


# SANDSPUR

WINTER 2019



## THE ABOLISH MOVEMENT

THE  
JUNIOR  
LEAGUE



OF TAMPA



DAY 1

*My lips are too small!  
Getting Filler!*

DAY 2-3

*What have I done??  
My lips are swollen!  
Is that a bruise?*



DAY 4-9

*Hey! Not Bad!  
I love my new pout!*



DAY 10

*I miss my swelling.  
Time to get more filler!*



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Planning  
for Success

## editor's note.

Happy New Decade, *The Sandspur* readers!

If there's one thing this past decade has taught me, it is to have a plan...or two...or maybe even more than that, depending on how busy your lifestyle is. Then, of course, it is just as important to execute the plan, and in a timely fashion. Do you ever notice that when you complete the planning and execution of a plan, everything seems to flow much more smoothly and goals actually get accomplished? And any hiccups are usually quickly resolved? I don't know about you, but if I do not have a plan for each major aspect of my life, chaos erupts at almost every corner!

The theory behind planning applies to almost every aspect of life. For example, planning to buy a home, planning for a career change, planning for a baby, and even just planning a night out on the town — these all require to-do lists and a timeline, and specific behaviors to complete them. You are much more likely to reach these life goals with a well-thought-out, written-down plan — one that includes all of the necessary steps to achieve it.

So, some of you reading this and are thinking, "Yes, Lauren, I plan everything. I am Type-A, and I already know all of this." Excellent! We need you in this world. And, more importantly, who doesn't like to improve on their skills and become an even better version of themselves?

The Winter 2020 edition of *The Sandspur* dives deep into the planning process and implementing the process into any aspect of your life. Experts, Gina Folk, and our very own Mary Gamble, who is assisting with the League's Vision and Planning Process, weigh in with excellent advice and demonstrate the application to both leadership and visionary planning processes. I can't think of any better time to explore the planning process than right at the start of a new decade.




There truly is something to be said for planning, short-term and long-term goals, to-do lists, and proper preparation of a specific plan. You may even be surprised at the amount you can accomplish with a clear vision. I hope this issue will inspire you to create your own plan for success and ensure a "2020 Vision."

Happy planning,

A handwritten signature in cursive script that reads "Lauren M. Vagnoni".

Lauren M. Vagnoni, Esq.  
Editor, 2019-2020

## GET IN TOUCH

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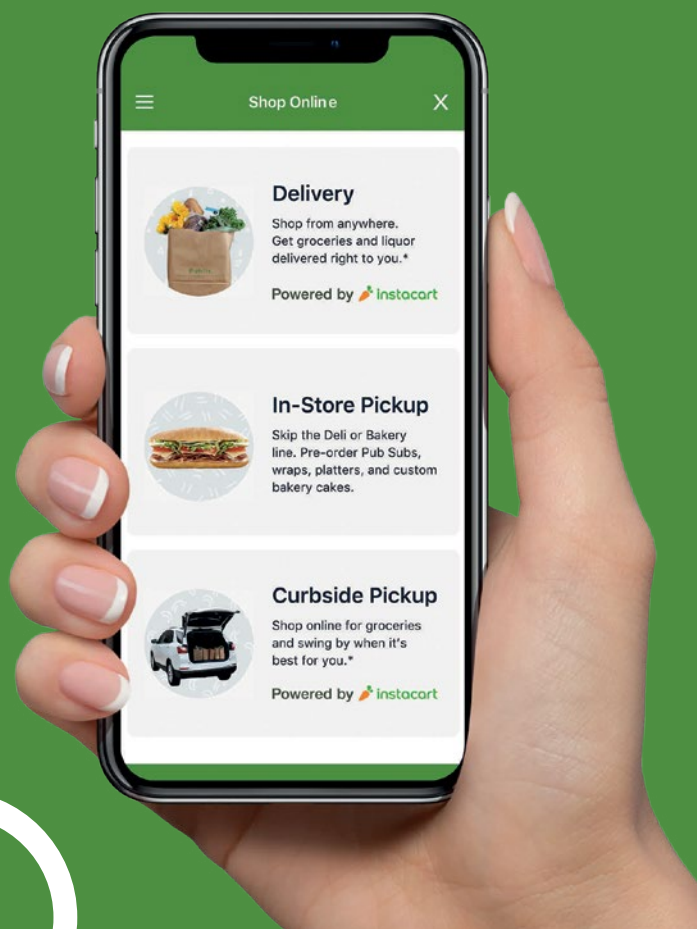
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# Meet the SANDSPUR EDITORIAL STAFF



**Lauren Vagnoni**  
*Editor In Chief*

Lauren is a second-year Active of JLT, and holds degrees from both UF (B.S.), and FSU (J.D.). During the day, she works as an attorney. She also enjoys being active, spending time with friends, and attending Lightning games where she watches her fiancé work. Go Bolts!



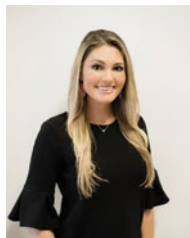
**Haven Bassett**  
*Assitant Editor*

Haven is a first-year Active member of JLT. She is a Kindergarten teacher who is passionate about early education. She enjoys watching University of Michigan football (Go Blue!), reading mystery thrillers, and spending time with her husband and their rambunctious Chihuahua, Hunter.



**Kelly Friar**  
*Features Editor*

Kelly is a fifth-year Active of JLT. She currently serves as the marketing director for Barbizon International, with over 10 years of experience in marketing and public relations. She is a two-time honoree of the Tampa Bay Business Journal's Business Woman of the Year Award.



**Amber Lewis**  
*Advertising Coordinator*

Amber joined the League in 2016. She is a Licensed Realtor with Berkshire Hathaway of South Tampa. In her spare time, she can be found at local events, taking a dance class, hosting an open house or trying a new restaurant in town with her husband and one-year-old son.



**Tara Payor**  
*Sustainer Spur Editor*

is a first-year Active, with two children who keep life exciting. She holds a Ph.D., in Curriculum and Instruction, from the University of South Florida and an undergraduate degree from Florida State University. In her 16th year as an educator, she is passionate about writing and is a regular contributor for Tampa Bay Parenting Magazine.



**Ivana Wendling**  
*Copy Editor*

Ivana originally joined the Junior League in St. Petersburg in 2015, transferring to Tampa in 2018. Professionally, she leads a learning design and content development team for a global asset management firm. Ivana lives in Tampa with her husband and their one-year-old son and is expecting a baby girl in February.



**Lydia Atkinson**  
*Contributing Writer*

Lydia is a first-year Active in JLT and a lawyer. When she's not reading cases, you can find her on the tennis courts, hanging with her two-year-old daughter Ella and husband Drew, or reading a novel. Lydia loves to write and is thrilled to have the opportunity to work with *The Sandspur* this year.



**Lauren Guerrero**  
*Contributing Writer*

Lauren recently married Tirso Guerrero and loves being step-mom to Ava. A member for 6 years, she loves gaining experience and friendships with ladies in the League. She is a Behavioral Health Clinical Care Manager Supervisor for WellCare Insurance Company.



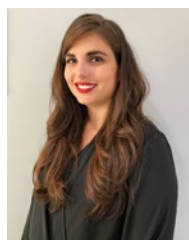
**Cameron McNabb**  
*Contributing Writer*

Cameron is a fourth-generation Floridian and a third-generation member of JLT. She is an Associate Professor of English at Southeastern University in Lakeland, and enjoys being outdoors every chance she can get. She looks forward to her daughter one day joining the League as well.



**Carrie Minerva**  
*Contributing Writer*

Carrie joined JLT in 2016. She is an advocate for mental health and works as a Psychiatric Nurse Practitioner for the Veterans Health Administration. Carrie lives in South Tampa with her husband and loves the excitement and challenges of being a new mom. She is a woman of faith who enjoys photography.



**Ren Pulido**  
*Contributing Writer*

Ren is a second-year Active and works as an attorney for an insurance defense firm. She holds degrees from Boston University and Stetson University College of Law. Ren enjoys volunteering, time with her family and friends, and is frequently seen around town with her dachshund Stella.



**Lauren Sanchez**  
*Contributing Writer*

Lauren grew up in Tampa Bay and is a fifth-year Active. She is an alumna of Florida State and enjoys college football, her cat, Pippa and dog, Bowden, being involved in the community as a Big Sister, Board Member of Children's Home Society, and a Member of Dream Team for Heart Gallery.



## 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.

*As denoted on JLT website.*

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**Madeline Morris**, Member Administrator  
**Chelsie La Nore**, Bookkeeper



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## ON THE COVER

Connie Rose, M.S., Ed PhD candidate, is a specialist in transformation and leadership with over 25 years' experience as a motivational speaker, trainer, coach, and media contributor, who draws on her personal journey of resiliency surviving over 16 years of childhood sex trafficking at the hands of her father.

Photographed by: **Carrie Minerva Photography**



*The Sandspur Magazine*  
Designed by: **Sensory 5**



# THE LUMINARIES

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## SAVE THE DATE AWARD LUNCHEON

FRIDAY, MAY 8, 2020  
at the Bryan Glazer Family JCC  
11:00 AM - 1:00 PM



The Junior League of Tampa, in partnership with WEDU PBS, will host the sixth annual Luminaries Award Luncheon to recognize outstanding individuals who have, through their inspiring leadership, made a lasting impact in Hillsborough County.

## 2020 LUMINARIES AWARD HONOREES

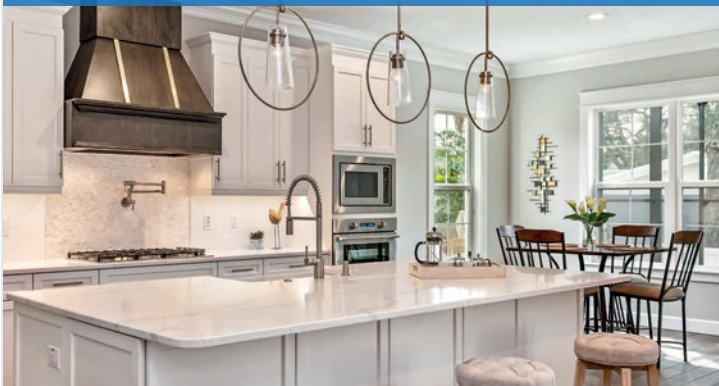
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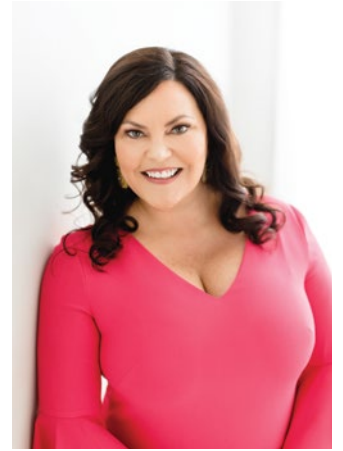
**PATRONS' PARTY**  
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**THE LUMINARIES  
2020 LUNCHEON**  
FRIDAY, MAY 8<sup>th</sup>  
*Honoring Fran Davin, Doretha  
Edgecomb, and Ron Weaver*  
BRYAN GLAZER FAMILY JCC

**2020 ANNUAL DINNER**  
THURSDAY, MAY 21<sup>st</sup>  
FLORIDAN PALACE

## president's note.

In 2019, NASA celebrated the 50<sup>th</sup> anniversary of the historic Moon landing. On July 16, 1969, Apollo 11 launched from Kennedy Space Center. Four days later, astronauts Neil Armstrong and Buzz Aldrin became the first humans to set foot on the lunar surface. (Fun Fact: Kennedy Space Center is in my hometown of Merritt Island, Florida.) At Rice University on September 12, 1962—seven years earlier—a remarkably clear vision for the Apollo space program emerged:



*We choose to go to the moon in this decade and do the other things—not because they are easy, but because they are hard. Because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win. (President John F. Kennedy)*

President Kennedy saw a clear and unequivocal path ahead—what could be and what should be—and led the nation through it to get to new, unexplored places. He found a way to **connect** powerfully with America's pioneering spirit and ignited a national effort to land a man on the Moon. President Kennedy had the **courage** to be bold and vulnerable at a time when many Americans perceived that the United States was losing the Space Race to the Soviet Union. Undefeated, President Kennedy forged focus from our final frontier failures.

Kennedy's vision wasn't original or exceptional—in the race for space superiority, a mission to the Moon was certainly predictable. Originality, however, isn't essential to leading with vision; **clarity** is. Clarity focuses us. It engages us by clearing the chaos and making room for purposeful action. Clarity helps leaders create a culture of **excitement** and inspiration because it deliberately and easily connects us to one another.

Just as President Kennedy connected the hearts of the nation to the Moon mission seven years before the lunar landing, so, too, does the League provide clarity around our Centennial Vision—what it will mean for our members and what it can achieve to lead deep impactful community work—six years before the League's 2026 Centennial. In this issue of *The Sandspur*, you will learn that the League's Centennial Vision will bring the League full-circle—back to a focus on initiatives that address our community's greatest needs. What elevates our Centennial Vision is not ingenuity or even originality, but, rather, everything else our 94 years of rich history—one of the oldest, largest, and most effective women's volunteer organizations in the Tampa Bay community—encompasses.

Committed to the vision,

Melissa Knight Nodhturft  
President 2019-2020



## UPCOMING SUSTAINER EVENTS

**DAY AT THE RACES,**  
March 4<sup>th</sup>

**SUSTAINER SPRING  
COCKTAIL PARTY,**  
April 9<sup>th</sup>

**NEW SUSTAINER &  
SUSTAINER TRANSFER  
LUNCHEON**  
Tentative Date April 21<sup>st</sup> (TYCC)

**SUSTAINER SPRING  
LUNCHEON**  
(50 year celebration)  
April 28<sup>th</sup>, HQ, 11:30 am

## sustainer president's note.

Our calendar now marks the beginning of a new year and new decade. As I reflect on the past, I think of the changes women in our country and in our community have experienced. It was only one hundred years ago, in 1920, when American women were first granted the right to vote by passage of the 19<sup>th</sup> Amendment. Our League was founded just a few years later in 1926, giving the women of Tampa a place to come together and volunteer to improve our community.

Today's Active and Sustaining members are quite different from our founding members. They lead busy lives with ever increasing responsibilities in the professional world and at home. Our membership now represents five generations, each with their own experiences and perspectives. But despite these seemingly vast differences, our members are united by the same thing which brought our founders together; a steadfast belief that we, as trained volunteers, can make a positive impact in Tampa Bay.

This belief remains the guiding principle for our membership. In order to continue making a positive impact in an ever-changing world, an important study and research report has recently been completed. Mary Gamble, a JLT Sustainer and consultant of business and nonprofit organizations, was tasked to look at our past and present to help us build a future vision for the League. Many of you provided valuable insights through interviews, surveys, and roundtables. This work is vital to ensure the legacy we, as Sustainers, created is carried on in the coming decades.

At nearly one thousand strong, Sustainers are enhancing the movement of the League. Our support of the League's projects and knowledge leveraged in the community makes JLT stronger. As Sustainer President, I am proud of the opportunities we provide Sustainers to remain connected to each other. In the upcoming year we have a full calendar of events. Several members are generously hosting events in their homes, including Terrell Clark, Tracy Bales, and Angier Miller. We are also prepared to recognize an impeccable class of 50 year members at the Spring Luncheon. And, of course, the Annual Dinner where we will announce the League's most prestigious award, Sustainer of the Year. Please come be with us. I always look forward to seeing and hearing from you. Your comments, questions, and recommendations are so important to our success.

All the best in 2020,

A handwritten signature in black ink that reads "Marsha Lane".

Marsha Lane  
Sustaining President 2019-2020



# Letters to the League

“Thank you for being such a huge part of making our Holiday Gift Bags a success this year. We really appreciate your time and hard work. We are so thankful to have you as part of the Meals on Wheels family.”



“Thanks to all in the Junior League for supporting our Back to School Brigade! On behalf of Operation Homefront and the tens of thousands of military and veteran families we serve, I want to personally thank you for your generous gift.”



“Your kindness not only provides hope to the at-risk boys and girls living on our therapeutic residential campus, but it also makes a positive impact in the lives of over 25,000 local families that benefit from the community programs we offer each year.”





by LAUREN GUERRERO

# THE ABOLISH MOVEMENT

by LAUREN GUERRERO

## HOW THE JUNIOR LEAGUE OF TAMPA, AND THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL (AJLI), ARE FIGHTING TO END CHILD SEX SLAVERY

The month of January is Human Trafficking Awareness Month and with over 40.3 million people around the world around the world trapped in modern slavery, this worldwide social justice issue is in desperate need of discussion — this worldwide epidemic is in desperate need to be talked about — especially since it is happening in our own backyard.

Human Trafficking is a \$32 billion industry. What is human trafficking? According to the ABOLISH Movement's website ([www.abolishmovement.org](http://www.abolishmovement.org)) human trafficking is modern day slavery in its simplest definition. But there's nothing simple about the issue. By legal definition, human trafficking is the recruitment, harboring, transportation, provision, or obtaining of a person for the purposes of either a commercial sexual act or labor services, through the use of force, fraud or coercion. There are two main forms of human trafficking: labor trafficking and sex trafficking. While both are important issues, the ABOLISH Movement focuses on sex trafficking, and specifically the commercial sexual exploitation of children (CSEC), or child sex slavery.

The situations that sex trafficking victims face vary dramatically. Many victims become romantically involved with someone who then forces or manipulates them into prostitution. Others are lured in with false promises of a job, such as modeling or dancing. Some are forced to sell sex by their parents or other family members. These are all trafficking situations that occur in the United States.

Traffickers (also referred to as pimps in some circumstances) frequently target the most vulnerable victims and then use violence, threats, lies, false promises, debt bondage, or other forms of control and manipulation to keep victims involved in the sex industry for their own profit.

### WHAT IS CHILD SEX SLAVERY?

Also referred to as child sex trafficking or the commercial sexual exploitation of children (CSEC), child sex slavery refers to sexual activity involving a child in exchange for something of value to the child or another person.

Minors induced into commercial sex are human trafficking victims — regardless if force, fraud, or coercion is present. Fifty percent of sex slavery victims are under the age of 18 when first used for commercial sex. Children are forced to provide sexual acts to an average of 15 clients per night. There is no such thing as a child prostitute.

### WHY DOES IT MATTER?

Globally, the International Labor Organization estimates that of the 40.3 million in modern slavery 4.8 million people are trapped in forced sexual exploitation. Of those, women and girls are disproportionately affected, accounting for 99% of victims in the commercial sex industry. The National Human Trafficking Resource Center receives reports of human trafficking each year from all 50 states and the District of Columbia. US victims originate from almost every region of the world; in fact, in 2015 the majority were from the United States.



**ALL THIS TO SAY:** Human trafficking might not look like the image you have in your head. Victims walk among us every day, and it's probably happening right in front of your eyes. Which is why awareness and education are such crucial strategies in the fight against human trafficking. Because victims (particularly children) are unlikely to identify themselves as being trafficked, we must equip community members with the skills and knowledge to recognize signs of trafficking and respond in safe and effective ways. It's up to us to protect children from sex slavery.

The Junior League of Tampa has a seat at the table of battling this epidemic and there are several initiatives that JLT partakes in to do our part in our community. The ABOLISH Movement is a campaign aimed at bringing an end to the child sex slavery epidemic in the Tampa Bay area and beyond.

In January 2014, in conjunction with the national Human Trafficking Awareness Month, The Junior

League of Tampa and Ad 2 Tampa Bay launched The ABOLISH Movement on behalf of the Community Campaign Against Human Trafficking Tampa Bay (now known as The FREE Network).

The ABOLISH Movement to End Child Sex Slavery is one of Tampa's first and largest umbrella awareness campaigns for human trafficking. The mission of the Movement is to raise awareness in the community about the child sex slavery epidemic in the Tampa Bay area.

The Movement kicked off with a rally that brought together over 100 civic, nonprofit and faith based agencies, former Mayor Bob Buckhorn and Florida House Representative Ross Spano. The campaign included guerrilla-style advertising materials with billboards, public service announcements, print ads, social media, a robust website, and awareness and training events, and has received overwhelming support from the community.

Here are just a few of The Junior League of Tampa members involved with Human Trafficking Advocacy in our community:

**NATASHA NASCIMENTO**, CHIEF EXECUTIVE OFFICER OF REDEFINING REFUGE

**JENAY IURATO**, ATTORNEY AND ADVOCATE, IURATO LAW FIRM

**LISA REEVES**, DIRECTOR OF ENGAGEMENT FOR THE FREE NETWORK

**MARY ELLEN COLLINS**, JLT PAST PUBLIC AFFAIRS CHAIR, SPEARHEADED CREATION OF THE ABOLISH MOVEMENT IN 2014

**NICOLE HUBBARD**, JLT PAST PRESIDENT AND AJLI GOVERNANCE COMMITTEE, SPEARHEADED ADOPTION OF THE ABOLISH MOVEMENT BY AJLI FOR USE IN ALL MEMBER LEAGUES IN 2018

**LEE LOWRY**, JLT PAST PRESIDENT AND GUBERNATORIAL APPOINTEE, FLORIDA STATEWIDE COUNCIL ON HUMAN TRAFFICKING, 2014-2019

*"One of the challenges about raising awareness for human trafficking is that the messaging has historically been very fragmented. There was no cohesive message that would really rally the public. That's how the ABOLISH Movement was born. When we conceived the idea, we were very deliberate in our approach that is was not geographic or organizational specific. The creative and the materials were designed to be used by any individual or organization that wanted to engage on this issue. That's what made it so attractive to AJLI to adopt as a national initiative for its member Leagues worldwide. And true to the original vision, AJLI is actively partnering with other community groups outside the League network to bring them under the ABOLISH umbrella. This unified message is continuing to move the needle on this issue and it's a perfect example of advocacy and collaboration at its very best."*

— Mary Ellen Collins

*"Mary Ellen and I educated AJLI through several calls, webinars, etc. for a good year (my year as Immediate Past President), but AJLI's real exposure to ABOLISH was during a lunch panel — From Ideas to Impact: Creating Change through Advocacy and Community Collaboration. Case Study: The ABOLISH Movement — that we led at AJLI's 2017 Winter Leadership Conference hosted here in Tampa."*

*As President during a year when we hosted the Winter Leadership Conference, I worked closely with the AJLI staff and got to know them well, and this definitely helped getting in front of them with ABOLISH. AJLI is proud of ABOLISH, and I am always a proud JLT member when I see the ABOLISH logos in the opening videos and materials at AJLI Annual Conference. While there are many Leagues doing work in the human trafficking space, JLT put ABOLISH on the map which is now a platform used nationally and potentially globally. We should be really proud of that JLT legacy!"*

— Nicole Hubbard



**"If you see something,  
say something"**  
**- Connie Rose**



## INTRODUCING CONNIE ROSE

who is walking alongside The Junior League of Tampa to raise awareness and educate the public on human trafficking and the devastation that it is causing our nation.

Connie Rose is a PhD Executive Leadership student with a focus on Trauma Informed Care, a human trafficking, exploitation and domestic violence expert, and TEDX speaker whose rare blend of style and substance has made her a highly regarded sought after international speaker, trainer and consultant. Bringing her years of expertise to tens of thousands, Connie has worked extensively with a variety of organizations, government and non-government agencies, law enforcement, corporations, healthcare providers, colleges and universities and non-profits.

She is a woman on a mission breaking the silence one voice at a time, drawing on her personal journey of over 16 years of childhood sexual abuse, sexual exploitation at the hands of a serial sex offender father who was also her pimp. Connie

is the president of Connie Rose Consulting, a training and development company providing training, coaching and consulting in the areas of interpersonal communication, public speaking, human trafficking, domestic violence, human and social services, leadership and professional business skills.

She is the founder of Victims2Survivors-US, a nonprofit organization providing training and supportive coaching to survivors of sexual violence, exploitation, sex trafficking and domestic violence with the goal of preparing them to be trainers, speakers and media contributors. Connie regularly speaks at local and national conferences, government and legislative meetings on human trafficking with a focus on sex trafficking, resiliency, leadership, survivorship and how to be a speaker, trainer and media contributor. She has been featured in four documentaries, several local and national media outlets including PBS, ABC, CBS, NBC, CNN, NPR and The Daily Beast.

HERE CONNIE SHEDS SOME  
LIGHT ON FACTS ABOUT  
HUMAN TRAFFICKING  
FROM HER EMPOWERING  
RESILIENCY SPEECHES:

Every **109 SECONDS** an  
American is sexually assaulted.

---

Every **8 MINUTES** that  
victim is a child!

---

Every **2 MINUTES** children are  
sold, exploited, & sex trafficked.

---

**100,000 CHILDREN** are bought  
and sold every year and **35%**  
are sold by a family member.

---

In 2018, there were **367 CASES**  
brought to the national Human  
Trafficking Hotline and **2,133**  
**CASES** brought to the Florida  
Abuse Hotline.

---

As of June 30, 2018, Florida ranked  
**THIRD HIGHEST** in the number of  
human trafficking calls through the  
National Human Trafficking Hotline for  
the year.

**ABOLISH**  
child sex slavery

## "HOW TO IDENTIFY AND REPORT A HUMAN TRAFFICKING VICTIM"?

"Human Trafficking is hidden in  
plain sight and victims walk  
among us every day."

---

### 8 COMMON SIGNS OF HUMAN TRAFFICKING VICTIMS

1. Doesn't make eye contact.
  2. Signs of physical abuse
  3. Poor physical health
  4. Tattoos/branding
  5. False ID
  6. Many hotel keys
  7. Stacks of cash
  8. Multiple cell phones
- 

### TIPS FOR REPORTING

1. Description of a vehicle (make, model, color, license plate number)
2. Description of people involved (height, weight, hair color, eye color, age)
3. Time, date, location of suspicious activity
4. Call the National Human Trafficking Hotline 1-888-3737-8888 or Florida Abuse Hotline 1-800-96-ABUSE (22873) if you suspect a child is being trafficked. Call 911 if you are in immediate danger





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is a group of Junior League women who gather monthly over lunch to share ideas and support one another as we navigate work, family and life in general. We have planned an amazing year ahead focusing on our chosen theme: Be Present. Our speakers will touch on this theme throughout the year and will teach us how to be mindful in our everyday lives. We hope you will be present at this exciting series of events.

Contact Krista Allred, 813-766-3313 and we will send you more details.

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## THE 2019-2020 LUNCH CALENDAR:

- Aug 16 – Keeping Balance
- Sept 20 – Your Vision
- Oct 17 – Interpersonal
- Nov15 – Nutrition
- Jan 17 – 2020 is Here
- Feb 21 – Marketing You
- Mar 20 – Mindfulness
- Apr 17 – Wrap Up

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# COMMUNITY PARTNERSHIP SPOTLIGHT

by HAVEN BASSETT

Florida receives the third highest number of calls on the national human trafficking hotline number. Human trafficking is an epidemic that affects all residents. The FREE Network is a local nonprofit that seeks to end human trafficking while also empowering victims in the Tampa Bay area. The FREE Network offers critical services such as prevention, education and rehabilitation to victims and the community as a whole.

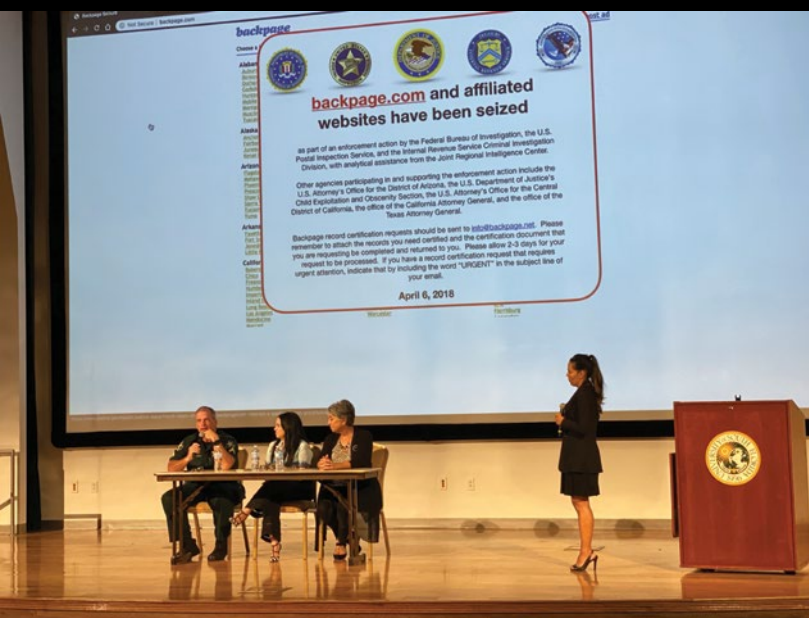
"It takes a village," said Joanna Winters, President and Chair of the FREE Network. The organization collaborates with over 30 other organizations, including survivors, law enforcement and other service providers, to connect people and best leverage resources in the Tampa Bay community.

Through community awareness, The FREE Network empowers everyone to become a voice against modern day slavery. To do this, The FREE Network hosts events, training sessions and the Greater Tampa Bay Anti-Human Trafficking Working Group. The working group is an informal group of survivors, non-government organizations, service providers and law enforcement that meet quarterly to promote government initiatives to end human trafficking while also supporting victims and survivors in the community.

The FREE Network website, [www.freenetwork.us](http://www.freenetwork.us), is another important vehicle for raising awareness. Through the website, you can sign-up to become a member, donate to the cause, participate in fundraisers, subscribe to a monthly newsletter, request a speaker and find information about anti-human trafficking events or add your own anti-human trafficking event to the FREE Network calendar.

Recently, The Junior League of Tampa partnered with the FREE Network and Triumph Over Trafficking, a University of South Florida (USF) student group, to hold a movie night on USF's campus. The event showed the film "I Am Jane Doe" followed by a panel discussion with local leaders, victims and advocates in the community. The event helped raise awareness about human trafficking on campus.

Winter advised members to get educated about the issues, "Junior League members are in a unique position because they interact with vulnerable populations in the community, such as children in the foster care system, but also with other businesses in the private sector." Education is crucial in understanding the signs of human trafficking and how to report it.





# IN / SIGHT

## PART TWO. by LYDIA ATKINSON

With the membership survey completed,  
The Centennial Vision Planning Team prepares  
its recommendation to the Executive Board

### THE JUNIOR LEAGUE OF TAMPA

VALUES: Inclusion | Vision | Empowerment | Collaboration | Integrity

VISION: An organization of diverse women leaders who are catalysts for lasting community change

MISSION: An organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers

Catalysts  
for deep  
community  
change

Volunteers  
engaged  
in broad  
community  
service

Leaders  
invested in  
member  
development

OPERATIONAL EXCELLENCE

MEMBERSHIP EXPERIENCE

When the membership survey closed on November 5<sup>th</sup> at midnight, Mary Gamble was excited by the final number of members, community partners and stakeholders that had shared their insights for the future of the League.

“The fact that we have 610 voices in this plan is astounding,” Gamble said. “This isn’t feedback on a proposal; this is direct input to create a vision.”

Gamble, a Sustaining member of JLT and president of Competitive Performance Systems, Inc., and current JLT President Melissa Knight Nodhturft have been leading the 13 - member Centennial Vision Team to research and define a new vision to bring the League to its 100 year anniversary in 2026 and beyond. Traditionally, a small group of current leadership defines direction, but this vision plan was developed with input from the League’s community partners, stakeholders and members, including Provisionals, Actives, and Sustainers.

Gamble has been hard at work on behalf of the Team, “committed to making this more and more inclusive. We kept going out to test our thinking with more people, talking with more people.”

The membership survey questions were created based on the conversations had with stakeholders and community partners since August and covered an array of topics centered around whether the League’s current methodology is working, where the League should focus its efforts in the future, and what work do we agree is valuable. Members who chose to participate in the survey could share their level of agreeance with statements on a scale of 1 (strongly disagree) - 6 (strongly agree,) along with free response.

Once the survey was officially closed, the work of analyzing all the input began.

## SUMMARY OF RESULTS

**There is strong support of the current Mission Statement, “...an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.”**

84% of respondents strongly agree or agree the current Mission Statement “will serve The Junior League of Tampa well over the next seven years.” Survey comments indicated the Vision Planning is an opportunity to affirm the Mission’s focus on community. 77% of Actives indicate their League experience has deepened their understanding of the Tampa community’s key issues, while 83% and 86% of Provisionals and Sustainers respectively indicate such.

## A DEEP AND BROAD APPROACH TO THE LEAGUE’S COMMUNITY WORK

The League’s many hands-on projects offer its members a broad number of choices and causes they can support with their time. From the Diaper Bank, to Girl Power, to Kids Connect, to Love Bundles and more, a League member can likely find her passion. This **breadth of opportunities** is one of the things that differentiates and makes the League unique among Tampa’s many women’s organizations.

The League’s Centennial Vision will preserve this uniqueness by ensuring the League continues to be about *Volunteers Engaged in Broad Community Service*.

At the same time, during extensive conversations with community partners, members, and donors, the Vision Team learned the community **looks to the League to affect deep community change around key issues of the Tampa community**. This will require the League to have the will and capacity to thoroughly research issues, convene community around those issues, define fact-based solutions to those issues, articulate and communicate those issues and solutions, and lead deep and impactful community work and advocacy efforts.

The League’s Centennial Vision will bring the League full-circle—back to a focus on initiatives that address Tampa’s greatest issues.

The history of the League is full of examples of identifying key issues, starting a project that addresses an issue and in many cases starting an organization that continues to thrive today. The League’s Centennial Vision will honor this history by ensuring the League is a *Catalyst for Deep Community Change*.

Finally, those things the League has traditionally done to train its members to do both this deep and broad community work will continue.

The League’s Centennial Vision will ensure the League continues to be comprised of *Leaders Invested in Member Development*.

### In short:

We will **continue** to offer our League members a broad selection of hands-on volunteer service opportunities, we will **add a new approach** to our community work that positions the League as a change agent prepared to do deep impactful community work and, we will **continue** to invest in our members to do this community work.

## Promoting Voluntarism

**There is strong support for aligning both the League's fundraising and its public policy work** with its deep, impactful community work. 95% strongly agree or agree the League's advocacy work should address the deep impact issues; 90% of respondents strongly agree or agree the League's fundraising should align with the deep impact work. Numerous survey comments addressed the need for the League to partner with other not for profits and with other women's groups for greater voice, inclusion, and effectiveness in those communities it chooses to serve.

## Developing the Potential of Women

**Survey respondents indicate those things the League has traditionally done relative to developing the potential of women will continue to be relevant into 2026.** 78% of Sustainers, 69% of Actives, and 74% of Provisionals indicate they have "personally benefited from the 'developing the potential of women' work The Junior League of Tampa does. Survey comments shared insight about the need for mentoring for both advancement within the League and professional career advancement.

There were also survey comments regarding the **need to advocate for policies that address issues that prevent the development of the potential of women**, e.g. gender pay gap, sexual harassment and violence, and poor maternity care.

**Survey comments address the importance of diversity, equity and inclusion (DE&I) in developing the potential of women.** Comments also address the importance of DE&I in the League's community work. The statement, "The League as a culturally competent organization where its members gain the skills to foster diversity, equity and inclusion within the League and through the community," is seen as very relevant or relevant for 2026 by 89% of Provisionals, 75% of Actives, and 73% of Sustainers.

## Improving Communities

**There is strong support for the Deep and Broad approach to the League's community work.**

83% of respondents strongly agree or agree with the statement, "The League should become a change agent within the Tampa community, e.g. convene community around specific issues, identify solutions and do deep impactful work that addresses those issues," while 90% of respondents strongly agree or agree, "The League should continue to offer a broad range of volunteer service opportunities."

## THE PATH FORWARD

The message from both community partners and members is clear: The League should be a change agent in the Tampa Bay community. This message has been adopted in a newly minted vision statement: ***An organization of diverse women leaders who are catalysts for lasting community change.***

"We need to take the position in the community that the community expects of the League and what our membership will support," said Knight Nodhturft. "It will help us take consistent action knowing that we are supporting the lives of those in the community. I hope each individual in the League, from provisional to sustainer, understands and connects to this 'why' work—the community work."

Gamble emphasized the importance of achieving a broad and deep approach to the projects it chooses to undertake. By continuing to reevaluate what projects will make the deepest and most long-lasting impact, the League will be able to select projects that will reinvigorate members and better serve the community.

The most challenging aspect of implementing the new vision plan will be leaving behind any ideas, preconceived notions, or even projects that don't have as deep of an impact. The League will need to do the heavy lifting of alignment and of ensuring all the various structures and functions of the League support the new Vision.

"The first year of implementing a vision plan is always the toughest," Gamble said. "We will need to very quickly engage with that same community that has already lent us so much input to thoroughly learn about those issues of greatest concern in the Tampa community. From there the League will need to understand its members' and its donors' willingness to support those issues both financially and with their most precious capital...time."

The Centennial Vision Team reviewed all of the results and created the final verbiage to be presented to the Executive Board, including a graphic to communicate the new vision clearly. This simple graphic makes it easy to visualize where current or future projects, ideas, and goals may fall within the plan.

"There are many great ideas," said Knight Nodhturft. "But not all great ideas are a great fit for the future of the League. We have to be okay with this concept and stay true to what our community needs on a bigger scale and what our members' interests support."

The future vision plan was presented to the Executive Board at its November meeting, then shared and discussed with the Leadership Council on December 3<sup>rd</sup>, and received a final vote of approval



by the Executive Board on December 17<sup>th</sup>, becoming the strategic direction for the next seven years. From here, the Board will appoint and oversee a Vision Planning Committee to assist in guiding the process and implementing these results at every level of the League's operations. Gamble will serve as a Sustaining Member on that Vision Planning Committee; she will also serve on the League's Community Advisory Board to ensure the League continues to link the vision plan to the changing nature of the Tampa community and its needs throughout implementation.

"This is not a growth plan; this plan is a focus plan," Gamble said. "It is rearranging our resources and our efforts to support the issues that are important to the Tampa community. Our community is who created this way forward."



## LOOKING TO OUR PAST, DEVELOPING OUR FUTURE

The path forward has the League coming full circle — back to a focus on projects that are the greatest needs of the community. The history of the Junior League of Tampa is full of examples of identifying a community need, starting a project to meet the needs and then eventually growing into a new organization that continues to thrive today. *The Sandspur* highlights legacy projects: Champions for Children, MacDonald Training Center, and The Spring below.

**Champions for Children** (formerly The Child Abuse Council): Champions for Children is one of the only organizations in the state of Florida to focus exclusively on preventing abuse & neglect before they even begin. Following a League-sponsored Child Abuse Seminar in 1976, The Child Abuse Council was formed in 1977 with a focus on treating abuse. In the late 1990s, the League partnered with the Council to launch Baby Bungalow and the focus shifted in 2000 to prevention and strengthening families to better serve the needs of the community.

Today, Champions is a nationally-accredited agency working to prevent abuse & neglect by providing evidence-based and research-informed resources, education and support to parents and caregivers. Champions for Children continues to work with the League as one of its first Diaper Bank Distribution partners.

**MacDonald Training Center** (formerly Drew Park School): In 1953, Clifford and his wife, past League President Georgia MacDonald founded Drew Park School after learning their son had an intellectual disability. At the time, there were limited options for children with mental disabilities aside from being placed in institutional care. With partial

funding from the League, Drew Park School was established as the first school for children with disabilities in Hillsborough County.

The League adopted Drew Park School as an official project, providing volunteers to work in classrooms and continued its support following expanding services and the name change to the MacDonald Training Center. Today, the Training Center continues its commitment to allowing those with disabilities to live the life they choose by providing vocational, employment, and residential services.

**The Spring:** The Spring of Tampa Bay's mission is to prevent domestic violence, protect victims, and promote change in lives, families and communities. Since its founding in 1977, The Spring has provided a safe haven and comprehensive supportive services to more than 60,000 abused adults and their children, and answered calls from well over 150,000 women in crisis.

One of the largest of Florida's 42 certified domestic violence centers, The Spring's location was funded in part by the League in 1980. In 1983, The League ran an After Shelter program with The Spring which developed an employment and opportunity referral bank. Today, The Spring provides 174 beds of both emergency shelter and transitional housing, is the first domestic violence center in the United States to have an accredited public school on an emergency shelter campus to ensure stability for children and is the Department of Children and Families certified Domestic Violence Center for Hillsborough County.

Led by past League president, Mindy Murphy, The Spring remains committed to providing the highest-quality programs and services to keep survivors and their children safe and to help them rebuild their lives.



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# THE JUNIOR LEAGUE OF TAMPA

## YOUNG ENTREPRENEURSHIP PROGRAM

by REN PULIDO

The Junior League of Tampa's Young Entrepreneurship Program (YEP) aims to grow the potential, leadership, and influence of female business owners in our region. This program was launched in 2014 and offers a unique and valuable opportunity for one selected female entrepreneur.

**The YEP grant is open to women who meet the following qualifications:**

- Over 21 to under 40 years of age at the time of the upcoming Holiday Gift Market
- Majority owners of their business
- Sell a product which is a unique addition to the Holiday Gift Market selection
- Have not participated in Holiday Gift Market previously
- Are not current members of The Junior League of Tampa



In 2019, YEP was expanded to include an incubator, which provided five female early stage small business owners a free one-day pop up booth at Holiday Gift Market to sell their products. In creating the entrepreneurial incubator, The Junior League of Tampa aimed to cultivate the growth of these nascent small businesses that had not yet built up the capital or staff required to participate in the full 3-and-a-half-day event. The pop-up booths allowed these women's businesses to be highlighted at the annual shopping extravaganza and assisted their businesses advancement by providing valuable exposure to thousands of local potential customers. This experience was the first time most of the participants had the opportunity to present their products directly to the public at this scale and provided invaluable feedback and a unique springboard opportunity that dramatically expanded their brand's name recognition in the Tampa area. Two of the five 2019 incubator participants were so successful at the one day pop up that they have already applied to return to Holiday Gift Market in 2020 as vendors for the full 3-and-a-half-day event.

*If you or someone you know would be a great fit for YEP, please contact [HGMYEP@jltampa.org](mailto:HGMYEP@jltampa.org).*

**2019 HGM YEP Sponsor:**



### 2019 WINNER



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CREATIONS**



### The Junior League of Tampa inaugural incubator participants were:

Claudia Arias of Sustainable Marketplace, an accessories business featuring the handmade work of female artisans in developing countries paid a fair wage for their work.

Rowena Sjovall of Vêtue Boutique, an online clothing store with wearable trendy pieces for women created by the wife of a 25-year Navy Veteran who settled in the Tampa area after her husband's retirement from the military.

Christine Metzger of Preston & Grace, a line named after the stay at home mom's own two children and showcasing curated kids clothes, toys, and accessories.

Meg Britten Art & Illustration, an eponymous business featuring the work of a talented local mixed media artist whose wares include prints highlighting the Tampa Bay area's beauty.

Nicole Edelstein, Proprietor of Nicole Macaroon, a truly sweet culinary business that sells delectable treats.





THE JUNIOR LEAGUE OF TAMPA

## HOLIDAY *Gift* MARKET

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# WRAP UP



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**102** **VOLUNTEER SHIFTS**  
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# MEET THE *Management Council*



Group Photography by Justin DeMutiis Photography | Headshots by Brittany Elise Photography | Styling Courtesy of Lasting Luxe Artistry  
Not featured in group shot: Elizabeth Scarola, Kristen Brady, Casey Carefoot

by CAMERON HUNT MCNABB

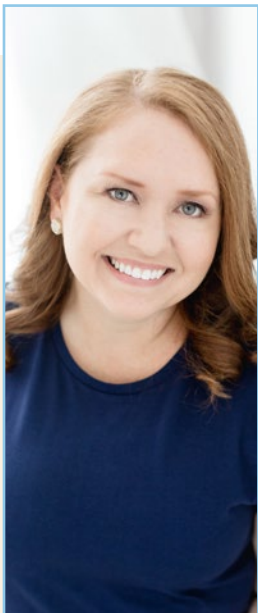
The fourteen-member Management Council oversees the day - to - day operations of The League. Meeting monthly, the Council reviews everything from budget adjustments, to improved practices, and new ideas. New ideas are thoroughly researched and vetted through Management Council before being presented to the Executive Board for final approval. Managers work closely with their assigned committees and chairs to ensure projects and processes are running smoothly to best serve the community and our membership. Meet our 2019 - 2020 Management Council on the next few pages.



## Managing Director

TAYLOR JONES

Taylor Jones is a fourth-generation Tampa native and has been a member of The Junior League of Tampa for over 10 years, serving in a variety of leadership roles and placements. She graduated from the University of South Florida with a degree in Communications, and she currently is the Vice President of Kirbys Mens Wear, her family-owned business celebrating 60 years this year. She and her husband, Wesley, have two daughters, Blakely and Annabelle. Throughout her time in the League, she has served in many roles, including Management Council and Executive Board. She believes in the mentoring and training opportunities that the JLT provides and she appreciates the opportunity to be empowered by so many amazing women. She also believes that the most powerful leadership tool is your own personal example and she feels most connected to the League when she is working hand-in-hand and collaborating with others. This year, she is honored to serve as the first ever Managing Director and lead the outstanding group of women on Management Council.



## Advocacy Manager

MAGGIE MCCLELLAND

Maggie McClelland has lived in the Tampa Bay area since middle school. A proud Gator, she graduated Magna Cum Laude from the University of Florida with a B.S. in Public Relations and a B.A. in Spanish. She also received a M.A. in Latin American Studies with a concentration in International Communication from the University of Florida. Maggie is the Director of Development at Academy Prep Center of Tampa, a private non-profit middle school serving low income students. Maggie has been a member of The Junior League of Tampa since her provisional year in 2012. Maggie is also a member of the Association of Fundraising Professionals, the Greater Tampa Chamber of Commerce, the UF Alumni Association and Tampa Bay Tiger Bay Club. Maggie graduated from the Leadership Tampa Class of 2017, and is a member of Leadership Tampa Alumni. Maggie is looking forward to elevating the reach and impact of Advocacy within the League.



## Communications Manager

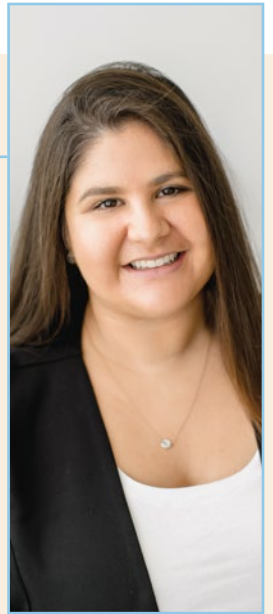
LINDSAY SEEL

Born and raised in Tampa Bay, Lindsay graduated from the University of Florida with a degree in journalism before pursuing her master's in management. In 2015, Lindsay left her role as regional sales manager with a Fortune 500 company to travel the world with her husband, Brian, where they visited six continents and 27 countries. Her favorite country of their trip is Namibia. Upon returning to the States, they moved to California and settled in Sonoma wine country. After welcoming a daughter in 2017, Lindsay returned to Tampa and opened Vivant Event Design, a luxury event rental company offering lounges, custom bars and displays. She has previously served on the board of the Early Learning Coalition of Hillsborough County, volunteered with Big Brothers Big Sisters, The Hillsborough Education Foundation and served four different Junior Leagues across the country in various roles.

## Community Child Welfare Manager

ELIZABETH SCAROLA

Elizabeth (Beth) Scarola is this year's Community Child Welfare Manager. Prior to serving in this role, Beth spent the last three years in The Junior League of Tampa serving on the Girl Power Committee where she held the positions of Chair, Event Coordinator and volunteer. Beth lives on Davis Island, where she, and five generations of her family, also lived. She is mom to two cats: Jameson and Reilly. When not serving the League and the broader Tampa community, Beth assists health care clients with navigating the complex regulatory environment applicable to the industry as a health care attorney at Epstein Becker & Green, P.C.



## Community Education Manager

JENNY SCHROEDER

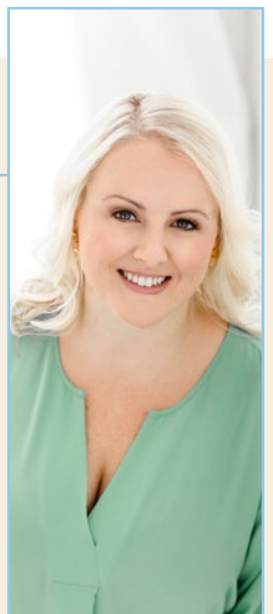
Jenny Schroeder transferred to The Junior League of Tampa in January of 2016 from the Junior League of Birmingham, Michigan, where she joined in 2012. Throughout her League career, Jenny has enthusiastically taken on a variety of diverse leadership roles in membership, fundraising events, community projects, and as an Executive Board member. Jenny is passionate about the community and helping others both inside and outside the League. She is thrilled to be serving as this year's Community Education Manager overseeing the League's four committees focused on education and health and wellness, as well as the three Community Assistance Grant committees, as she hopes to further strengthen the League's diversity and reach in the community through JLT's partnerships and to further promote knowledge through JLT's literacy and health initiatives. Outside of the League, Jenny works as a Litigation Paralegal at a law firm in downtown Tampa.



## Fund Development Manager

KRISTEN BRADY

Kristen Brady has been an active member of The Junior League of Tampa since 2015. She received her Bachelor of Arts in Communication from the University of South Florida. Kristen is an Operations Director at MetLife. She leads multiple teams responsible for operations and administration of contracts for MetLife's Institutional Income Annuities, Structured Settlements, and Trust Services groups, which historically has been responsible for over 20 percent of MetLife's operating earnings. She also leads the associate engagement team for MetLife's Tampa campus. Kristen has spent several years in the fund development world at JLT, serving as Fundraising Corporate Chair Elect, Chair, and now Fund Development Manager. Kristen looks forward to contributing to a sustainable fundraising model so the League can fund its projects for years to come.



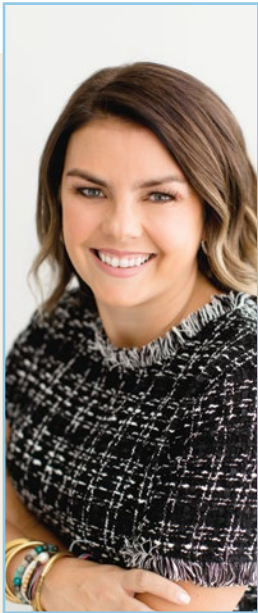




## Membership Manager

LINDSEY PARKS

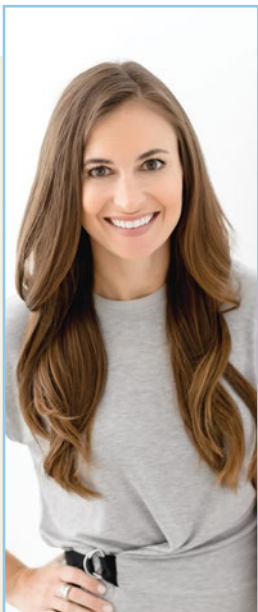
Lindsey Parks has been a member of the Junior League of Tampa for eight years and currently serves as the Membership Manager overseeing the League's 2000 members from Provisionals to Actives and Sustainers. In her League career, she has served as Advocacy Manager, a two-time Public Affairs chair and Grants Writer among other committee positions. Lindsey earned a Bachelor of Science in political science in addition to a second bachelor's in criminology from the Florida State University, and she brings ten years of experience in membership relations, special event planning, project management, government relations and community affairs to her role as Director of Membership and Public Affairs for the Tampa Downtown Partnership. Prior to joining the Partnership, Lindsey held the role of Project Manager in Ballard Partners' Tampa office.



## Operations Manager

SHELBY TUTTLE

Shelby Tuttle is a wife, mom, amateur chef, and recovering volunteer. After graduating from Southern Methodist University with a Bachelor of Arts degree in Corporate Communications and Public Affairs, she spent the next five years in public relations before relocating to Tampa. Her ever-evolving career path has served her personality well, holding positions at IRONMAN and Moffitt Cancer Center and ultimately landing at St. Mary's Episcopal Day School as the Director of Development and Alumni Relations. Shelby is currently in her seventh year as a Junior League of Tampa member and has had the privilege of serving in a number of leadership positions from Holiday Gift Market and Marketplace co-chair to her current role as Operations Manager.



## Treasurer

BRITTANY STAHL

Brittany is Vice President of Stahl & Associates Insurance, where she serves as the Practice Leader of the Employee Benefits Division and oversees other agency operations. Prior to joining Stahl & Associates Insurance, Brittany worked in communication and television production for major news networks in New York, including CNN. She earned a Peabody Award at CNN for her team's coverage of the Gulf Oil Spill. In addition, she worked for ABC Sports, MSNBC, and the Rachel Ray Show during her journalism career. Brittany grew up in St. Pete Beach, Florida, graduated from Florida State University with a Bachelor of Arts Degree in Communication, and received her Masters of Journalism from New York University. She is a member of the Johns Hopkins All Children's Hospital Corporate Advisory Board and is a mentor to a high school student through the Hillsborough Education Foundation.

## Assistant Treasurer

### MONICA KIRKLAND

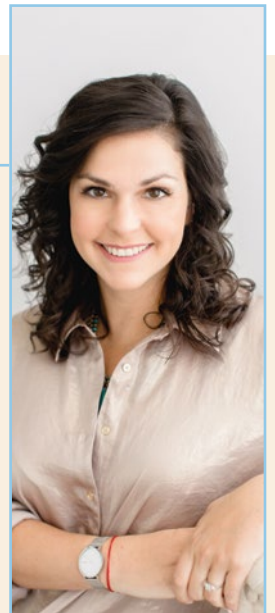
Monica Kirkland is originally from Valdosta, GA. She received a Bachelors' in Accounting from Valdosta State University and a MBA from Mercer University. She is a Certified Public Accountant. She has lived in Tampa since 2005. She works for CAE USA, a flight simulation products and training company servicing domestic and foreign military customers. During her tenure at CAE USA, she has worked in Financial Accounting and Reporting, Compliance and Internal Audit, and recently transferred to Program Accounting for the Training Centers Division. Monica has a passion for service to others. She was a member of CAE USA's Community Involvement Committee and a Big Sister with Big Brothers Big Sisters of Tampa Bay. She joined the League in 2013 to get more involved in the Tampa Bay community. In her free time, she loves spending time with family and friends.



## Legal Chair

### ASHLEY ZOHAR

Ashley Zohar, works in private practice at Brown & Zohar Law, where she focuses on estate planning and business transactional law, but her passion rests in curtailing human trafficking and education. Ashley joined The Junior League of Tampa in 2016 after moving back to Tampa from Washington, D.C.. Tampa born, Ashley spent the formidable years of her childhood living in Budapest, Hungary, where she was active in sports, student government, and Girl Scouts. She attended the University of Central Florida for undergrad and American University for law school. Ashley always knew she wanted to be a lawyer in order to empower others with the knowledge and skills to make a difference in our world. Ashley is an open book and loves to meet new people, and she recently married as well!

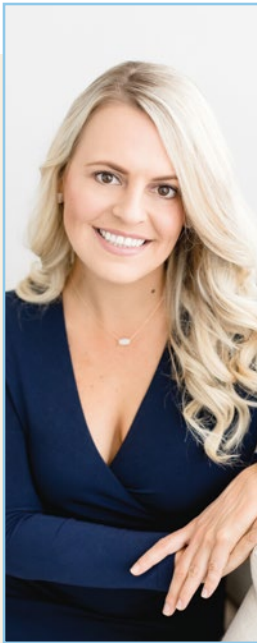


## Office Administrator

### MARYSUE MATHEWS

Marysue Mathews is the current Junior League of Tampa Office Administrator, and sits on the Management Council to offer advice and insight from a staff perspective. Marysue began working for the League in March of 2008 as a part time receptionist. Her current position includes managing staff and maintaining JLT Headquarters, as well as working closely with the Finance and Fundraising teams to support the financial aspects of The League. Marysue was born in New Jersey and moved to Tampa at age eight. She attended St. Lawrence Catholic School, the Academy of the Holy Names, and the University of Tampa. She has been married for 38 years and has four children and four grandchildren. She worked as a part time bookkeeper for several years while raising her children, and continues as bookkeeper for her husband's business. She enjoys playing with her grandchildren, travelling, designing clothing and sewing, and currently owns a monogram business.





## Meeting Manager

HEATHER HALL

Heather Hall joined The Junior League of Tampa in 2016. Heather spent her first three years in the League serving on the Kids in the Kitchen committee where she ultimately became the chair. Now, as Meeting Manager, Heather is most excited about helping to grow the leaders of the League through helping to facilitate Management and Leadership Councils and better getting to know all of the projects the League serves. Heather is a marketing professional by day and has a passion for building brands. She went to Florida State University where she got her degree in Marketing and was a University Ambassador who gave guided tours of campus and recruited future students - Go Noles! She loves sports, being outdoors, attending events and playing with her dog, Rylie. Heather loves meeting new people and trying new restaurants - she considers herself a little bit of a foodie.



## Sustainer Advisor

CASEY CAREFOOT

Casey Carefoot grew up in Tallahassee and Orlando and attended college at Miami University, Ohio. She has lived in Tampa since 2001 and currently works as the Director for Talent Acquisition Catapult Systems, a Microsoft partner and digital solutions and services firm. She joined the League in 2008 and lives in Channelside with Benny, her springer spaniel. Her favorite active placement was serving as the Provisional Ed Chair because she loved seeing and continuing to see "her class" dive into leadership roles and committee volunteer roles. She is enjoying her current role as a Sustainer Advisor to Management Council because it is reconnecting her to the League in her third year as a Sustainer. She is particularly passionate about seeing the initiatives that were discussed and researched during her time on Leadership Council and Executive Board be implemented by the Management Council. She also enjoys hearing the new ideas being researched and vetted that will shape the League in the future. Her favorite part of being a member is the friends she has made.

The Management Council will grow by **FOUR POSITIONS** in the **2020 - 2021 LEAGUE YEAR** to ensure a more strategic focus on our projects by limiting the number of committees each manager oversees. All new positions will join the previous managers as a voting member of the Council.

### COMMUNITY ASSISTANCE MANAGER

Oversees the community assistance projects for The Junior League of Tampa and supports initiatives to complete objectives of the strategic priorities to advance key issue areas. Oversees: Diaper Bank, Community Action, Enabling Fund, & Volunteers At Large

### INTRALEAGUE DEVELOPMENT MANAGER

The focus of the Intraleague Development Manager is to work with new and current membership to create an environment that fosters development, recognition, satisfaction, and lifelong membership in The Junior League of Tampa. Oversees: Provisional Education & Member Experience

### MANAGING DIRECTOR-ELECT

The Managing Director-Elect shall be in training to be the Managing Director. She assists the Managing Director in the day-to-day operations of the League and serves as a voting member of Management Council. She shall automatically assume the office of the Managing Director at the end of her term.

OVERSEES: Advocacy Manager | Community Managers | Communications Manager | FundDevelopment Manager | Treasurer+Assistant Treasurer

### TRAINING MANAGER

The focus of the Training Manager is to work with the training related committees to create leadership development opportunities for League members and Prospective League members. Oversees: Training, Toastmasters & Prospective Member Engagement





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—JENNY SCHROEDER

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# FINDING YOUR Superpower with Gina Folk

by CARRIE MINERVA

Part of The League's mission is to improve communities through effective action and leadership. How do our members become effective leaders? How do you know if the potential of each woman within the organization is being encouraged? Her strengths implemented? Sounds so serious, and it is! Seeking leadership growth can also be tons of fun. When you boil it all down and pull up a chair with leadership expert, Gina Folk, the process is actually quite simple – find your superpower and use it. The Leadership Council at JLT brought in Folk to promote our programs and the hands, feet, and hearts behind each committee to maintain consistency with our Mission.

Folk, who holds an impressive resume, is certainly an asset to The League. She spent the earlier part of her career climbing the corporate ladder landing a position as one of the youngest females who served as the Director of Supply Chain Operations in a Fortune 500 company. Unfortunately, that company went bankrupt, and Folk found herself at a crossroads: she could continue working for other companies (which she wasn't completely satisfied with), or she could go out on her own. With support from her mentor, Folk wrote her first book, having never set out to be a writer. When considering what she could write about, Folk discovered her true passion, and as she puts it, "genuinely my purpose is to cultivate growth in people." She then successfully

published, "People Leadership: 30 Proven Strategies to Ensure Your Teams Success." Folk now works where she can flex her superpower, and passion, every day – showing others how to grow in their respective positions, be it in a working career role, or a volunteer role. Folk shared one of the challenges among all of us is that we down-value our power.

*"The first step to being an effective leader is to be aware of the unique power and expression that we have as individuals and then own it."*

Collaborating with JLT, Folk's role is to advise the Strategic Planning Committee as well as the Leadership Council to then impact members growth and ultimately the prosperity of The League. Folk said, "So often we are trying to run a business, or even live, as specific tasks instead of the people behind it. Most important to me is that we are serving people."

In order for us to serve our community, excel in our careers, and optimize our personal relationships, we must identify our superpower. Folk provides her recipe for discovering your superpower with three simple questions:

## DISCOVER YOUR SUPERPOWER BY OPENLY ANSWERING THESE THREE QUESTIONS

1. What fascinated you as a child that you may or may not still love to do:  

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2. What do you have that your friends, co-workers, and family, ask you to assist them with on a frequent basis:  

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3. What actions do you take or jobs do you do that come naturally to you:  

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**GINA FOLK** is the COO and Principal Partner for SHE Advisors, a consulting firm that specializes in interim C-suite management services. Staffed with seasoned experts for all aspects of a business including, Seed funding, Legal, Public Relations, Marketing, Technology, Business Operations/Supply Chain, Finance, and Human Resources, SheAdvisors is there to support the various life cycles of a business.

Gina is a dynamic speaker and award-winning author of the book *People Leadership: 30 Strategies to Ensure Your Team's Success*.

Her superpowers include cultivating growth in people and businesses, making complex concepts practical and applicable, and discovering the root of challenges that stand in the way of growth.

Gina grew up in Nashville, TN, and now calls Clearwater, FL, her home. She holds a B.S. in Psychology, an M.B.A., and a black belt in Lean Six Sigma. Gina loves all things Disney, Game of Thrones, self-growth, her family, especially her three nieces.

Gina is an Operations girl who loves seeing people, and processes create positive change for the greater good.



Find the common thread between these three answers, there lies your superpower. Remember, there is no connection between just two but the power lies in where the connection point is between those three. Folk explains, "Once you are able to articulate what your power or powers are, you will be able to reflect back on your life and recognize that you have been using this power your entire life, to go through challenges and to be resilient."

How can this meaningful insight of your superpower translate from being a self-interested leader into a people leader? Folk has identified three prevalent villains that pose a threat to our unique super powers: comparison, conformity, and confusion. She encourages you to consider the airplane analogy; the airline stewards will ask in the event of a problem you wear the oxygen mask first before you assist anyone else. "Once you understand that you have a clear purpose and you're very aware of your purpose then you are more capable of not being threatened by other people. Recognizing that everyone has their own power, there is not competition. Your role as a leader is to help other people be successful."

## *Planning for Growth in JLT*

THE STRATEGIC PLANNING COMMITTEE WILL BE WORKING CLOSELY WITH FOLK AS WE RAPIDLY APPROACH OUR EXCITING 100 YEAR ANNIVERSARY.

STRATEGIC PLAN ENCOMPASSES OUR 3-5 YEAR GOALS AND THE STEPS TO GET THERE.

ANNUAL PLAN INCLUDES OUR 12 MONTH OBJECTIVES.

EACH MEMBER IS A PART OF A GREATER WHOLE!



To purchase *Gasparilla Cookbook* and other cookbooks to support the projects of the League, please visit: [www.jltampa.org/cookbooks](http://www.jltampa.org/cookbooks)





# BUCCANEER BASICS

by CAMERON MCNABB

**Winter in Tampa means only one thing: Gasparilla! However you celebrate the season, there are so many tasty options to try in our famed Gasparilla Cookbook. For more than 50 years, these recipes have proven tried and true for pirates of all stripes.**

**Swashbuckling makes anyone thirsty, so it's good to have lots of beverages for guests. Any party will pop with artillery punch, which provides the perfect combination of sweet and sour flavors. To make it extra festive, try adding chunks of fruit. And the artillery theme continues with some classic cheese balls, which can double as cannon balls. They'll make any party plate boom! Then the orange biscuits are wonderful for day or night and perfect for pirates of any age. Try decorating them with small pirate flags for a little flare!**

**Whatever occasion this season, have your Gasparilla Cookbook on hand. And consider picking up copies for friends and family too!**

## ORANGE BISCUITS

*(Gasparilla Cookbook, p.28)*

- 2 cups flour
- 2 teaspoons baking powder
- ½ teaspoon salt
- 2 teaspoons sugar
- 1 teaspoon grated orange rind
- 2 tablespoons butter
- ½ cup orange juice
- ½ cup milk
- Sugar
- Orange juice

Sift together flour, baking powder, salt and sugar. Add orange rind. Cut in butter. Stir in orange juice and milk, mixing well. Knead lightly and form biscuits. Make an indentation in the top of each biscuit. Put a little sugar in the hole and moisten it with orange juice. Bake at 450 12 to 15 minutes.

## ARTILLERY PUNCH

*(Gasparilla Cookbook, p.15)*

- 1 cup sugar
- Juice of 6 lemons
- 2 tablespoons bitters
- 1 quart claret
- 1 quart sherry
- 1 quart Bourbon (rye or Scotch)
- 1 quart brandy
- 1 quart soda water

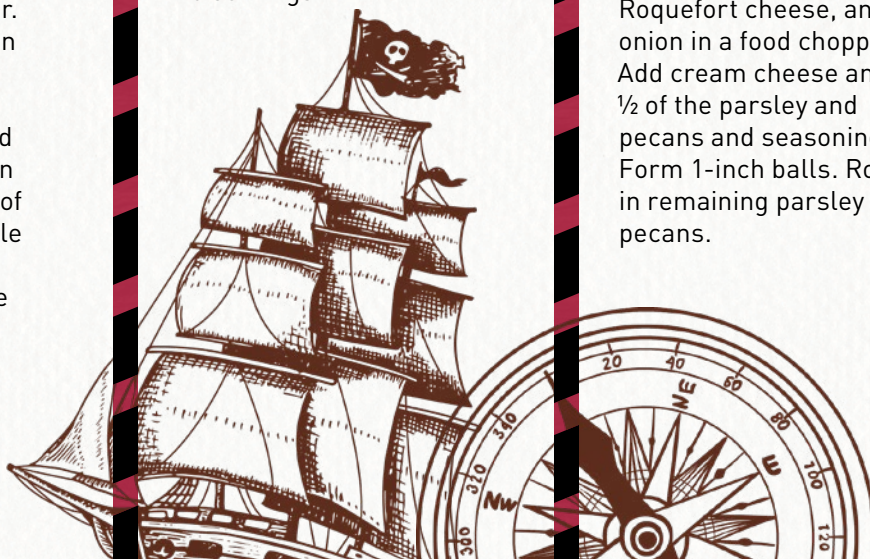
Pour all over ice in a large punchbowl. Makes slightly more than 1 quarts of punch or approximately 20 servings.

## CHEESE BALLS

*(Gasparilla Cookbook, p.3)*

- ½ pound sharp Cheddar cheese
- ¼ pound Roquefort cheese
- 1 medium onion
- 3 packages cream cheese
- 1 cup chopped parsley
- 1 cup chopped pecans
- Dash of Worcestershire
- Tabasco

Grind Cheddar cheese, Roquefort cheese, and onion in a food chopper. Add cream cheese and ½ of the parsley and pecans and seasonings. Form 1-inch balls. Roll in remaining parsley and pecans.





# ANNUAL GIVING CAMPAIGN DONORS



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

To learn more about the Annual Campaign or to make a gift, visit [jltampa.org/annual-campaign](http://jltampa.org/annual-campaign).  
For questions, contact [fundraising@jltampa.org](mailto:fundraising@jltampa.org).

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# COMMEMORATIVE FUND



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.

*This includes a cumulative listing of commemorative gifts received July 1 through September 25, 2019.*

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).



## BEST WISHES TO

**Hannah Brenenstuhl,**  
*on her engagement to Jake Miller*

- Meghan McGuire
- Melissa Knight Nodhturft
- Rebecca Towner

**Laura Grow,**  
*on her engagement to Chris Bernhardt*

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- Marie Sabina

**Kelley Volenec,**  
*on her engagement*

- Meghan McGuire
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## CONGRATULATIONS TO

**Angie Lemont Bresnahan,**  
*on her new job at High Risk Hope*

- Meghan McGuire
- Melissa Knight Nodhturft

**Lindsey Dewey,**  
*on her promotion to Director of  
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**Erin Elser,**  
*on being selected as a 40 Under 40  
Class of 2019 in Florida Business  
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**Whitney Gatz,**  
*on her new job as content  
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Baker McKenzie*

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**Catherine Godwin,**  
*on her new job as Director of Food  
Resources at Feeding Tampa Bay*

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**Stephanie Haas,**  
*on being named USF Women  
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**Diana Hechavarria,**  
*on receiving the 2019 USF Tampa  
Faculty Excellence Award*

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**Monica Kirkland,**  
*on receiving CAE Volunteer of the  
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**Suzy Lopez,**  
*on being selected for Leadership  
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**Sarah Martisek,**  
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**Lauren “Ren” Pulido,**  
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**Sophie Seidenberg,**  
*on her new job*

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## IN MEMORY

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- Meghan McGuire

**Nicki Mohr Hall’s beloved  
grandmother**

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- Taylor Jones
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**Nicole Hubbard’s beloved father  
Thomas Cleveland DeLoach**

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**Kelly Kraft’s beloved Grandmother  
Loretta June Butler**

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- Alyssa Pacetti

**Courtney Lovinger’s beloved  
Grandfather**

- Meghan McGuire
- Melissa Knight Nodhturft
- Alyssa Pacetti

**Jenny Schroeder’s beloved dog  
Merlin**

- Laura Campbell
- Casey Carefoot
- Leslie Hodz
- Taylor Jones
- Meghan McGuire
- Melissa Knight Nodhturft

**Lauren Vagnoni’s beloved  
Grandfather Andrew Jermone  
Zoldos**

- Stephanie Haas
- Meghan McGuire
- Melissa Knight Nodhturft

## CELEBRATING THE BIRTH OF

**Cian Amir Abbas,**  
*Son of Bridget Abbas*

- Stephanie Haas

**Aidan Diego Bean,**  
*Son of Bridgette Bean*

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**Catalina Zarela Castillo,**  
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*Daughter of Mychael Sumby*

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*Daughter of Elise Szafranski*

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*Son of Megan Tetro*

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**Layla Marie Watts,**  
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*Daughter of Cari Wolczynski*

- Taylor Jones
- Meghan McGuire
- Melissa Knight Nodhturft
- Lauren Reid

**Joseph Rome Murgio,**  
*Child of Kim Murgio*

- Meghan McGuire
- Melissa Knight Nodhturft



# JLT ENDOWMENT FUND



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.

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.



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

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

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# SUSTAINERS:

## WOMEN WHO STRENGTHEN & NURTURE

by TARA PAYOR

**We all need things—people—to help sustain us. Within The Junior League of Tampa, women are fortunate to have each other, and shared experiences, for sustenance.**



### SUSTAINING & NURTURING RELATIONSHIPS

The Junior League of Tampa's Sustainers group is comprised of women who, because of the altruism and sisterhood nurtured by JLT, are committed to an ongoing leaning into each other and reaching out to the community. Sustainers strengthen all aspects of the League. Ranging in age from women in their forties to others in their eighties, the group enjoys a variety of events. Marsha Lane, current Sustainer President, shared: "Our newest members have requested more events and we've all worked to make it happen. It's been a fun year."

This League year, Sustainers have enjoyed myriad pop-ups: "They've proven great for keeping friendships strong and offering time for talking about all of the goings on in our community," said Lane. Art events have also become popular: "The last week of January we have one scheduled at the Dali Museum," Lane explained. The group has recently enjoyed art events at local museums, galleries and members' homes; "We either have docents facilitating tours or coming into members' homes to speak about their personal art collections." The ladies put their own twist on lunching and learning—meeting at members' homes to share meals and have opportunities to, more freely than at a restaurant, get deep into travel stories and share presentations on topics like how to best pack for trips. While their gatherings may have some differences from those of Actives', at the core, both are the same: focused on developing the potential of women and improving communities.

### SUSTAINER OF THE YEAR LUNCHEON

On January 7<sup>th</sup>, Sustainers gathered for the Sustainer of the Year Luncheon. A small, informal gathering at the Tampa Yacht and Country Club, attendees were elated to honor this year's recipient, Pat Carter. During her speech, Carter recounted what an honor it was to have her family present at JLT's annual dinner, when she first learned she had been selected as Sustainer of the

Year. The afternoon opened way for talk about sustainers' vision for JLT into the next decade: "JLT's membership has changed since its founding in 1926. The fact that, in addition to professional life and motherhood, these women take on volunteerism, is impressive," said Lane. The luncheon punctuated that JLT will continue thriving, well beyond the next decade, because the organization is propelled by intelligent, dedicated women with experience in an array of fields. Lane is adamant that JLT women are "contributing members of the community, state, and world."

### STRENGTH & CHEERS

Both a past president and Sustainer of the Year recipient, Stella Thayer recently hosted a Sustainer cocktail party in her childhood home. "It was a lovely evening," said Lane. "It was especially touching because this was the first thing Stella hosted in her home since her husband's passing." A bright attorney and active member in the Tampa community, Thayer undoubtedly draws strength from other JLT Sustainers. One of the owners of Tampa Bay Downs, along with her brother, Thayer is always giving to other Sustainers: "She helps coordinate Sustainers' annual Day at the Races," Lane said. Cocktail partygoers were honored and humbled to share a special, emotional evening in her Ballast Point area home—soaking in sweeping views of Tampa Bay, sharing stories, and making plans. Sustainers demonstrate that JLT women support each other during trying times, exciting times, and even the seemingly mundane times.

The relational benefits of JLT don't cease once active members become Sustainers. Whether it be relationships with other Sustainers or ones with organizations in the Tampa Bay community, a transition out of active status simply opens doors for different kinds of social events and community giving. Sustaining is strengthening. One thing JLT members can be sure of, as they forecast for the next decade, is that Sustainers will remain integral strongholds of the League.



# OUT & ABOUT



## HGM PREVIEW PARTY & SUSTAINER HGM FALL LUNCHEON

JLT Sustainer Lorelee Koontz, PA-C, owner of U South Tampa sponsored the HGM Preview Party on November 7, 2019. Sustainers enjoyed the brand-new HGM app participating in gamification and winning prizes from Lorelee and her U South Tampa team among other merchants.

Sustainers enjoyed a fabulous HGM luncheon on November 8, 2019 in the VIP area of Holiday Gift Market. Sustainers were able to mingle as well as listen to important League updates by speakers.

PHOTOS BY JOE PHOTO





# OUT & ABOUT



## SUSTAINER COCKTAIL PARTY

Stella Thayer graciously hosted the Sustainer Fall Cocktail party on October 30, 2019. Sustainers enjoyed delicious food, delightful drinks, and an incredible time.

PHOTOS BY JOE PHOTO





# OUT & ABOUT



## SUSTAINER POP UP EVENT

Sustainers also enjoyed a pop-up event at Haven in the South-Howard area of Tampa on November 18, 2019. Sustainers noshed on a tasty meat, cheese and fruit spread and celebrated great friendships in a chic atmosphere

PHOTOS BY TENEILLE KUZNICKI





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# THE JUNIOR LEAGUE OF TAMPA

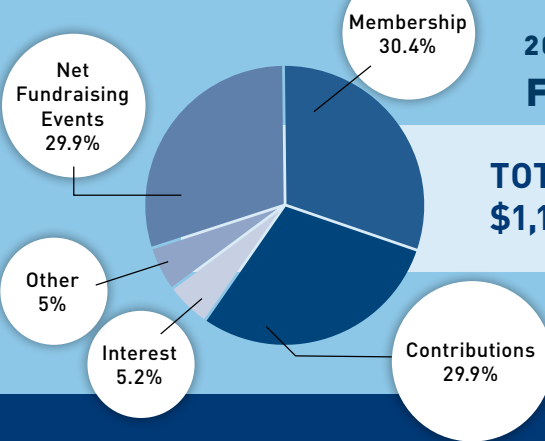
**Annual Profile** July 1, 2018 - June 30, 2019

On April 2, 1926, 22 forward thinking women joined together to form The Junior League of Tampa. These insightful founding members declared their mission "...to foster interest among our members in the social, economic, educational and civic conditions of our own community, and to make efficient our volunteer service." While the wording has changed in 90+ years, our dedication to our community and member development remains the same.

**Developing women leaders. Building a better community.**

## 2018-2019 FINANCES

**TOTAL REVENUE:**  
**\$1,113,304**



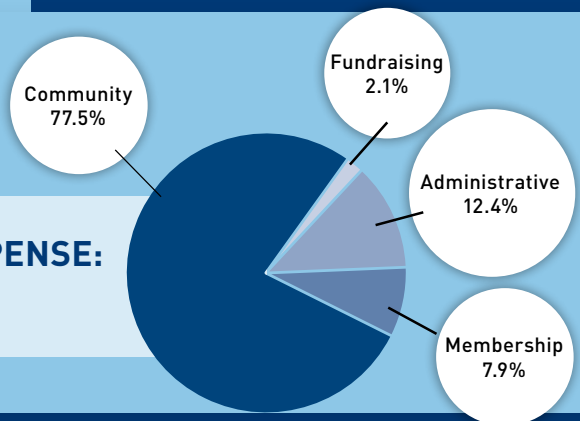
“The Junior League personifies our mission - giving back of what they have been given.”

Lincoln Tamayo - Vice President of Center Operations at Academy Prep Foundation

“By partnering with the Junior League we are able to serve our residents and bring in other community partners too.”

Jaree Ervin - Director of Development at the University Area CDC

**TOTAL EXPENSE:**  
**\$1,074,916**



## BY THE NUMBERS 2018-2019

**1,900**

**CURRENT MEMBERS**

Actives age range **23-45**

**50%** have children at home

**90%** work outside the home



**VOLUNTEER HOURS**

**60,000+**



**ANNUAL CAMPAIGN**

**MEMBERS ONLY:**

**\$210,000**

**TOTAL FUNRAISED**

**\$1.2 MILLION**



**BOOKS DISTRIBUTED**

**14,000**



**DIAPERS DISTRIBUTED**

**100,000**



**FOREVER FAMILIES**

**MATCHED**

**14**



**SCHOOLS & PARTNER ORGANIZATIONS SERVED**

**35** throughout Hillsborough and Pasco Counties



**TRAININGS FOR MEMBERS**

**20 & GROWING**

For a full list of our generous donors & sponsors, please visit:  
<https://www.jltampa.org/support/annual-campaign-individual-donors/donor-list/>

## JOIN THE CONVERSATION!

Tag your social media images with **#myJLTampa** to share your League experiences and for a chance to be featured!





# OUT & ABOUT



## GASPARILLA CHILDREN'S PARADE WITH MILO

The Mobile Interactive Literacy Opportunity ("MILO") was out in full-force at the Gasparilla children's parade on January 18, 2020. MILO committee members provided the children with access to read and explore a variety of fantastic children's books.

PHOTOS BY DIANA HECHAVARRIA





# OUT & ABOUT



## GASPARILLA INVASION PARTY AT THE LEAGUE

The League hosted its annual Gasparilla Invasion Party on January 25, 2020. Members and their guests dressed in their best pirate attire, enjoyed delightful food and drink, and celebrated the flotilla invading the City of Tampa.

PHOTOS BY JOE PHOTO





*Congratulations to*  
**ROB BOWEN & JASON TEABOUT**



Photographer: Jeremy Scott Photography

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EVENTS

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