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## 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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*\*denotes non-voting member*

## OFFICE STAFF

**Marysue Mathews**, Office Administrator  
**Madeline Morris**, Communications and Member Administrator  
**Chelsie La Nore**, Bookkeeper



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Designed by: Sensory 5



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## a note from the editor

As we embark on 2022, the League is reflecting on how change, although difficult at times, has been good and healthy over the past couple of years. I, too, have been reprioritizing what is important in my life whether that be spending time with family, reading more often, or (most importantly) giving back to our community.

As our culture is evolving through technology, innovations, and so much more, we begin to see every aspect of our lives differently. The League is always transforming whether it be through our strategic and centennial plans, virtual and hybrid options for events, or adjusting where and how we serve those who are in need. While the needs of our community continue to change, the Junior League's commitment to give and serve has not.

In this issue, you will read about the impact from our biggest fundraiser (Holiday Gift Market), our plans for the future of the League, how we cheered on our healthcare-heroes at TGH, and so much more. As you flip the pages in this magazine, I ask that you, too, think of ways that you're EVER-EVOLVING as a person and what you'd like to reflect and refocus on this coming year. Work toward setting and accomplishing not only your personal goals, but your goals within the League, too. Let's walk together, with grace and gumption, into what's sure to be one of our best years yet.

Lauren Sanchez  
*The Sandspur*, Editor-In-Chief 2021-2022

## GET IN TOUCH

 [www.jltampa.org](http://www.jltampa.org)

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# Meet the SANDSPUR EDITORIAL STAFF



**Lauren Sanchez, *Editor in Chief***

Lauren is an Active JLT member who enjoys volunteering in her spare time as a Big Sister from Big Sister program, Heart Gallery of Tampa, & as a Seminole Representative for their Boosters Program. Some of her favorite hobbies are reading, the beach, and, this fall, you can find her watching FSU & the Packers play football this season.



**Kirsten Schmitz, *Assistant Editor in Chief***

Kirsten is a first-year Active member of the JLT. She is the Director of Florida Student Success Initiatives at the Helios Education Foundation, where she leads early learning and K-12 grantmaking initiatives that uplift first-generation, low-income, and underserved students to ensure they not only access, but also complete a postsecondary degree. She enjoys running, reading, and traveling.



**Lila Gross, *Features Editor***

Lila is a third-year Active member of The Junior League of Tampa. She has been creating content featuring local businesses and highlighting the best spots in Tampa Bay for over 5 years. When she's not exploring local hotspots you can find her volunteering with Autism Speaks, putting on a chef hat to whip up a mean meal or playing with her mini Aussie, Piper.



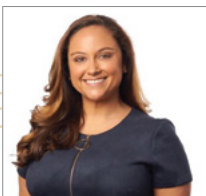
**Kendra Lyman, *Copy Editor***

Kendra has been an Active member of JLT since 2015. She works as a construction law attorney and has lived in Tampa since 2013. In her free time, Kendra enjoys running, attending concerts, and spending time with her husband and son.



**Jenn Malone, *Contributing Writer***

Jennifer has been a member of The Junior League of Tampa since she moved to Tampa in 2016. She credits the League with making Tampa feel like home. When she is not working her day job as an urban planner, she enjoys reading current fiction, cooking with her husband, and cuddling with her dog Zoe.



**Jessica Cruze, *Contributing Writer***

Jessica is currently in her fourth Active-year of The Junior League of Tampa. A Tampa native, she recently took a new job as a Project Manager for JLL Tampa's PDS division. When she's not studying for her architectural license exams, she enjoys anything outdoors, especially paddle boarding, soccer & bike riding. Jessica recently took on another volunteer role as Events VP on the Tampa Gator Club Board. When she's not too busy, she enjoys cooking with her boyfriend Ian and Bayshore walks their cocker spaniel, Penny.



**Lauren Schwab, *Contributing Writer***

After moving back to the Clearwater area after college, I originally joined the Junior League of Clearwater-Dunedin as a way to meet and connect with new people in the area who value volunteering in the community. A few years ago I moved to Tampa to pursue my nurse practitioner degree at USF and decided to transfer into The Junior League of Tampa. As a result, I have met some of the most incredible women, made amazing friends, and have had the ability to learn about and volunteer for various organizations in our community.



# Letters to the League

“ Thank you so much for JLT's generous donation of October and November diaper bundles and packages for our various programs to the Children's Home Network. We appreciate your commitment to the at-risk boys and girls residing in the Kids Village and Adolescents in Motherhood programs, and to the 10,000+ families who benefit from the additional services we offer each year.

Children's Home Network

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“ We are so grateful for your service to help the community by providing DFS with the supply of diapers.

Dawning Family Services

---

“ I just wanted to send a letter and say thank you for choosing me to be your 2021 YEP winner! I know that this letter is long overdue, but my business has been booming since being showcased at your Holiday Gift Market. This experience has truly changed my life and my business and I will be forever grateful..

Kaylin Hovance, 2021 YEP Winner



**We thank The Junior League of Tampa for their generous funding that made this donation [of coping strategy bundles] possible for so many children with chronic illness.**

**Purple Playas**

---



**We had such an amazing time at the Holiday Gift Market. It was a successful weekend for us and we are grateful for the opportunity to be a part of it again this year, especially in person! We know how challenging events can be to put together and all your efforts did not go unnoticed. Your team was so gracious and helpful in preparing us for the event as well. These holiday themed candles are a token of our appreciation for all you do to support merchants like us and the Tampa Bay Community. We hope to see you in our new location in Hyde Park soon!**

**The Candle Pour Team**

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**Thank you, JLT, for your support in keeping the babies in our care clean and dry!**

**Children's Home Network**

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**Thank you, The Junior League of Tampa for improving our Girls on the Run community through your leadership and volunteers!!!**

**Girls on the Run Greater Tampa Bay**



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## a note from the president

*"Innovation distinguishes the difference between a leader and a follower"*

The Junior League of Tampa continues to shine brightly as a leading organization in our community thanks to the innovation of our past and present members. Since the League's founding in 1926, each League year has sparked a new generation of leader's ideas, allowing our 96-year-old organization to adapt and remain relevant in an ever-evolving community. Our members have risen to the challenge and learned to be community leaders by reimagining and exploring new solutions.

In my role as President, I have had the unique opportunity to see the League adapt and evolve across all mission areas of our League. In the coming pages you will learn how our leaders are innovating to improve the membership experience, raise essential funds, and serve our community more effectively. I am truly in awe of how our members have come together to address the challenges we have faced with such willingness and collaboration. Their creativity and commitment to pivot and try new solutions, ensures the League will continue to succeed into the future.

In anticipation of our centennial year in 2026, we are initiating conversations on how JLT will honor the legacy of the amazing leaders before us, while paving a path for the generation of trailblazers to come in the next one hundred years. We thank the past leaders of The Junior League of Tampa who were fearless community changemakers, rolling up their sleeves to tackle some of the biggest issues facing the Tampa community. We honor them best by continuing their legacy through our passion to improve communities, build up our members, and our innovation to transform and evolve.

The future is bright for The Junior League of Tampa thanks to our ever-evolving members.

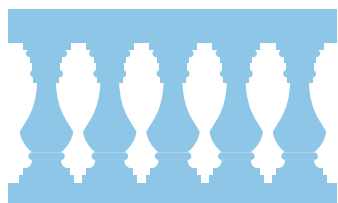
Best regards,

*Taylor Shine Jones*

Taylor Jones  
President 2021-2022







# MEMBERSHIP:

## An **EVER-CHANGING** Experience

by MADELINE MORRIS

Membership in The Junior League of Tampa is a personal experience. For some it means serving on the same community project for 10 years. For others it means rising to the Presidency and leading the organization. For most it is an ever-changing experience which evolves with our lives. The past two years have brought change across all sectors of life, but as always the JLT membership experience adapts to these changing needs.

### EMBRACING THE HYBRID ENVIRONMENT

“The League has done a fantastic job of meeting our members where they are,” says Casey Barile, Communications Manager. “With various comfort levels with the state of COVID-19 as well as everyone’s life commitments, it was important for our committees to provide flexible options.” This commitment to flexibility has led the League to invest in technology infrastructure to support a continued hybrid environment. Using a Meeting OWL Pro and Zoom, League members can easily present at a General Membership Meeting in-person or offsite, their message being shared with members at Headquarters and beyond. “As a member who has at times lived far from Headquarters, I have been excited to see the addition of virtual events and options,” says Intraleague Development Manager Robin Roup. “It’s exciting to be part of an organization that is ever evolving to meet the needs of its members and attract women from all over Hillsborough and Pasco counties to want to join.”

### EVOLVING OUR EXPECTATIONS

While many committees can offer flexible opportunities, other committees cannot offer a meaningful hybrid or virtual options. “Moving forward placement positions will identify expectations for in-person and virtual roles to better support our members find a fit that works best for them”, says Membership Manager Lauren Leavine. Overseeing the Placement process, Lauren is helping refine job descriptions for the new normal. By setting expectations during the sign-up process, members are able to find the roles that are right for them. “We know our members lead full lives and value that,” says Leavine, “We are working to identify ways to make sure league initiatives are being met while supporting the work-life balance that best supports our members and their mental and physical health.”

### ENGAGING IN NEW EXPERIENCES

“I believe the pandemic has made us all evaluate how we spend our free time, says Roup. “The Membership Experience and Provisional Education teams have been hard at work this year looking at ways we can continue to improve and enhance the League experience, and make all league members and future prospective members feel like this is a place they belong and want to spend their time.” These new experiences include an update to the Provisional Course, making it more aligned with the League in general. The Provisional team has also partnered with leadership to expand the Meet Up program, which creates small meetings over coffee between the League’s top leaders and its newest members. Connection has also been at the core of other initiatives like the updated League Resource Liaison program and the new Mentorship program. By fostering connections across membership levels, the League is committed to helping members build a leadership development experience that is right for them.



I think the Member Meetings and Events team has done a fabulous job of meeting the members where they are during these uncertain times. We currently are holding our noon GMMs virtually and the evening GMMs virtual and in-person (with reduced capacity) — giving members the option to do what makes them most comfortable and still allow them to get their firm points in! The MME team has also put together a variety of socials each month that include many outdoor activities, including the very popular Davis Islands sip and stroll which has been a repeat success and become a new social staple, meeting the members where they are during these uncertain times. We currently are holding our noon GMMs virtually and the evening GMMs virtual and in-person (with reduced capacity) — giving members the option to do what makes them most comfortable and still allow them to get their firm points in!"

—Jenny Schroeder, JLT Operations Manager





# CELEBRATING *Everyday Heroes*

by MELANIE FOLEY and LAUREN SCHWAB

As we rang in the new year, we were all hoping that we could leave 2020 and our masks behind. We soon found out that was not the case; in fact, we had only seen the beginning of COVID-19.

Spring 2021 brought with it soaring COVID cases across the country, despite the widespread availability and implementation of COVID vaccines and testing sites. In the summer of 2021, we became aware of the Delta variant, which soon engulfed our already exhausted medical field, sending our local hospitals and medical personnel into turmoil. Our doctors, nurses, advanced practice providers, and support staff were left on the verge of burning out.

By August 2021, the Tampa Bay region was experiencing the delta variant surge in full force. Nicole Hubbard, JLT's 2016-2017 President, current Sustainer, TGH Chief CRNA and TeamHealth Regional Chief CRNA, reached out to the League with an opportunity for our volunteers to get involved and cheer on our local TGH team members.

The purpose of the "Clap Out" was to provide encouragement full of cheer and positivity to TGH team members who are on the front lines as they are shifting in and out of their workdays. JLT members quickly recognized the opportunity as a way to strengthen our relationship with TGH and show our appreciation to our local medical team members, neighbors, friends and even fellow members.

The opportunity was presented to the Volunteers at Large (VAL) committee, chaired by Melanie Foley, who immediately saw the value of our volunteers' shifts. Melanie worked closely with the Provisional Education Chair, Lindsey Dewey, to engage the League's newest members who were searching for more volunteer shifts in the community. Together, VAL and the Provisional team held a social in September to make the signs for the Clap Out shifts and offer take-home sign kits for expanded participation. "One of the most rewarding parts of our clap out experience was seeing our Provisionals and Active women come together to prepare for the clap out events," said Dewey.

“As a past President, current Sustainer, and healthcare professional who has been living the pandemic day in and day out at TGH, I felt so proud seeing two of my most beloved organizations come together for the greater good. When COVID hit in 2020 there was SO much support for healthcare professionals, but as the pandemic dragged on, that support seemed to dwindle so JLT stepped up at the right time. Seeing smiling faces bright and early on our way into work helped lift our spirits and it was super special seeing some of my friends too. Thank you JLT!”

— Nicole Hubbard, Past President and TGH Chief CRNA



“Both in person and from home, women were able to involve their children and invest themselves in expressing gratitude through signs and spirit that unified our whole league.”

Logistics were finalized within a week between the League and the Tampa General Hospital Foundation. Taylor Traviesa Baker, Director of Development at Tampa General Hospital Foundation and current JLT Active, worked closely with League leadership to host four shifts. “[The] Junior League of Tampa went above and beyond to show support for the healthcare workers of TGH by hosting not one, but four clap outs,” said Traviesa Baker. “It was a proud and special time to be a member of both these historic and iconic Tampa organizations that serve so many in our community.”

With a little insight from the Community Assistance Manager, Kelley McCarthy, VAL used a portion of their budget to purchase JLT branded pens to giveaway. McCarthy, a local hospital nurse by day, wanted to give the TGH team something with functional value along with the good cheer. “Every medical professional loves a good pen,” says McCarthy.

The Junior League of Tampa staffed four Clap Out shifts, shaking pompoms, handing out pens and koozies, and greeting the TGH team members. Volunteers even danced with frontline workers to tunes from the TGH DJ. “I think the biggest take away from these shifts for me was realizing that even something so small as some handmade signs, goofy dances and encouraging sentiments of “Thank you so much” and “Have the best day!” can truly make the difference for someone especially when things seem so overwhelming and rather hopeless,” said Melanie Foley. “The elbow bumps and “eye smiles” we received from our masked up Healthcare Heroes really did put things in perspective for me.”

A sincere and heartfelt thank you goes out to TGH Foundation for inviting us to participate in these shifts. An even bigger thank you to those of you who still show up every day, despite any obstacles you may currently be facing, you are appreciated, we thank you and we are here to cheer you on however we can.



A tremendous and heartfelt thank you for making these JLT TGH Clap outs happen. I enjoyed getting to know our members throughout the four shifts and seeing all the spirit they brought. I was so proud to see our JLT logo loud and proud for every team member to see as they came to work/headed home. And thank you so much for the pens. I think it’s safe to say at least half our staff are writing with a JLT pen now.”

— Taylor Traviesa Baker,  
Director of Development at the TGH Foundation and JLT Active



# THE evolution OF MILO



by JENN MALONE

Being surrounded by books where children live helps them build vocabulary and increase their awareness and comprehension. Since not every child has access to a home library, The Junior League of Tampa's Mobile Interactive Learning Opportunity initiative (MILO) steps in to help. MILO provides free books to children in the community, supporting two of the League's primary areas of service: child welfare and education.

What began as a traveling bus has now evolved into a network of initiatives and free libraries to meet children and families where they are. MILO's Giving Library program stocks books in locations where children and families have downtime to browse books and take them home. Families can find a Giving Library in the pediatric waiting area of the Tampa Family Health Centers and at the Children's Board Resource Centers. MILO also provides books in little free libraries named "dream boxes" around the neighborhood surrounded by the University Area Community Development Corporation, where most children and adolescents walk to access services. Books are provided in both English and Spanish to ensure that every child has an opportunity to find a book in their language.

MILO volunteers pass out free books at community events like the Straz Center's Block Party and Tampa's Santa Fest event to reach even more children in the community. In the first half of the 2021-2022 League year, the MILO committee gave out more than 11,134 books.

The majority of books MILO distributes are bulk ordered through Scholastic, which allows the Committee to purchase most of its books for approximately \$2.00 apiece. After discovering that the very popular chapter books for 8-12 year-olds were more expensive and hard to order, MILO Committee Chair Michele Davis has worked to address the issue by integrating a new Amazon Wishlist to encourage and allow for direct donations of those in-demand books. Michele says that, "by having both an Amazon Wishlist and our use of Scholastic, we are able to meet our age group needs and gain support from our community through another donation mechanism."

Through the hard work of volunteers, generous donations to the League, and partnerships with the community, MILO will continue to provide invaluable access to books for those who need it most.

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# GETTING TO KNOW

# PDEC

by Casey Barile

Casey Barile had the opportunity to connect with Meaza Morrison, this year's Project Development and Evaluation Committee (PDEC) Chair, to talk about what PDEC does and the impact that it has on the Junior League's Mission and our community.

PDEC works to evaluate the community projects that get presented to The Junior League of Tampa to ensure that they are not only effective but that the outcomes align with the League's mission and vision. Part of this evaluation process includes researching the current and future JLT projects in partnership with the Executive Board. This committee studies to understand emerging project trends, issues, and needs within our community. Members of this committee have the opportunity to develop data collection methods in the review process as well and conduct in-depth reviews of the League's community efforts.

"In order to ensure all members were comfortable, we decided to hold PDEC meetings outdoors at various restaurants. The purpose of this was to address the different concerns; however, members were excited to share their favorite spots with the group." Morrison said. "Although places are open again, I have seen and felt the impact of the pandemic in the workplace and on mental health. I am proud that we have worked together to complete every assignment given despite adjusting to this new normal." Morrison continued by sharing the shift she has seen in community needs as well. "The biggest shift we have found is the adjustment to virtual interactions."

While PDEC was able to remain flexible for the community and its committee, there were still

some hurdles they have had to face. Meaza Morrison shared, "Conducting research with such different years and making projections and recommendations based on that data [was challenging]. We usually look back over the past few years and to identify trends, but with the pre-pandemic year, pandemic year, and this "somewhat" post-pandemic year it has been challenging to find comparable data."

Morrison said, "When PDEC presents to Exec and at GMM, we are usually covering serious topics and making formal recommendations, but we have fun! PDEC isn't just for those members that have a passion for analytics. There is a lot of fun in this committee as well. It has been great getting to know the ladies and accomplishing tasks together as a team."



PDEC is a great opportunity to learn how the different areas of the League impact one another and get both a high-level and up-close view of the League mission in action."

# WHAT PDEC IS WORKING ON

## PROJECTS

The League reviews community projects every three years to ensure our intentions align with our impact. This year PDEC is evaluating Kids Connect and Ready to Achieve.



**Ready to Achieve** – helps young adults in foster care build skills for independent living.

**Kids Connect** – creates low stress environments for foster children and prospective families to meet

## PARTNERS

PDEC also helps review all prospective community partners. The League currently has over 20 community partners, allowing us to serve all areas of Hillsborough County.





# ADVOCATING FOR COLLABORATION

by MADELINE MORRIS

The future is collaborative and the League's advocacy leaders have made collaboration a key part of their work. By partnering with local organizations, the Public Affairs and Human Trafficking Awareness Committees are reaching our community more effectively, driving change for local children and families. "An integral part of the League's Mission is to improve communities through effective action," says Advocacy Manager Hannah Parker McCabe. "Advocacy is merely one piece of the puzzle in which we can achieve this goal. To be an advocate for our community means to be the voice that cannot always be heard. We can accomplish these goals both internally through our public affairs and human trafficking awareness committees, while garnering support from external community partners."

## UNIVERSITY OF SOUTH FLORIDA TIP LAB

In an effort to reach the most members of the Tampa Bay region with the most up-to-date information, the League has joined forces with the University of South Florida in its Human Trafficking Awareness efforts. The USF Trafficking in Persons — Risk to Resilience Lab is a new research lab dedicated to fighting Human Trafficking. Recently the League teamed up with professors and other leading experts to host a virtual training on the role of technology in modern human trafficking. The digital event, which has generated more than 700 views, is still available for community members to access on the League's Facebook account.

## JUNIOR LEAGUES OF FLORIDA STATE PUBLIC AFFAIRS COMMITTEE

The voice of many carries further than the voice of one. This is at the heart of the Florida State Public Affairs Committee (SPAC) which brings to together Junior League's from across the state to advocate for legislation related key League issue areas. Representing 22 Leagues and over 11,000 women, SPAC expanded access to its training and resources in the past two years. The 2021 Winter Conference was offered virtually with the opportunity for Leagues to invite more members to join. With sessions like Women in Politics, Tallahassee 101, and Strategic Communications for Advocacy Campaigns, SPAC is committed to encouraging the next generation of community advocates.

## LEARN MORE

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"JLT is a force throughout our community, but also an excellent resource to our community partners and our sister leagues all throughout Florida," says Parker McCabe. To learn more about the League's advocacy work visit our website [www.jlftampa.org/community](http://www.jlftampa.org/community) or email [advocacymanager@JLTampa.org](mailto:advocacymanager@JLTampa.org).





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# Annual Gala

## THE JUNIOR LEAGUE OF TAMPA'S NEWEST EVENT

by MADELINE MORRIS

The Junior League of Tampa's Annual Gala will take place Saturday, May 21<sup>st</sup>, downtown at the Tampa Marriott. This brand-new event will be a celebration of the League as well as the organizations and individuals who make Tampa Bay brighter. Together with our community partners, long-time supporters, and like-minded changemakers, we will honor our collective effort to improve our community. "Our work is so diverse," says President Taylor Jones, "We are making strides in basic needs, serving children in the child welfare system, and investing in educational success, all while developing the next generation of women leaders. We want to use this event to tell that story and give like-minded leaders the chance to invest in our impact going forward."

### A NEW RECOGNITION OPPORTUNITY

The signature piece of the Gala program will be the new 1926 Award, recognizing a community changemaker who is making Tampa Bay better for children and families. The honoree will receive a \$10,000 grant for the organization they support. "We are looking for an up and coming community leader," says JLT Treasurer Laura Warren, "Someone who is making a real impact, in an innovative way for Tampa Bay residents."

The grant is the newest way the League empowers organizations beyond its walls. "We cannot do it all," says Jones, "This is why we have programs like the Enabling Fund and Community Action grants to support the work of other amazing organizations in our community. The 1926 Award is a way of expanding on this legacy." Nominations for the 1926 Award close March 1<sup>st</sup> an inaugural winner will be announced later in the spring.

### NOT YOUR AVERAGE GALA

While the Annual Gala will be a black-tie event, Chair Rachael Rahrig is determined to make the event stand out from other charity balls. Rather than relying on a long program stacked with speakers, the Gala committee is developing interactive ways to tell the League story. "They want to create an experience," says Warren, "We can tell you about the impact of a Love Bundle backpack, but actually holding one in your hands changes everything. You begin to understand the value these items have for a foster child with nothing to call their own."

Outside of the interactive experiences, the Gala committee is creating an evening to remember with world-class entertainment, gourmet cuisine, and more. "The event is a celebration of the Tampa community," says Warren, "We want to capture the spirit of the League and our hometown."



## HOW TO SUPPORT

“This event is an opportunity for us to share about our mission,” says Jones. Members are encouraged to bring their partners, colleagues, and bosses, to give them a seat into the impact of The Junior League of Tampa.

The Gala will bring in essential funds for the League’s community projects and programs. “100% of net proceeds will support our projects like the Diaper Bank and MILO,” says Warren, “The investment as a sponsor is a direct investment in the families and future leaders in Tampa.” Companies will have the chance to sponsor the new event, make a name for themselves as community leaders, and receive various promotional opportunities.

For more information about sponsorship opportunities, please contact [FundDevelopmentManager@JLTampa.org](mailto:FundDevelopmentManager@JLTampa.org).



# PLANNING FOR THE FUTURE: THE JUNIOR LEAGUE OF TAMPA'S 2021-2024 STRATEGIC PLAN

by JENN MALONE

The Junior League of Tampa's 2021-2024 Strategic Plan is playing an instrumental part in shaping the future of JLT. The development of the Plan is a collaborative process completed by the League's Executive Board and implemented by the Management Council and committee chairs. The Strategic Planning Director collaborates with

the Executive Board to create the Plan, directing the process of molding the Board's goals, objectives, and directives into a cohesive Strategic Plan.

According to Diana Hechavarria, Chair of the Strategic Planning Committee, the process is like a Thanksgiving dinner: To create the Strategic Plan, the Executive Board picked the recipe and bought the ingredients. Next, the Management Council and committee chairs mix those

ingredients together and add their own "secret sauces" through implementation. For Managers, the secret sauce is accomplished through a Manager Annual Plan, which covers all committees managed by each. Committee chairs have a Work Plan, which covers their own committee, but also allows for appropriate collaboration with other committees. Through the Work Plan, each chair has specific goals to reach by the end of the League year, and their Manager guides them and tells them what steps to take to reach the goals. The Managers and chairs are in the kitchen together, putting their spin on Thanksgiving dinner with the executive board's recipe.

To further implement the Strategic Plan, Hechavarria holds workshops and one-on-one coaching sessions with chairs and Managers. Each chair is also responsible for reporting how her committee is implementing the Strategic Plan in monthly reports. Hechavarria also held a workshop in early 2022 for the Managers to convene and provide a mid-year assessment on their progress with the Strategic Plan.





**“PLANS ARE WORTHLESS, BUT  
PLANNING IS EVERYTHING.”**

**– DWIGHT DAVID EISENHOWER**

One initiative of the Strategic Plan is a membership survey going live in Spring/Summer 2022. Strategic Planning Director,



Stephanie Haas, is working with a team including the Membership Director, Mychael Sumbly, and Membership Manager, Lauren Leavine, to develop a yearly membership survey to track membership

fulfillment. The new survey will be more comprehensive, inform all aspects of the Strategic Plan, and provide a 360-degree view of League membership today.

Haas said that the team is really “looking forward to understanding who and what our membership is today versus who we were two years ago.

The survey will help to reimagine what the League needs to be [for our members]. We are not going back to normal--there is no normal anymore. We need to approach our membership in this new environment.” The new survey will streamline the process and make it easier for the League to track membership views year over year and improve how the League can better serve its members. Haas says to “Stay on the lookout for the member survey! The most important thing people can do is complete it and send it back to us. We can only be successful if people participate.”

Even though the current Strategic Plan is just entering its second year, JLT leadership is already planning for the next Strategic Plan to be implemented in 2024-2027. As Hechavarria says, “what we do this year for the Plan affects next year.” I can’t wait to see how far the League will go with such a great foundation through the Strategic Plan.



# COUNTDOWN TO THE *Centennial*

by KIRSTEN SCHMITZ

On April 2, 1926, 22 forward-thinking women joined 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 community, and to make efficient our volunteer service." April 2026 will mark 100 years of JLT, and while much has changed over the past 95 years, the League's dedication to the Tampa community and member development remains the same.

JLT's Centennial Committee was created in 2021 to lead the League's countdown to 2026.

The 2021-2022 Committee is led by Chair Meg Severino and President Taylor Jones and includes President-Elect Caroline Vostrejs, Sustainers Barbara Ryals, Laura Everitt, Kate Caldarelli, and Active members Jessica Hornoff and Kitty Forenza. Committee members span a range of past League experience, with Provisional membership years from 1983 through 2012. Committee membership will shift year over year in advance of the Centennial Celebration.

Severino sees the 2021-2022 Committee as the "Year Five Task Force." Together, they design the foundation of the Centennial Plan framework by



presenting options to honor the legacy of the League. According to Severino, “this year is really about considering what’s possible — additional research will continue in later committees, and inform decision making in future years.”

The Committee’s initial research has illuminated several domains, as well as potential focus areas within each. Domains include:

- DE&I
- Archiving
- Community
- Events
- Membership
- Communications/Public Relations
- Fundraising
- Budget

The Centennial Committee presented its initial vision and purpose framework and recommendations at the Past Presidents’ Luncheon on February 24, 2022. “Our past presidents are our legacy, and it was incredibly important to us to ensure we shared our plan with them early on,” says Severino.

Severino also presented an overview of the Committee’s work at the March 2022 General Membership Meeting. Those interested in getting involved with Centennial planning will have many opportunities in the coming years. “Not only are there opportunities on the Centennial Committees themselves, if there’s a Gala or a Archiving Campaign, those events will need their own planning committees,” says Severino. “Really, everyone can have a role. We’re excited to get members inspired and know that they are a part of the future legacy of the League.”

**For those eager to get involved, the Committee invites members to share their own League memories and stories by e-mailing [countdown@jltampa.org](mailto:countdown@jltampa.org).**

## CENTENNIAL COMMITTEE FOCUS

---

**YEAR 5:** Designing the foundation of the Centennial Plan framework by presenting options to honor the legacy of the League

**YEAR 4:** Continuing research, defining objectives, key stakeholders, and determining the viability

**YEAR 3:** Continuing research and starting execution on items decided in year 4

**YEAR 2:** Communication and execution on items selected in years 4 and 3

**YEAR 1:** Execute and Celebrate the 100th year!!

**YEAR 0:** End celebration, evaluation, and recognition

“There’s only seven of us in the room, and while we have a wealth of knowledge and experience at the table, we know there are so many League experiences and stories to capture from our membership,” says Severino.

“We’re encouraging members to share their JLT stories with us, so we can illustrate how the League has impacted so many women over the years.”





**MEET**  
*Caroline Vostrejs*  
**2022-2023**  
**PRESIDENT**

by JENNIFER MALONE

Last January, The Junior League of Tampa introduced Caroline Vostrejs as the 2021-2022 President-Elect.

Since joining the League in 2008, Caroline has been an active leader. She has brought her love of numbers and a data-driven approach to implementing innovations to better serve the Junior League and greater Tampa community.

Caroline has been involved in every corner of the League, with experience ranging from Holiday Gift Market Co-Chair, Operations Manager, and four years on the Executive Board. During her tenure, she has been at the forefront of many of the League's transformational initiatives, including the implementation of the membership platform, Digital Cheetah, revamping the provisional application process as the inaugural Membership Manager, and hosting the first-ever ticket sale to the general public for the Holiday Gift Market. This broad experience has prepared her for the role of President. "Her institutional knowledge of JLT is unmatched," says current JLT President Taylor Jones. "We are lucky to have her as a leader and a trailblazer on behalf of the League. Her passion and love for JLT are shown through her dedication and hard work."

Caroline grew up in Ocala, Florida, and is a proud graduate of the University of Florida with a degree in Business Administration. "My earliest memory of Caroline's presidential leadership skills was of me driving her home when she was three years old after a trip to the library," says Caroline's mother and JLT Sustainer, Diane Rottensteiner. "I suggested she check out a book about our U.S presidents. While driving, I could hear her continuously turning the pages, feverishly searching and then rustling the book's pages. When I asked her what she was looking for, she replied, "Mommy, there are no women in here!"; I commented on indeed how unfortunate this was and that she could be the first and change the world."







For the last 17 years, she has been with The Beck Group, a commercial design/builder, where she works as the Director of Business Development. In her role, she oversees client relationships, leads strategic pursuits and the office’s marketing efforts. At home, Caroline is a wife to Ryan and mom to 3-year-old daughter Anna. Beyond the League, Caroline is deeply involved in the Tampa community. She is a graduate of Leadership Tampa, is an active member of the University of Tampa Board of Fellows, Tampa Downtown Partnership Board, and is a Circle of Red Member for the American Heart Association. Her leadership has been recognized many times, most recently being named one of Tampa’s 40 under 40 in 2019.

“All-encompassing leader is a description that comes to mind when I think of Caroline,” says past President Meghan McGuire, “She is a Junior League of Tampa champion, generous friend, caring mother, boss lady, and a leader who coaches everyone towards their best self. I’m definitely a BIG fan and so thrilled to see Caroline leading the League in the future.”



## A CONVERSATION WITH CAROLINE:

### What are you most excited for the League in 2022-23?

“I am excited (maybe more nervous excited) for the start of my term as President. I am looking forward to meeting members and sharing our work with the community.”

### What is your philosophy as a leader?

“I am continually evolving as a leader; thankfully, JLT offers me a safe space to hone those skills. I often say this; my role as a leader revolves around creating a strategy and establishing a focus. My goal is to get everyone into the boat and paddling in the same direction to be successful. There are many steps to get people in the boat and then paddling together, but the connection between clarity of the goal and decision-making is critical. It is a simple concept while also incredibly complicated, especially when JLT is a volunteer organization.”

### Any advice for newer JLT members who want to pursue Management or Leadership Council roles?

“Reach out to the current or previous women who have served in a role you are interested in and ask for guidance, advice. Not only is it an opportunity to meet someone new, but it will give you an opportunity to learn more about the role and potentially gain an advocate or JLT mentor.”



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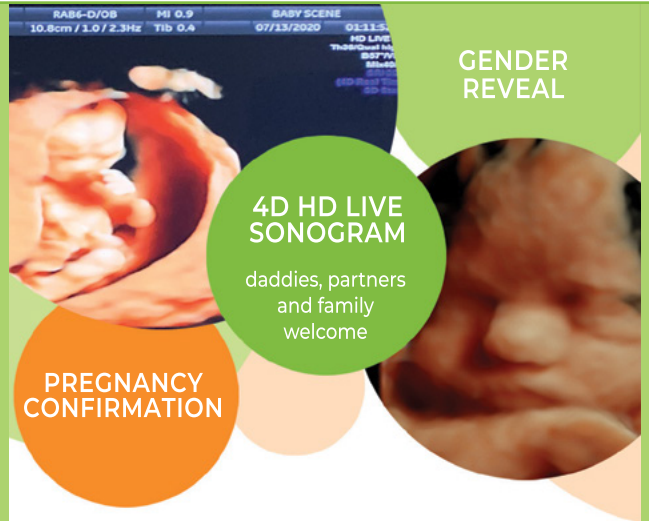


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**Beth Schatzberg,**  
*Sustainer President*

**Candy Olson**  
*President-Elect*

**Jen Carlstedt**  
*Executive Board Sustainer At Large*

**Katie Cappy**  
*Management Council Sustainer Liaison*

**Kim Carswell**  
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*Event Co-Chairs*

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*Community Service Chair*

**Ginny Charest**  
*Treasurer*

**Abbe Malone & Sheri Schobert**  
*Pop-Up Chairs*

**Marsha Lane**  
*Arts & Antiques Chair*

**Pat Van Dyke**  
*Day at the Races Chair*

**Nadyne Hines**  
*Transfer Chair*

**Ashley Stultz & Sara Larsen**  
*Active Co-Chairs*

## a note from the sustainer president

### JLT — Ever Evolving, Embracing, and Adapting!

It's a challenge to look back on 2021 and review what occurred (and what didn't!), and carry forth with a sense of optimism (can you see my eye roll on this one?!).

However, we must address and own our challenges and resolutions—losing weight, running that marathon, exercising more, eating healthier, traveling to that place, reading more books, fighting cancer, dodging Omicron or Delta (or whatever new variant rears its ugly head); this is our current situation!

Fact: The Junior League of Tampa Sustainers have amazing perseverance! JLT women are extra-special, off-the-chart fabulous! Collectively, our members have withstood wars: World War II, the Korean War, the Vietnam War, and even Y2K!!! Yes, even Y2K....believe it or not, was destined to be a war.

In 1999, there was great fear and trepidation about modern technology transitioning into the 2000s. With this new century and shiny new digit (2), how will computers know what to do, clocks adjust, and planes fly? I served on the JLT board when Barbara Ryals was President, and there were many conversations on life after the doomsday of December 31, 1999. Low and behold, we welcomed the new year and didn't miss a beat! It was all about forward communication, great leadership, grace under pressure, and many women focused on the mission of recovering after Armageddon of 1999!

A similar scenario is facing us now, and we will rise above the COVID Crisis. While I don't have a crystal ball or special medical intel, I know we will not drink bleach, go underground, or shrink-wrap ourselves. I am confident that through the JLT leadership we will get through this, and come out the other side even stronger!

So, whether we see each other in person, via Zoom or communicate through email, Facebook, Instagram, Digital Cheetah, texts, or phone calls; know that your JLT Sustainer sisterhood is one of determination, grit, and perseverance. May 2022 bring happiness, health, laughter, and love. I treasure each of you and your commitment to our league. Take good care of yourselves and be mindful of each other. I wish everyone a great rest of the League year!

Beth M. Schatzberg  
Sustainer President, 2021-2022

# Save the Dates

## PICASSO MUSEUM TOUR

**April 7, 2022 at 10:30 AM**

The Dali Museum

## APRIL POP UP HAPPY HOUR

**April 19, 2022 at 5:30 PM**

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## SUSTAINER SPRING PARTY HONORING THE 50 YEAR MEMBERS

**April 28, 2022 at 6:30 PM**

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## THE JUNIOR LEAGUE OF TAMPA ANNUAL GALA

**May 21, 2022 at 6 PM**

Tampa Marriott Waterside

## ANNUAL DINNER

**June 2, 2022**

The Orlo

## SUSTAINER SUNSET HAPPY HOUR

**June 9, 2022 at 6 PM**

Davis Island Yacht Club

For more information contact [SustainerAdmin@JLTampa.org](mailto:SustainerAdmin@JLTampa.org).



# GETTING TO KNOW OUR SUSTAINERS

by KIRSTEN SCHMITZ

## Jaclyn Rivera

Our contributing writer and Active member, Kirsten Schmitz, had the opportunity to interview Dr. Jaclyn Rivera, JLT Sustainer and acclaimed member of the Tampa Dental Community. We asked her to share some insights into her professional journey and the difference that her League membership has made along the way.



Dr. Jaclyn Rivera is a Bay Area native and a Tampa Catholic High School graduate. She completed her undergraduate degree from the University of Central Florida and her Doctor of Dental Medicine (D.M.D) from Midwestern University in Arizona. After completing a one-year General Practice Residency at The University

of Utah she went on to complete her Endodontic training at the University of Nebraska.

“My professional journey was anything but traditional,” Dr. Rivera says. “After a fairly successful career in advertising, I took a huge gamble on a once in a lifetime opportunity. Immediately after buying a home, a puppy and a new car with my super stable job, I took a sabbatical and moved to Japan to be a performer at Universal Studios in Osaka. It was without a doubt the best gamble and investment in my own future I’ve ever accidentally made. When I returned home, my interest in medicine was renewed and I decided to go back to school to pursue a degree in dentistry.

While studying, I worked by waiting tables at an Italian restaurant to pay my mortgage. I fell in love with dentistry and the rest is history.”

Dr. Rivera goes on to share how The Junior League played a role in her life when she returned to the states. “Throughout this journey, the national Junior League organization as well as the local chapters I have been a part of have provided me with a way to have one aspect of my life remain stable while I was working toward my future. Now that I’m a Sustainer, I love mentoring and inspiring other women to achieve their dreams. My story is SUPER non-traditional so, if I can do it, so can you.”

Dr. Rivera found many of her favorite League memories have been grounded in community.

“My most memorable times have been with the diverse and amazingly intelligent women I have met through the league. If you’re looking for a hilarious memory - Jenna Seplowe and I learned how to catch and hold a chicken at one of the fairground garden cleanup events. That’s certainly a thing I haven’t ever done and was endlessly amusing!”

At the end of the interview, Dr. Rivera gave this advice for members looking to get more involved: “Active league members and Sustainers - go to events. This may seem like silly advice, but I remember being very intimidated because I was most often a Transfer and didn’t know many people. Every time I got over that intimidation and actually went to a meeting or event, I inevitably met someone or heard something I wanted to be involved with.”

# MEET CANDY OLSON | 2022-2023 SUSTAINER PRESIDENT

Ann 'Candy' Olson joined the Junior League over 50 years ago, bringing her unique brand of leadership and dedication to the community. She served on the Hillsborough County School Board for over 20 years, leading one of the largest school districts in the US. Her resume also includes board member roles with several Tampa institutions including the Straz Center for the Performing Arts, Hillsborough County Arts Council, Tampa Theatre, and Lowry Park Zoo. Today, she is active on the boards of United Way of Tampa Bay and Catholic Charities. She is also a proud mother and grandmother.

Recently, *The Sandspur* spoke with Candy about her League experience and what she is looking forward to as she steps into the Sustainer Presidency.



## **Why did you join the Junior League?**

My mother mentioned that, if I ever moved, the League would be a great way to make friends and learn about the community. As I transferred from Philadelphia to Boston and then to Tampa, I learned she was right.

## **What is your favorite League memory?**

My memories center around League members' tremendous capacity to change the world for good while also having a good time. It was my privilege to work with the Spring, as well as the Trauma Team, which became the Child Abuse Council and is now Champions for Children, when they came to the League for help developing their programs and management. Seeing how these powerhouse organizations now change the lives of so many women and children fills me with joy and pride.

## **How has your League experience impact your life outside of JLT?**

When I ran for, and then served on, the Hillsborough County School Board, I drew on my experiences in the League and on the friendships, I had made to figure out how to address complex issues. League training is unmatched, but I think even more important is the opportunity to learn by doing as you develop and implement a project. I would not have been as successful as I was without League friendships, mentoring, and training.

## **What are you most looking forward to in the upcoming year?**

Like many of us, I'm looking forward to being back together! I also plan to enjoy working with so many talented women as we create opportunities to gather and share our perspectives.



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# JUNIOR LEAGUE OF TAMPA

MEET THE 2021-22

# Management Council



Photo by Green Pearl Photography. Back row (left to right): Marysue Mathews, Laura Warren, Katie Crowe, Hannah Parker McCabe, Kristen Brady, Jenny Schroeder, Robin Roup. Front row: Kelley McCarthy, Molly Duffey, Nicki Mohr Hall, Miranda Henderson, Monica Kirkland, Danielle Hurley. Not pictured: Casey Barile, Lauren Leavine, Lindsay Seel.





### MIRANDA HENDERSON, MANAGING DIRECTOR

Miranda Henderson is a Principal Configuration Analyst Lead for SAIC, a Fortune 500 integrator driving our nation's digital transformation. Her expertise in policy governance, military intelligence and IT has impacted national security efforts in areas such as Bahrain, Kuwait, Afghanistan and Iraq. In addition to leading her team at USCENTCOM, Miranda has a mix of community responsibilities to include Caribbean Representative on the Hillsborough County Diversity Board, Glazer Children's Museum Advisory Committee, and President of the SAIC Women's Group. As JLT Managing Director, Miranda will lead the development of policy and ensure our leaders establish operational excellence.

### NICKI MOHR HALL, MANAGING DIRECTOR-ELECT

Nicki Mohr Hall is an Assistant State Attorney in the Hillsborough County State Attorney's Office where she currently serves as the Chief of County Court. She holds degrees from the University of Florida and Florida State University College of Law. She has been a member of The Junior League of Tampa since 2014, holding a variety of roles including Love Bundles Chair, Volunteers At Large Chair, Community Education Manager and Managing Director Elect. Outside of the League, Nicki enjoys traveling to historic places and trying new restaurants. Nicki is married to Jason and they have a one-year old son Wyatt and two dogs.



### HANNAH PARKER MCCABE, ADVOCACY MANAGER

Hannah Parker McCabe is a Commercial Risk Advisor with USI Insurance Services specializing in Construction Risk Insurance. She holds a degree from the University of Mississippi and continues to be an active member of the Ole Miss Alumni network, where she serves as Vice President of the Tampa Bay chapter. Hannah joined the League in 2014 and has held roles in operations, advocacy, and membership, including serving as the Chair of the Public Affairs Committee and Provisional Education Committee. Hannah is married to Chris and they welcomed their first child Connor in 2021.

### CASEY BARILE, COMMUNICATIONS MANAGER

Casey Barile is a Franchise Business Director at Domino's where she oversees strategic business efforts of franchisees across the southeastern US. Casey holds a BA in Marketing from the University of South Florida. Casey joined the League in 2016. She has held roles including Toastmasters Chair and PR and Marketing Design Coordinator, a role which she was recognized as Active of the Year. Outside of the League, Casey enjoys cooking, running, traveling to new destinations and spending time with family. Casey is married to Logan and they have a daughter, Zoe.





## KELLEY MCCARTHY, COMMUNITY ASSISTANCE MANAGER

Kelley McCarthy is a pediatric hematology and oncology nurse. She is a proud Seminole, holding multiple degrees from Florida State University. Kelley joined the League in 2016 and has held a variety of community roles including Family Literacy Night Team Leader, Kids Connect Chair, and Community Child Welfare Manager. Outside of the League, Kelley is an active volunteer in the Tampa community serving with the Arthritis Foundation, Make a Wish, Sunshine Kids, and Camp Boggy Creek.

## KATIE CROWE, COMMUNITY CHILD WELFARE MANAGER

Katie Crowe is a realtor with Smith & Associates with a focus on residential properties in the Tampa Bay region. Katie holds a Political Science degree from Auburn University and is a member of the Tri Delta Alumnae Association. Since joining the League in 2015, Katie has held a variety of leadership roles including Kids in the Kitchen Chair, Dragon Boats Fundraiser Chair, Provisional Education Chair and Community Assistance Manager. Outside of the League, Katie enjoys attending Auburn, FSU and Bucs football games, kayaking, traveling and trying new restaurants...brunch anyone?! Katie is married to her husband, Justin and lives on Davis Islands with their dog, Boomer.



## MONICA KIRKLAND, COMMUNITY EDUCATION

Monica Kirkland is a CPA. She holds a BBA in Accounting from Valdosta State University and an MBA from Mercer University. Monica joined the League in 2013, and transferred to the Gainesville League shortly after her first year of membership. Following her return to Tampa, Monica has served in a variety of leadership roles including Family Literacy Night Chair, Assistant Treasurer, and Treasurer. Monica lives in North Tampa and enjoys spending time with friends and family.

## KRISTEN BRADY, FUND DEVELOPMENT MANAGER

Kristen Brady is the Director of Operations with MetLife Insurance. She holds a Bachelors of Arts in Communications from the University of South Florida. Kristen joined the League in 2014 and has held roles in Membership and Fund Development. She is currently serving her third term as Fund Development Manager. Outside of the League, Kristen is active in the Tampa community volunteering with Habitat for Humanity, A Kid's Place of Tampa Bay and the Heart Gallery. Kristen enjoys spending time with friends and her pets.







## ROBIN ROUP, INTRALEAGUE DEVELOPMENT MANAGER

Robin Roup is the Founder and CEO of Dotting the Details, a company specializing in curating gifts and celebrations. Prior to becoming a small business owner, Robin spent nine years in the nonprofit industry. Robin holds a degree from University of South Florida and a Graduate Certificate in Nonprofit Management from the University of Tampa. She joined the League in 2018 and has held several leadership roles including Ready to Achieve Chair and Prospective Member Engagement Chair. Robin is active in the Rotary Club of Tampa and Ekhos, where she serves in leadership roles. Robin enjoys adventuring around town, Disney, and National Parks.

## LAUREN LEAVINE, MEMBERSHIP MANAGER

Lauren Leavine has spent her career working in healthcare and nonprofit management. She is currently employed with Empath Health and holds a degree in Psychology from the University of North Florida, and is a Certified Child Life Specialist. Lauren joined the League in 2018 previous roles include Grants Writer and Provisional Education Mentor. Outside of the League, Lauren serves on the Board for Girls on the Run Greater Tampa Bay. She finds joy in running, yoga, and the Tampa areas food scene. A fan of Tampa Bay Sports teams, craft beer and good wine, Lauren and her husband Tony welcomed their first child, Hayden in 2021.



## JENNY SCHROEDER, OPERATIONS MANAGER

Jenny Schroeder is ABA certified Paralegal with Adams and Reese LLP where she works as a Litigation Support Specialist. She holds a Bachelor's degree from Oakland University. Jenny joined The Junior League of Birmingham, Michigan in 2012 where she served in a variety of membership roles including Member Development Chair. Since transferring to the Tampa League in 2016 Jenny has served on all levels of leadership including Volunteers at Large Chair, Secretary on the Executive Board, Community Education Manager, and MILO Chair. Outside of the League, Jenny is an active volunteer with the Children's Home Society and Heart Gallery. Jenny lives in South Tampa and loves traveling and spending time with her poodle Brinkley.

## LINDSAY SEEL, TRAINING MANAGER

Lindsay Seel is the Owner and Event Designer of Vivant Event Rentals, a luxury event rental company serving the Tampa Bay region and beyond. Lindsay holds degrees from the University of Florida. Lindsay has been a member of four Leagues (JL Lakeland, JL Jacksonville, JL Napa-Sonoma, and JL Tampa) since joining in 2008. During her tenure with JLT, she has held several leadership roles including Children's Literacy Project Chair, Communications Manager, and Operations Manager. Lindsay lives in Tampa Heights with her husband Brian and their two daughters Georgia and Claire.





### LAURA WARREN, TREASURER

Laura Warren is a Manager of Learning and Development, Event Operations with AACSB International, where she coordinates in-person and virtual events across the globe. She holds a degree from the University of Florida and is a Certified Meeting Planner and Digital Event Strategist. Laura joined the League in 2012, holding roles in the community and fund development areas. She has served as HEART Assistant Chair, Holiday Gift Market Co-Chair, and Assistant Treasurer. In her free time, Laura enjoys traveling, spending time with family and friends, reading a great book on the beach, and of course Florida Gator Football.

### MOLLY DUFFEY, ASSISTANT TREASURER

Molly Duffey is the Director of Corporate Finance with the Vinik Sports Group. She holds degrees in Finance and Accounting from Florida State University and an MBA from Florida Atlantic University. Molly joined the League in 2018, previously serving on the Fundraising Committee and as the Provisional Education Assistant Chair. Her and her husband are expecting their first child, a girl, in Spring 2022.



### KATIE CAPPY, SUSTAINER LIAISON

Katie Cappy is the 2017-2018 Past President of The Junior League of Tampa. During her tenure as an Active member, Katie serves in a variety of roles including Provisional Education Assistant Chair, Food 4 Kids Chair, Treasurer, and Finance Director. Katie resides on Davis Islands with her husband Ryan and their four children.

### DANIELLE HURLEY, MEETING MANAGER

Danielle Hurley is a Paid Social, Senior Associate at Red Ventures and holds a degree from the University of South Florida. Since joining the League in 2017 Danielle has served in leadership roles on the Member Meetings and Events and Prospective Member Engagement Committees. In her free time Danielle enjoys exercising at Orangetheory, cheering on local teams and taking her dog Nala everywhere. Danielle lives in South Tampa with her husband Jack.



### MARYSUE MATHEWS, OFFICE ADMINISTRATOR

Marysue Mathews is the Office Administrator at The Junior League of Tampa. During her 14 years with the League, Marysue has been an active participant in improving organizational capacity and ensuring operational excellence. Outside of the League Marysue enjoys spending time with her family. Marysue is married to Jim and they have four grown children and four grandchildren.



# WHO'S WHO IN THE LEAGUE GASPARILLA INVASION COMMITTEE

by KIRSTEN SCHMITZ

## KAT LEWIS GASPARILLA INVASION CHAIR

Kat Lewis joined The Junior League of Tampa in 2013. As someone new to the Tampa Bay area, she saw it as a great way to meet new people and gain a better understanding of the community that she lived in. Kat grew up in a small town outside of Richmond, Virginia, and went to college at Radford University, where she was a scholarship athlete and played collegiate Division I golf on the women's golf team. Throughout her time in the League, she has served on many different committees, including Girl Power, Fundraising, and Public Relations & Marketing. Kat has held multiple leadership positions, including roles as a Mentor and as Assistant Chair of the Provisional Education Committee, and is now in her second year on the Gasparilla Invasion Committee, serving as its 2021-2022 Chair. When Kat first moved to Tampa from Virginia, she was the youngest board member on the First Tee of Tampa Bay Board for several years. She also supports the Heart Gallery of Tampa and its signature Be Mine Gala each year.

Outside of her JLT commitments, Kat is the Corporate Communications Director for OPSWAT, which is an international cybersecurity company that helps protect critical infrastructure. Kat and her husband, Peter, recently purchased a 100-year-old bungalow in Ridgewood Park near downtown Tampa, which they currently share with their two dogs, Lilly and Penny. They are excited to welcome their baby boy in June! In her spare time, Kat loves golfing with her girlfriends, spending time outside by the water or on the beach, and riding her Peloton bike. Kat thinks Tampa Bay has the best sports in the nation, and her favorite sport team is the Tampa Bay Lightning! Go Bolts!

On her position as Chair of the Gasparilla Invasion Committee, Kat says, "It's been a wild ride for the past two years planning our signature Gasparilla Invasion fundraiser, and I couldn't be successful without our incredible committee of volunteers. I'm really thankful that nearly 100% of our committee returned this year – these women are invincible, super strong, and dedicated. We are all so excited to welcome back this signature event for JLT members, friends, and family, and to celebrate together in person!"







**JESSICA FERNANDEZ**  
**GASPARILLA INVASION**  
**ASSISTANT CHAIR**

Jessica Fernandez was born and raised in Miami, Florida, and joined JLT in 2019 after moving to Tampa following law school. By joining JLT, Jessica was able to fulfill her desire to be part of an organization that not only supports, encourages, and is run by women, but is also embedded in the heart of the city she would be calling home. "JLT has given me the opportunity to not only give back to the organization, but to the community and I will forever be grateful," says Jessica. "I am a true believer of being part of something greater than oneself and JLT has been just that."

Jessica is an attorney and received her undergraduate, masters, and law degrees from the University of Florida. Outside of work and League commitments, Jessica loves to spin, be on the water, and spend time with family and friends. She loves all Tampa Bay sports teams and enjoys getting together with family and friends to celebrate our community.

On her position as Assistant Chair of this year's Gasparilla Invasion Committee, Jessica says, "Gasparilla is such an intricate part of the Tampa Bay community for so many reasons, and having the opportunity to be the Assistant Chair of the Invasion is extra special this year as normalcy seems to be coming back after a year of such uncertainty and isolation. It is wonderful to be part of an organization that is treasured by not only its members, but the greater community, and assist in planning an event that brings all the Tampa Bay pirates together!"





# 2021-2022 DONORS



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**Exceptional Professionals** 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 look forward to meeting in person at **Seasons 52** for lunch, to discuss a variety of topics and speakers. Please join us.

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

*Come join us for lunch!*

**THE 2021-2022 MEETING CALENDAR**  
**11:30 - 1:00**

- Friday, Sept 17
- Friday, Oct 22
- Friday, Nov 19
- Friday, Jan 21
- Friday, Feb 18
- Friday, Mar 18
- Friday, Apr 22

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# JLT ENDOWMENT FUND



The Junior League of Tampa's Endowment Fund was established in 2006 with the vision to preserve the lasting legacy of our lifelong members. The Fund ensures fiscal stability for the League, allowing members to focus on our Mission no matter the circumstances. By acting as a cushion during times of economic uncertainty and a catalyst during times of prosperity, the Fund preserves the League's legacy for years to come.

## GIVING TO THE ENDOWMENT FUND

**COMMEMORATIVE GIFTS** recognize significant events in the lives of JLT members. Recognized members are featured in The Sandspur, and all donations support the Endowment Fund. Gifts can be made at [www.jltampa.org/commemorative](http://www.jltampa.org/commemorative).

**PLEDGES** for current and future donations are accepted, allowing donors to pay over 3 years. Pledge forms can be accessed at [www.jltampa.org/endowment](http://www.jltampa.org/endowment).

**CONTRIBUTIONS** can be made online, via check, securities, stocks and bonds, or through Charitable Gift Annuities.

For more information, contact [endowment@jltampa.org](mailto:endowment@jltampa.org)

## The Founder's Circle Endowment Donors

### LEGACY FOUNDERS

The Junior League of Tampa  
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The Community Foundation of Tampa Bay

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Terri D. Parnell  
Mary, David and Abigail Persky  
Stephanie and Stephen Rumbley  
Lavinia Witt Touchton, *in memory of Willie Carter Witt Blake*

## 1926 Society

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 of the League and its members.

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

"OUR LIFELONG MEMBERS HAVE CREATED A LASTING LEGACY WITHIN THE TAMPA BAY COMMUNITY. THE ENDOWMENT FUND HELPS PRESERVE THIS LEGACY."

## Commemorative Gifts

### CELEBRATING THE BIRTH OF

**Archer Bradford Campbell**, *son of Laura Campbell*  
**Camila**, *daughter of Juanita Buitrago*  
**Hayden Parker**, *son of Lauren Leavine*  
**Hudson Hames Lynn**, *son of Ellen Boczarski Lynn*  
**Margot James Frechette**, *daughter of Mallory McLean Frechette*  
**Mia Noelle Montoya**, *daughter of Lauren Watts Montoya*  
**Night Achilles Cacciatore**, *son of Alessandra Cacciatore*  
**Stephen Edward Fluharty**, *son of Julia Fluharty*  
**Wilder Robert Baker**, *son of Taylor Baker*  
**Lillian 'Lily' James Duffey**, *daughter of Molly Duffey*

### BEST WISHES TO

**Alexis Dempsey**, *on her marriage to James Doyle*  
**Annie Price**, *on her marriage to James Stark*  
**Jessica Cruze**, *on her engagement to Ian Hypes*  
**Jessica Strathman Barclay**, *on her marriage to Jonathan Barclay*  
**Joanie Oben**, *on her engagement*  
**Shannon Burrows**, *on her marriage to Justin Savoie*

### CONGRATULATIONS TO

**Diana Hechavarria**, *on publication of her recent article in the Journal of Small Business Management*  
**Emily Read**, *on her new role as Tax Director with Permira*  
**Laura Byrne**, *on being selected for Leadership Hillsborough Class of 2022*  
**Michele Leo Hintson**, *on being selected to serve as a regional leader for Shumaker's newly established Litigation and Disputes Service Line*  
**Miranda Henderson**, *on her new role with SAIC corporate*  
**Suzy Lopez**, *on her appointment to Judge on the Hillsborough County Court*

### IN MEMORY OF

**Calvin Carter**, *beloved husband of Patricia 'Pat' Carter*  
**Florence 'Flossie' Boushall**, *beloved member of The Junior League of Tampa*  
**Joy Bell**, *beloved member of The Junior League of Tampa*  
**Lucille Parsons Foster**, *beloved member of The Junior League of Tampa*  
**Lynn Stevens-Morgan**, *beloved mother of Lindsey Dewey*  
**Tom Daley**, *beloved husband of Pat Daley and father of Cindy Coney*  
**Gloria Howell**, *beloved member of The Junior League of Tampa*



## THANK YOU COMMEMORATIVE FUND DONORS

<b>Casey Barile</b>	<b>Betsy Chambers</b>	<b>Kathryn Douglass</b>	<b>Stephanie Haas*</b>	<b>Lora Hulse</b>	<b>Molly Malloy*</b>
<b>Ruthanne McLean</b>	<b>Lauren Rice</b>	<b>Ann Thompson</b>	<b>Caroline Vostrejs*</b>	<b>Betty Wood</b>	

\*2021-2022 ANNUAL COMMEMORATIVE FUND DONOR



# JLT COOKBOOKS: ENDLESS EVOLUTION

by LILA GROSS

The Junior League of Tampa cookbooks are a staple in kitchens across Tampa Bay. “Whether it’s healthy eating, holiday treats, or just your typical weeknight dinner, The Junior League of Tampa cookbooks are my go-to’s when I am whipping up something yummy,” says Sarah Bootcheck, JLT Cookbook Chair. “Not only do the cookbooks provide endless inspiration for all types of chefs, but they continue to make a lasting impression on the greater Tampa Bay community by funding many of the League’s projects.”

This month we picked two of our favorite girls’ night recipes from *The Life of the Party* cookbook, adapting them for the 2020s.

## THE ORIGINAL

### WARM CRAB DIP FROM *THE LIFE OF THE PARTY*

#### INGREDIENTS

- 8 ounces cream cheese, cut into cubes
- 3 tablespoons mayonnaise
- 2 tablespoons prepared horseradish
- ½ teaspoon salt
- ¼ teaspoon pepper
- 8 ounces back-fin or lump crab meat, flaked
- 2 tablespoons white wine

#### INSTRUCTIONS

Combine the cream cheese, mayonnaise, horseradish, salt and pepper in a double boiler. Cook until the cream cheese is melted and the mixture is heated through, stirring frequently. Stir in the crab meat and wine immediately before serving. Serve warm with assorted crackers and French bread slices. Yields 6 to 8 servings.



### CHIC COSMOPOLITANS FROM *THE LIFE OF THE PARTY*

#### INGREDIENTS

- 1 cup cranberry juice cocktail
- 6 tablespoons vodka
- ¼ cup Grand Marnier
- 4 teaspoons fresh lemon juice
- Crushed Ice

#### INSTRUCTIONS

Combine the cranberry juice, vodka, Grand Mariner, lemon juice and ice in a cocktail shaker; cover. Shake vigorously and strain into chilled martini glasses.

## THE EVOLUTION

This lighter and spicier version of crab dip, is an evolution on the classic recipe from *The Life of the Party*. Featuring a tangy yogurt base, the bright addition of scallions, and spicy sriracha, this modern twist stands out. We like serving this version with fresh vegetables, a little avocado, and a rift on the pink cosmopolitan cocktail. Our new version incorporates yuzu honey tea, to bring out the sweet and sour flavor of this classic cocktail.

### HEALTHY HOT CRAB DIP

#### INGREDIENTS

- 8 ounces reduced-fat cream cheese, softened
- 2/3 cup plain low-fat Greek yogurt
- 3 tablespoons mayonnaise
- 1 tablespoon plus 1 teaspoon sriracha
- 2 teaspoons old bay seasoning
- 1 teaspoon lemon zest plus 1 tablespoon lemon juice
- 16 ounces pasteurized crab meat, picked
- 4 scallions, chopped plus more for garnish if desired
- 4 tablespoons Parmesan cheese, divided
- Multi-Grain Crackers or Sliced Vegetables for serving (carrots, celery, etc.)

#### INSTRUCTIONS

Preheat oven to 350 degrees F. Coat a 4-cup baking dish or skillet with cooking spray.

Beat cream cheese in a large bowl with an electric mixer until smooth, about 15 to 30 seconds. Add Greek yogurt, a little at a time and mix until evenly incorporated. Add in mayonnaise, sriracha, old bay seasoning, lemon zest and lemon juice. Stir to combine. Stir in scallions, crab meat and 2 tablespoons Parmesan. Transfer to the prepared baking dish. Top with the remaining 2 tablespoons of Parmesan cheese. Bake until steaming hot and the top is browning, 15 to 20 minutes. Sprinkle with scallions if using. Serve the dip with multi-grain crackers or veggies. Yields 6 to 8 servings.



### YUZU COSMOPOLITANS

#### INGREDIENTS

- 1 oz vodka
- 1/2 oz Cointreau
- 1/2 oz 100% cranberry juice (not cranberry cocktail)
- 1/2 oz Honey Yuzu tea
- Juice from half a lime
- Crushed Ice

#### INSTRUCTIONS

Combine all ingredients in a cocktail shaker. Shake for 15 seconds, then strain into a chilled martini glass.



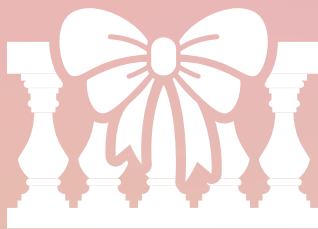




# A SWEET SUCCESS:

# HOLIDAY GIFT MARKET 2021

by LAUREN SCHWAB



THE  
JUNIOR LEAGUE OF TAMPA  
**HOLIDAY  
GIFT MARKET**

After a virtual Holiday Gift Market experience in 2020, The Junior League of Tampa's HGM Committee and JLT members were thrilled to return to the Florida State Fairgrounds for an in-person 2021 HGM! This was the 18<sup>th</sup> annual HGM, which has become synonymous with the start of the holidays for the Tampa Bay area. Due to the COVID-19 pandemic, extra safety measures and precautions were put in place to ensure the safety of all attendees, vendors, and volunteers, including increased cleaning measures, widened aisles, and hand sanitizing stations.

Another exciting addition was the first-ever HGM Special Edition of *The Sandspur*, 3,000 copies of which were distributed to members and throughout the community! After HGM 2020, this was a great way to boost morale and get both members and non-members excited for the event.

We had an extensive amount of publicity and media coverage this year, which included social media, TV, and radio. The HGM Facebook event page expanded its reach from previous years, reaching more than 220,000 users, along with more than 34,500 users engaging on the main JLT Facebook page based only on HGM-related content. The HGM Instagram account reached 258,000 users, with over 250,000 Instagram Reels plays, and an additional 21,500 users engaging on the JLT Instagram account based only on HGM-related content. In addition, more than 200 HGM advertisements aired on local television and radio stations, as well as multiple television interviews and features in other Tampa Bay area publications.



As merchants, patrons, and League members walked through the balloon archway into Candyland, the excitement was palpable. During the four days of the event, more than 10,000 shoppers walked through the door to visit over 160 unique merchants. HGM welcomed many new vendors this year, including Just B Woodworks, Marrin Costello Jewelry, and Sweet Pea Lane.

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GAME OF  
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**6 VETERAN  
OWNED BUSINESSES  
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HALL OF HEROES POP UP**





# OUT & ABOUT

The Holiday Gift Market  
Preview Party  
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# OUT & ABOUT

The Holiday Gift Market  
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Learn more about the League's community impact work. [jltampa.org](http://jltampa.org)

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