, maybe he can get his learner's permit now, but it's not like turning 16, or 21, or reaching double digits at 10. But for Sherman, this will be a significant birthday, because it's the first one he's ever had where someone threw a party just for him, with **his** friends, at the place **he** chose, with his favorite theme. Sherman has been in the foster care system in Hillsborough County for most of his young life, and he never could have hoped for a special day like this until now.

"There are no unwanted children, just unfound families." This is the National Adoption Center's motto and the driving force behind the work of the Children's Board Heart Gallery of Tampa Bay. The Heart Gallery's main activity uniquely combines photography and community outreach, igniting excitement about adoption. The idea for the Heart Gallery was conceived by photographer and adoptive parent Cathy Maier Callahan. Together with Diane Granito of the New Mexico Youth and Families Department, she launched the first Heart Gallery exhibit in 2001. Since then, Heart Gallery has grown into a nation-wide collaborative effort between volunteer photographers and the agencies caring for foster children. This touring photographic exhibit features children in foster care whose parental rights have been terminated and who are seeking permanent family placement. The Heart Gallery of Tampa Bay features approximately 100 children annually in its exhibit, and was the first in the country to include audio messages from the children.

However, even with the efforts of the Heart Gallery in helping kids find forever families, adoption takes time and children may spend years in foster care. Children featured in the Heart Gallery are

those who have had a particularly challenging time finding adoptive families because they have special needs, are part of a sibling group trying to stay together, or are close to aging out of the system. While finding permanent homes for foster children remains the central goal of the Heart Gallery, caring for the children and improving their quality of life while they are still in foster care is also very important to the staff and volunteers. Sadly, many children in foster care have never experienced a birthday celebration planned just for them, with activities, guests and a theme chosen with only their ideas and favorites in mind. Birthday Buddies wants to change all that.

In 2011, The Junior League of Tampa began a partnership with the Heart Gallery, selecting Birthday Buddies as a new League Partnership Project. The JLT Birthday Buddies program will provide a birthday party for 10-14 children in the Heart Gallery program annually for the next three years, more parties than the Heart Gallery could ever create on its own. The Heart Gallery staff selects the children, based on personal circumstances and greatest need. Once a child is chosen, a Junior League of Tampa Birthday Buddies committee member works with him or her to plan and create their dream party. Junior League volunteers also assist at the Heart Gallery gift warehouse, purchasing and wrapping gifts for all of the 110 children who are part of the Heart Gallery. If a requested gift is not available in the warehouse, a Junior League member shops for it using gift cards donated to the Heart Gallery through its traveling Giving Tree project, which solicits gifts and financial donations for the children in the Gallery. Even those who do not receive a Birthday Buddies party this year will still receive gifts on their special day because of the time and effort of Junior League members and the generosity of the community.

A great deal of work is involved in starting a new project, but Heart Gallery Birthday Buddies Chair Nicole Hubbard welcomed the

opportunity to help create happy memories for such a deserving and underserved group of children. *"I feel so honored that the League trusted me to not only get this new project up and running but to take it to new heights! The Tampa Bay community has welcomed Birthday Buddies with open arms and is making these amazing birthday parties possible through their in-kind donations. My committee is so passionate about child welfare and the members are really loving their placement. I am forever thankful for the excitement and passion of everyone involved."* She cites numerous generous community sponsors that have helped make the parties unforgettable for the children lucky enough to receive them this year (see below.)

In-Kind Donations for Heart Gallery Birthday Buddies Project

- Chuck E Cheese
- Dr. & Mrs. Jay Pancholy
- Game Time
- Airheads Indoor Trampoline Arena
- Ana Rogozinski with Mint Hair Lounge
- Kimberly Davis with Arbonne
- The Notes Nest
- Chocolate Pi
- Bucaneer Heaven
- The Bucs Organization



Party themes have ranged from Justin "Bieber Fever" to Disney's Phineas and Ferb to football fantasy. Some of the party venues have included Airheads, Gameworks, Chuck E. Cheese, and the Grand Prix Tampa Family Fun Center.

The Grand Prix was the site of 15-year-old Sherman's first ever birthday party, and the Tampa Bay Buccaneers organization was central to the success of Sherman's football-themed party. The Buccaneers donated gifts including clothing, football gear, favor bags, decorations, and even tickets to a 2012 Buccaneers game. Captain Fear (the team mascot) and two Buccaneers cheerleaders stunned Sherman with a surprise appearance. The special guests rode go-carts with Sherman before enjoying a pirate ship-shaped birthday cake with him.



Birthday parties

Another example of the way this project has touched these special young lives was 14-year-old Raven's make-over party. Raven was treated to a facial and a hair styling session. After enjoying these treatments, she hit the mall with a Junior League of Tampa Birthday Buddies committee member to do some shopping. Birthday cake



was shared with friends, and thus completed a wonderful day. For a young girl on the verge of becoming a woman, self esteem is vital to her success. Making sure she knows she is a valuable person who is worthy of respect and that she has respect for herself could make a difference in her future choices. Developing the potential of women at all stages of life is an important part of our Mission that these birthday parties can help us realize.

After each party, the volunteers from the Junior League have one final gift to give. During the fun, flash bulbs go off like the kids are being followed by the paparazzi. There is always at least one volunteer photographer from the League assigned to each event to capture the best moments. All those precious pictures are collected and organized with care in a photo book given to the child to commemorate the occasion. Rare moments with siblings, laughter and fun with foster parents, care managers and friends, and once-in-a-lifetime experiences are all preserved for years to come. Children can look back on the day that they got to be the center of attention, and know that there are those who care about them, even when times are tough.

The needs of children in foster care are great. But the opportunity we have to help them is even greater. Programs like the Heart Gallery's Birthday Buddies strive to provide a joyful childhood memory for these children. As the number of children in foster care grows and resources dwindle, the need for volunteer support will increase. Giving time and resources to positively impact the lives of these children continues to be a priority for The Junior League of Tampa. The Children's Board Heart Gallery of Tampa Bay and The Junior League of Tampa remain committed to the idea that every child deserves at least one "Happy Birthday" in their lives. We may never know how that single act of kindness may change them for the better.



Kathy Hall is from Middleburg, Florida and joined The Junior League of Tampa in 2010. She is a Facial Plastic and Reconstructive Surgeon with the University of South Florida. She and her husband, Eric, live in Tampa with their two-year-old son.



Lee Lowry grew up in Vero Beach, Florida, and graduated cum laude from Rollins College in Winter Park with a Bachelor's degree in liberal arts. This is her 8th Active year in The Junior League of Tampa, and she currently serves as the League's Community Vice President. She has been married to Lionel for more than 15 years, is mom to her two children, Lillie and Laander, and recently accepted the position of Director of Communications for St. John's Episcopal Parish Church and Day School in South Tampa.

Spotlight on Advisory Committees 2011 - 2012

The Junior League of Tampa's five Advisory Committees are managed by their respective Vice President: Communications, Community Project, Finance, Fund Development and Membership. These five committees play vital roles in developing, organizing and presenting the direction of the League to our Members, Community Partners and Supporters. Each committee meets on a regular basis to discuss relevant opportunities, synergies amongst sub-committees, and alignment to the League's strategic plan.

Communications Advisory Committee

The Mission of the Communications Advisory Committee is to ensure that The Junior League of Tampa's electronic, print and other media channels communicate consistent branding and messaging in a collaborative manner as well as disseminate accurate and timely information to all internal and external stake holders of the JLT. This year, the Communications Advisory Committee has focused on determining the three to five year communication strategic planning goals.

Communications Advisory Committee Members

- | | |
|--|----------------------------------|
| Electronic Communications Chair | Email Blast Editor |
| Public Relations Chair | <i>The Sandspur</i> Editor |
| Social Media Coordinator | <i>Spur of the Moment</i> Editor |
| Communications VP Assistant | Technology Chair |
| Egnyte Manager | Website Manager |
| Cookbook and HGM Social Media Coordinators | |
| Communications VP | |



Communications Advisory Committee

Front Row: Juno Paramadevan, Lynn Footlick, Angier Miller, Tracy Wilkerson
Back Row: Heather Hernandez, Cindy Peterson, Shannon Walsh, Andrea Layne, Alison Domino, Andrea Augustine, Christine Campo, Whitney Jones
Not Pictured: Nicole Dorr, Crystal Madani, Suzanne Brownstein, Kristen Wilson, Hilary Dalton

Community Project Advisory Committee

The Community Project Advisory Committee (formerly CR/PD) coordinates, monitors and evaluates all community related activities of the League. The name was changed this year to better reflect the activities of the committee as they have evolved over the years, away from development of new project concepts, and toward oversight and management of existing projects. This fall, CPAC focused on reviewing information presented by PDEC about the Action Learning Process on Community Impact which the League is undertaking with AJLI over the next three years. Throughout the Winter and Spring, CPAC will hear PDEC's research and recommendations regarding the three projects undergoing review for renewal or launch. Children's Literacy, Love Bundles and Treasures for Tampa. The group will continue work on creating and implementing the community area of the new League strategic plan and will help craft and refine the new Community Impact statement for the League.

Community Projects Committee Members

- | | |
|--------------------------|--------------------------------|
| Children's Literacy | Community Action |
| Connected by 25 | DACCO |
| Enabling Fund | Food 4 Kids |
| Glazer Children's Museum | Heart Gallery Birthday Buddies |
| Kids Connect | Kids in the Kitchen |
| Love Bundles | SA Getting Ahead |
| Treasures for Tampa | |



Community Projects Advisory Committee

Front Row: Amber Peck, Ginny Vickers, Paula Cardoso, Kathleen Purdy, Chloe Cullinan, Sarah Evans, Laura Everitt
Back Row: Kimberly Davis, Brita Wilkins Lincoln, Casey Carefoot, Sarah Kodadek, Ginny Daniel, Tracie Domino, Jenn Moyer, Megan Duffey, Lee Lowry (Chair)
Not Pictured: Terrie Dodson, Nicole Hubbard and Heather Vermette

Finance Advisory Committee

The Finance Advisory Committee meets three times a year to develop the League’s annual budget. Most of the work is completed in January and February. Each League committee chair presents a proposed budget to the committee and utilizing that information together with information related to fundraising, a budget is prepared and presented to the Board and ultimately the membership for consideration and approval.

Finance Advisory Committee Members

- | | |
|---------------------|-------------------------------|
| President-Elect | Fund Development VP |
| Treasurer | Past Treasurer |
| Arrangements Chair | Cookbook Co-Chairs |
| Endowment Chair | Finance Secretary |
| Fundraising Chair | Gift Shop Chair |
| Headquarters Chair | Holiday Gift Market Co-Chairs |
| One Member-at-Large | Strategic Planning Chair |
| Technology Chair | Finance VP |



Finance Advisory Committee
Left to right: Jessica Kendall, Lee Lowry, Aspen Kahl, Denise Schultz, Allison Burden, Kathleen Thaxton, Nicole Gellar, Lauri Kleman, Nicole Gitney, Gretchen Dominguez, Alison Monahan, Sheri Schobert, Stephanie Wiendl, Danielle Post, Ann Sells, Lisa Dreisbach, Nicole Dorr, Heather Barrow

Fund Development Advisory Committee

The Fund Development Advisory Committee facilitates communication and coordination among all committees seeking monetary and in-kind donations to support League activities. Another purpose of the committee is to provide training opportunities for those involved in fundraising for the League.

Fund Development Advisory Committee Members

- | | |
|-------------------------------|-------------------------------------|
| President | Finance VP |
| Cookbook Co-Chairs | Fund Development VP Assistant |
| Grants Chair | Fundraising Chair & Assistant Chair |
| Holiday Gift Market Co-Chairs | Endowment Chair & Assistant Chair |
| Corporate Donor Coordinator | In-Kind Donor Coordinator |
| Patrons’ Party Coordinator | Fund Development VP |

Membership Advisory Committee

The Membership Advisory Committee, playing a role similar to a human resources office, supports the membership of the League through membership programs and initiatives. The committee requests feedback from members regarding their League experience to see how to improve the effectiveness of the League and member satisfaction, and makes recommendations to the Board regarding potential changes related to membership issues. In the Spring, the committee will be involved with the preparation and review of the annual member survey.

Membership Advisory Committee Members

- | | |
|-----------------------------|-------------------------|
| Secretary | Arrangements Chair |
| Members-at-Large | Membership VP Assistant |
| Nominating Chair | Placement Chair |
| Provisional Education Chair | Social Chair |
| Sustainer President | Sustainer Chair |
| Training Chair | Transfer Chair |
| Membership VP | |



Membership Advisory Committee
Front Row: Nicole Geller, Kim Carswell, Lynette Russell, Terri Parnell
Back Row: Michelle Bremer, Megan Duffey, Brigid Futch, Gretchen Dominguez, Elizabeth Essex, Julie Sargent, Kealoha Deutsch, Suzy Mendelson



Fund Development Advisory Committee
Front Row: Allison Burden, Allison Reteneller
Back Row: (left to right): Laura Everitt, Heather Barrow, Aspen Kahl, Denise Schultz, Kathleen Thaxton, Danielle Post, Ann Williams

HOLIDAY GIFT MARKET WRAP-UP



The 8th Annual Junior League of Tampa Holiday Gift Market met its attendance goal and broke records at the Florida State Fairgrounds Expo Hall during the weekend of November 4-6, 2011.

A total of 10,354 shoppers came through the door over the weekend. Our biggest hour was Sunday at 10:00 a.m. when we had a record breaking 822 tickets scanned. People starting their holiday shopping came from all over the Tampa Bay area thanks to advertising on television, radio, magazines and digital billboards. League members spread the word with yard signs, car magnets and social media. League members and their guests, including 16 limousines of VIP ticket holders, were treated to a Constellation Wines tasting, a signature cocktail by Zyr Vodka, prizes, drawings and a special kickoff shopping deals during the preview of 150 merchants at Bubbles, Baubles & Belles Kickoff Party. On Friday, the Sustainer luncheon



featured a menu from the pages of the 50th Anniversary Edition of *The Gasparilla Cookbook*. Other recipes from the entire Culinary Collection were featured throughout the weekend in cooking demos at the Cookbook Booth. On Saturday, we held our first ever Breakfast with Santa featuring pictures with Santa.

It was a very successful weekend for shoppers and merchants alike! We increased our merchant revenue by 30%, and by Sunday at 5:00p.m., 50 merchants had already signed up to come back to the 2012 Holiday Gift Market, which will be November 9-11, 2012 at The Expo Hall.

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Les Scharf

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Happy New Year, Sustainers! I hope you had a wonderful holiday season and are geared up for a new year. I'm so grateful for the continued enthusiasm and willingness of our Sustainers.

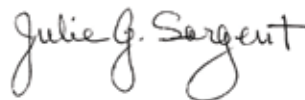
Our turnout for Food 4 Kids, led by Sue Cox, was heartwarming. We all learned what a fabulous job our Junior League does in conjunction with Feeding America Tampa Bay. This is a mammoth organization that fills a great need in our community, and it was an honor for our Sustainers to be a small part of it. The delivery of the food bags at the Wilbert Davis Belmont Heights Boys and Girls Club was the reward for a job well done. The families were delighted with the groceries and were most appreciative.

The same goes for our Make-A-Wish Foundation participation at St. Joseph's hospital, under the leadership of Lisa Andrews. The young patients got to shop for gifts for their family members, and then visit with Santa while those gifts were being wrapped. The smiles on all the faces showed what a blessing it was for the children as well as for our volunteers. A big "Thank You" to all who participated in these two service opportunities.

We have a new monthly event which started February 7th called Dinner Divas. It's a chance to get together with fellow Sustainers for dinner, and it is scheduled to coincide with the Actives' Social that takes place after their General Membership meeting. So after dinner you get to mingle with the Actives and Provisionals, to see old friends and to make new ones. Our first one was held at the Wine Exchange.

The Provisional Education Committee hosted a Tour of Tampa on motor coach buses on February 11th, and they invited Sustainer Transfers to join them. This was an opportunity to learn about the history of Tampa and get a behind-the-scenes look at JLT community projects past and present.

Stay tuned for information about the upcoming Bridge Luncheon, Spring Cocktail Party, and Spring Meeting.



Julie G. Sargent
Sustainer President



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Terri Parnell, Julie Sargent and Paige Paine at Martinis & Mistletoe



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Capture the Coast in a Week

It is possible to make simple, yet delicious, weeknight dinners that your family will love. Try this week of simple, delicious recipes complete with pantry and shopping checklist.

Day 1

Spice-Rubbed Shrimp Kebabs with Summer Vegetables Over Couscous

Try this pairing for lots of flavor without the effort. Make the spice rub the night before or in the morning to save time. Mix it up by using your family's favorite vegetables. Try preparing the entire meal outdoors; grilling the vegetables along side the kebabs is a great way to enjoy the fabulous Tampa weather!

Spice-Rubbed Shrimp Kebabs (p.79)

- 2 tablespoons fresh rosemary
- 2 tablespoons paprika
- 2 teaspoons brown sugar
- 1 teaspoon dried basil
- 1 teaspoon dried oregano
- 1 teaspoon kosher salt
- ½ teaspoon garlic powder
- ½ teaspoon freshly ground black pepper
- ¼ teaspoon cayenne pepper
- 2 pounds jumbo shrimp peeled and deveined with tails left on
- Olive oil
- 3 or 4 lemons, cut into slices or quarters

Preheat the grill. Mix the rosemary, paprika, brown sugar, basil, oregano, salt, garlic powder, black pepper and cayenne pepper in a small bowl. Place the shrimp on a large baking sheet and brush each side with olive oil. Sprinkle each side with the spice mixture to coat. Thread the shrimp onto skewers, alternating piercing through the head and tail of each shrimp and placing a lemon slice between each pair. Brush the lemons with olive oil. Repeat until all of the shrimp and lemons are used. Place the skewers on a grill rack. Grill over medium heat for 2 to 3 minutes on each side or until the shrimp are firm and turn pink. Squeeze the grilled lemons over the shrimp before serving, if desired. Yield: 4 - 6 Servings

Summer Vegetables Over Couscous (p.65)

Day 2

Grecian Chicken Breasts with Mediterranean Orzo Salad

Great entrée to 'make ahead' when you know it's going to be a busy weeknight. Slice up any leftover chicken (or some extra shrimp you didn't use the previous night) and mix it in the salad for a great lunch the next day- tastes great hot or cold.

Grecian Chicken Breasts (p.91)

- 6 boneless chicken breasts
- Salt and pepper to taste
- 1 (10-ounce) package frozen chopped spinach, thawed and drained
- 8 ounces water-pack feta cheese, drained and chopped
- ½ cup mayonnaise
- 1 garlic clove, minced
- 12 slices bacon

Preheat the oven to 350 degrees. Trim the chicken of any excess fat. Cut a pocket horizontally in each. Sprinkle with salt and pepper. Squeeze any excess liquid from the spinach. Combine the spinach, cheese, mayonnaise, garlic, salt and pepper in a medium bowl and mix well. Stuff into each chicken breast. Wrap each tightly with two bacon slices to enclose the filling. Place on a rack in a baking pan. Bake for 35 to 40 minutes or until cooked through. To prepare in advance, wrap in foil and chill or freeze until ready to bake. If frozen, thaw before baking. For a creamy side dish, double the stuffing, place the remaining stuffing in individual ramekins and bake with the chicken. Yield: 6 Servings

Mediterranean Orzo Salad (p.58)

Day 3

Mojo Beef Kebabs with Sweet and Sour Green Beans

If this kebabs recipe seems time consuming, try these timesaving shortcuts. First, start soaking the wooden skewers before you leave for work in the morning (it's ok for them to soak longer than the recipe states, it's probably even better because they will not catch on fire when you put them on the grill later.) Second, make your marinade/sauce in the morning as well. Don't put it on the beef; just keep it ready to go in a salad dressing container in the fridge. Third, have your kids help out with trimming the green beans- they'll have fun snapping off the ends and will enjoy helping with dinner.

Mojo Beef Kebabs (p.86)

- 1/3 cup orange juice
- 1/3-cup fresh lime juice
- Zest of 1 lime
- 3 tablespoons chopped fresh oregano
- 3 tablespoons olive oil
- 3 tablespoons fresh parsley
- 2 teaspoons ground cumin
- 2 garlic cloves
- Salt and pepper to taste
- 1 ½ to 2 pounds boneless sirloin, cut into 1 ½ inch cubes
- 1 lime, cut into wedges
- 1 small red onion, cut into chunks
- 1 pint grape tomatoes

Process the orange juice, lime juice, lime zest, oregano, olive oil, parsley, cumin, garlic, salt and pepper in a food processor until blended. Reserve half the sauce. Place the beef and the remaining sauce in a sealable plastic bag and marinate in the refrigerator for 30 to 60 minutes. Soak wooden skewers in water to cover in a shallow dish for 30 to 60 minutes. Preheat the grill. Drain the beef, discarding the marinade. Thread the beef, lime wedges onion and tomatoes alternately onto the wooden skewers. Grill for 10 minutes, turning several times. Serve drizzled with the reserved sauce. Yield: 6 - 8 Servings

Sweet and Sour Green Beans (p.63)

Day 4

**Spicy Sautéed
Red Snapper with
Farmhouse Salad
with Basil Lime
Vinaigrette**

This dinner is light, fresh and super flavorful! Prepare this on a night when you have time to stop at the grocery store- it's best with fresh red snapper (or tilapia.)

Spicy Sautéed Red Snapper (p.83)

- ¼ cup olive oil
- 2 pounds red snapper
- Salt and freshly ground pepper to taste
- ½ cup chopped fresh parsley
- ½ teaspoon dried crushed red pepper
- 4 cups cherry tomatoes, cut into halves
- 1 cup pitted kalamata olives or other brine-cured black olives, chopped
- 6 garlic cloves, minced

Heat the olive oil in a large skillet over medium-high heat. Sprinkle the fish with salt and pepper. Sauté for 3 minutes on each side or until the fish is opaque in the center and flakes easily. Remove to a platter, reserving the drippings in the skillet. Cover with tented foil to keep warm. Sauté the parsley and red pepper in the reserved pan drippings for 1 minute. Add the tomatoes, olives and garlic. Sauté for 5 to 7 minutes or until the tomatoes are soft. Sprinkle with salt and black pepper. Uncover the fish and spoon the sauce over the top. Yield: 4 Servings

**Farmhouse Salad with Basil Lime
Vinaigrette (p.51)**

Day 5

Picadillo

This Cuban favorite is an entire meal when served over hot white rice. The best part is cooking the 'sofrito' (onion, bell pepper and garlic in olive oil,) it will fill your home with the most savory aroma letting your family know there is going to be something delicious for dinner!

Picadillo (p.88)

- ¾ cup chopped yellow onion
- ¾ cup chopped green bell pepper
- ½ tablespoons minced garlic
- 2 tablespoons extra-virgin olive oil
- 1 pound ground beef
- 1 (8-ounce) can tomato sauce
- 1 teaspoon oregano
- ¼ teaspoon garlic powder
- ¼ teaspoon onion powder
- ½ teaspoon kosher salt
- 8 Spanish green olives, finely chopped
- 2 tablespoons raisins (optional)
- 2 tablespoons red wine vinegar
- Hot cooked white rice

Sauté the onion, bell pepper and garlic in the olive oil in a large skillet over medium-high heat. Cook for 3 to 5 minutes or until the onion is translucent. Add the ground beef. Cook until the ground beef is brown, stirring until crumbly. Drain the ground beef mixture and return to the skillet. Reduce the heat to low. Add the tomato sauce, oregano, garlic powder, onion powder, salt, olives and raisins and mix well. Stir in the vinegar. Simmer, covered for 20 minutes. Serve over hot white rice. This recipe can also be wrapped in pastry and fried to make empanadas. Yield: 4 - 6 Servings



Lynn Footlick graduated from the University of South Florida with a Bachelor of Arts in Journalism. She is the Director of Career Services at ITT Technical Institute St. Petersburg Campus. She plans, develops and administers career assistance programs; and works with local and regional companies to identify employment opportunities and to promote the school's qualified students.

STOCKING YOUR PANTRY.

For the cook who comes home from work and hasn't had time to go shopping, the importance of the well-stocked pantry is essential.

- Extra Virgin Olive Oil
- Vinegar: Balsamic, Cider and Red Wine
- Sugar
- Brown Sugar
- Honey
- Mayonnaise
- Starches: orzo, white rice and couscous
- Spices: kosher salt, pepper, garlic powder, onion powder, paprika, cumin, oregano, basil, crushed red pepper and cayenne pepper
- Non-food items: Non-stick cooking spray, plastic sealable bags and aluminum foil

SHOPPING LIST

- Lemons (5)
- Limes (5)
- Orange (1)
- Garlic Bulbs (3)
- Rosemary (1 bunch)
- Parsley (1 bunch)
- Basil (1 bunch)
- Green Onions (scallions)
- Spinach (2 cups)
- Romaine (1 head)
- Red Onion (3-4)
- Yellow Onion (1 small)
- Bell Peppers (3)
- Zucchini (2)
- Baby Bella Mushrooms (8 ounces)
- Grape Tomatoes (2 pints)
- Cherry Tomatoes (4 cups)
- Green Beans (1 pound)
- Feta Cheese (17 ounces- crumbled, or you can crumble yourself)
- Almonds (small bag slivered- ¼ cup)
- Pine Nuts (½ cup)
- Golden Raisins (or regular raisins- ¼ cup)
- Black Olives (pitted, 1 can)
- Tomato Sauce (8 ounces)
- Frozen Spinach (10 ounces)
- Frozen Corn (10 ounces)
- Bacon (1 package, about 15-16 slices are in each package)
- Boneless Skinless Chicken Breasts (6)
- Boneless Sirloin (1 ½ to 2 pounds)
- Ground Beef (1 pound)
- Red Snapper (2 pounds)*
- Jumbo Shrimp (2 pounds)*, peeled and deveined with tails left on

*The US Food and Drug Administration recommends using fresh seafood within two days of purchase. You can store it in the fridge. However, if you do your grocery shopping early in the week and are planning to cook fish later in the week, you will need to wrap it tightly in plastic, foil, or moisture-proof paper and store it in the freezer; or buy your fish later in the week.

Book Club with Pam Iorio

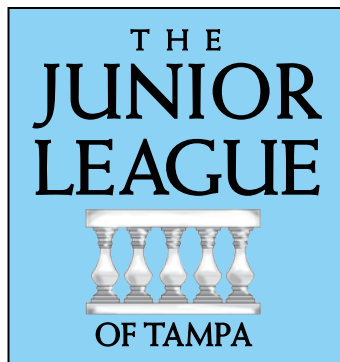


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Jingle & Mingle at Nordstrom



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The Junior League of Tampa

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

The Junior League of Tampa is dedicated to the service of our community, members, and partners. We continually aspire to promote voluntarism, empowerment, collaboration, advocacy and stewardship. Which of these is most important to you in your current role with the League?

February 3 at 8:52am



Melissa Knight likes this.




Beth Padgett Edwards GREAT question! As a Co-Chair of the Provisional Project, I am finding collaboration to be invaluable. Working with the Committee Members that bring varied experience and ideas to the table has really expanded the potential of our committee. Collaborating with the staff at HEF has also opened my eyes to some of the needs within our community, and allows us to make great strides as we team up and work together.

February 3 at 9:23am · Like



Melissa Knight As a Community Action Committee (“CAC”) Project Coordinator, the importance of voluntarism cannot be emphasized enough. Both of the CAC projects I coordinated this year required the service of over 25 JLT volunteers. In order to promote voluntarism, we, as volunteer coordinators, had to be mindful to create a meaningful volunteer opportunity for our JLT members. Not every CAC project can be as glamorous and girly as our upcoming “Day of Pampering” with the Pediatric Cancer Foundation, but they can all be well-designed, well-organized, and thoughtful of our volunteers’ time! Another important component of promoting voluntarism is encouraging feedback after the volunteer experience. We truly value our volunteers’ opinions of what went well, and also what did not, and we have incorporated that feedback into our projects going forward. After all, how can we promote voluntarism if we don’t listen to our audience, our awesome CAC volunteers!

February 3 at 2:50pm · Like  1



Christen Mayer As a member of the Public Affairs Committee for both JLT and Junior Leagues of Florida I have seen the effectiveness and impact of advocacy. Our advocacy work gives our League and all the Leagues in Florida the ability to give a strong, united voice to those who have no one to speak for them. It has been very powerful to observe and I am fortunate to have been able to participate.

February 7 at 12:05pm · Like

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