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CHRISSY DOLIGALSKI Editor, The Sandspur Active Since 2014



## INVEST: MAKING THE FUTURE BRIGHT

### CHRISSY DOLIGALSKI

My husband, Mike, and I were blessed to welcome our first child in to the world this past June. Now that the dust and diapers have started to settle, I am starting to think about what kind of legacy I want to leave for our son. Of course, there's the legacy of a happy home full of love and support. There are 529 plans to be started and pre-schools to check out. There's the legacy of a household with a working mom and dad and all of the pride, guilt, and "balance" that comes with it.

As I enter the holiday season, however, one of the most important legacies I want him to inherit is the legacy of voluntarism. The ideals of "thankfulness" and "giving" are all around us in the months of November and December, but as a member of The Junior League of Tampa I see gratitude and service year-round through our community projects, legislative efforts and fiscal priorities. Investing our time, energy and financial resources in the community serves the mission and the vision of our League.

In this issue, you'll see the investment several women have made to build homes that make voluntarism a priority. We shine a spotlight on one of our newest investments, the Young Women's Entrepreneurship Program (YEP) of the Holiday Gift Market, meant to develop women in their small businesses, and we chat with Gabby Soriano, marketing director for Hyde Park Village about the investment Hyde Park Village is making in the community. We also recap the Florida State Public Affairs Committee (SPAC) fall conference hosted by The Junior League of Tampa and the investment Leagues are making in legislation critical to community betterment, plus much more.

As you reflect on this season of giving, I ask you to also consider your investments. Where do you place your resources of time, finance, and energy? What will your legacy be?

Warm wishes,

Chrissy Doligalski Editor

## THE

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## MEET THE SANDSPUR'S EDITORIAL STAFF



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Chrissy, originally from North Carolina, has been an Active member of JLT since 2014. She works as a pharmacist, taking care of heart transplant recipients and enjoys traveling, reading, and spending time with her husband Michael, baby William, and fur-baby Aliena.



#### LISA BRYAN, Features Editor

Lisa is a first year Active and marketing manager for an international nonprofit. In her free time, she enjoys practicing yoga and running.

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Stephanie is a first year Active. She is originally from Fort Lauderdale and moved to Tampa in 2015 to work as an attorney. In her free time, she enjoys cooking, socializing with friends, and cheering on the Gators!



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Jennifer is a first year Active and is an assistant marketing manager for a travel company. She is a two-time graduate from Florida State University - Go Noles!



#### NATALIE CLARK, *Photographer*

Natalie Clark is a Tampa native and joined The Junior League of Tampa in 2012. She is a mother of 3 boys and has a background in sports medicine and mental health.

Learn more about The Sandspur Contributing Writers throughout the magazine.

## **OUR MISSION**

Founded in 1926, The Junior League of Tampa, Inc., is an organization of 1,900 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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The Legacy of League Service: Making The Junior League of Tampa a Family Affair Meet the daughters and sisters who have followed in their mothers' footsteps by joining the League and giving back to their community.



Then and Now: Holiday Gift Market's Young Women's Entrepreneurship Program Holiday Gift Market's

Young Women's Entrepreneurship Program invests in women entrepreneurs.

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**Conversations with Hyde Park Village** An interview with Gabby Soriano, marketing director at WS Development, Hyde Park Village.

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A Celebration of 90 Years of Service to the Tampa Community

JLT partners with the Boys and Girls Club of Tampa to host a community event, and welcomes veterans following an honor flight.



#### The Florida SPAC Fall Conference

The Junior League of Tampa was honored to host the Florida SPAC fall conference and continues to invest in critical issues of public policy throughout Florida.

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Investing in Our Members: Empowerment through Training Each year, the League's Training Committee works diligently to provide various training events that inform and empower our members.

## ON THE COVER

Designed by Sensory 5

The Junior League of Tampa invests in our community through a variety of projects and programs. On the cover, several of those projects are highlighted with custom artwork created by our 2016 Holiday Gift Market's Young Women's Entrepreneurship Program winner, Janee' Scarle of Old City Calligraphy.



## **IN EVERY ISSUE**

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## INVESTING IN OUR MEMBERS developing women leaders

#### NICOLE HUBBARD

While investing in our community is at the heart of our organization, equally important is developing the potential of women so that we cultivate leaders who collectively address the critical needs of children and families in our area. Through civic education, hands-on community service and leadership development, we have been training the women who drive community change in Tampa for decades.

Today, 90 years later, The Junior League of Tampa has evolved, but the women of the League have continued in that spirit of civic dedication and personal development. Our members come into the League seeking a rich volunteer experience in which they are able not only to impact the lives around them, but also to develop skills and capabilities through opportunities they may not receive in the workplace. With nearly 87% of our members working outside the home, the 60,000 volunteer hours they give to our projects and community agency partners are both meaningful and inspiring. This is why the League is dedicated to formal training, meaningful and relevant volunteer placements, and matching member interests with community needs.

"Investing" in our membership is a personal priority for me as we train our newest group of leaders and build the talent bench for the future of JLT. There have already been multiple trainings this year, from our extensive Provisional education program to open specialized sessions such as "Social Media Etiquette and Protecting Your Personal Brand," as well as upcoming trainings such as "The Five Keys to Work-Life Balance" -- all of which both Actives and Sustainers are invited to attend.

Formal leadership training started early this summer with a session led by an expert national consultant who often trains at the AJLI (Association of Junior Leagues International) conferences. She worked with our Executive Board, Management Council, and Leadership Council on leadership styles, conflict resolution, goal setting, and strategic planning. Our Leadership Council retreat touched on best practices with a focus on those members who were new to JLT leadership. While we conduct the necessary League business at Leadership Council meetings, additional training topics such as "Top 10 Tips of Working with Youth in Title I Schools" are also discussed to prepare our community volunteers. The training opportunities abound for all members, and I encourage each of you to attend at least one training session this year. I believe we owe it to ourselves as well as our community to continually strive for betterment both personally and as a collective.

Nelson Henderson's quote frequently comes to mind, "The true meaning of life is to plant trees, under whose shade you do not expect to sit."

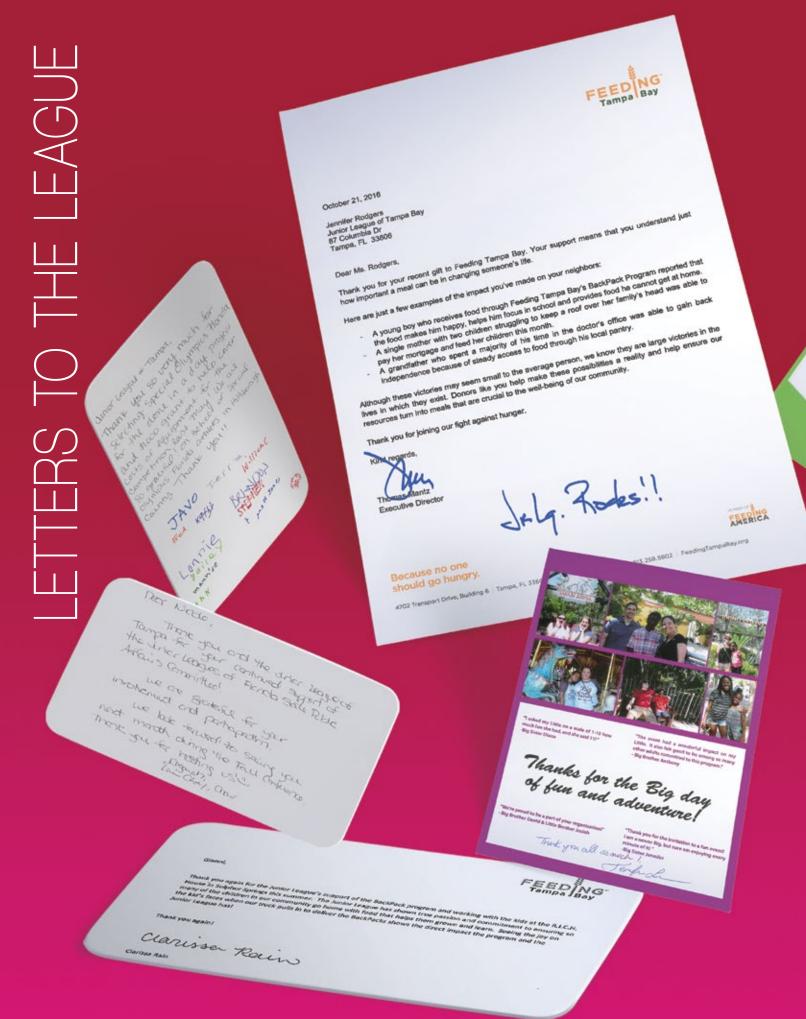
How will you invest in yourself as an individual, a volunteer, and a community leader this year?

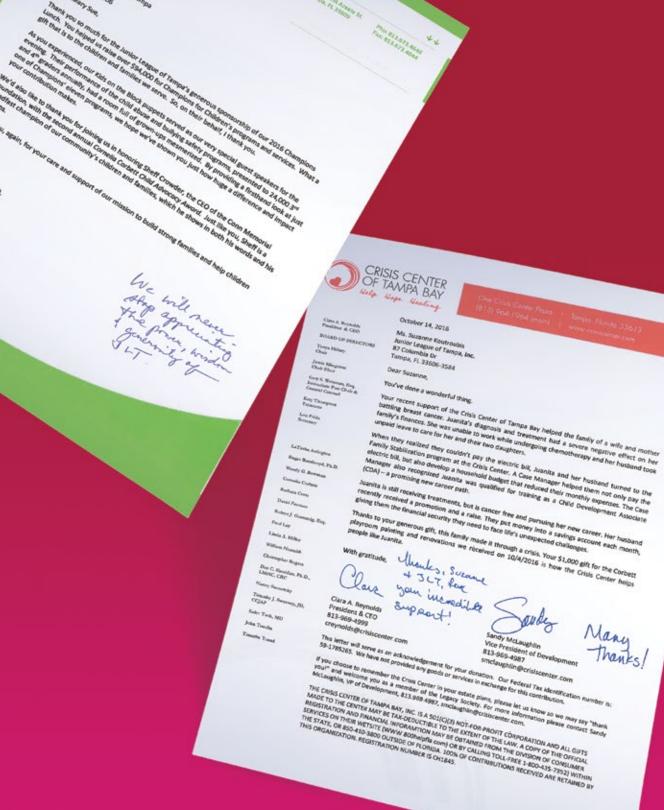
With many thanks,

Nicole Hubbard President, 2016-2017



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## SUSTAINERS: THE INVESTMENT CONTINUES



#### 2016-2017 SUSTAINER OFFICERS

DENISE CASSEDY, Sustainer President BETSY CHAMBERS, President-Elect LESLIE JENNEWEIN, Recording Secretary LEIGH KAMM, Corresponding Secretary NANCY CRANE, Sustainer at Large

## DENISE CASSEDY

Invest is a word with many meanings, some more familiar than others. One definition is to put money to use by offering potential returns. With my finance trading career, this was always the definition I associated with. Today, I focus more on the other meanings of invest "whereby to use, give or devote time and talent for a purpose to achieve something." The Junior League of Tampa embodies that definition with their mission statement of 1,900 women committed to promoting voluntarism, developing the potential of women, and improving communities through effective action and leadership. Our League believes in investing in the community and our members. Our membership gives us countless opportunities to broaden our skills so that we can serve as a greater asset to the League's mission. The Junior League invests in community projects that improve child welfare and education. We are fully committed to breaking the cycle of poverty for disadvantaged children and families.

Each Sustainer has made a long investment in The Junior League of Tampa staying involved in projects and various fundraisers. Throughout our 90 years, each fundraiser strengthened the growth of the League, whether it was the Follies and Cabaret Show, the Salvage Shop, the Thrift Sale or the Holiday Gift Market. Each Sustainer has greatly impacted the life of a child or a less fortunate community member through our Raggedy Ann Puppet Show, Children's Home, and Reading is Fundamental projects, to name a few. The Junior League evolves and adapts to meet the needs of our community. Even though the environment has changed, the core values of our organization remain steadfast and strong. Through our investment in the community, many of the projects that Sustainers contributed to years ago are still very present in Tampa today. Several nonprofits today are direct results of Junior League investments, such as the MacDonald Training Center, MORE HEALTH, Inc., Champions for Children, and Mary Lee's House.

Our Sustainers continually invest in the community, reflected in the service of the incredible women honored through our Sustainer of the Year awards. Through the skills and training they have received from The Junior League, Sustainers continue to make inroads across the Tampa Bay community. Their contributions range from arts and education to green spaces, and feeding the hungry – and the list goes on.

Sustainers enjoyed various events in the fall, starting with Back to the League Day, hosted by Laura Campbell and Ashley Porch, along with their Sustainer Liaison Committee. Many thanks to all the hard working ladies for hosting this fun luncheon. Lunch Brunch and Bridge were also well-attended. Thank you to Elizabeth Kurz and Cindy Hadlow for lunch at O Cocina & Flights with the popular Bevan Rogel, Encore, speaking. Another thank you goes out to the Bridge committee comprised of Nadyne Hines, Beverly Hubbell, Sunny Endicott, Jane Carswell, Laura Ann Hunter, Mimi Graham, Frankie Harrell, Carol Garner, Marsha Lane, Ginger Jacobs, Berdina Morgan, Susann Clecker, Rosann Creed, and Ruth Tapley.

The highlight of our fall events was the Fall Cocktail Party at the stunning home of Dr. and Mrs. Ignacio Armas. Many thanks to all our hostesses Annlynn Byrd, Pat Daley, Wilma Martin, Lisa Mulfinger, Nancy Mynard, Clare Robbins, Jennifer Stauffer, Ann Turner and Betty Wood for making the evening so special. The fall meeting at the Holiday Gift Market honoring past Presidents, past Sustainer Presidents and Sustainer of the Year award recipients proved to be a success thanks to Beth Schatzberg and Ginger Doherty.

Many Sustainers supported two Sustainer-led Food4Kids packings in November and December. The November packing was marred by a train breakdown on the tracks and delayed our volunteers for an hour! Even with the delay, we got more than 1000 packages completed. More Sustainers went to volunteer at the Tree Lighting Ceremony in Hyde Park Village pouring beers, serving wine and assisting with the Santa line. Our trained volunteers are constantly giving, continually demonstrating their investment to the League and the community.

Regards,

4000

Denise Cassedy Sustainer President, 2016–2017

## SUSTAINER FALL MEETING & LUNCHEON BUILDS ON MOMENTUM

#### by MARGARET CASHILL

The Florida State Fairgrounds Expo Hall was abuzz with Holiday Gift Market shopping activity on November 11<sup>th</sup> when Sustainers of The Junior League of Tampa gathered onsite for their Fall Meeting and Luncheon. A successful Preview Party the night before set the tone for a productive, enjoyable meeting of approximately 100 Sustainers.

Attendees heard remarks from Sustainer President Denise Cassedy, League President Nicole Hubbard and Assistant Treasurer Shannon Tompkins.

Recognizing the League's 90<sup>th</sup> anniversary, Hubbard paid tribute to the past Junior League Presidents, past Sustainer Presidents and past Sustainers of the Year in attendance.

"The Fall Meeting is more than a business meeting. It's celebration of the start of HGM," said Sustainer Beth Schatzberg, who co-chaired the event with Ginger Doherty for the second year in a row. "It's a chance to have fun, get together and participate in a General Meeting," Schatzberg said.

Many Sustainers look forward to the HGM meeting and luncheon all year, and view it as the kick-off to their holiday shopping season. The lunch is a festive way to reconnect with Sustainer friends and learn about all the programs and projects the Actives are working on -- including opportunities for Sustainers to get involved.

Activities such as volunteer projects, bridge groups and cocktail parties draw strong attendance. Sustainers also participate in League-wide training, social and volunteer events.

According to President-Elect Katie Cappy, the luncheon provided Sustainers "a great opportunity to have their meeting while continuing to support the League in its efforts."



MARGARET CASHILL Margaret has been an Active member of The Junior League of Tampa since 2011. She works in marketing communications and comes from a publishing background. She and her husband have a 3 year old and newborn daughter.





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# The Legacy of League Service:Making The Junior Leagueof Tampa a Family Affair

by KARLA MASTRACCHIO & CHRISSY DOLIGALSKI

Given the mission and vision of The Junior League of Tampa to develop the potential of women, it is not surprising that many daughters chose to follow in their mother's footsteps by joining the League and serving their community. Fifty years ago, family ties within the League were commonplace. While many things have changed since its inception, the League still inspires many women to make League service a family affair.

#### KARLA S. MASTRACCHIO

0

Karla has been an Active member of JLT since 2011 and has served on the Provisional Education, Cookbook, and Training Committees. She works at US Centcom as a media analyst and at University of Tampa as an English and journalism professor. She is married and has one fur kid – a rescue named Madison. "There are a lot of things that change in the League, but the underlying great work that we do in the community never changes - that's what keeps us tied to it - that's the bond, that's the legacy." – Cindy Coney



## Cindy Coney & Pat Daley

For Cindy Coney and Pat Daley, voluntarism has been a constant in their households. Growing up, some of Cindy's favorite memories with her mom involve The Junior League of Tampa. Pat held many positions within the League including Treasurer and Sustainer President. As a child, Cindy remembers going to the Thrift Sale (an early precursor to the Holiday Gift Market) and counting pennies for hours when her mother was Treasurer. When her mother was the League representative on the Children's Home Board, she went with her mother to meetings and tutored the children living there.

Upon college graduation Cindy followed in her mom's footsteps and joined the League herself, eventually serving as President from 1992 – 1993. As one of the first women to serve as President while also holding a job outside of the home, Cindy remembers having support from her entire family as she led the League. Her husband even purchased the League its first fax machine to facilitate League business.

There are more than 100 years of combined service to the League between the pair, and both women's contributions to the League and our community have not gone unnoticed. In 1994, Pat was honored as Sustainer of the Year, and 20 years later, Cindy received the same honor.





And the legacy continues. Upon graduation from college, one of Cindy's daughters joined the Peace Corps to serve internationally. When discussing the anxiety about seeing her daughter go abroad for so long, a friend in the League remarked, "What did you expect from your children, Cindy? You modeled volunteering all your life."

When asked about what has changed in the League since their Active years, Cindy and Pat both agree – the way we do things has changed, but what we do remains the same. Cindy says, "There are a lot of things that change in the League, but the underlying great work that we do in the community never changes – that's what keeps us tied to it – that's the bond, that's the legacy".

continued on next page

#### CHRISSY DOLIGALSKI

Chrissy, originally from North Carolina, has been an Active member of JLT since 2014. She works as a pharmacist, taking care of heart transplant recipients and enjoys traveling, reading, and spending with her husband Michael, baby William and fur-baby Aliena.

## Caroline Vostrejs, Andrea Webb & Diane Rottensteiner



Caroline Vostrejs, Andrea Webb and Diane Rottensteiner have been members of The Junior League of Tampa as a family for almost 30 years and have a combined 45 years of service.

Caroline and Andrea were Provisionals together in 2007; Diane joined The Junior League of Ocala in 1988, later transferring to The Junior League of Tampa. All three women learned the importance of helping others through service. As an example, Diane and Caroline have both served as Guardian Ad Litems for children in the foster care system.

The League has also impacted their lives beyond service projects. Both Caroline and Andrea credit the League with helping them develop critical leadership skills. Caroline served as Holiday Gift Market Chair in 2012, and Andrea was instrumental in website and technological advancements this past year as the Technology Chair. "I am very proud of both of my daughters for carrying on so many special traditions within the League," said Diane. "Both Caroline and Andrea have made terrific contributions which affect our League and our community. Caroline, with her contributions to Holiday Gift Market and Andrea with helping to oversee the transition to the new website. I love the fact that the three of us make memories together and have a common network of friends generation to generation."

Diane is equally proud to see her daughters and others take on leadership roles as they balance work, relationships, and family. "It is wonderful to see so many professional and working women in the League balancing their careers, families and volunteering," she says. "Their varied careers and professionalism also have added to the way the League operates and of course, its impact. The training they receive at the League is so different from when I joined when the focus was simply on volunteer hours. Our footprint has expanded to so many pressing issues within our communities. The League's expertise in humantrafficking, for example, is a direct investment in our community. We are now much more of a force, as to when I was an Active."

## Allison Beard Luzier & Lillian "Lea" Beard



Lea Beard joined The Junior League of Tampa in its 50<sup>th</sup> anniversary year, 1976. Her daughter, Allison Beard Luzier, joined The Junior League of New York in 1998 and transferred to The Junior League of Tampa in 2000. In their 16 years of shared service and 56 years of combined service, they have created many memories from hosting Patron Parties and Sustainer events to working on Trinkets and Treasurers, Annual Dinner, to walking together in an Annual Dinner fashion show (pictured). Most recently they enjoyed attending the 90<sup>th</sup> Anniversary Gala as a family and seeing the broad range of members who are supporting the League.

Some of Lea's most exciting JLT memories include her time working with the Follies, as well as her time as a League photographer. "It gave me the opportunity to see all of the different areas and organizations the League is involved with through a lens."

Allison also has special JLT memories, from chairing the first Social committee to serving as the League

liaison during the 2009 Superbowl and 2012 Republican National Convention. "It was amazing to see the large number volunteers we were able to provide, and the immediate impact we had during those events."



Allison notes that the changes within the League since they joined have made a positive impact on the work that is done: "Most of the members were stay at home mothers then. Now, many are in the work force which brings new ideas and diversity to the League."



## Elizabeth Mackie & Ruth Giordano

Some members have the privilege of experiencing The Junior League from a very young age through their mothers' eyes. Elizabeth Mackie "grew up" at JLT headquarters and learned the value of service from her mother. She only recently joined the League after moving to Tampa from Atlanta. "Until recently, memories of the League were as a little girl running around headquarters with friends as our moms worked," she said. "It is special to see some of the projects in action now that I know were important to my Mom years ago. Now, we enjoy attending events together to support the fundraising efforts of the League." Elizabeth's mother, Ruth Giordano, served as Sustainer President and even spoke to Elizabeth's Provisional class on the importance of service. "She spoke from her heart about the importance of service even in the midst of the busy work schedules and family lives we are all trying to balance," she

said. "I was so proud of her multi-decade dedication to JLT and I know she, and the others that night, inspired us to make the time to serve our communities."



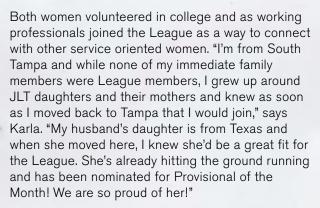
When reflecting on what has changed in the years that she has known the League, Elizabeth notes the expanding fundraising efforts through new events and increased corporate sponsorships, as well as the significant advances in our technology and marketing systems. She went on to add, "What has not changed, however, is an ever present group of leaders who continue to take on roles throughout the League that are supporting and growing all of our projects."

## Karla Mastracchio & Mia Mastracchio





Families come in all shapes and sizes and many are blended. Karla and Mia Mastracchio are family by choice. Karla is married to Mia's father and currently they are the only Provisional and Active members to also be stepmother and stepdaughter. Karla has been an Active since 2011 after moving back to Tampa to teach at The University of Tampa as a Communication professor. She held several leadership placements in the League including Assistant PR Chair and Provisional Mentor. Mia is currently a Provisional serving the League as the Provisional Project Coordinator for Sulphur Springs.



Although very new to the League, Mia has loved every minute she has spent on projects and at social events. "I absolutely love the friends I've made," she says. "Everyone is so inspiring and true role models. I love that Karla and I can volunteer together and go to social events. I've met people I will know for the rest of my life and who share the same values. And that's pretty awesome."



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# Celebrating 90 Years of Service to the Tampa Community

#### by LISA BRYAN

Throughout the years, The Junior League of Tampa has collaborated with numerous community organizations to leverage resources, expand its reach and better serve our community. Such organizations have included Academy Prep, Big Brothers and Big Sisters of Tampa, Feeding Tampa Bay and Tampa General Hospital -- just to name a few.

In honor of the League's 90 years, the 90<sup>th</sup> Anniversary Project Committee searched for opportunities to connect community organizations with the League's myriad initiatives. In doing so, JLT learned that longtime partner, the Boys and Girls Clubs of Tampa Bay (BGCTB), was also celebrating a similar milestone in 2016 – 90 years of serving the children of Tampa.

"With education and nutrition as core components of both the League's and BGCTB's impact areas, collaborating with them to highlight these two areas was a perfect way to celebrate both organization's 90 years of service in this great city," said Laurel Moynihan, 90<sup>th</sup> Anniversary Project Committee Chair. "The Junior League of Tampa has invested greatly in the city of Tampa Bay, especially for those less fortunate, and it is extremely rewarding working with a group of such dedicated individuals." – Cassandra Thomas, Director of Development & Communications at Boys and Girls Clubs of Tampa Bay

continued on next page

LISA BRYAN Lisa is a first year Active and marketing manager for an international nonprofit. In her free time, she enjoys practicing yoga and running.



## Impact & Investment: 90<sup>th</sup> Anniversary Community Celebration OCTOBER 22, 2016

On Saturday, October 22, 2016, the League and the Boys and Girls Club of Tampa Bay joined together to host the "Impact & Investment: 90<sup>th</sup> Anniversary Community Celebration" at Webb Middle School. The event was open to all youth and families served by both organizations and featured educational activities and healthy lifestyle resources for families provided by local community partners.

The MILO Bus, a JLT 90<sup>th</sup> Anniversary Legacy Project, taught reading and writing skills through art activities and character-led reading circles designed to get parents involved. Each child was able to chose a book to take home, encouraged to sign up for a free library card and explore myON, a free online library program with more than 6,000 free children's e-books.

"JLT has not only provided volunteers for many of our Club events, but it has introduced our youth to many opportunities like MILO through joint partnerships," said Cassandra Thomas, Director of Development & Communications at BGCTB. "The Junior League of Tampa has invested greatly in the city of Tampa, especially for those less fortunate, and it is extremely rewarding working with a group of such dedicated individuals."

In fact, the Boys and Girls Club at Nick Capitano remains one of our busiest and most successful sites for our Kids in the Kitchen project.

In addition to the activities inside the MILO Bus, the children designed a bookmark to match their MILO book, painted an apron, learned about food choices and categories, received a pot of soil to plant their own seeds and had a nutritious lunch. JLT's Kids in the Kitchen committee helped the children make a healthy snack while teaching them about the importance of fiber and protein. MORE HEALTH, Inc., was also part of this celebration teaching children the different food groups through a fun and interactive game on how to pair foods when grocery shopping. LA Fitness encouraged the children to exercise with a unique "UNO Game" and Silly Sam also performed balloon tricks and provided entertainment for the children.



## Honoring Our Veterans NOVEMBER 1, 2016

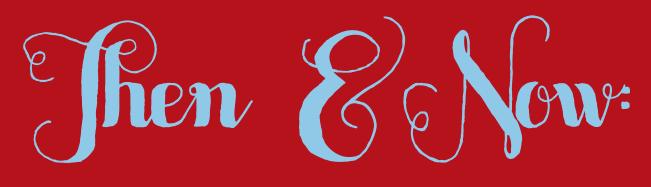
On November 1, 2016 The Junior League of Tampa volunteers paid tribute to our veterans at the "Mission 28: Welcome Home Celebration," hosted by Honor Flight of West Central Florida. JLT volunteers were dressed in red, white, and blue to welcome home veterans at the St. Pete-Clearwater International airport.

The League's 90<sup>th</sup> Anniversary Project Committee was honored to commemorate this decade of our history by participating in this memorable event. In the 1940's World War II had a profound effect on Tampa and The Junior League of Tampa, but it did not deter League members from their volunteer activities. They devoted their time to a number of organizations, such as the Army Filter Center, Traveler's Aid, Red Cross and USO. They also helped start and finance the Civilian Defense Volunteer Office.

The 90<sup>th</sup> Anniversary Project Committee isn't done yet. They are actively busy planning events with The Spring (January 2017), MORE HEALTH, Inc. (February 2017), Straz Center for Performing Arts (March 2017) and Champions for Children (April 2017). Each event celebrates the League's rich history, its impact areas and its past and present community partners.



Throughout the 2016-2017 year, the 90<sup>th</sup> Anniversary Project Committee will continue with a total of nine done in a day projects meant to showcase the partnerships and work of the League over the past 90 years.



## HOLIDAY GIFT MARKET'S YOUNG WOMEN'S ENTREPRENEURSHIP PROGRAM

## HOLIDAY GIFT MARKET'S YOUNG WOMEN'S ENTREPRENEURSHIP WINNERS

2014: Kristen Ostow's Southerndoe 2015: Jordann Windschauer's Base Culture 2016: Janee' Scarle's Old City Calligraphy

by LAUREN BENTZ

#### **Developing the Potential of Women**

One of the valuable aspects of being a part of the larger AJLI community is what we learn from other Leagues. In keeping with a Junior League of Tampa tradition, 2014 Holiday Gift Market Co-Chairs Meg Bock and Kristen Wilson traveled to Raleigh, North Carolina, in 2013 to check out "A Shopping Spree," The Junior League of Raleigh's version of Holiday Gift Market. There, they saw a program created by Raleigh's League, in which the League sponsors a booth during the market for young women entrepreneurs, and Bock and Wilson were inspired to try a similar idea in Tampa. The Co-Chairs developed the concept of an entrepreneur program for our League's Holiday Gift Market and presented it to the Executive Board. With the Board's approval, the HGM Young Women's Entrepreneurship Program (YEP) launched in 2014.

Alongside her Holiday Gift Market Chairs, the Young Women's Entrepreneurship Program Coordinator sets out each year to find the perfect candidate for the YEP program. They review applications and business plans from entrepreneurs from all over the local area and across the state. Since 2014, three businesses have been selected, each with a unique value proposition and compelling story.

#### **Creating their Dream**

Kristen Ostow, Jordann Windschauer and Janee' Scarle have one important thing in common: they are all entrepreneurs who saw an unmet need in their community. Those who know them well would attest to the countless hours that each of these young women has dedicated to the creation, development and implementation of her business plan. And, as of 2016, all three have another title in common: they are winners of The Junior League of Tampa's Holiday Gift Market Young Women's Entrepreneurship Program.

#### Kristen Ostow's Southerndoe: Inaugural Winner

Southerndoe, a seller of T-shirts and outdoor-themed clothing for women and girls, is local – based in Tampa – and new – its website launched on New Year's Eve in 2014. Although her line of women's outdoor clothing was starting to gain traction – it was sold in more than 100 stores – Ostow, a University of Tampa graduate, was still looking for a ways to expand and solidify her business. One of the things that particularly appealed to the YEP committee that selected Ostow was Southerndoe's mission: encouraging women to see that strength is beauty. From there, the League made sure Southerndoe's name and mission got out into the community with greater visibility than ever.



## THE JUNIOR LEAGUE OF TAMPA

## YOUNG ENTREPRENEURSHIP PROGRAM

The Young Women's Entrepreneurship Program presented Southerndoe with a variety of new opportunities for exposure, ranging from news articles to a segment on ABC Action News. The latter was Southerndoe's first television publicity experience. The League and Southerndoe even partnered to promote the Holiday Gift Market at an open house trunk show at Russell's Western Wear, a seller of cowboy boots and other country attire. This was a special night for Ostow because Russell's Western Wear was the first store to sell Southerdoe merchandise when she started in 2014.

Now carried in stores such as Beall's, Ostow credits her YEP win with propelling her business to new heights.

#### Jordann Windschauer's Base Culture: 2015 Winner

Jordann Windschauer is the owner and founder of Base Culture, seller of paleo foods and goodies. The 2015 YEP committee saw that the Paleo market was booming in Tampa, and knew that Base Culture was a great fit for HGM. Windschauer's business journey started in 2012, when she tried out a 30-day paleo challenge. "It changed my life," she said, as physical fatigue, mental stress and sleepless nights faded, "but my sweet tooth remained." Unable to find many paleo baked goods, she took on the challenge to create delicious treats for her CrossFit friends and those without dietary restrictions alike.

"Our YEP Holiday Gift Market experience was wonderful. It really helped us reach out to our local market, helped a lot of people understand who we are, and got our name out there," Windschauer said of her 2015 win.

Since then, business has been booming. After the first of the year, Windschauer is set to move in to a brand new 44,000 square foot full production facility with a new logo and new branding.

Reflecting on the exposure and trajectory of her business since her YEP win, she says, "I couldn't have asked for more in the past year. I don't think we couldn't have managed more. It's been incredible."

LAUREN BENTZ

continued on next page

Lauren is a fourth year Active with The Junior League of Tampa. She received her bachelors and master's degree from the University of Tampa and currently teaches at St. John's Episcopal Day School. In her free time she loves reading and running.

#### Janee' Scarle's Old City Calligraphy: 2016 Winner

Old City Calligraphy's founder and owner, Janee' Scarle was in search for a local calligrapher to help address her wedding invitations two years ago. "I couldn't find a calligrapher, so I watched a YouTube video; well, I watched a lot of videos," she recalls. From those first attempts, Scarle's reputation grew. Before she knew it, friends and acquaintances were emailing her asking for help with their calligraphy needs. Thus, Old City Calligraphy was born.

She was selected as the 2016 Holiday Gift Market YEP winner, and describes the experience as life-changing. "I'm looking forward to taking my business further, and YEP is a big jumpstart to that."

Scarle hopes to begin calligraphy workshops, a greeting card line, and a stationary line. "YEP can help push and start that for me, and has allowed me to do this full time."

#### The Young Women's Entrepreneurship Program in 2016

Although YEP has changed over the past few years, its mission and heart remain the same. The program is now open to women who are 40 years of age or younger at the time of application, are the majority owner of their business, and have a product that would be an original and unique addition to the Holiday Gift Market selection.

To broaden the impact of the YEP program beyond the actual YEP winners, the League now hosts workshops for any young entrepreneurs who are interested in growing their knowledge, exposure and business. These well-attended workshops have garnered great feedback from attendees.

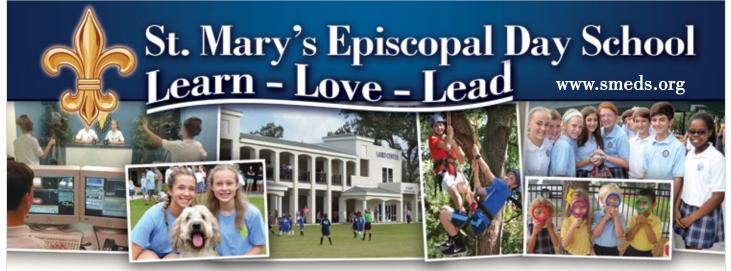
For the winner of YEP, the opportunities are vast. She receives a premium booth at HGM and spotlight in the HGM signage, valued at more than \$20,000. In addition, she receives special mention in the HGM shopping guide that is provided to the roughly 20,000 shoppers who attend the event. She also has an opportunity participate in a variety of local media appearances that stand to enhance brand exposure to the public.

For Ostow, the greatest benefits of YEP have come after the Holiday Gift Market weekend. In the three years since her inaugural win, she has made new connections and established public relations partnerships that not only helped her develop professionally but also propelled her business to new heights. "I know exactly what sells now and it was the perfect learning experience for next year's market," Ostow said. "I had several different store owners come to me about their carrying my products and have over 15 pages of email addresses for my workshops! I had at least 1000 people tell me they heard my story on how I got started and loved it and had to come meet me. Someone I didn't even know brought me the newspaper article with my story in it. I'm very thankful for the opportunity and can't wait until next year's market!"

#### Interested in our YEP program?

Contact the Holiday Gift Market YEP Chair at HGMYEP@jltampa.org for more information including upcoming workshops and application deadlines.





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## THE FLORIDA SPAC FALL CONFERENCE

by KENDRA MCCAN

When more than a dozen of the most effective women's leadership organizations in Florida work together, they have the ability to create real change for children and families. As a vital step in creating that change, The Junior League of Tampa (JLT) hosted the Fall Conference of The Junior Leagues of Florida State Public Affairs Committee (SPAC) at JLT's headquarters in Tampa on September 17, 2016. In addition to creating consensus on legislative priorities, the Fall Conference also incorporated training and educational components.

Nearly 50 delegates from 15 different Junior Leagues across Florida discussed vital issues facing our state and decided on joint legislative priorities for all of the Leagues to adopt and advocate for during the 2017 legislative session in Tallahassee. SPAC members considered topics including education, at-risk-youth, health and hunger, and community safety before selecting a single focus for the year ahead.

The delegates overwhelmingly voted to advocate together with a focus on tackling issues of health and hunger. Specifically, they agreed to support legislation geared toward better access to quality healthcare as well as awareness and prevention programs that improve the mental and physical health of the people of our state. The Leagues will also focus on encouraging legislation that increases access to plentiful, fresh, healthy food for all Floridians, so that no child goes hungry.

A highlight of the conference included a panel discussion, "Women Running for Office," with the purpose of encouraging more Junior League members to consider running for elected positions or becoming engaged in the political process in other ways. Guest panelists included former Florida Chief Financial Officer Alex Sink, Rep. Janet Cruz (D-Tampa), former Lee County Commissioner Vicki Lopez, and former Hillsborough County School Board candidate Dr. Stacy Hahn. Moderator and experienced lobbyist Ana Cruz led the bipartisan discussion.

The event also showcased reflections from Summer Pfeiffer, Vice President, Governmental Relations with Children's Home Society of Florida, and Jane Castor, former City of Tampa Police Chief.

Another favorite feature of the conference was an interactive presentation by JLT Active Amber Smith, senior legislative aide to Rep. Dan Raulerson (R-Plant City). Ms. Smith led a training session in which the delegates were asked to roleplay as the House and Senate to pursue legislative priorities and negotiate to advance their sometimes competing interests. Ms. Smith also gave a detailed look into the inner workings of how state government operates. Smith aimed to increase the level of awareness among conference attendees "so they understand what tools are available to the public and, most importantly, how to use them."

## CREATING CHANGE

The Junior Leagues of Florida SPAC delegates, including members of JLT, will travel to Tallahassee during committee weeks this February to meet with state legislators. There, they will promote action on the issues of health and hunger, as well as other community issues and legislative priorities.

In past years, through its participation in the Florida SPAC, JLT has advanced many of its major initiatives including policies related to child welfare, human trafficking, and "food deserts" neighborhoods that lack fresh fruits and vegetables and other healthy foods. JLT and the Florida SPAC also made strides in a statewide campaign for mandatory booster seats for children, a longtime League initiative.

KENDRA MCCAN Kendra joined The Junior League of Tampa in 2015. She is an attorney and has lived in Tampa for the past 3 years. In her free time, she enjoys running, cheering on the Florida Gators, going to concerts, and spending time with friends and family.

# CONVERSATIONS WITH HYDE PARK VILLAGE

## Est. 1905

### by GAEL RAGONE

Hyde Park Village is a cornerstone of the Tampa community. It's often the first place that comes to mind for a family outing or an afternoon of shopping and dining with friends. In addition to seasonal activities, Hyde Park Village offers monthly farmer's markets and regular art shows.

The Junior League of Tampa was thrilled to be selected as the beneficiary of Hyde Park Village's 2016 Enchanted Tree Lighting Ceremony. The event raised more than \$10,000, and raised awareness in the community about the investment the League is making in families' lives across Tampa.

The Sandspur recently sat down with Gabby Soriano, Marketing Director for *WS Development*, Hyde Park Village, to discuss the shopping district's impact on the community.



#### GR: WHAT HAS YOUR COMPANY BEEN DOING TO INVEST IN THE LOCAL COMMUNITY AND HYDE PARK VILLAGE?

**GS:** The big mission in Hyde Park Village is to create a cool and fun aesthetic with new things to do and see each time that our guests visit the Village. Our goal is to create a local feel through a great mix of locally owned shops as well as regional and national stores. We want to cater to the local community and full-time Tampa residents. We are working to build up trust and success for new shop owners, and we are excited about the renovations and how the new village is coming together.

#### GR: HOW DO YOU BRING IN NEW LOCAL SHOPS TO THE VILLAGE?

**GS:** We've created a pop-up shop experience called "the fling." We find small local merchants who would like to put together their first brick-and-mortar store. Through the program, the pop-up shops can come and open up a store for a month at a time, or three months at a time in Snow Circle, Hyde Park Village. We are always sourcing new and exciting pop-up shop experiences.

#### GR: WHAT ARE SOME OF THE SUCCESS STORIES FROM THE POP-UP SHOP EXPERIENCE?

**GS:** Florist Fire started as a temporary merchant as a pop-up shop for Valentine's Day. In the five days as a pop-up shop, the shop owner booked six weddings and sold out of flowers. She could do very well with a permanent store, but we know that's a big step to take. Florist Fire is currently in the middle of a few months-long lease and in the incubation stage to be a great success story in the Village. We also worked with Salt Pines as a pop-up store in Snow Circle. They've recently expanded to take over a much larger store front on Swann Avenue and they're doing quite well.

#### GR: HOW HAS HYDE PARK VILLAGE INVESTED IN THE JUNIOR LEAGUE OF TAMPA?

*GS*: We initially decided to partner with JLT because we are passionate about the League's positive impact in the Tampa community. We get approached by many organizations, but our partnership with JLT allows us to make a much bigger impact and reach many more projects in the community. We love the idea of supporting a league of women who support such a large range of projects in Tampa. We also want to support the League's mission to empower women. The women of JLT are the target demographic of Hyde Park Village, and this partnership is a great way to support them in return. The investment in The Junior League has blossomed well into a mutually beneficial relationship. Kendra Scott, a new jewelry store on Swann Avenue, joined with JLT for an amazing grand opening event with a line out the door! The event was a great success, and Kendra Scott had tremendous support and sales from the event. We look forward to an ongoing partnership with The Junior League of Tampa.

#### GR: TELL US ABOUT THE ENCHANTED TREE LIGHTING CEREMONY.

**GS:** The Enchanted Tree Lighting Ceremony in Hyde Park Village is a free and family-friendly celebration that kicks off the holiday season and has become one of Tampa Bay's most highly recognized events. People can enjoy a variety of live entertainment, food and beverages, and a beautiful light display with an appearance from Santa Claus and much more! We are very excited that this year's event benefited JLT. Hyde Park Village recognizes the League's tireless efforts to better our community through leadership training, education and volunteerism and is proud to partner with such a strong and important organization.

GAEL RAGONE Gael is a first year Active and national product manager for a REIT. In her free time, she enjoys swimming and spending time with her husband and fur-baby.





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# INVESTING IN OUR MEMBERS: Empowerment through training

by KENDRA MCCAN and guest contributor MELISSA KNIGHT NODHTURFT

The League is dedicated to enabling the personal, professional and philanthropic development of its members, and training is a large part of this prong of our mission. Training is an investment in members that helps the League make a significant impact in the community.

This investment is evident in the dynamic presentations and workshops the Training Committee has organized thus far in the year. Security, disease prevention and personal branding through social media were a few of the topics The Junior League of Tampa's Training Committee have tackled thus far in 2016. As it strives to address relevant and timely subject matter, the committee welcomes new ideas from members.

Jennifer Dutkowsky, the 2016-2017 Chair of the Training Committee, believes strongly in the League's mission and ability to invest in the success of its members. The Training Committee works diligently to provide members with valuable information, resources and skills applicable in the community and in their everyday lives. "We are an organization that prides itself on developing the potential of women and creating a well-trained volunteer workforce," Dutkowsky said.

In addition to her role as Training Chair, Dutkowsky also serves on the Training Plan Annual Project Team led by Melissa Knight Nodhturft, the 2016-2017 Membership Director on the Executive Board. Joined by President Nicole Hubbard and Membership Manager Taylor Jones, the Training Plan team implements the training and leadership development goals and objectives of the strategic plan to make sure the mission is carried out through the League's training programming.

This year, the main focus of the Training Plan team is to establish a comprehensive framework for League members to develop their leadership potential and contribute to their communities in meaningful ways through the creation of a "competency model" for community and civic leadership.

#### KENDRA MCCAN

Kendra joined The Junior League of Tampa in 2015. She is an attorney and has lived in Tampa for the past 3 years. In her free time, she enjoys running, cheering on the Florida Gators, going to concerts, and spending time with friends and family.

"WE ARE AN ORGANIZATION THAT PRIDES OURSELVES ON DEVELOPING THE POTENTIAL OF WOMEN AND CREATING A WELL-TRAINED VOLUNTEER WORKFORCE." - JENNIFER DUTKOWSKY, 2016-2017 TRAINING CHAIR

The competency model will serve as a resource to the membership at all levels and proficiencies in setting and achieving leadership and development goals and will guide the Training Committee from year to year in planning and executing core training curriculum events.

In years past, the nature of training events varied from year to year, and even from month to month; topics were selected somewhat at random, depending on members' interest levels. Now, through the use of the competency model and core training curriculum, the training topics are more aligned with leadership and development goals for League members and our mission. The Training Committee will develop trainings from four key competency areas -(1) developing self; (2) managing and developing others; (3) driving results; and (4) leading innovation. And while there will be no rigid procedure for brainstorming and organizing training events, they will be based on these core competencies for community and civic leadership development and supplemented by requests from League members.

By drilling down the key competencies to all membership levels and proficiencies, members can self-evaluate their own areas of strength and what they would like to build on and improve, as well as identify less-developed skills they would like to explore or cultivate. This will also help the Training Committee customize and develop member training opportunities on an annual basis by taking into consideration the contributions and potential of all members – Provisionals, Actives, and Sustainers – as members prepare for their roles in expanding the impact of the League's work in the community.

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Through its training efforts, the League continues to provide opportunities for members to stay apprised of issues affecting their lives and to explore new ways to serve as a volunteer.

To find out more about upcoming training events, or to suggest a topic for future events, please contact Jennifer Dutkowsky at training@jltampa.org



## TRAINING COMPETENCY AREAS

- 1. DEVELOPING SELF
- 2. MANAGING AND DEVELOPING OTHERS
- 3. DRIVING RESULTS
- 4. LEADING INNOVATION

MELISSA KNIGHT NODHTURFT Melissa Knight Nodhturft joined The Junior League of Tampa in 2009. An alumnae of the University of Florida Levin College of Law and practicing lawyer, she is the 2016-2017 Membership Director. Melissa and her husband Philip enjoy traveling.



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As part of its commitment to community involvement and leadership, The Junior League of Tampa honors outstanding individuals through an annual program called The Luminaries. By acknowledging these individuals' leadership, empowerment, advocacy and distinction within various areas of service, the program reinforces the League's commitment to the community.

Established in 2015, The Luminaries aims to improve the community by preserving and inspiring a legacy of luminaries who are catalysts for lasting community impact.

The League, in partnership with WEDU PBS, shared the honorees' inspiring stories via prime time broadcast. In addition, the Tampa Bay History Center stored their digital biographies in a permanent collection.

The 2017 award winners will be announced at the annual award event on May 5, 2017, held at the Hilton Tampa Downtown at noon. At the luncheon, the League will showcase the digital biographies, created by WEDU, of these Luminaries award honorees. Registration for the luncheon is available until April 30, 2017.

For more information about The Luminaries 2017 program, including sponsorship opportunities please visit www.jltampa.org/luminaries or contact Teneille Williams and Alexandra Palermo at luminaries@jltampa.org. "Transformation in the world happens when people are healed and start investing in other people." — Michael W. Smith



# *The Junior League of Tampa is honored to introduce the 2016–2017 Community Advisory Board.*

#### KATHRYN BURSCH

Kathryn Bursch grew up in Alexandria, Minnesota, and studied at the University of Minnesota, where she received a degree in broadcast journalism. Her first reporting/anchor job was in Grand Forks, North Dakota. In 1987, she moved to Tampa, to report and anchor for WTOG-TV. She became a reporter at 10News WTSP in 1999 and is currently the station's manager of strategic partnerships. Kathryn has been honored for her work and has received several Emmy, Regional Edward R. Murrow and Associated Press awards. Outside of work, Kathryn stays busy with her family including her husband and teenage son. She plays the violin in the Suncoast Symphony and also enjoys horseback riding.

#### LISSETTE CAMPOS

Lissette Campos is the director of community affairs for WFTS TV ABC Action News. The five-time Emmy award-winning journalist is also the recipient of the prestigious Silver Circle Award from the National Academy of Television Arts & Sciences. Lissette's broadcast journalism career spans more than 25 years and includes undercover reporting in Moscow and Havana. She joined the news anchor team at ABC Action News in 2001. In her current role as Community Affairs Director, Lissette created the Emmy award winning "Taking Action Against Domestic Violence" campaign, which has earned more than a dozen national, regional and state journalism awards and is credited with a 77 percent increase in calls to the Florida Domestic Violence Hotline.

#### JOSEPH W. CLARK

Joseph W. Clark is a partner with Social Venture Partners, an organization that cultivates philanthropists, strengthens nonprofits and invests in collaborative solutions—building powerful relationships to tackle our community's social challenges. Joe received a bachelor's in economics from Union College and a Juris Doctorate from Syracuse University College of Law. He is the past president of the Eckerd Family Foundation and he served as a shareholder for 25 years at Shackleford, Farrior, Stallings & Evans. He has served on the boards of several nonprofit organizations in Florida. Joe and his wife, Terrell, a JLT Sustainer, live in Tampa and have two sons.

#### HONORABLE VIRGINIA COVINGTON

In 2001, Judge Covington was appointed to Florida's Second District Court of Appeals by Governor Jeb Bush. With the appointment, she became the first Cuban-American woman in the State of Florida to serve on any appellate court. She served on that court until 2004, having been nominated by President George W. Bush and confirmed by the U.S. Senate to a lifetime position as a United States District Judge. She is the first Hispanic district court judge in the Middle District of Florida. Judge Covington completed her J.D. at the Georgetown University Law Center. She received a Master of Business and Bachelor of Science degree from the University of Tampa.

#### SHEFF CROWDER

Sheff Crowder has been the president of the Conn Memorial Foundation since 1993. The foundation provides leadership and grants to Hillsborough County nonprofits focusing on educational achievement of children and youth in low-income neighborhoods. It also supports the education of Tampa Bay's nonprofit leaders. Sheff and the Nonprofit Leadership Center have worked with the Sykes Business School at the University of Tampa to offer a graduate certificate or MBA in nonprofit management. He is passionate about cultivating a nonprofit heart, a business mind and a leader's spirit in our local nonprofit sector. Sheff was just named as this year's recipient of the Champions for Children Cornelia Corbett Child Advocate Award.





#### JEFF EAKINS

Jeff Eakins is the superintendent of Hillsborough County Public Schools. In 2006, he became the director of the district's Title I program and was later promoted to general director of federal programs. In this role, Jeff worked closely with legislators at state and national levels on a variety of issues impacting children and education in Hillsborough County. He also collaborated with the U.S. and Florida departments of education on the implementation of several education laws. Jeff has received numerous awards and other recognition throughout his career including 1992 Teacher of the Year at Cypress Creek Elementary School, the 2010 Dr. Earl Lennard Outstanding Leader Award for Hillsborough County Public Schools, and also in 2010, the NAFEPA's Outstanding Leadership Award for the State of Florida.

#### MARY LEE FARRIOR

Mary Lee Nunnally Farrior, founder of Mary Lee's House, has a commitment to improving the lives of Florida's children that spans 55 years. Ms. Farrior started Reach Out Community Services at a church in 1998. The program provided mental health counselling for families that could not otherwise afford it. In fall 2008, Mary Lee's House opened as the only child protection and advocacy center of its kind in Hillsborough County. A child advocacy assessment and protection center that houses multiple services in one location, Mary Lee's House serves more than 2,500 abused and neglected children each year. Ms. Farrior has been the recipient of numerous awards in recognition of her commitment to children in our community, including the 2014 Citizen of the Year Award by the Tampa Metro Civitan Club, Inductee into the Florida Women's Hall of Fame 2014-2015 by the Florida Commission on the Status of Women and the 2016 Sustainer of the Year of The Junior League of Tampa.

#### BRUC Bruce F the St. F

#### BRUCE FAULMANN

Bruce Faulmann is vice president of sales and marketing for the Tampa Bay Times (formerly the St. Petersburg Times) and a member of the Times Board of Directors. He served as publisher of Florida Trend, a Times affiliate publication, from November 2008 to October 2009. Before joining the Times Publishing Company, Bruce spent 24 years in the daily newspaper business, most recently as vice president of advertising for the Tampa Tribune. Bruce is a graduate of the University of Florida, earning his bachelor's degree in advertising.



#### MARK FERNANDEZ

A native of Tampa, Mark Fernandez is the founder of the corporate advisory firm EMF Consulting of Tampa Bay, which assists organizations in business development and marketing strategies with an emphasis on community outreach. A 24-year veteran of the sports and entertainment industry, Fernandez was most recently senior vice president with the Tampa Bay Rays. Fernandez currently serves as board chair for United Way Suncoast and serves as board member of the Helios Education Foundation and the University of South Florida Foundation, along with the boards of the Tampa General Hospital Foundation, Tampa/ Hillsborough Homeless Initiative, Junior Achievement of Tampa Bay Trustees, the American Heart Association and the Greater Tampa Chamber of Commerce. Mark and his wife Trudie have three children, Grace (23), James (21) and Eden (18).



#### ELIZABETH FOWLER

Elizabeth Fowler is a director and the treasurer of the Triad Foundation, Inc. Before that, she was a senior vice president at Bank of America, where she began working in 1984 in the corporate banking division in Tampa. Mrs. Fowler is active in nonprofit work and is currently serving on the University of North Carolina's Media and Journalism School Foundation board, on the Frameworks of Tampa Bay board and its development and program committees, on the Academy Preparatory School Board and on the Lowry Park Zoo Endowment Board where she serves as chair. Elizabeth was recently named a 2016-2017 Lightning Community Hero.



#### ELIZABETH FRAZIER

Elizabeth Frazier is the vice president of philanthropy and community initiatives for the Tampa Bay Lightning. Elizabeth is leading a transformation of the Lightning Foundation and the Lightning's community relations department. Elizabeth has a bachelor's in comparative literature with a certificate in European Cultural Studies from Princeton University and a master's in business administration from the Darden School of Business at the University of Virginia. Elizabeth is the daughter of Joanne Frazier, JLT Sustainer and Past President.

#### YVONNE FRY

A native Floridian, Yvonne Fry grew up as a farmer's daughter in Plant City where her family grew strawberries and organic vegetables and had a chicken farm with 60,000 chickens. A graduate of the University of Southern Mississippi, Yvonne is an expert in the telecommunications and IT industries. She owns Lines of Communications, a full service telecommunications management and auditing company. Yvonne is also CEO of Fry Entertainment Inc. An activist in causes close to her heart, Yvonne embodies servant leadership in her approach to help organizations involving women, children, education and political issues. In recognition for her outstanding service to the community, Yvonne was honored with the Plant City Chamber Chairman's Award in 2014 and is also a West Central Florida Girl Scouts Woman of Distinction 2016. She has two very active children and enjoys fishing in Tampa Bay. Mark Ober serves as her fishing guide.

#### JOHN GIORDANO

John Giordano has been a member of the Bush Ross, P.A. law firm since 1985. He is the chair of its Transactional Practice Group and a member of its board of directors. John attended the University of Florida and earned a B.S.B.A. in Accounting in 1979, a J.D. in 1982 and an LL.M in taxation in 1983. John is The Junior League of Tampa's legal counsel and a standing member of the Community Advisory Board. John is the husband of Ruth Giordano, JLT past Sustainer President, and father of Active Elizabeth Mackie.



#### DENISE GLASS

Denise Glass is the president of Sensory 5, a marketing and advertising agency headquartered in Tampa. Through Sensory 5, Denise has helped various local nonprofits (The Junior League of Tampa, High Risk Hope, Joshua House and others) by providing in-kind graphic design and volunteer services. Denise has been a member of Meeting Professionals International (MPI) for 12 years, serving on the organization's board for four years. Connections Campaign, a program Denise created for the Tampa Bay Chapter, received an International MPI Rise Award. In her free time, the New Jersey native and University of South Florida graduate enjoys following the USF Bulls football team and spending time with her husband of 24 years and their three rescue dogs.

#### MIRAY ROSS HOLMES

Miray Ross Holmes was named manager of community partnerships and neighborhood engagement by Tampa Mayor Bob Buckhorn in March 2013. In this capacity, Miray serves as Mayor Buckhorn's main liaison to the neighborhood associations and as their voice at City Hall. She also works with community partners and private entities to make Tampa's neighborhoods a better place. Holmes recently worked as the director of community relations for the Tampa Bay Buccaneers and the Glazer Family Foundation. Prior to that role, she worked in community marketing at Reliant and as an account director for Olympic Sponsorships with the Atlanta Centennial Olympic Partners. Miray was born and raised in Washington, D.C. and holds a bachelor's degree from Howard University. Miray is mother to daughter Julia.



#### DIANNE JACOB

Dianne Jacob, senior vice president and director of client and community relations at PNC Bank - Florida West manages the sponsorship and philanthropic funding for the company in Orlando, Tampa, St. Petersburg, Sarasota and Naples. She deploys the bank's resources based on a strategic plan for the bank's regional growth through community building. This involves sponsorships in the arts, economic development organizations and grants in early childhood education. Throughout her professional career, she has dedicated her time to community building and servant leadership. She served on more than 25 boards (and chaired more than eight of those boards). She developed a charity to distribute prom dresses to worthy girls through the Hillsborough County School system. She has received numerous awards for her service, most notably the prestigious Parke Wright III Leadership Award given to distinguished alumni of Leadership Tampa, as well as the Leadership Florida Chairman's Award for valuable contribution to the creation of the young professional group, CONNECT Florida Statewide Leadership Institute.

#### KEN JONES

Ken Jones is the founder and CEO of Third Lake Capital, a single-family office dedicated to the global management and deployment of capital for a Forbes 400 family that owns and operates one of the largest privately-held companies in the world. Ken recently served as the president and CEO of the 2012 Republican National Convention, which was held in Tampa. He successfully raised more than \$100 million in public and private contributions to host the convention and lead the host committee's coordination of logistics, construction, security, media, venue and hotel leasing, transportation, and dozens of convention-related events throughout Florida. The convention, the second-largest media event in the world, has been lauded as one of the most efficiently and successfully run presidential nominating conventions in the modern era and was concluded on-time and under budget with a multimillion dollar surplus.



#### GRAYSON KAMM

Every day, Grayson Kamm gets to talk about space, dinosaurs and cars that drive themselves as the communications director for the Museum of Science & Industry (MOSI) in Tampa. Before starting at MOSI in January, Grayson was a television journalist for more than 13 years, specializing in stories on space, science and politics. Grayson has been honored with three regional Emmy awards, twenty Associated Press awards, and a Combat Cross for bravery under fire from the Sarasota County Sheriff's Office. He is also a proud Eagle Scout. Grayson grew up in Merritt Island, Florida and attended the University of Florida, where he proposed to his wife on the field of the Gators' football stadium with 40,000 fans in the stands. She said "yes," and he is now married to JLT Active Cathy Ambersley Kamm, an attorney with the law firm Shook, Hardy & Bacon in Downtown Tampa. They have two young sons, Collier and Merritt.



#### TOM LOOBY

Since 2007, Tom Looby has served as president & CEO of the Tampa Metropolitan Area YMCA. Previously, Tom was president & CEO of the YMCA of Northwest North Carolina in Winston-Salem for six years. Now in his 36th year as a YMCA leader, Tom also served the Nashville/ Middle Tennessee and Atlanta YMCAs. He received a bachelor's degree in education from the State University of New York and a master's degree from Georgia State University. Tom and his wife Kim have been married 32 years and have three daughters, Megan, Kaitlin and Kara.



#### CATHERINE M. LYNCH, MD, FACOG

Catherine M. Lynch, MD, FACOG is the associate vice president of women's health, associate dean of faculty development, and professor and director of obstetrics and gynecology at the University of South Florida. Dr. Lynch completed her undergraduate degree in biology at Georgetown University in 1986. She then returned to her home state of Florida to earn her doctorate of medicine from the University of South Florida in 1990. Dr. Lynch completed her residency and post-graduate work at USF in Obstetrics and Gynecology and is certified by the American Board of Obstetrics and Gynecology. Dr. Lynch is married to Tampa Mayor Bob Buckhorn. They have two children.



#### GENE MARSHALL

Gene Marshall is a founding board member and initial chairman of Northstar Bank, a community bank headquartered in Tampa. He is also a consultant with Success Sciences Inc. Gene joined the Chase Manhattan Bank in New York City in 1969. After spending 21 years in various management positions in global risk management, international custody operations and global securities services of the global bank, he moved to the retail banking sector and relocated to Tampa Bay in 1990. He was named senior vice president of JPMorgan Chase in 1993. He retired in June of 2004 and continues to be active in the community. Currently he serves on the boards of several nonprofit organizations.

#### HONORABLE SANDRA MURMAN

Hon. Sandra Murman was elected Hillsborough County Commissioner in 2010, representing District one. As a sitting commissioner, she has championed small business job creation, economic development, homelessness, indigent health care reform to include parity for mental health, and many other programs to help children and families. Prior to joining the commission, she completed eight years as a member of the Florida House of Representatives. Rep. Murman was the first Republican woman to hold the position of Speaker Pro-Tempore in the Florida House of Representatives. Sandra is a graduate of Indiana University. She is married to local attorney Jim Murman. Their daughter, Michele Murman Bradner, is an Active Junior League member.

#### BRUCE NARZISSENFELD

Bruce Narzissenfeld is vice president of marketing, customer service, business development and fuels operations at TECO Energy. He responsible for the business functions that directly connect with customers and communities served by Tampa Electric and Peoples Gas. Bruce also oversees TECO Partners, an unregulated company focused on energy-related sales and marketing, and is Vice President of SeaCoast Gas Transmission LLC. Bruce joined Tampa Electric in 1985 and has held various leadership positions at TECO Energy subsidiaries, including Peoples Gas.

#### RONDA M. PARAG

Ronda M. Parag is the publisher/managing editor of the Tampa Bay Metro and Tampa Bay Weddings magazines. Ronda believes in giving back to the community and has volunteered many hours to local charities. Ronda is an advisory board member for the Salvation Army of Hillsborough County, past trustee for The Spring of Tampa Bay and member of the Gold Membership Committee for the Tampa Museum of Art. She supports many other nonprofits. Ronda graduated from the University of Florida with a bachelor's in business administration and has been married to Stephen P. Parag, II for 29 years. They have one son, Evan.

#### KELLEY PARRIS

Kelley Parris, executive director of the Children's Board of Hillsborough County, holds an undergraduate degree from the University of Alabama and a graduate degree in organizational management from Troy University. Kelley previously served as director of the Alabama Department of Child Abuse and Neglect Prevention, which in 2013 received recognition from Auburn University for its work to end child death from abusive head trauma and unsafe sleep. She received the 2014 Secretary's Award from the Florida Department of Children and Families for community partnership. Kelley has worked in the fields of child abuse prevention, domestic violence prevention and mental health for 30 years.

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



#### HEIDI SHIMBERG

Heidi Shimberg has served on several nonprofit boards over the past 16 years, most notably that of the Children's Museum of Tampa, now Glazer Children's Museum. Her 12 years of board service included two separate terms as chair. During her time as capital campaign chair the museum obtained its naming gift. In January 2009, she joined the staff as vice president of development and marketing. The museum completed the capital campaign and had a successful opening while she served in that role. She left the museum August 2011 to rejoin businesses with her husband. Currently she serves as a board member of WEDU and is most proud of her role as mother to her three sons.

#### MARLENE SPALTEN

Marlene Spalten joined the Community Foundation of Tampa Bay as president and CEO in October 2012. She previously was executive director of the Baptist Health Foundation and a vice president of Baptist Health, Jacksonville's largest community-owned hospital group. Prior to her career with Baptist Health, Marlene was associate head of school/advancement and planning at The Bolles School in Jacksonville. Marlene graduated from Cornell College with a bachelor's degree in English. Marlene is a Certified Fund Raising Executive (CFRE) and a Fellow of the Association for Healthcare Philanthropy (FAHP). She is a 1999 graduate of Leadership Jacksonville and was named a "Woman of Influence" by the Jacksonville Business Journal in 2011.



#### REPRESENTATIVE ROSS SPANO

State Rep. Ross Spano serves on the Choice and Innovation Subcommittee, Civil Justice Subcommittee, Health Quality Subcommittee, Higher Education & Workforce Subcommittee and Judiciary Committee. While serving in the legislature, Spano authored legislation aimed at allowing human trafficking victims to move on with their lives by allowing judges "to vacate certain criminal convictions if the offender can prove that they committed them under duress," as would happen in a situation in which someone had been illegally trafficked.

#### JONATHAN E. STEIN

Jonathan E. Stein is The Junior League of Tampa's CPA and a graduate of the University of South Florida. He is a shareholder with Rivero, Gordimer & Company, P.A., and he has considerable auditing/accounting experience with not-for-profit and governmental organizations. As the League's CPA, he serves as a standing member of the Community Advisory Board. He is involved with a variety of not-for-profit organizations in the Tampa Bay area.

#### CHIEF ERIC WARD

Chief Eric Ward is chief of police for the Tampa Police Department. His experience fighting crime in District III and his years of serving in special operations have prepared him for this new post as chief of police. In his 27-year career, Ward has served as the department's Specialty Teams commander overseeing K-9, Mounted Patrol, Traffic, Air Service, Marine Patrol, Dive Team, SWAT, Hostage Negotiation Team, Bomb Team, Honor Guard and the Special Incident Management Unit. Ward also served as the Florida Department of Law Enforcement's Region 4 SWAT Commander. Each year, Ward helps oversee security at more than 800 city-sponsored events.



#### CURTIS WRIGHT

A lifelong resident of Lakeland, Curtis Wright is the manager of retail marketing communications - Lakeland Division for Publix Super Markets, Inc. He is a graduate of Lakeland Senior High School and received a bachelor's degree in business administration with a concentration in Management from Lenoir-Rhyne University in Hickory, N.C. Curtis began his career with Publix Super Markets in 2001 as a selector in the boxed meat/dairy warehouse. When not at work, Curtis spends most of his timing coaching youth baseball and offensive line on his son's youth football team. Curtis and his wife, Jennifer, a strategic procurement buyer in facilities purchasing for Publix, have been married for 10 years and have two young children.



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

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

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



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

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

This includes a cumulative listing of commemorative gifts received September 13, 2016 through December 6, 2016.

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Katie Cappy

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 Megan Duffey Melissa Knight Nodhturft

Nicole Hubbard

Ginny Daniel

Megan Bock

Jenny Spencer

Caroline Vostrejs

Nicole Hubbard

Heather Hall,

Bailey Gilmore

Jenny Spencer

Nicole Hubbard

Caroline Vostrejs

Miray Holmes,

Courtney Cox

Nicole Hubbard

Jordan Donnelly

Caroline Vostrejs

on her promotion to

Baycare's Director of Nursing

Melissa Knight Nodhturft,

on her new job at 22Squared

Melissa Knight Nodhturft,

on being voted Top 10 under 40 for South Tampa Magazine

on being selected as part of the

Greater Chamber of Commerce

**Community Advisory Board** Member Sheff Crowder,

Leadership Tampa 2017

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Cornelia Corbett Child

Advocate Award Nicole Hubbard

Katie Cappy

Laura Everitt

Ginny Daniel

Kate Caldarelli

Jenny Spencer

Nancy Crane

the Champions for Children

 Melissa Knight Nodhturft Danielle Dennis

on her new job with Bush Ross



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her promotion to Director of Talent Acquisition at Catapult Systems

- Caroline Vostrejs
- Chloe Cullinan
- Danielle Dennis
- Jenny Spencer
- Katie Cappy
- Laura Campbell
- Laura Everitt
- Marie Hebbler
- Melissa Knight Nodhturft
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#### Jessica Kendall Hornof,

on her promotion to Executive VP, Retail Banking, at First

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- Megan Bock
- Megan Duffey
- Jenny Spencer
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- Danielle Dennis
- Nicole Hubbard

#### Amanda Seifert,

on her new job as Human

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- Jenny Spencer

#### Brittany Anderson,

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- Kate Caldarelli
- Katie Cappy
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- Melissa Knight Nodhturft
- Nicole Hubbard
- Jenny Spencer

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#### Anneliese Hazel,

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on her marriage to Jordan

on her marriage to Asher

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Ginny Daniel

Katie Cappy

son of Taylor Murray

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Jenny Spencer

Laura Campbell

daughter of Coley Simmons

daughter of Lauri & Tom Burgess

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Savlor.

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Jenny Spencer

Nicole Hubbard

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Watters

Carter

on her marriage to Bradley

on her marriage to Jose

on her marriage to Jack

Melissa Knight Nodhturft

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- Bacon
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#### Nicole Hubbard

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on her marriage to Miguel

Jenny Spencer

#### Stacy Jacobs Carlson,

on her engagement to Greg Baier Ginny Daniel

#### The Junior League of Tampa Endowment Fund

Leaving a Legacy...Sustaining Our Service

To celebrate our 90<sup>th</sup> anniversary, League members were given the option to add \$19.26 to their 2016-2017 dues payment. Several members opted to donate more than \$19.26, giving a total over \$10,000 in donations to the Endowment Fund from this creative initiative.

Making a gift to The Junior League of Tampa Endowment Fund is your opportunity to make a contribution to support the League - forever. A strong Endowment Fund will ensure a revenue stream that will augment, but not replace, annual fundraising revenue generated through individuals, events, grants, corporate sponsorships and membership dues. This 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.

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Selena Ward 2015-2016 Endowment Committee Thank you to our inaugural member of the 1926 Society, Martha Sale Ferman.

Donor List as of December 20, 2016. Donations less than \$250 are recognized through the Commemorative Fund.

A special thank you to Solon F. O'Neal for his generous donation in memory of his wife, Sherrill Bell O'Neal, a past Sustainer president and mother of past JLT president Susan Thompson.

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.



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# WHO'S WHO IN THE LEAGUE



#### Alex Garmon Jano, NEW ACTIVE

Alex is an amazing leader in the Tampa Bay area as a Market Development Manager of the Food Service and On Premise channel for Coca-Cola Beverages Florida. She is also a student at the University of Florida pursuing her MBA, previously receiving her undergraduate degree in Marketing also from UF. She loves to travel, cook, spend time with family, and fish in the Florida Keys. She is also a commissioner of an all ladies fantasy football wine league, "Winedown Women."

Not only is she a leader in the community, Alex is also a leader in the League. Last year as a Provisional, she was agency chair of Kids in the Kitchen at Sulphur Springs Community Center. This year she is double placed as a coordinator on the Community

Action Committee (CAC) and a committee member on the brand new Volunteers at Large committee. As a CAC Coordinator, she ensured the success of the Ryan Nece Power of Thanksgiving event as well as a new playground project with New Life Village, a new community partner.

Alex was inspired to join the League when she volunteered as a "big" with Big Brothers Big Sisters. The night that she first met her "little," BBBS presented 'bigs' with books provided by The Junior League of Tampa. The books helped facilitate a tremendously successful first meeting as her 'little' loves to read. Something as small as a book helped form an immediate bond, and the League facilitated that opportunity.

Since joining, Alex has realized that the League invests in the community to a greater degree than she could have imagined. Alex sees this firsthand at volunteer events where attendees approach her and relay how an event or project positively affected them or their child.



#### Rebecca Towner, RECENT TRANSFER

Rebecca is a transfer to The Junior League of Tampa from The Junior League of Minneapolis. Although she grew up in Illinois, she earned her undergraduate degree from the University of Tennessee and is an enthusiastic Volunteers football fan.

Previously, Rebecca worked for Michelin North America. In Tampa she works as a postpartum doula and lactation counselor with Buddha Belly Birth Services. Rebecca balances her professional responsibilities with her husband and children: Graham (4) and Caroline (1). In her spare time, Rebecca enjoys running and golfing. Recently, she started exploring the triathlon world.

As a volunteer, Rebecca joined The Junior League of Minneapolis in 2011 and served as a New Member Advisor, Advertising Director, and was nominated for the Nominated Committee during her time there. Currently, Rebecca serves as the Children's Literacy Chair. She loves fostering the love of reading in the students we serve. Rebecca credits JLT with providing valuable awareness of the major issues facing our Tampa Bay community. Meet a few of our fabulous members who not only share their passion for volunteering their time and talent with the League, but also find time to have exciting family and professional lives and interesting life experiences.



#### Ruthie Gelber, ACTIVE

Ruthie has been a member of The Junior League since 2013 - the same year she moved to Tampa.

Raised in Burlington, Vermont, Ruthie lived in LA and Denver before most recently making the move to Florida. She joined the League in an effort to make friends and get involved in her new community. She considers herself lucky to have been placed with what became a close-knit Provisional group (they continue to get together for the occasional drinks or brunch) and was quickly motivated to pursue the Willingness-to-Lead track. She credits fellow members for pushing her to pursue leadership roles.

"I am incredibly inspired by the talented and hard-working women who surround me in this League," she said. "These are women who not only put countless hours of thoughtful work into their League projects and responsibilities - but who are often doing so after having spent full days at the office and also juggling family lives. They continue to push me to demand more of myself both in the League and elsewhere."

In her career, Ruthie is a Senior Account Manager for IRONMAN. In this role, she works to support sponsor relationships across their North American event series, managing partnerships with companies like Gatorade and Clif Bar. This means balancing League and life responsibilities with significant travel. Her time with IRONMAN has taken her to Raleigh, NC, Boulder, CO, Mont-Tremblant, Q.C, Whistler, B.C., and Kona, HI – all in the past year.

When actually in Tampa, Ruthie enjoys staying active (early-morning workouts or kayaking and beach-cruising on the weekends) and testing out new restaurants and breweries. As a new resident of Hyde Park, she also doesn't like to miss the monthly farmer's market.

Her League career has included positions as Placement Mentor and Assistant Chair for the Community Action Committee. Currently, Ruthie is enjoying a double placement on PDEC and the Training Committee.

Lauren is a fourth year active with The Junior League of Tampa. She received her bachelors and master's degree from the University of Tampa and currently teaches at St. John's Episcopal Day School. In her free time she loves reading and running.

LAUREN BENTZ

# OUT AND ABOUT







































# CONNECT WITH US OS

Look at every issue this year of *The Sandspur* and see highlights from The Junior League of Tampa's social media channels. Members are encouraged to be part of the conversation by using the hashtags given by our friends on the PR and Marketing Committee.

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

jltampa.org/sandspur

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

jltampa.org

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

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#### The Junior League of Tampa

The Junior League of Tampa strives to invest in the success of all members, as well as the prosperity of the Tampa Bay community. In what ways have you seen this investment 'pay off' in your own personal development and in our community? **#jItampa #sandspur** 

see the facebook responses to our question below



**Angela Parone** I feel I've seen my JLT investment 'pay off' when I realize how many diverse and incredible women I've met along my JLT journey. Just at the latest HGM I stopped and said hello and caught up with so many ladies and I know JLT has given me the way and confidence to meet them.



**Tena Doyle Vozenilek** I have wonderful new relationships, and I learned about many organizations throughout the community making a difference.



Janelle Miller JLT introduced me to people who helped to foster my desire to get more involved in the community - specifically by getting involved with the Children's Home Society. An invite to join a committee for a fundraiser for CHS turned in to me joining the Board of Directors and now after co-chairing the event last year with a former League member and raising \$50,000 for Mort Elementary, I am chairing the event this year with the goal of raising \$65,000 for Mort Elementary, a community school.



Chrissy Doligalski I was very fortunate to be placed as a first year Active on the Project Development and Evaluation Committee (PDEC). While nervous about what I could bring to the table as a new member, I was surprised to see how eagerly my chair and assistant chair worked to develop each committee member's knowledge base and approach to PDEC issues. They took a chance on me and invested in me. As a result, I have a much deeper understanding of the project development and review process, as well as the relationships we have with community partners.



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