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## PURPOSE. THERE'S MORE TO IT THAN I THOUGHT.

MARGARET CASHILL

When I heard the word in the context of The Junior League of Tampa and *The Sandspur*, I began to reflect. What's my purpose?

A memory emerged. I was eight years old when I announced to my parents that I would become a child actress. Specifically, an actress on a sitcom, like *Full House*. I'd been pondering my situation and decided stardom was the best, most logical next step. My parents suggested I audition for local productions to build my resume. Thus began a Sunday morning ritual of poring over audition listings in my town's newspaper. For several years, this was my purpose.

As I prepared to write this letter, I reached out to friends to ask how they defined purpose. Here's what they told me:

"It's the point of life."

"Purpose is just a description until actions prove result."

"Like an ant's purpose is to take care of the queen, my children are currently my main purpose."

"Living in a way that gives something of value to others."

"It's your reason: It's what you live for."

By the time I reached high school—a dozen auditions and no callbacks later—I'd given up acting. I admired people who performed on stage, but my purpose was something else, and I had the rest of my life to pursue it.

I'd like to think one's purpose evolves. We can view purpose as a challenge. If it's the reason we exist, for what would we want to exist? In its mission statement, JLT defines its purpose as "exclusively educational and charitable."

In this edition of *The Sandspur*, you'll read how purpose drove our members to plan awareness campaigns, enrichment programs and major water sports fundraisers, to name a few.

As you read, reflect on your purpose—what it is today, and what you want it to be.

A stylized, handwritten signature of the word "Margaret" in black ink.

Margaret Cashill  
Editor



# THE SANDSPUR

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## MEET THE SANDSPUR'S EDITORIAL STAFF



MARGARET CASHILL, *Editor*

An Active member of JLT since 2011, Margaret works in marketing communications. She lives in South Tampa with her husband and two daughters. In her free time, Margaret enjoys reading, listening to audiobooks and working out.



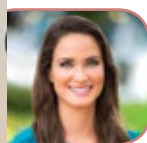
KENDRA LYMAN, *Assistant Editor*

Kendra has been an Active member of JLT since 2015 and previously served as a contributing writer for *The Sandspur*. She works as a construction litigation attorney in Tampa and grew up in Orlando. She enjoys running, attending concerts and spending time with her family.



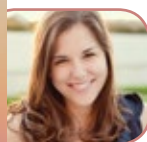
NANCY "JOANIE" OBEN, *Features Editor*

Joanie is a first-year Active. She is a yearbook and newspaper adviser at a South Tampa high school. In her free time, she volunteers as an international officer for her sorority, Alpha Delta Pi, and loves watching Miami Hurricanes football. Go 'Canes!



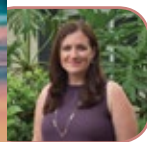
SUZY MESMER, *Copy Editor*

Suzy is a first-year Active who works in PR and marketing. A two-time graduate of the University of Nebraska's journalism school, she spent most of her career in sports and news broadcasting. She and her husband Aaron are the proud parents of their baby boy Jackson.



MARISSA HYMAN, *Photographer*

An Active member of JLT since 2011, Marissa is a wedding and portrait photographer and mother of two. She and her husband are both South Tampa natives and enjoy raising their girls among their grandparents, aunts, uncles and cousins, all nearby, and enjoy toting them on far-flung travels around the world.



NICHOLE VILD, *Photographer*

Nichole has been a member of JLT since 2013. She was with the Emerald Coast and Northern Virginia chapters before transferring to Tampa in 2015. She is a U.S. Army logistics officer. Her spare time is spent traveling, running and chasing her nieces and nephews around with a camera.



LAURYN CRAPARO, *Advertising Coordinator*

A second-year Active, Laurn works as an events and communications coordinator for a national law firm. She enjoys spending time with her husband and daughter as well as cheering on the Florida Gators.

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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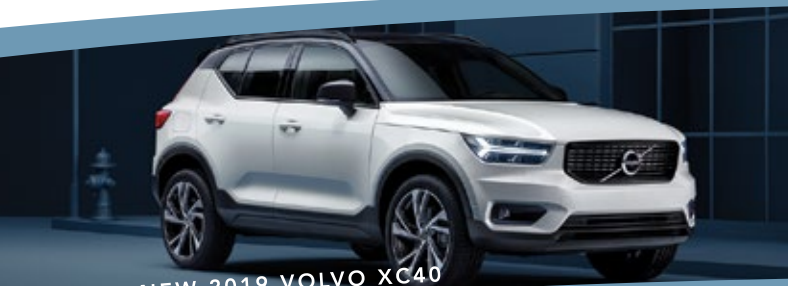


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## Purpose... Paying it Forward

KATIE CAPPY

The Junior League of Tampa is a unique organization. As a nonprofit run entirely by volunteers, our structure is even further challenged by the transitional nature of our organization. Each year, we elect a new Executive Board to guide the organization, a new President takes the reins and each member is able to choose and begin a new volunteer placement. With membership exceeding 1,900 women, many would believe this type of change could stunt an organization, but JLT thrives. Celebrating 92 years in April of serving the Tampa community, our purpose serves as a beacon and guide year after year, allowing constant and continued growth and impact.

When I reflect on the definition of the word purpose, I often think about the why. To me, purpose is the reason behind decisions, the guiding factor in determining what is to be accomplished. Our structure is built upon understanding decisions that members made years before us, and always seeking to honor and propel their purpose. This magazine highlights several long-standing projects that saw development of their full purpose during this League year.

Read about the global reach that our ABOLISH Movement campaign will have now that our governing body, The Association of Junior Leagues International, has adopted it. A goal many years in the making, this awareness campaign has fulfilled its destiny, and that's exciting to see.

In addition, you will see that while our Enabling Fund grants allow JLT to impact and support local nonprofits that serve missions outside our scope, they also allow us to identify areas of community needs where we may be a valuable collaborator. The partnership we established with The Centre 4 Girls, for example, resulted from an Enabling Fund grant, and allowed us to take a successful and gratifying mentoring program and deliver it to a larger audience of young ladies in the Tampa community.

As we begin the transition into a new League year, with new leadership at the helm, I know that purpose will continue to be the guiding light of JLT.

Warmly,

*Katie*

Katie Cappy  
President, 2017-2018

# LETTERS TO THE LEAGUE

Lauren,

I wanted to thank you for all the effort that went into creating the Gasparilla Cookbook program that took place on Saturday February 10<sup>th</sup>, 2018.

Please also extend this note of appreciation to Morgan and Josie for helping with the presentation. Those attending the program certainly seemed to enjoy learning about the history of the cookbook and all altruistic good that has come from its publication and sales.

*David Parsons*

David Parsons, Librarian  
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2/6/18

Dear Junior League,  
We are ecstatic About The Award to help us make our Mom/child visitation room Age appropriate & comfortable for Mom/child play. These visits both supervised & unsupervised are key in motivating reunification. Huge step! Thank you.  
Lauryn Uley

Dear Junior League of Tampa Bay,  
Thank you for your support for CDC of Tampa's Inaugural Sisterhood Summit! All of your volunteers were so helpful and willing to jump in wherever we needed them. We could not have done it without you all!!  
Sincerely,  
The Youth Success Team





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November 27, 2017

*Every child has a dream...*



Ms. Kenisha Ray  
The Junior League of Tampa  
87 Columbia Drive  
Tampa, FL 33606

Dear Ms. Ray,

Thank you for choosing the Children's Dream Fund to receive a \$1,250.00 grant through your Community Action Committee "Done in a Day" projects selection process. We are very grateful that the Junior League of Tampa is partnering with us to promote Dream Day 2018, which will be held in Tampa. Your financial gift along with the volunteers that will be participating will help to bring awareness of our organization and the special children we serve in our community.

Carlos is 14 years old and battling leukemia. This past year Carlos had to undergo multiple surgeries, chemotherapy treatments, and hospital stays. But in October, Carlos was able to put it all behind him and celebrate his progress with a dream come true. Born in Ohio, Carlos is an extreme Ohio State fan and his dream was to attend the big rival game between Ohio State and Penn State. We flew his family up for the game where he was given VIP treatment. Carlos and his family were taken to the stadium by limousine where Carlos was escorted onto the field to meet the coach and players. Then they cheered the Buckeyes on to win the game. His mother sent us a note that expressed their excitement and gratitude. "We are so excited that they won! And the way they won will be a memory that will stay with us forever! Thank you Children's Dream Fund for making Carlos's dream come true!"

In our 37-year history, the Children's Dream Fund has made dreams come true for over 2,000 children in our community. With the help of generous and caring donors, like you, we will continue to help every child referred to us and make memories for them and their families that will last a lifetime.

Your support is greatly appreciated.

Sincerely,

*Cynthia Lake Farrell*  
Cynthia Lake Farrell  
Executive Director

*He are so excited to partner with you on Dream Day 2018. Thank you for choosing the Children's Dream Fund.*

Please note for your tax records: Your gift is tax deductible as allowed by the law. The grant agreement was received by the Children's Dream Fund.

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Dear Ms. Walsh,  
Thank you so much for reading us the Dr. Seuss books.  
We enjoyed them so much.  
And thank you for the ABC books.  
It was so nice of you to think of us on Dr. Seuss's birthday!

3/2/18  
Edison Elementary

Mrs. Hynes Kindergarten Class







# Do You Hear That Roar?

BETSY CHAMBERS



2017-2018

## SUSTAINER OFFICERS & CHAIRS

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**BETH SCHATZBERG:** Sustainer Chair

**ANDREA WEBB:** Sustainer Chair

As I celebrate my 40<sup>th</sup> year in the League, I reflect back on three women who truly demonstrated our purpose through their actions and unwavering commitment to this organization. When these dynamic women—Jean Ann Cone, Ruthanne McLean and Betty Wood—got together, they were a force to be reckoned with.

My favorite of their collaborations was their presentation of the history of The Junior League of Tampa. Our dearly departed Jean Ann wrote the script intent on making an enlightening and unforgettable impression on the new Provisionals. She was the narrator while Ruthanne and Betty took the stage in varied costumes to depict eras ranging from the '20s to the '80s.

The impact of telling the history and visually identifying the evolution of the League within a period of time was highly effective. The trio proudly introduced themselves as blondes, only children, from little towns: Plant City, Live Oak and Arcadia. Each had an amazing passion for the League and had earned the coveted award, Sustainer of the Year.

It seems like only yesterday they took the stage one more time before the Provisional class. Step back in time and relive the trio's amazing presentation.

Wrapped in a fur coat as she grabbed the microphone was Jean Ann Cone. Representing the '20s, she explained our League's origin. With the cue of the famous 1923 tune "The Charleston," Jean Ann tossed the fur to reveal a dazzling flapper dress. Next, she was doing the Charleston, the dance favorite of the Roaring '20s.

As Jean Ann continued the narration into the '30s, Ruthanne McLean sauntered in wearing white satin attire and feather boa, carrying a cigarette holder. Lounging on the stool, our Ruthanne turned into the classic Hollywood star of the '30s, Marlene Dietrich, and sang Dietrich's signature song, "Falling in Love Again."

For the '40s, a time of war, Ruthanne took the stage again. This time she depicted the seriousness of this era by wearing a naval uniform and marching to a military song. All were impacted by this painful period,

including the League. The '50s brought reason to celebrate with the war behind us, so Ruthanne, wearing her Live Oak cheerleader uniform, shouted the cheer, "Two, four, six, eight, who do we appreciate? Junior League! Junior League! Junior League!" And yes, the Provisionals always cheered with her!

Next up was Betty Wood to capture the '60s, '70s and '80s with entertaining costumes and music. The '60s signified a time of glamour as the League was involved with numerous galas. Working with the Philharmonic Orchestra, the League helped bring such soprano greats as Roberta Peters, Risë Stevens and Beverly Sills to the scene. To depict this era, Betty strolled across the stage dripping in rhinestones and wearing a glamorous, formal gown with long satin gloves.

The alluring and dazzling '60s period in League history gracefully faded away as the League welcomed the new attitudes of the '70s. Dressed in a business suit carrying a briefcase to depict the growing role of women in the workforce, Betty confidently took center stage to Helen Reddy's hit song, "I Am Woman." The words in part clearly explained this era: "I am woman, hear me roar in numbers too big to ignore. If I have to, I can do anything. I am strong. I am invincible. I am woman."

The finale took us to the '80s. Wearing a top hat, topcoat with tails, fishnet hose and high heels and carrying a cane, Betty broke in to song and dance to "If My Friends Could See Me Now" from the Broadway hit "Sweet Charity." Wow!

These women made such an impact on all of us. To me, they define the purpose of the League. Now, let's not let them down.

Jean Ann, Ruthanne and Betty, do you hear that roar? Yes, that's a standing ovation! Thank you, ladies!

Sincerely,

*Betsy Chambers*

Betsy Chambers



# Save the Dates



**MAY 4, 2018**

**7:00 p.m. – 11:00 p.m.**

**Patron's Party**

**hosted by Dr. Karin and Mr. John Hotchkiss**

---

**MAY 11, 2018**

**11:30 a.m. – 2:00 p.m.**

**Luminaries Award Luncheon  
at the Bryan Glazer Family JCC**

---

**MAY 17, 2018**

**6:00 p.m. – 9:00 p.m.**

**Annual Dinner/Sustainer of the Year recognition**  
*details to follow*

---

**JUNE 7, 2018**

**6:30 p.m. – 8:00 p.m.**

**Davis Islands Sunset Happy Hour  
at Davis Island Yacht Club**  
*details to follow*



by LYNDSEY SIARA

# PREDICTIVE INDEX ALIGNS MEMBERS' PASSION AND LEAGUE PURPOSE

The Nominating Committee plays a major role in selecting The Junior League of Tampa's next generation of leaders. The committee recommends the slate of candidates for Executive Board and Management Council positions, which JLT members then determine by vote.

This year, Nominating has added a science-based assessment to its application and interview process. The Predictive Index Behavioral Assessment provides qualitative and quantitative data to support the committee's decisions.

The Predictive Index brings self-awareness to leadership candidates and a better understanding of how personal strengths can support the League. In this way, the index aligns a member's personal passion, purpose and behaviors with the League's purpose.

This alignment ensures forward movement of JLT's mission to promote voluntarism, develop the potential of women and improve the community through effective action and leadership of trained volunteers.

## UNDERSTANDING THE ASSESSMENT

The League hired Cindy Moran, a consultant with leadership development and training company Predictive Results, to help integrate the Predictive Index and its suite of tools into the nominating process.

"The Predictive Index Behavioral Assessment tool helps us better understand who you are," Moran said.

Everyone has particular behavioral drives, she said, that lead to motivational needs that result in behavior. Understanding who people are—in addition to their preferences—helps determine the roles best suited to their skills and needs.

The idea is that when people are aligned with what they are doing, they are more motivated to do the job, and naturally they will be more successful.

Moran first introduced the Predictive Index to the League at a Leadership Council meeting. Ginny Garcia, Nominating Chair, saw how beneficial the Predictive Index could be to the nominating process.

"We loved how Cindy focused on positive strengths, that the results of the Predictive Index were not a good or bad thing, but simply reflected who we naturally are as people," she said.

**"Using the Predictive Index, we can look at a member's positive strengths to find a role within the League where they will flourish."**

**—Ginny Garcia**

Having consulted for more than four years with companies across industries and with nonprofits such as the YMCA, Lutheran Services Florida, and the Straz Center for the Performing Arts, Moran has helped build numerous leadership teams.

It requires "getting the right people in the right seats on the right bus going the right direction," she said.



## IDENTIFYING STRENGTHS, AREAS FOR GROWTH

The League is now part of a growing contingent of nonprofit organizations that use the assessment tool to assemble leadership teams.

With Moran's help, Nominating evaluated each individual leadership role that needed to be filled. They determined specific behavioral characteristics they felt a person needed to be successful in that role. As part of the application process, applicants took the Predictive Index Behavioral Assessment. Then, Nominating reviewed those results to see where individual answers aligned with the behavioral characteristics they had already determined necessary for the roles.

It is rare to find that a person is a perfect behavioral fit for a job, but the index also can identify behaviors that a person can improve upon to be successful.

Comparing fits and gaps helped Nominating develop interview questions that would reveal candidates' strengths as well as changes they may need to make for a specific role.

AJLI recommends the use of a behavioral-type interview with follow-up questions. Adding the Predictive Index to the nominating process aligns with those recommendations.



**Ginny  
Garcia  
and  
Cindy  
Moran**

## ONE CONSIDERATION OF MANY

*"Well, wait a second," you may be saying. "The League is a new place I can spread my wings, try something new, something I may not be good at, and even fail!"*

If a test and the resultant data matches each person to her "best fit" job, how can she get a position that she may not be perfect for on paper, or one that requires the development of new skills?

Don't fret, said Moran and Garcia.

"The Predictive Index is not meant to be exclusive," Moran said. "It is one data point to be considered with many other things, and anyone can make changes to their natural behaviors to fit a role."

Every candidate comes to the table with a head, a heart and a briefcase, Garcia said. All three are considered throughout the nominating process.

The heart embodies the candidate's personal mission—things that inspire passion, ways the candidate wants to move the League's mission forward. The head shows how the candidate is programmed. And the briefcase represents what the candidate brings to a certain position: a resume and a skill set.

Garcia explained the Predictive Index is "one additional tool" for evaluating each candidate. Not only can it uncover natural strengths for certain roles, it can show opportunities for change. This fosters leadership development within the League. If a JLT member is interested in a role but she is not dominant in the skills and behaviors needed for that role, then a coaching opportunity presents itself.

That's how the Predictive Index Behavioral Assessment can help people try new roles. As Moran explained, when people understand how they fit a role in one way, but not another, they know from the get-go what behaviors require development to succeed at the job. In this way, the Predictive Index supports the "jungle gym" approach to leadership.

"Organizations are warming up to the idea that when we value people for who they are and what they bring to the table rather than strictly adhering to the upward ladder approach, then we can find the best spot for the person and the organization," Moran said.

Lyndsey has been an Active member of JLT since 2013. She is a judicial staff attorney and enjoys reading and yoga when she is not spending time with her husband Joe and daughter Sydney.

LYNDSEY SIARA





**Exceptional Professionals** is a group of Junior League women who balance work, family, and volunteer goals with grace and a smile. We have been meeting monthly for 18 years to share ideas, stay connected, and build friendships. We recently added quarterly seminars to support all working women. Give us a call and we will send you a calendar for the upcoming seminars.

Contact Exceptional Professionals and join us for lunch!  
Call or text **Krista Allred** at **813-766-3313**.

# Come join us for lunch!

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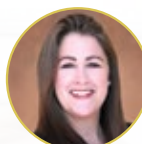
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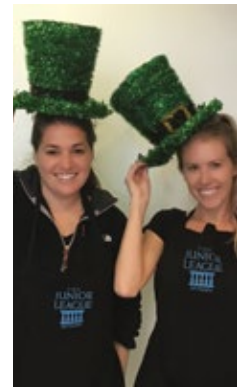


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# The Junior League and the Mayor of Tampa: Working Hand in Hand to Better the Community

by SUZY MESMER

## LEADERSHIP AND ACTION ARE BUILDING TAMPA

"Get in the game," said Mayor Bob Buckhorn in a sit-down interview at his downtown Tampa office. When asked what advice he would give Junior League of Tampa members as his term nears its end on April 1, 2019, he said, "This city is now about to write its next chapter. As I transition out of office, and as my generation transitions out, we're going to be passing the torch to another generation that comes behind us. If you're not at the table, you might be on the menu."

"If you want this city to continue to grow and to continue to be a beacon of diversity, a place where the best and the brightest want to come, a place where we're creating the jobs of the future and not the jobs of the past, a place where we want to raise our families with a good education system and a safe community, then you've got to get in the game," Buckhorn said.

"Organizations like The Junior League solve problems," he said. "Running for office and winning puts you in a position to do that. Even though politics is a contact sport and it's a rough business, I would hope we see members of The Junior League emerge in leadership positions, board positions and chamber and [the Tampa Hillsborough Economic Development

Corporation] roles. It's important. Their voices have to be heard."

Buckhorn's involvement with the League is storied. He served on the JLT Community Advisory Board while he was on the Tampa City Council before he became the mayor. He is very familiar with the League and its mission.

"I'm a fan of the work that the League does," said Buckhorn. "And I, on a regular basis, tell people that if you want something done in this community, give it to The Junior League, because those women will flat get after it and get it done. No drama, just all execution. And I love it about them. I find them to be a hugely valuable asset to me as the mayor, but more importantly, to the community at large."

Buckhorn's wife, Dr. Catherine Lynch, associate vice president of obstetrics and gynecology at the University of South Florida's Morsani College of Medicine, also has been involved with the League, having served on the CAB and the Girl Power! project. Between his wife's involvement and being the father of two daughters, Buckhorn is well-attuned with the League's purpose. "Our whole house is nothing but girl power; I may be the mayor, but I'm not the mayor of my house!" he joked.



## TAMPA'S OUTLOOK IS BRIGHT

Since Mayor Buckhorn took office on April 1, 2011, Tampa has evolved quite a bit. And he credits the League with effecting change in the community.

"The Junior League historically has focused on the human infrastructure and making sure that those most vulnerable in our community—and there will always be those that are vulnerable—have a fair shot," Buckhorn said. "To the extent that the League can be helpful, whether it's in human trafficking, whether it's in early education, whether it's in any of the other things that the League is involved in, they really have touched lives in ways that I don't think they imagined and they do things that government can't do."

"That's why they're such amazing partners for us, as government can't be the solution to everything, nor should it be. I think a lot of these issues can be better tackled by not-for-profits, churches and organizations like The Junior League that aren't constricted by the same regulations and policies that government has to abide by. You combine the force of the League and the energy of the women in the League, their expertise, and assign them a task and give them a mission and a cause, it's going to be impacted in a positive way."

A large clock sits in the conference room at the mayor's office, ticking down on the days, minutes and seconds Buckhorn has left to accomplish his goals. Many of those goals are written on a whiteboard next to his desk, and include four categories: economic development (i.e. West River Plan, Tampa Police Department Headquarters, Streetcar Study, Library Annex and East Tampa opportunities), parks and recreation (i.e. Julian B. Lane Riverfront Park and West Riverwalk), infrastructure (i.e. Solid Waste Masterplan and Resurfacing), and "other" (i.e. MacDill Air Force Base fleet and Hurricane Irma After-Action), just to name a few items on his to-do list.

"It's largely finishing the job that I was elected to do and executing on the plan that I ran on in 2011 and have been focused on ever since," Buckhorn said. "This city has transformed itself over the last seven years and it really is on the verge of something very, very special. And for me, finishing strong and finishing [the] days that I have left and leaving office

with this progress institutionalized, so that the next mayor or future mayors can't undo what we've done is going to be really, really important.

"Whether it's getting [Tampa Bay Lightning owner and Water Street Tampa developer] Jeff Vinik out of the ground and up and building, [or] it's finishing some of the projects on the west side of the Hillsborough River, getting Channelside situated – there's a lot left to do," said Buckhorn. "But I think the progress over the last seven years has been exciting to watch, exciting to have played a small part in and really is going to set the agenda for the next ten years."

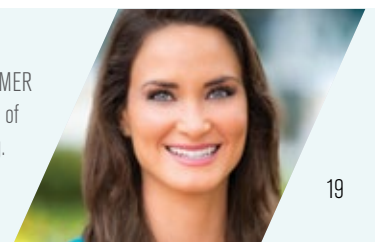
JLT, Buckhorn said, can have a great impact on the city's future.

"We face the same challenges that any other city in America faces, but it's how we react to them that's going to determine what we're going to look like at the end of this process," he said. "Part of my job is to make sure everyone feels like they've got a stake and that they're all receiving benefit of some kind. There's always going to be some inequality, it's just the nature of capitalism, and there's always going to be people who need help and that's where I think The Junior League has certainly played a very significant role."



SUZY MESMER

Suzy is a first-year Active who works in PR and marketing. A two-time graduate of the University of Nebraska's journalism school, she spent most of her career in sports and news broadcasting. She and her husband Aaron are the proud parents of their baby boy Jackson.





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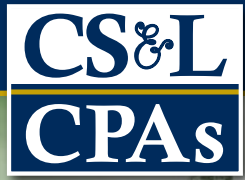


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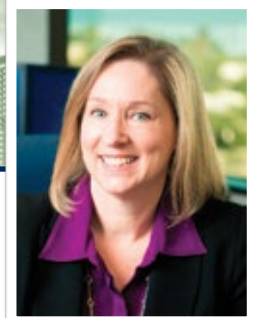





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# *PURPOSEFUL PARTNERSHIP BRINGS GIRL POWER! TO NEW AUDIENCES*

by LYNDESE SIARA

The Junior League of Tampa's Girl Power! Committee brought mentoring, motivation and education to a new group of young women this League year.

Relationships in the community paved the way for Girl Power! to offer its programming at The Centre 4 Girls—an after-school and summer camp program—in addition to Joshua House.



"It's been an awesome experience," said Sartura Shuman-Smith, director of The Centre 4 Girls. "Our girls love the program. The women are engaging and they're sincere about being here."

A program of The Helen Gordon Davis Centre for Women, The Centre 4 Girls serves girls ages five to 14, with a structured, arts-integrated curriculum. Funded by the Children's Board of Hillsborough County, its mission is to empower girls by teaching them positive self-expression, regardless of their families' ability to pay.

The story of how JLT and The Centre 4 Girls became partners underlines the importance of reaching out and making connections.

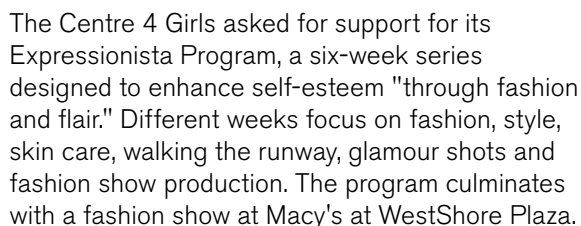
## *CONSTRUCTIVE COLLABORATION*

Consider the mission of Girl Power! and that of The Centre 4 Girls, and you will find an excellent match. Girl Power! grew organically into The Centre 4 Girls' programming line-up.

The Girl Power! Committee offers mentoring to girls to encourage literacy, scholarship, nutrition and positive self-image. Meanwhile, for five years committee members have served residents of Joshua House, a housing program for abused, neglected and abandoned children. Now Girl Power! works with both organizations.

League members became acquainted with The Centre 4 Girls when it applied for an Enabling Grant in 2017.

"The community outreach application process is a valuable tool for the League," said Jenny Spencer, Community Director. "It exposes us to new potential community partners, and with the League's new governance structure, the Executive Board has time to meet with these potential partners and develop relationships."



Spencer and Shuman-Smith began a common-purpose relationship. It became clear the organizations had overlapping missions and could help one another, and soon they did.

The Girl Power! Committee now hosts a monthly event at The Centre 4 Girls that is similar to events at Joshua House. It begins with an icebreaker, a craft or other activity focused on positive self-image, followed by lunch and the distribution of take-home gifts such as journals.

The content may be tweaked to accommodate participants' different backgrounds, ages and family dynamics—or foster care environments.



With the additional location, the Girl Power! Committee has doubled in size. In this new, mutually-beneficial partnership, both organizations work together to achieve their individual purposes and empower a next generation of young female leaders.



## FROM PARTNERSHIP PROJECTS TO COMMUNITY OUTREACH TO ADVOCACY (OH MY!)

As JLT members become familiar with the League's outreach efforts, they begin to understand its relationship with the community it serves.

But it can be confusing, especially when the League changes the way it interacts, as it did with the recent addition of the Volunteers at Large Committee.

In addition to offering signature partnership projects like Love Bundles, Kids Connect, Food 4 Kids, Girl Power! and others, the League provides assistance to community organizations in three ways:

- Community Action (JLT volunteers and JLT funding): Assistance consists of what League members call "Done in a Day" events. The League provides both volunteer hours and \$1,250 in funding to assist another nonprofit to complete a short-term project or event.
- Enabling Fund Grants (JLT funding): These grants provide financial support to nonprofit organizations where trained volunteers may not be needed. Financial assistance may be given for community needs that are outside one of the League's education and child welfare areas. Over the last League year, JLT provided more than \$45,000 through 17 Enabling Fund Grants, as well as three Teacher Grants.
- Volunteers at Large (JLT volunteers): The newest way the League supports the larger Tampa Bay community is through the newly-formed Volunteers at Large committee. This committee provides volunteers to nonprofit organizations for short-term projects where grant funds are not needed.

To apply, an organization must have 501(c)(3) nonprofit status, have been in existence in Hillsborough County for at least two years and cannot be a current project partner with the League. Local nonprofits can apply each year for one or more of these types of assistance. Thirty community organizations applied the previous League year and more than 85 applied this year.



LYNDESE SIARA

Lyndsey has been an Active member of JLT since 2013. She is a judicial staff attorney and enjoys reading and yoga when she is not spending time with her husband Joe and daughter Sydney.





# WINTER WONDERLAND RETURNS TO FLORIDA STATE FAIRGROUNDS:

## HOLIDAY *Gift* MARKET

### BREAKS RECORDS

by JOANIE OBEN AND MARGARET CASHILL

The Junior League of Tampa's Holiday Gift Market brought fun activities, new merchants and plenty of holiday cheer to the Florida State Fairgrounds in 2017.

Every year, awareness of HGM grows, and so does the scale of the event.

The good times rolled in the Fairgrounds' 52,000-square-foot Entertainment Hall, in addition to an 88,000-square-foot Expo Hall the event occupied in 2016. Food and beverage offerings also expanded, with more than 15 restaurants and bars featured in the event.

The Preview Party attracted more than 800 guests.

Roughly 17,500 shoppers came through the doors over the weekend, and the League sold more than 25,000 tickets. League members, friends and family, members of the community and others perused the extensive selection of unique holiday gifts.

League members sold tickets to friends, family and neighbors. They used Facebook groups and other forms of social media to make people aware. Word of mouth drove significant traffic.

Where else can you browse a wide range of holiday gifts—jewelry, aprons, apparel, handbags, wood carvings, college sports gear, delectable ingredients, candles and beauty products, to name a few—that bespeak craftsmanship and authentic local flair?

Activities for children, like Cookies with the Clauses and Breakfast with the Princesses, and for adults, "Hoppy Hour" with craft beer samplings, created happy memories for all members of the family.

Congrats to the Holiday Gift Market Committee on a magnificent event. The League already has begun planning the 2018 event, scheduled Nov. 8-11 at the Florida State Fairgrounds Entertainment and Expo Halls.

See you in November!





## HGM by the Numbers

185

Merchants



302

Merchant applications



17,500

Shoppers



23

Young Women's  
Entrepreneurship  
Program applicants



11

Community events



6

Television segments



724

Volunteers



2,100+

Volunteer hours



111

League members  
who brought 100  
percent of tickets  
through the door



HGM GENERATED  
MORE THAN  
**\$511,000**

in revenue, and  
a \$275,000 net



### YOUNG WOMEN'S ENTREPRENEUR PROGRAM WINNER:

**HGM provided a 'huge boost'  
that was 'completely unexpected'**

The Junior League of Tampa's Holiday Gift Market is one of the best things to have happened to Ethos Roasters.

That's what Lisbeth Pacheco, founder of the Lakeland-based craft coffee company, said about winning the 2017 HGM's Young Women's Entrepreneur Program.

Sales have tripled since the event, Pacheco said. Online sales "exploded" throughout the holiday season.

"It gave us a huge boost," she said. "It was completely unexpected."

Pacheco founded Ethos in 2016, following her long-time dream to apply her science and business experience to create a company.

She plans to bring Ethos back to HGM in 2018.

"It's very well organized and well marketed," Pacheco said of HGM. "It shows JLT does a really good job getting the word out."

As Ethos grows, it continues to support farmers and to strive to make a difference.

"It's also the mission for JLT," she said. "I'm just so happy that organizations like us exist in the world."

JOANIE OBEN

Joanie is a first-year Active. She is a yearbook and newspaper adviser at a South Tampa high school. In her free time, she volunteers as an international officer for her sorority, Alpha Delta Pi, and loves watching Miami Hurricanes football. Go 'Canes!





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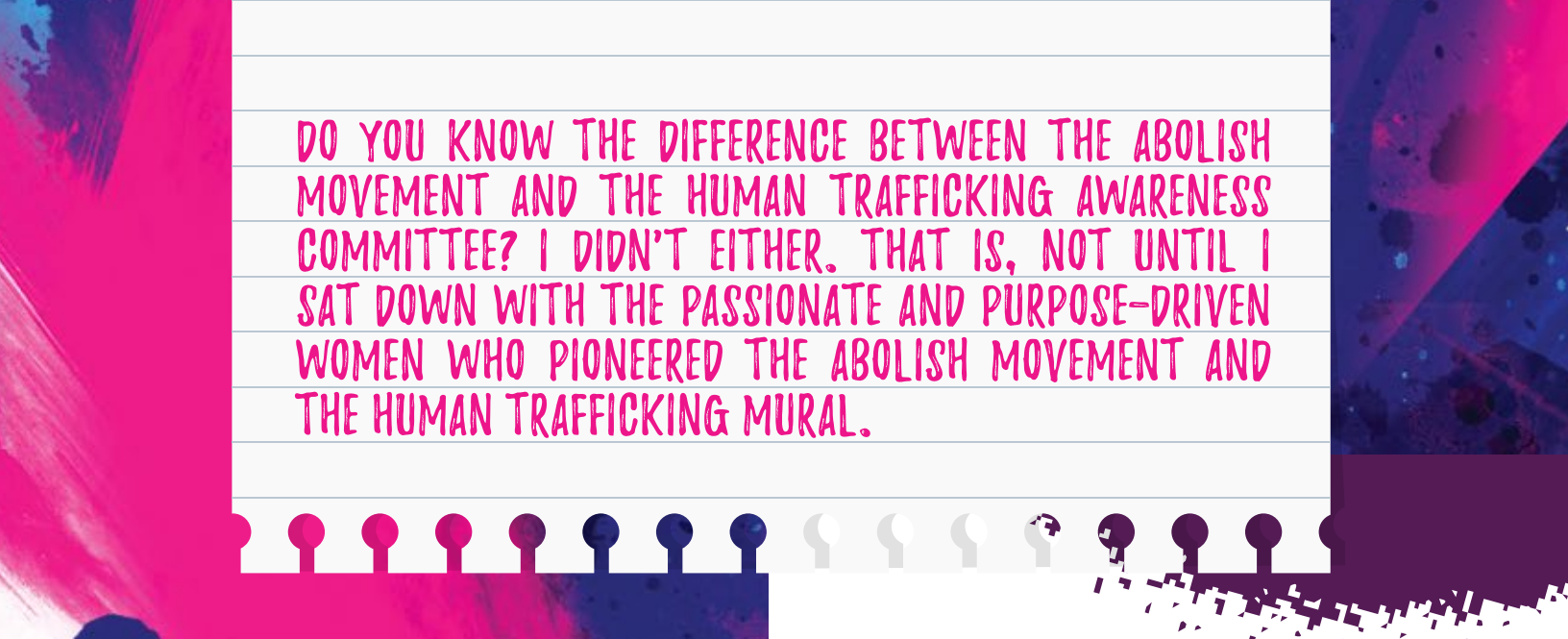
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DO YOU KNOW THE DIFFERENCE BETWEEN THE ABOLISH MOVEMENT AND THE HUMAN TRAFFICKING AWARENESS COMMITTEE? I DIDN'T EITHER. THAT IS, NOT UNTIL I SAT DOWN WITH THE PASSIONATE AND PURPOSE-DRIVEN WOMEN WHO PIONEERED THE ABOLISH MOVEMENT AND THE HUMAN TRAFFICKING MURAL.

## ABOLISH Movement Goes Global!

by BRANDY BAKER

After promoting The ABOLISH Movement in Tampa for four years and lobbying The Association of Junior Leagues International to adopt the campaign and make it available to all member Leagues, The Junior League of Tampa received good news. AJLI has embraced JLT's vision for a global campaign to combat human trafficking, and beginning in 2019, The ABOLISH Movement will be available to Leagues around the globe to use as awareness-raising campaigns in their communities.

### Years in the making

In 2012, a variety of groups were working on the issue of human trafficking, but the message to date was fragmented. Mary Ellen Collins, former Public Affairs Committee Chair, understood that a thoughtful, unified and issue-based campaign to raise awareness and promote social movement around human trafficking could change that.

Through her work in marketing and communications, Collins had connections with local professional advertising organizations. One in particular, Ad 2 Tampa Bay—a network of young advertising professionals—chose a public service client each year to partner with to create an issue-based campaign. It was the perfect opportunity to help unify the message, but not feasible for 2012, so Collins and Jenay Iurato (then Public Affairs Committee Co-chair) began working to mobilize community action and awareness in other ways.

The Public Affairs Committee partnered with Stetson University College of Law to host a human trafficking forum in February 2013. The event brought together some of Florida's most influential members of the judiciary, as well as law enforcement officers and victim services providers, for an honest and constructive discussion.

With more than 300 community members in attendance, the event represented JLT's first foray into raising awareness about human trafficking.

**AJLI has adopted The ABOLISH Movement to make it available to all Leagues, and Mary Ellen Collins, a JLT Active, and Mandy Eyrich of Ad 2 Tampa Bay have been appointed brand ambassadors.**



## The movement is born

Through the human trafficking forum, JLT became acquainted with the Community Campaign Against Human Trafficking - Tampa Bay (since rebranded The FREE Network).

Collins reached out the Community Campaign Against Human Trafficking to align JLT with its cause. In the spirit of collaboration, the groups worked together, and Ad 2 Tampa Bay awarded the 2013-2014 campaign to JLT on behalf of the Community Campaign Against Human Trafficking.

The ABOLISH Movement was born, officially launching in January 2014, during Human Trafficking Awareness Month. Collins and the Ad 2 team developed a fully integrated, customized marketing campaign that included billboards, posters, public service announcements, print ads, shareable social media content and other materials, as well as guerilla marketing. JLT and its partners also held local community events including forums, documentary screenings and trainings to coincide with the campaign.

The results were compelling. In the months following the campaign's launch, there was a 28 percent increase in calls from Tampa to the National Human Trafficking Hotline and a 41 percent increase in actual law enforcement human trafficking cases in Tampa Bay. In 2014, The ABOLISH Movement also received top honors at ADMERICA!, the national conference of the American Advertising Federation and Ad 2 chapters from across the United States, which selected it as the best public service campaign of 2014.

The campaign was developed under the premise that it was not geography-specific and could scale easily. Any group working on the issue anywhere in the country could use the campaign materials to raise awareness about human trafficking in its own community. This made it attractive to AJLI for adoption. Now, after years of promotion throughout Florida and to sister Leagues, The ABOLISH Movement will be realized on a national scale under the leadership of AJLI. If the success of the local campaign is any indicator, the global campaign will make tremendous strides in raising awareness across the country and beyond.



# Social Impact Award Winner: I AM Priceless Mural

In December 2017, the Tampa Downtown Partnership held its 11<sup>th</sup> annual Urban Excellence Awards, which it described as "a celebration of businesses, organizations, individuals, events and projects that have made significant contributions toward creating a unique, vibrant and diverse Downtown and have made a lasting, positive impact on downtown Tampa."

Recognizing that the Tampa area is a hub for human trafficking, and that Florida is one of the highest-ranked states in the nation for the crime, the Tampa Downtown Partnership honored JLT for its role in the fight against child sex trafficking, and specifically for the "I AM Priceless" mural.

The Downtown Partnership awarded JLT its Social Impact Award, honoring the group's leadership, innovation, hard work, talent and community spirit.

In the Downtown Partnership's words:

*The Junior League of Tampa looked to capture attention by incorporating social messaging through art. They wanted to create a permanent statement of hope, as well as a platform to share the message. Shades of purple and pink underscore themes of compassion, healing and hope. The vision became a reality through collaboration with the City of Tampa Arts Department, the Tampa Police Department, artist Leon "Tes One" Bedore, and survivors and advocates in the FREE Network. The mural sends a clear message—"I am not for sale. I am priceless."*

JLT past President Nicole Hubbard, the woman responsible for pioneering the mural by bringing various stakeholders to the table, accepted the award on behalf of JLT.

The social impact of the "I AM Priceless" mural has yet to be fully realized.

Through a donation of ad space by the Hillsborough Area Regional Transit Authority, 10 HART bus exteriors and 50 interior card slots will feature the mural. The fleet is expected to generate 1.3 million impressions!

Redefining Refuge—a shelter for victims of human trafficking—has provided free training to HART bus drivers on warning signs of human trafficking, and what to do if they spot suspicious activity.

As of this writing, JLT is working on an effort to sponsor the cost of printing posters with the "I AM Priceless" mural to be placed at bus stops and bus stations.



## Human Trafficking Mural 2.0

**A second mural is in early planning stages! JLT is in talks with an artist recommended by the original artist, Tes One, to design the second mural. It would have the same colors but a new design. A location near the University of South Florida has been proposed as a possible site.**

Contributing Writer Brandy is a first-year Active and Tampa native. Currently working in development at a local nonprofit, Brandy enjoys spending her free time at the beach, reading, thrifting and kayaking.

BRANDY BAKER





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## Tampa Bay International Dragon Boat Races

**Date:** April 28

**Time:** 8 a.m. - 5 p.m.  
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**Location:** Cotanchobee Fort Brooke Park  
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# An Introduction to Dragon Boats

by MARGARET CASHILL

Many Junior League of Tampa members became familiar with dragon boats when the League partnered with Pan Am Dragon Boat to hold the Tampa Bay International Dragon Boat races in 2017. Meanwhile, a newcomer may ask, "What is a dragon boat?" The answer reveals a rich history that spans continents and thousands of years.

What we know today as dragon boats originated in China more than 2,500 years ago. More recently, dragon boat racing became a popular teambuilding and fundraising activity in the United States and beyond.

A local tradition of dragon boat racing emerged in Tampa as well. In 2011, Tampa hosted the International Dragon Boat Federation for its World Dragon Boat Racing Championship, which brought participants from around the world.

The Tampa Bay International Dragon Boat Races originated in 2004. JLT continues its partnership with Pan Am Dragon Boat to host the water sports event again in 2018.

Paddles up!





# The Dragon Boat Crew: Roles and Positions

A standard dragon boat crew has 22 members, including 20 paddlers, one person who drums at the bow and one person to steer. These crews may vary in number based on the size of the watercraft.

## The paddlers

sit in pairs facing the bow of the boat. The first pair set the pace for the boat, understanding the importance of paddling in sync.



## The drummer

produces the “heartbeat” of the boat that determines the frequency of the strokes.

## The “sweep,”

located behind the paddlers, steers with an oar rigged to the boat.

An Active member of JLT since 2011, Margaret works in marketing communications. She lives in South Tampa with her husband and two daughters. In her free time, Margaret enjoys reading, listening to audiobooks and working out.

MARGARET CASHILL



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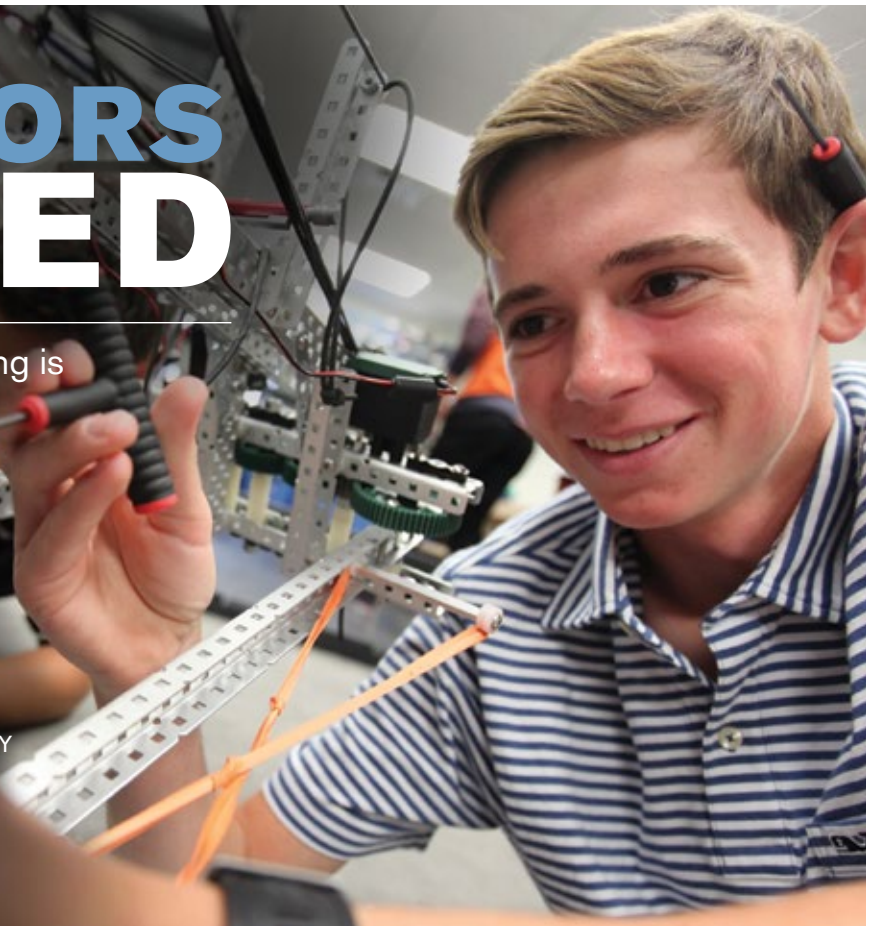
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# Joyful Enthusiasm Steers Special Olympics Athletes

by SUZY MESMER

**Athletes of Special Olympics Florida – Hillsborough County will return for year two of the Dragon Boat Races.**

The inaugural races were an absolute highlight of the year, according to those involved in the event. The athletes said they felt honored to have Publix—the largest sponsor of Special Olympics Florida—sponsor them in the competition.

The event gave the Special Olympics athletes a new experience, a rewarding challenge and unprecedented exposure. Many in the community don't realize that the Special Olympics offers year-round sports training and competition involving more than 1,700 athletes.

The team had a blast, according to participants. Even though they came in last in every race, they cheered at the top of their lungs every time they crossed the finish line!

Coach Rodney began every race with a chant when he yelled "Live!" and the team responded "Unified." The chant celebrated the joy and spirit of inclusion.

On board were Special Olympics coaches, athletes, Unified Partners and volunteers, as well as then-JLT President Nichole Hubbard. The team already looks forward to participating for many years to come, and working with Coach Rodney again.

"He showed such great patience and guidance while we learned a new sport," said Sarah Gogliormella, then-director for Special Olympics Florida-Hillsborough County and current JLT Active. "Lonnie, a blind Special Olympics athlete, was a star and followed instruction so well!"



SUZY MESMER

Suzy is a first-year Active who works in PR and marketing. A two-time graduate of the University of Nebraska's journalism school, she spent most of her career in sports and news broadcasting. She and her husband Aaron are the proud parents of their baby boy Jackson.





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# Dragon Boat Committee Ready to Rock the Boat

by LYNDSEY SIARA

The stage is set for the 2018 Tampa Bay International Dragon Boat Races. On Saturday, April 28, The Junior League of Tampa will host the event for a second year in partnership with Pan Am Dragon Boat.

If the inaugural event was any indication, this year's races will be exciting, successful and fun-filled for all.

In 2017, 48 teams comprised of 1,050 athletes from across the United States, Canada and abroad raced down the Hillsborough River. More than 3,500 spectators watched from Cotanchobee Fort Brooke Park on the Tampa Riverwalk. The event raised \$63,855 to help fund JLT's community projects.



This year, with sponsors such as Tampa General Hospital and Publix Supermarket Charities, the Dragon Boat Committee plans to push for more community boats as well as a few JLT boats. Special highlights will include a food truck rally and a post-race concert featuring the band Southern Train.

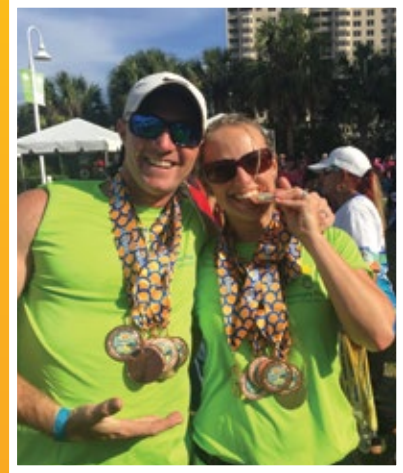
Led by Chairs Tina Patel and Megan Tetro, the committee intends to add new health and wellness vendors to the Vendor Village. They also plan to increase social media exposure to encourage community participation.

Whether you're a dragon boater, a spectator or a volunteer, you won't want to miss the 2018 Tampa Bay International Dragon Boat Races!

LYNDSEY SIARA

Lyndsey has been an Active member of JLT since 2013. She is a judicial staff attorney and enjoys reading and yoga when she is not spending time with her husband Joe and daughter Sydney.





# Dragon Boats Provide Powerful Vehicle for Teambuilding

by SUZY MESMER

Ali St. Cyr, Junior League of Tampa member and broker owner of Tomlin St Cy Real Estate Services, saw the Tampa Bay International Dragon Boat Races as a perfect merging of supporting the community through the League, marketing her business and teambuilding with clients and coworkers as a team sponsor.

In 2017, St. Cyr had 22 people on her team, the Pineapple Pirates, among them clients, referral partners and friends. From a marketing aspect, social media was covered with photos on her clients' pages from the event and the two practices leading up to it.

"My intent was to get everyone together for a fun Saturday doing something 'out of the box,'" said St. Cyr. "What I didn't realize was that I had recruited a group of Type A business leaders that were more interested in winning. Talk about an intense group! At the end of the race, you have probably never seen a group so proud to wear that bronze medal!"



"The Junior League has taken the Tampa races to a whole different level. They are involved and teams like entering races where their money goes to a good group or good cause."

— Kathleen Cabbie, paddler with the Pink Dragon Ladies, BCS team, coach and steers person for Pan Am Dragon Boat



Photo courtesy of Kathleen Cabbie

SUZY MESMER

Suzy is a first-year Active who works in PR and marketing. A two-time graduate of the University of Nebraska's journalism school, she spent most of her career in sports and news broadcasting. She and her husband Aaron are the proud parents of their baby boy Jackson.





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To learn more about the Annual Campaign or to make a gift, visit [jltampa.org/annual-campaign](http://jltampa.org/annual-campaign).  
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*Save the date!* **MAY 17**

The Junior League of Tampa will hold its  
**ANNUAL DINNER** at **ARMATURE WORKS**  
in Tampa's historic Tampa Heights neighborhood.

Join fellow JLT members for an evening of celebration!

**1910 N. OLA AVE., TAMPA, FL 33602**

A gift to the Commemorative Fund is a way to recognize a significant event in a Junior League of Tampa member's life — joining in her celebration or thinking of her 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 JLT's endowment.

To learn more or to make a gift, visit [jltampa.org/commemorative-gifts](http://jltampa.org/commemorative-gifts). For questions, contact [funddevelopmentmanager@jltampa.org](mailto:funddevelopmentmanager@jltampa.org).



This includes a cumulative listing of commemorative gifts received Nov.15, 2017 through March 15, 2018.

## CONGRATULATIONS TO

**Alexandra Graham,**  
for winning 2017 Business Woman of the Year by The Tampa Bay Business Journal for the Retail/Hospitality category

- Courtney Bilyeu

**Karla Mastracchio,**  
for her nomination as 2017 Business Woman of the Year by The Tampa Bay Business Journal

- Kitty Forenza
- Meghan McGuire
- Fiona Gerrard

**Lauren Rehm,**  
for earning UCF 2017 Class of 30 Under 30

- Brandy Waltzer

**Sarah Gogliormella,**  
on her new job with DanoneWave Foods

- Fiona Gerrard

**Ginny Viet,**  
for being accepted into the Leadership Tampa class of 2018

- Courtney Bilyeu

**Sara Palmer,**  
for being accepted into the Leadership Tampa class of 2018

- Marie Hebbler

**Dori Marlin,**  
for being accepted into the Leadership Tampa Bay class of 2018

- Brandy Waltzer
- Courtney Bilyeu
- Melissa Knight Nodhturft

**Heather Robyak,**  
for being accepted into the Leadership Tampa Bay class of 2018

- Melissa Knight Nodhturft

**Carmelita Hui,**  
on her promotion

- Courtney Bilyeu
- Melissa Knight Nodhturft

**Caroline Vostrejs,**  
on her new position as director of business development at The Beck Group

- Brandy Waltzer
- Kitty Forenza
- Melissa Knight Nodhturft

**Nicki Hall,**  
on her new home

- Melissa Knight Nodhturft
- Courtney Bilyeu
- Hannah Pothier
- Jenny Spencer

**Jen Steele,**  
on her promotion to Colonel in the U.S. Army

- Jenny Spencer

**Jenni Buckley,**  
for being awarded Teacher of the Year at Mabry Elementary

- Jenny Spencer

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on her promotion to vice president of JPMorgan Chase

- Brandy Waltzer

**Jennifer Dutkowsky,**  
on the opening of Why Tots Boutique

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- Courtney Bilyeu
- Fiona Gerrard
- Lindsay Dorrance
- Meghan McGuire
- Marie Hebbler
- Jenny Spencer
- Kate Caldarelli
- Isabel Dewey

**Martini Gibbons,**  
on her promotion at Trader Joe's

- Maggie McClelland
- Courtney Bilyeu
- Marie Hebbler
- Hannah Pothier
- Isabel Dewey

**Allie Torrence,**  
on her new home

- Melissa Knight Nodhturft
- Ginny Garcia
- Kate Caldarelli
- Isabel Dewey
- Lindsay Dorrance
- Fiona Gerrard
- Marie Hebbler
- Jenny Spencer

**Caroline Vostrejs,**  
for being accepted into the Leadership Tampa class of 2018

- Brandy Waltzer

**Monica Kirkland,**  
for passing her CPA Exam

- Jenny Spencer

## BEST WISHES TO



**Tricia Tindall,**  
on her engagement to Heath Boucek

- Ashley Watters
- Meghan McGuire
- Jenny Spencer
- Caroline Foss
- Kate Caldarelli
- Taylor Jones
- Katie Cappy
- Melissa Knight Nodhturft

**Amanda Lins,**  
on her engagement to Ryan Chisell

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- Sarah Walters
- Maggie McClelland

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on her marriage to Keith Bacon

- Melissa Knight Nodhturft

**Alexis Shannasarian,**  
on her marriage to Yates Sayers

- Alexis Dempsey
- Melissa Knight Nodhturft



*"The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience." – Eleanor Roosevelt*



## CELEBRATING THE BIRTH OF

**Justin Henry,**  
son of Jessica Kendall  
Hornof  
• Fiona Gerrard  
• Courtney Bilyeu

**Darcy,**  
daughter of Margaret  
Cashill  
• Isabel Dewey  
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• Stephanie Haas

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• Isabel Dewey  
• Meghan McGuire  
• Jenny Spencer  
• Laurel Moynihan  
• Dossie Marrone-Ward

**Veronica Kolby,**  
daughter of Dossie  
Marone  
• Melissa Knight Nodhturft  
• Isabel Dewey  
• Meghan McGuire

**Oliver,**  
son of Martini Gibbons  
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• Brandy Waltzer  
• Melissa Knight Nodhturft  
• Jenny Schroder  
• Hannah Pothier  
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• Jenny Spencer  
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**Camden,**  
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• Brittany Anderson

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## IN MEMORY OF

**Stephanie Olivo-Schulte's husband**  
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• Leslie Hodz

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• Amber McDonnell  
• Rebecca Towner

**Madeline Morris' grandfather**  
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• Rebecca Towner  
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• Chloe Cullinan  
• Isabel Dewey

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• Lindsay Dorrance  
• Fiona Gerrard  
• Marie Hebbler  
• Jenny Schroder  
• Meghan McGuire  
• Taylor Jones

**Allison Welter's father,  
Andrew Bladon**  
• Ashley Watters

## The Junior League of Tampa Endowment Fund

*Leaving a Legacy ... Sustaining Our Service*

The Endowment Fund was established in 2006 in partnership with The Community Foundation of Tampa Bay. The fund ensures fiscal stability for The Junior League of Tampa, allowing members to focus on the League's mission independent of the state of the economy or the size of membership. 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 provides the opportunity to pursue new opportunities or deal with unforeseen circumstances without creating an additional financial hardship for JLT or its members. Commemorative gifts support the Endowment Fund.

### 90<sup>th</sup> Anniversary Endowment Donors

#### 90<sup>th</sup> LEGACY FOUNDER

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Betsy and Drew Graham

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*Donor List as of March 10, 2018. Donations less than \$250 are recognized through the Commemorative Fund.*

THANK YOU TO OUR INAUGURAL  
MEMBER OF THE 1926 SOCIETY,  
MARTHA SALE FERMAN.



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

The program allows you to leave your legacy in our community by supporting the future of the League and its members.





# THE LUMINARIES

Preserving the Past. Inspiring the Future.

## THE 2018 LUMINARIES HONOREES EMBODY LEADERSHIP, EMPOWERMENT AND ADVOCACY

by ALEX PALERMO

The Junior League of Tampa's annual awards program The Luminaries will honor Mary Lynn Ulrey, Rosemary Henderson and T. Terrell Sessums in 2018.

In keeping with JLT's commitment to leadership and involvement, The Luminaries recognizes these individuals for their contribution to the Tampa Bay community, as well as for their impactful and ongoing leadership, empowerment, advocacy and distinction within their respective areas of service.



**Mary Lynn  
Ulrey**

A JLT Sustainer, Ulrey was born in Tampa and raised in Dade City. She is CEO of DACCO, a behavioral health services provider. On a regular basis, Ulrey travels to Tallahassee to educate Florida's legislators on issues in the field.



**Rosemary  
Henderson**

Henderson, born and raised in Winona, Miss., is a painter and the owner of Rosemary's Southern Cakes in Tampa. A past JLT President, Henderson also is a founding member of Holy Trinity Presbyterian Church. She dedicates her time and service to causes that seek to end racism, to promote equality and increase diversity.



**T. Terrell  
Sessums**

Sessums, a Florida native, served in the Florida House of Representatives from 1963 to 1974. He helped rewrite the Florida Constitution in 1968 and served as Speaker of the House from 1972 to 1974. He also has been a trustee for the University of South Florida's foundation as well as for The University of Tampa and Florida Southern College. His rich past includes service in the U.S. Air Force and in education.

JLT, in partnership with WEDU PBS, invites all members of the community to join them in applauding these individuals at the 2018 Luminaries luncheon at the Bryan Glazer Family JCC on Friday, May 11.

The 2017 Luminaries honorees—The Honorable Betty Castor, The Honorable Judge Katherine Essrig and J. Thomas Touchton—were presented their awards at a showcase event in May of that year.

Their inspiring and vivid stories were shared and preserved in a WEDU PBS broadcast, as well as in a permanent collection of the digital biographies of all past Luminaries honorees located at the Tampa Bay History Center.

For more information regarding the 2018 Luminaries, including ticket purchase or to learn about sponsorship opportunities, please visit [jltampa.org/luminaries](http://jltampa.org/luminaries), or contact Luminaries Co-chairs Sarah Martisek and Jessica Stravino at [luminaries@JLTampa.org](mailto:luminaries@JLTampa.org).

### What is a Luminary?

A person who inspires or influences others, and who is prominent in a particular sphere.

ALEX PALERMO

Originally from Niceville, Florida, Alex is corporate counsel at Syniverse Technologies. She and husband Anthony have a daughter named Rory. In her free time, Alex loves spending time with them as well as boating, running, working out, reading and binge watching episodes of *Friends*.



# WHO'S WHO IN THE LEAGUE

by MARGARET CASHILL



## Lisa Andrews, SUSTAINER

A graduate of Southern Methodist University, Lisa Andrews joined The Junior League of Tampa as a transfer from The Junior League of Clearwater-Dunedin. She served as President during the 2003-2004 League year, the last year of the Trinkets & Treasures Thrift Sale, Holiday Gift Market's predecessor. After her presidency, she set about discovering a new passion. Drawing on her League experience, she changed careers—from travel management to nonprofit. Today she is a regional director for the Make-A-Wish Foundation in Florida. Every 14 hours, her chapter grants a wish to a child diagnosed with a life-threatening medical condition. As a Sustainer, she most enjoys going to HGM, attending Sustainer events and reading *The Sandspur*. She gets together with a group of fellow Sustainers to support various charities. Andrews is married with two daughters and a son. Her niece and cousin are Provisionals this year. "I always say try everything, since we are a training organization," she said. "It's such a great opportunity to step outside your comfort zone."



## Julia Martinez, ACTIVE

A JLT Active since 2010, Julia Martinez will complete her fifth Girl Power! Committee placement this year as Chair. "It's been outstanding," Martinez said, "one of those experiences where you give back to the community, and you feel like you get as much as you give." Born in New York City, Martinez moved to Tampa at age five. She graduated from The University of Tampa, moved back to New York City, and returned to Tampa after about 10 years. She has a large extended family in the local area, including many cousins. After she became acquainted with the League through mutual friends, she decided it would be a good experience. "My parents have promoted volunteering since I was little," she said. "This would be a good way to meet people and to volunteer." A biology major at UT, Martinez worked in sales and later contract negotiations in New York City. Today she does contract and compliance management for a data networking company. She also sits on the UT Board of Counselors, a group that organizes events and raises funds for UT. In her free time, she enjoys "anything that involves music," ranging from country to rock and everything in between.

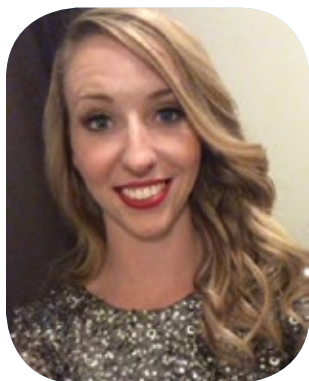


Meet a few of our fabulous members who not only share their passion for volunteering their time and talent with the League, but also find time to have exciting family and professional lives and interesting life experiences.



### Kathryn Crowe, ACTIVE

A second-year Active, Kathryn Crowe chairs Kids in the Kitchen, following a year as Site Coordinator for the committee. Crowe grew up in Austin, Texas, where her mother was a member of The Junior League of Austin. She often accompanied her mother on volunteer shifts at the League's resale shop as well as A Christmas Affair, its largest fundraiser. She studied political science at Auburn University, relocated to Tampa in 2013, and today works as a Realtor with Cornerstone Properties International, based in Tampa. "I love to serve others and that's why I was drawn to real estate," she said. "I love being able to connect with clients and see what their needs are in terms of housing." In their free time, she and her boyfriend enjoy exploring Tampa's neighborhoods with her dog Boomer. One of her favorite aspects of JLT is the connection it provides to so many inspiring women. "Walking into a General Membership Meeting, knowing people and feeling that connection—you feel welcome, plugged in and in the loop."



### Samantha McCan, PROVISIONAL

Provisional Samantha McCan brings valuable perspective to JLT. Born and raised in Winter Haven, she was adopted at age 14 by a family in Altamonte Springs. The experience helps her relate to children she meets through her Kids in the Kitchen Provisional training project. "I know that they are young and going through something," she said. "I can talk to them and still treat them like a kid but know they're mature. I'm able to connect with them." McCan said she has enjoyed her Provisional year and is enthusiastic about the opportunities for enrichment available through the League's various committees. McCan graduated from the University of South Florida with a degree in anthropology. She is a manager at Enterprise Rent-A-Car at Tampa International Airport. In her free time, she enjoys running, canoeing, kayaking and visiting the mountains. Her family has traveled to the Great Smoky Mountains in Tennessee numerous times. She joined the League upon the advice of her sister, Active Kendra Lyman.

### MARGARET CASHILL

An Active member of JLT since 2011, Margaret works in marketing communications. She lives in South Tampa with her husband and two daughters. In her free time, Margaret enjoys reading, listening to audiobooks and working out.



# OUT AND ABOUT







Join the conversation! Tag your social media images with **#myJLT** to share your League experiences.

# CONNECT WITH US

This and every edition of *The Sandspur* this year highlights The Junior League of Tampa's social media channels and web presence. We encourage members to join the conversation by linking up with us on social. Share your favorite League pictures using the hashtag **#myJLT**. You can also access the latest *Sandspur* online. We look forward to connecting with you!



Read about our great community projects, interesting membership, fabulous donors and issues affecting the Tampa community.  
[jltampa.org/sandspur](http://jltampa.org/sandspur)

Keep your finger on the pulse of the League.  
[jltampa.org](http://jltampa.org)

Learn about our impact in the community.  
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Access cookbooks and other League merchandise.  
[jltampa.org/jlt-culinary-collection-cookbooks](http://jltampa.org/jlt-culinary-collection-cookbooks)

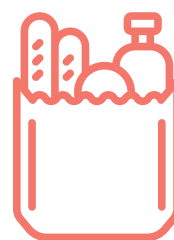


# QUANTIFYING OUR IMPACT

As the Junior League of Tampa approaches the conclusion of the League year, the hard work and dedication of our members continue to remind us of our power to make a difference in the community. *These statistics represent the accomplishments of several committees from November through February.*

## COMMITTEE: FOODS 4 KIDS

**4,244**  
BAGS PACKED AND  
DISTRIBUTED TO  
**305 FAMILIES**



The contents of each bag distributed to a family can feed more than one child. Often it feeds the family.

## COMMITTEE: LOVE BUNDLES

**758**  
BAGS PACKED



This year, the committee has provided food items as well as a la carte care items such as diapers, wipes and pacifiers for the smallest children.

## COMMITTEE: PUBLIC RELATIONS AND MARKETING

**10,039**  
WEBSITE PAGE VIEWS



**8,421**  
UNIQUE PAGE VIEWS  
(for the month of February)



# *Congratulations to*

**ASHLEY SULLIVAN & TIE MUDGE!**

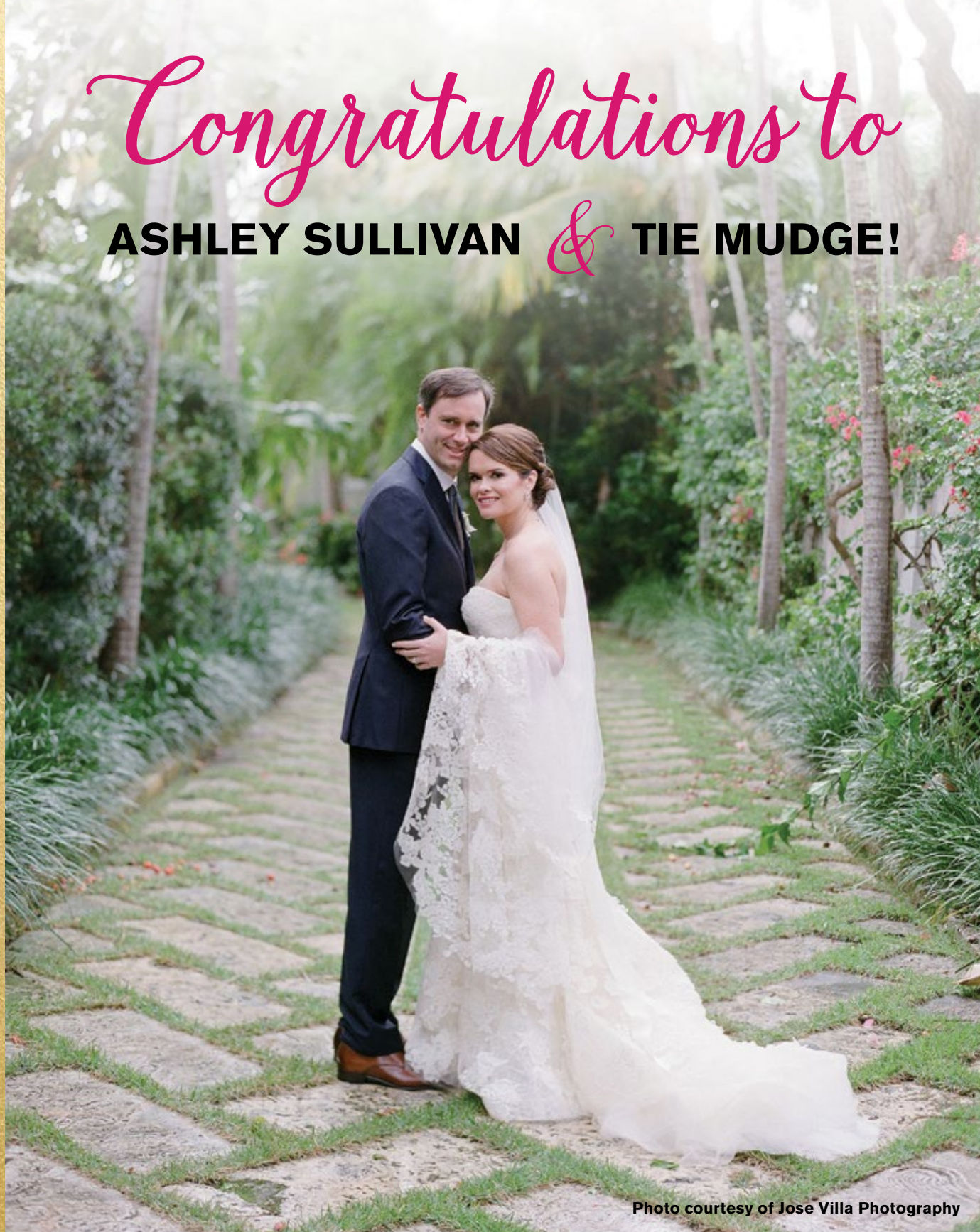


Photo courtesy of Jose Villa Photography

*Tracie domino*

EVENTS

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