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Fall/Winter 2024



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Founded in 1926, The Junior League of Tampa, Inc. is an organization of women dedicated to advancing women's leadership for meaningful community impact through volunteer action, collaboration, and training.

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The Sandspur Magazine
Designed by: Sensory 5



Cover: Remembering their why: Service to their community is a family affair for Nancy Mynard (President 2002-2003), Lisa Andrews (President 2003-2004), Barbara Ryals (President 1999-2000), Courtney Ryals (current CAB Chair), and Karen Ryals (President 1993-1994). They also have family currently serving in JL's in Dallas (Allison Taylor) and New York City (Caroline Ryals). Photo by Leslie White Photography.



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MEET THE 2024-2025 PRESIDENT-ELECT: KATIE CROWE

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In the wake of Hurricane Helene, our community faces significant challenges, but together we are stronger. The resilience demonstrated by our members and the spirit of collaboration within our League is a beacon of hope during this difficult time. Our commitment to supporting each other and our community has never been more crucial.

As we rally to provide hurricane relief, let's remember the profound impact we can make. Each of us has the power to uplift those affected by the storm, whether through volunteering, donating resources, or simply offering a listening ear. Our collective efforts can bring comfort and aid to our members, neighbors, and community partners who are in dire need.

In addition to our community support, we are also focusing on the remediation and reconstruction of our Headquarters, which was flooded by the storm. This is an essential step in ensuring we have a safe space to continue our vital work. We will keep you informed about our progress and ways you can help with these efforts.

This is a moment for us to stand united, not only to assist in recovery but to embody the values of compassion and service that define The Junior League of Tampa. Your dedication and hard work are essential to rebuilding our community and helping it thrive again.

Let's continue to support one another and extend our hands to those who require assistance. Together, we will navigate this challenging path and emerge even stronger. Remember, every small action counts, and together, we can make a significant difference.

a note from the president

As I write my first letter for *The Sandspur* as President, I feel a profound sense of gratitude and excitement for what this year will bring. It's an incredible honor to serve as the President of an organization with such deep roots in our community, and I am truly inspired by the dedication and passion each of you brings to the League. Together, we are united by more than our shared commitment to making a difference in our community, we are empowered women empowering women.

My journey with The Junior League of Tampa started with a simple desire to give back and be part of something bigger. Over the years, I've been fortunate to witness firsthand the transformative power of our collective efforts. Whether it's through our impactful projects like Love Bundles, community partnerships like those on display at Family Health Day, or the lifelong friendships we've forged, we continuously prove that together, we can achieve extraordinary things. This year alone we will see one of our largest Holiday Gift Markets, the launch of our Diaper Bank back into the community as a standalone 501(c)(3), and train over 150 new women to lead and grow into a powerful network of volunteers and change agents.

As we embark on this year, I want to share a bit about my vision for our future. I want to focus on strengthening our connections – with each other and with the communities we serve. By fostering deeper relationships both inside and outside of the organization, we can better understand the needs around us and tailor our efforts to create even more meaningful change.

I also want to emphasize the importance of self-care and personal growth. Our work is demanding, and it's essential that we support one another not only as colleagues but as friends. Let's make time to celebrate our successes, learn from our challenges, and lift each other up through every step of our journey.

One of the most beautiful aspects of our League is the diversity of our membership. Each of you brings experiences, perspectives, and talents that enrich our organization. I encourage you to share your stories, your ideas, and your dreams. Let's embrace the power of our unique voices and use them to drive innovation and inspire change. Remember, lighting another's candle doesn't dull your own flame. Let us follow this example of supporting and uplifting each other!

As your President, my promise to you is to lead with integrity, compassion, and an unwavering commitment to our mission. I am here to listen, support, and advocate for each of you. Together, we will continue to build on our legacy of effecting meaningful change and creating a brighter future for our community.

Thank you for entrusting me with this incredible responsibility. I am truly humbled by the opportunity to serve alongside such an extraordinary group of women. Here's to a season filled with growth, impact, and endless possibilities.

With heartfelt gratitude,

Nicki Mohr Hall
President, 2024-2025

a note from the editor

Four years ago, I took my first leadership position within The Junior League of Tampa (JLT) as the 2020-2021 editor of *The Sandspur*. Little did I know when I accepted the role that I would never meet the committee members in person and would work entirely through virtual platforms. This year, I accepted the same position as *The Sandspur* Editor, and this time, the experience looks and feels different. Putting this edition together has been far less stressful than four years ago, and the challenges were different as well.

I looked back at my editor's note from the Fall/Winter 2020 edition for some inspiration. I wrote about resiliency: "The first word that comes to my mind to describe this year is 'resilient.' The resiliency of JLT, its leadership, and its members is woven throughout this edition." Now, as I write this final note before sending the Fall/Winter 2024 edition to print, those words remain relevant. It's early October, and just a week ago, Hurricane Helene devastated many areas across the Southeastern United States, including the Tampa Bay area, causing catastrophic flooding. Once again, resiliency has become the defining word for 2024.

The beautiful building featured on this edition's cover sustained damage, but it remains a place where we come together to support our community and each other. This edition highlights many events that have taken place at the League's building over the last two months. The space continuously adapts to meet our needs, and though it may look a bit different moving forward, it will continue to serve our members and the community.

The Fall/Winter 2024 edition is packed with incredible content. Our main feature focuses on the Holiday Gift Market (HGM). "The Women Behind the Market" is a must-read, where you can learn all about how the HGM Committee collaborates to host this amazing event, starting on page 12. See which merchants will be at HGM this year on pages 20-21 and meet the 2024 Young Entrepreneurship Program (YEP) winner on page 22. I can't wait to try her pretzels. Also, be sure to check out the feature on the Diaper Bank, starting on page 24. It's truly amazing to witness its progress since I transferred here, and I look forward to seeing the positive impact it will continue to have on the Tampa Bay community as it enters its next phase.

Finally, I would like to extend a special THANK YOU to the 2024-2025 Editorial Staff of *The Sandspur* and everyone who stepped up to make this edition possible. It is truly unbelievable and awe-inspiring to see everything come together, along with the tremendous hard work that goes into creating *The Sandspur*.



Sara Larsen,
The Sandspur, Editor-In-Chief 2024-2025



Meet The SANDSPUR EDITORIAL STAFF



Sara Larsen, *The Sandspur Print Editor*

Sara joined The Junior League of Seattle in 2015. She transferred to the Junior League of Austin then The Junior League of Tampa. She currently lives in Tampa Heights and has an adorable mini goldendoodle named Lincoln.



Karen Smreker, *The Sandspur Digital Editor*

Karen brings her expertise in business operations and process improvement to the role. She runs Probitry Insights, her own consulting firm, and is currently pursuing Executive MBAs from Columbia University and London Business School. Originally from Detroit, Karen now resides in Channelside, where she enjoys life with her pets.



Madeline Morris, *The Sandspur Copy Editor and Contributing Writer*

Madeline Morris is a digital marketer at the Elizabeth Glaser Pediatric AIDS Foundation, where she leads global social media strategy and supports creative content development. Formerly the Member and Communications Administrator at JLT, Madeline continues to support the League's communications efforts. Madeline is based in Washington, DC.



Jaqueline Cathcart, *The Sandspur Features Editor*

Jacquie is a first year Active member and works as a Journal Sales Executive for an academic publisher, Taylor and Francis. She enjoys reading, writing, and cooking delicious meals. She moved to Florida in 2022 from Philadelphia, and lives in Apollo Beach with her cat, Bloom, and snake, Cornwallis.



Katherine Sander, *The Sandspur Copy Editor*

Katherine transferred to The Junior League of Tampa in 2017 and is in her 10th year as an Active member. She is a lifelong Floridian and has spent the majority of her career in the Fintech space driving innovation and strategic growth.



Kayla M Boronell, *The Sandspur Contributing Writer*

Kayla Boronell was born and raised in Tampa. Passionate about writing and serving the community, Kayla brings years of experience from her career in broadcast journalism and marketing. She's a proud graduate of Florida A&M University, where she graduated with her bachelors of science degree in broadcast journalism. She is now pursuing her master's degree in professional communication from the University of Tampa. Kayla looks forward to continuing serving The Junior League of Tampa.



Christina Balterman, *The Sustainer Editor*

Christina is a civil engineer who works in construction as a Project Manager and lives in South Tampa. She is newly engaged to her fiancé Joe. She enjoys spending time hiking to waterfalls, shopping with her mom, and playing with her two Long Haired Mini Dachshunds, Linguine and Louie.

The Sandspur would like to send a big thank you to the following individuals who helped make this issue possible...

The Sandspur guest writers and contributors

Lindsay Carter, Katie Crowe, Cameron Hunt McNabb, Kaley Ogren, RuthAnn Vilela, and the entire HGM Committee.

The Sandspur Ad team:

Jacqueline Sheppard, *The Sandspur Ad Coordinator* and Lauren Rice, *Fund Development Manager-Elect*

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The Junior League of Tampa

We love to hear from our partners on social media. Join the conversation by following The Junior League of Tampa on Facebook, Instagram and LinkedIn. **#JLTampa**

Read about our community projects, members, and more.
jltampa.org/sandspur

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

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

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Messages to the League

Metropolitan Ministries

Thank you for your recent donation of over 9,400 diapers, more than 260 packs of baby wipes, and over 930 period products. We are so grateful for your support.

The Spring of Tampa Bay

Your commitment to our cause and your willingness to contribute to the event truly made a difference. Thanks to your sponsorship, we were able to create an unforgettable experience for all attendees while furthering our mission to support survivors of domestic violence.

Champions for Children

The Junior League has been a cornerstone of Champions for Children. We "are" because JLT "did"... and you continue to give. Thank you for your continued support and partnership.

Voices for Children

Our sincerest thanks for the Enabling Grant in the amount of \$3000. The children we serve will benefit tremendously due to such generosity.

One More Child

Thank you for choosing to support One More Child. Your wonderful gift will help us provide for the immediate needs of trafficking survivors in Tampa. Thank you for partnering with us to positively impact the lives of vulnerable children.

Sertoma Speech and Hearing Foundation of Florida

Your grant of \$3,000.00 is greatly appreciated. Your kind gift will allow us to continue serving the deaf and hard of hearing children or adults that would otherwise go without hearing related products and services.



Come join us for lunch!

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 for lunch, to discuss a variety of topics and speakers. Please join us.

Contact Ashley Watters at **615.476.2246**, or Ashley Zohar at **813.842.4592** and we will send you more details.

2024 MEETINGS — FRIDAY, OCTOBER 11, 11:30 AM – 1:00 PM
We will have pop-ups so contact us for info!

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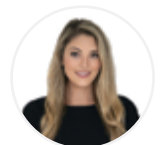
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a note from the HGM chairs

Dear Members, Friends, and Community Partners,

We are delighted to invite you to The Junior League of Tampa's 21st Annual Holiday Gift Market, taking place at the Florida State Fairgrounds from November 7-10, 2024.

The Holiday Gift Market is our largest fundraiser and a beloved tradition where our community gathers to shop with a purpose. This year is no different. Our incredible volunteers have worked tirelessly to create a truly unique experience, featuring a variety of merchants from both our local community and across the nation.

Join us at the Preview Party on November 7 for a first look at the Market's offerings, accompanied by live entertainment. Secure a VIP ticket for an extra hour of fun and festivities. You'll enjoy raffles, photo opportunities, delicious food and drinks, and a champagne wall.

Throughout the weekend, we've planned entertaining activities for all ages. Families won't want to miss our two special ticketed events. The Sugar Plum Fairy makes her debut this year, decorating cookies with the kids, and Santa will be with us on Saturday and Sunday from 11 am to 2 pm for photo opportunities. Our children's activities, included with your admission and located in the Entertainment Hall, will keep young shoppers engaged with art projects, letters to Santa, and reindeer food crafting, in preparation for Santa's return in December.

As we mark 21 years of the Holiday Gift Market and 98 years of service, we extend our deepest thanks to our members, sponsors, community partners, merchants, and patrons. It is our honor to lead this Tampa tradition and support our community. The Junior League of Tampa remains committed to advancing women's leadership and making a meaningful impact through volunteerism, collaboration, and training—this is the mission, the Market funds.

While the Holiday Gift Market is filled with joy and festivity, its impact will resonate within our community long after the holiday decorations are packed away. Thank you for your support and we look forward to shopping with you!



Mary Darby Perez & Kaitlyn Bailey Owen
2024 Holiday Gift Market Co-Chairs



THE *Women* BEHIND THE MARKET



by MADELINE MORRIS

There are a lot of numbers used to describe The Junior League of Tampa's Holiday Gift Market (HGM). Thousands of shoppers through the door. Over 200 merchants offering specialty products of every type. Dollars raised for the League's community projects and programs. But a number that is not talked about as much is 52 - the number of volunteers who plan and execute HGM.

"The women behind the Holiday Gift Market are truly incredible," said Ashley Gabler, the Event Manager who supports HGM. "Each of these women brings her unique skills and talents to make this event a success. It requires collaboration and dedication, something JLT members are known for."

In advance of the 21st Holiday Gift Market, we caught up with the different committees to learn more about their roles and what they are looking forward to this year.

TRANSFORMING THE FAIRGROUNDS WITH THE EVENT DESIGN COMMITTEE

HGM Committee members often talk about the reward of seeing their vision come together on Market weekend. For Event Design and Logistics Coordinator Diana Bernal-Silva, who leads the team responsible for the décor design of the Market, this is especially true.

"Organizing the week of the event and setting up is one of our biggest challenges, though it's secretly my favorite part," said Bernal-Silva. "There's a great deal of trust and delegation involved, and I'm always impressed by the dedication of our Junior League volunteers."

"I truly appreciate the camaraderie within this committee. During the event weekend, I especially love the fast-paced energy, the way everyone comes together, and the fact that we're able to raise such a significant amount of money to support the Tampa Bay community."

Get ready to see the Fairgrounds transformed into a truly enchanting shopping experience.



KEEPING THE RECORDS WITH THE TREASURER AND SECRETARY

Not every role on the Holiday Gift Market Committee is as tinsel-filled. Danielle Shephard, who serves as the HGM Secretary, and HGM Treasurer Emily Bailey, serve in more behind-the-scenes roles. While Shephard records notes and provides support across the entire committee, Bailey has a more focused role.

"I am responsible for managing and tracking HGM expenses and ensuring that we are staying within budget," said Bailey. "I want to be sure our funds are used responsibly and appropriately."

With their eye for detail and passion for the League, both women are essential parts of the HGM team.

"Holiday Gift Market is our largest fundraiser and over the years, it has become a staple event in the Tampa Bay community," said Shepard. "Not only is it fun to attend with family and friends, it kicks off the holiday season!"



SELLING THE TICKETS WITH THE TICKET COMMITTEE



Do you have your ticket yet? Andrea Oxendine, the HGM Ticket Coordinator, handles ticket sales in advance of the Market and oversees the ticket booths throughout the weekend. With thousands of tickets sold, it is a big role but as a past HGM committee member, Oxendine knows the impact of the event.

"I love that HGM is the League's biggest fundraiser," she said. "There are so many different roles and areas within the committee to learn new skills."

Get your tickets in advance for \$10 at holidaygiftmarket.org or at the door for \$12 during Market weekend.

VETTING THE VENDORS WITH THE MERCHANT COMMITTEE

With over 200 merchants to choose from, the Holiday Gift Market is one of the largest markets in our region thanks to the dedication of the Merchant Committee. Led by Hillary Rymer and Carolina Brown, the Committee leads the recruitment, selection, and placement of every vendor.



"Each year, we strive to curate a market that not only meets but exceeds the expectations of our shoppers by showcasing exceptional businesses," said Brown. "It becomes increasingly challenging to raise the bar, but we're fortunate to have a dedicated core group of returning merchants and an outstanding committee to support our recruitment efforts."

As always this year's Market will feature a combination of fan favorites and rising entrepreneurs from the Tampa Bay region and beyond.



"We're excited to introduce new and trendy merchants to our Market this year," said Brown. "I'm especially eager to see how our shoppers react to some of the first-time vendors joining us—they're in for a treat!"

See the list 2024 of merchants on pages 20 and 21.

PROVIDING THE WOMANPOWER WITH THE VOLUNTEER COMMITTEE

No matter where you are during the Holiday Gift Market, there is likely a JLT member only steps away ready to assist and direct; this is thanks to the HGM Volunteer Coordination team. Responsible for ensuring each area of the Market has the support it needs, the Volunteer team builds shifts that are open to the League's 1,800 members.



"It takes a lot of prioritizing and organizing," says HGM Volunteer Coordinator, Carly Stein. "But everyone is eager to help. It is an honor to be part of such an important event for JLT."

Stop by the JLT booth in the Expo Hall to learn more about the different volunteer opportunities available with The Junior League of Tampa.

SPREADING MAGIC WITH THE SPECIAL EVENTS COMMITTEE

So much more than shopping, the Holiday Gift Market also hosts special events throughout the weekend to provide shoppers with a little holiday fun. This year's HGM Special Coordinators Alexandra Coggin and Alexis Dempsey are making sure there is magic in store.

"We have plans to keep the Entertainment Hall packed with activities and entertainment this year, and we will definitely have some fun activities that include kids," said Coggin. "I'm excited to see how all of our hard work comes together this year!"

This year's special events will include HGM favorites like Santa Snaps as well as new additions like Baking with the Ballerina, which will include a visit from the Sugar Plum Fairy. Shoppers will also be able to catch performances from local groups including South of Kennedy and the Glen Fox Band.

"Special Events and Entertainment will be bigger and better than ever," said Dempsey. "Our focus on family-friendly fun will create memories the shoppers will not want to miss!"

Tickets to special event tickets to Santa Snaps and Baking with the Ballerina can be purchased at HolidayGiftMarket.org.

PROMOTING WOMEN ENTREPRENEURS WITH THE YEP COMMITTEE

The Young Entrepreneurship Program (YEP) is a Holiday Gift Market tradition, founded to elevate local, woman-owned businesses. Led by Taylor Baker this year, the committee oversees the application, selection, and promotion of the winner.

"We receive so many applications from talented, young, female entrepreneurs who are hoping for a free booth at the Market in addition to grant funding and media coverage," said Baker. "The hardest part is not being able to award all the worthy applicants."

Get to know this year's YEP winner more on page 22.

GOING DIGITAL WITH THE ANALYTICS COMMITTEE

Volunteers often bring their new ideas and energy to the Market. That is exactly what first-year Actives Morgan Billig and Sydney Bruen are bringing as the Analytics and E-Commerce Coordinators. In their role, they oversee the silent auction and all the surveys sent to merchants, shoppers, and volunteers.

"We are in a newer role for the HGM committee, so we are really learning as we go," said Billig. "Our biggest challenge is ensuring the set up of the silent auction is done correctly and on time."

SERVING THE SHOPPERS WITH THE GUEST SERVICES COMMITTEE

A great shopping experience is more than just a carefully curated selection of merchants. Guest Services Coordinators, Kathryn Ilgenfritz and Azita Jones know all about this. Their role is to plan and execute Spirit Week, Winter Walk, and guest experiences during HGM.

"We focus on the quality of service and interactions during HGM, emphasizing personalized service, comfort, and the overall atmosphere," said Jones. "The aim is to make guests feel welcomed and well-cared for during their time at HGM."



FUNDING THE MARKET (AND OUR MISSION) WITH THE DONATIONS AND FUNDRAISING COMMITTEE

While many people know Holiday Gift Market as the shopping event of the season, it is also the League's largest fundraiser. The Donations and Fundraising Committee, led by Kimber Martin, works hand and hand with the League's larger Fund Development team to support sponsorship outreach.

"The biggest challenge my role faces is the technicality of serving on two committees in one role," said Martin. "Communication is everything to streamline our fundraising efforts!"

The work of Martin's team has paid off, with over 7 sponsors supporting the Market and the League's work in Hillsborough County.

Interested in learning more about future sponsorship opportunities? Look for a new sponsorship publication at the Market.

From building momentum with local businesses during Spirit Week to supporting each shopper at Fairgrounds, these women play an essential role in the success of the Market.

"I joined the HGM committee because I wanted to be at the forefront of planning such an impactful event in the community," said Ilgenfritz.

Be on the lookout for Bargain Bracelet sales in new locations throughout the Market this year and remember to stroll through the Winter Walk between the Expo and Entertainment Halls.

KICKING OFF THE MARKET WITH THE PREVIEW PARTY COMMITTEE

When you ask many members what their favorite part of HGM is, you often hear an enthusiastic "Preview Party!". This year's event Coordinators Allie Betti, Amanda Bot, and Caitlin Wild are collaborating to create a kickoff event to remember.

"The biggest challenge in our role is transforming a blank canvas at the Fairgrounds into an extraordinary event," said Betti. "We must manage the varying expectations of different ticket tiers while striving to uphold the successes of previous years, delivering the same or even more remarkable experience, year after year."

The Preview Party is on Thursday evening and requires a special event ticket. This year's event will take shoppers to the magical land of the holiday classic, The Nutcracker.

"Being part of HGM means being part of something far greater than myself," said Betti, when asked about why she volunteers. "It's truly inspiring to collaborate with women from diverse backgrounds to orchestrate the largest fundraiser in the league. This tremendous achievement is a testament to the power of teamwork and collective dedication, and wouldn't be possible without the commitment from everyone on the committee."

Tickets to the Preview Party and VIP Party are available at HolidayGiftMarket.org.

PLANNING FOR 2025 WITH THE HGM CHAIR-ELECTS

Holiday Gift Market does not happen overnight, in fact, the 2025 Market Chairs are already learning and planning for next year. Lauren Huber Lendoiro and Anna Tosone are working around the clock to support this year's Market and taking notes for next year.

"I've always loved visiting the Holiday Gift Market, even before joining the Junior League," said Huber Lendoiro. "Now, as a member, I knew I wanted to contribute to organizing such a fun and festive event. Knowing this is our League's largest fundraising effort, directly supporting our community programs throughout the year, makes it even more special!"

One of their biggest takeaways so far is the impact of the women behind the Market. As they learn about everything from marketing to merchants to sponsorships to special events, the volunteers who power the event are what stand out.

"There is so much more that goes into this behind the scenes. It's really incredible how hard the committee members work on this and make it look easy," said Tosone. "It takes a village and luckily everyone in this village is fantastic."

THANK YOU TO THE 2024 HOLIDAY GIFT MARKET COMMITTEE!

Kristen Arseneau
Emily Bailey
Kelly Bailey
Kaitlyn Bailey Owen
Taylor Baker
Diana Bernal-Silva
Allison Betti
Morgan Billig
Lauren Birch
Chelsea Bolter
Amanda Bot
Flavia Bravo
Carolina Brown
Sydney Bruen
Brittney Coffman
Abby Curry
Geneva Dean
Kaila Gosselin
Laura Grow
Haley Hahmann
Ashley Hodge
Lauren Huber
Kathryn Ilgenfritz
Mathilde Jarrett
Azita Jones
Kaitlyn Misselwitz
Molly Moran
Parisa Mousavi
Andrea Oxendine
Mary Darby Perez
Lauren Pulido
Kimberly Reid
Morgan Rinaldo
Ellison Rooney
Riley Rousseau
Hillary Rymer
Alyssa Sassor
Katie Schab
Danielle Shepard
Catherine Shoemaker
Shelby Smith
Alexia Stalpes
Carly Stein
Lauren Stentz
Anna Tosone
Alia Trafficante
Paige Tucker
Pamela Whitney
Caitlin Wild
Nicole Williams
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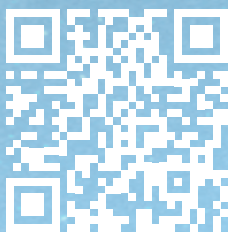
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Secrets TO A Successful HOLIDAY GIFT MARKET

PURCHASE YOUR TICKETS



HOLIDAYGIFTMARKET.ORG

by HOLIDAY GIFT MARKET COMMITTEE

Whether you are a seasoned shopper or a first-time guest, we want you to have a Holiday Gift Market to remember. We are sharing our secrets to a successful Market experience so you can focus on finding the perfect gift.



IT IS EASIER WITH E-TICKETS

Why wait in line at the ticket booth when you could be shopping? Purchase your tickets online at **JLTampa.org/HGM**. Tickets are \$10 in advance and \$12 beginning November 7 and at the door.

SAVE AND SHOP

Everyone likes to save a little. Purchase a 'Bargain Bracelet' for \$18 in advance or \$20 beginning November 7, to save 10% off \$25 or more purchases at the Market. There are a limited amount of bracelets available, so get yours before they sell out. Bargain Bracelet tickets do not include admission to the Market.

TRAVEL TOGETHER

HGM is always better with friends. Carpool with your friends to save money on parking (\$10 per vehicle, paid directly to the Florida State Fairgrounds). Traffic can back up, so driving together helps you start shopping even faster. Enter the fairgrounds off 301 and proceed to Admission Gate 1. HGM is held in the Expo and Entertainment Halls

PREPARE TO PARTY

Get a head start on gifting and have a little fun at the Preview Party on Thursday, November 7. Enjoy an evening of shopping, live music, interactive photo ops, and more! Food and drinks will be available for purchase, so you can sip while shopping. Tickets are \$30.

Looking for a more glamorous option? The VIP Party includes admission one hour earlier at 6 pm, a champagne wall, two raffle tickets, and hors d'oeuvres. Tickets are \$100. Dress to impress in your best pastel Nutcracker theme and make the most of this enchanting night!



SAVE TIME FOR SANTA

Santa is stopping by the Holiday Gift Market once again this year. Purchase your Santa Snaps ticket for \$15, which includes one digital photo of your group. Santa will be onsite Saturday, November 9, and Sunday, November 10 between 11 am and 2 pm. Ticket does not include admission to the Market.

HELPING HANDS

With over 200 merchants to shop from, you are bound to have a lot of bags. When you feel tired, drop your bags at the complimentary bag check station run by JLT volunteers. Donations are appreciated.

For more HGM secrets visit **JLTampa.org/HGM** and follow Holiday Gift Market on Instagram and Facebook.

 @TheJLTHGM  @holidaygiftmarket  #JLTAMPAHGM

2024 HOLIDAY GIFT MARKET MERCHANTS

BOUTIQUE ITEMS/ CLOTHING

351 Boutique

Allie Allure Boutique

Ava's Violet

Bahaari

Blue Betty Designs

Boho Hat Co.

Bosphorus LLC

Calico's Grove Boutique

Cali-Girl Clothing

Clash Clothing

ColorStory Boutique

Creative Creations by Shari

Crochet by Toscha

East of These

Fashionfine

Gift N' Green

Got Jewelry & You GOT This
Boutique

Katie Beth's Boutique

Kingsley & Marie

Lena Maxey Charm and
Tradition

Mary Beth's Mercantile

Missy Fashion Accessories

MooMo Studio

Pinc Flamingo Boutique

Seersucker Sassy Boutique

Shop Rooted and Free

Spenny Lane

Tampa Bay Merch Co.

The Gilded Butterfly Boutique

TINA Stephens

Urban Native Co

Wildly Belle

CANDLE/SCENT

Beachy Bubbles Bath Co

Cozy Coast Candle Company

Home Sweet Candle Co.

Lola Soap

Pink Zebra Home Fragrance

Seventh Avenue Apothecary

CHILDREN'S ITEMS CLOTHING

A Kid's Place of Tampa Bay

Bebe Bear

Emerson and Friends

Five Fish on the Docks

Furry Smile

J. Mack Designs

Kensington Kids Apparel

My Magical Wand

PaperPie

Seaper Powers

CHRISTMAS ITEMS

Baker and Co. General Store

Designs by Sandra

Masterpiece Christmas

Nautical Sand Ornaments

Personalize Your Christmas

Summerport Gifts LLC

The Red Feathered Nest

Two Sides of Nature

FOOD/BEVERAGE

All Natural Dips

A Spice Above

Chocolate Moonshine

Drunk Chicks Craft Sauce

Florida Pure Sea Salt

Hampton Chocolate Factory

Joe and Son's Olive Oils

Kara's Greek

Mix it Up

Nectar of the Vine

North Port Apiary

Nothing Bundt Cakes

Peterbrooke Chocolatier
Tampa

Real Cajun Market

Rickey's Jerky

Stanky Sauce

The Caramel Candy Company

The Flamingo Bean Co.

The Pretzel Pantry

Toffee to Go

Uncle Dave's Kettle Korn

We in Georgia

Whipped & Baked



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Bespoke Provisions

Clayspirations

Creations by Lolo

Designed 4 Your Home

D. Renee Hand Painted Art

Emma Tacon Designs

Florida Seaside Home

Gopali Imports

iHoly Land Crafts

Just/Because

Kay Hova Art + Home

Moda Galleria Boutique

Outdoor Wonders

Salted Air Mercantile

SunnySouthLove

The Perfectly Imperfect

The Vintage Warehouse

Wood Flower Boutique

JEWELRY

Alegria Co-Creations

A.M.A (Arbolea Moreno Art)

Beaded Soul Jewelry

Bourbon and Boweties

Casey's Collections

CB Jewelry

Clay by Kass

Full Herizon

Get Charmed Co

Hello Treasures Store

International Jewelry

Jessica Santander

Kendra Scott

K*Star Whirl & Twirl

Lotus By Leslie Ann

Luna Linx Designs

Luxenberry

Mermaid Girls Studio

Nairi Handmade Jewelry

Palm of Hope Jewelry Design

Polka Dotz

Shader Products

Studio SLVR

The Wooden Fence

MEN'S / UNISEX ITEMS

AKCO LLC

For the Bay Clothing

Sarasota Swim & Sport

Stoefs

The Frigid Collective

MISCELLANEOUS

Cutco Cutlery

Da Vinci Broom

Fabbrows

Glam It Up

Gripstic

Jalex Designs

J. Loretta

Keedro LLC

Mind Ya Beeswax Apiary

Mr Naturalistic

My Massage Pillow

OK4U

Prestige Products Direct/
The Professional Wine Opener

Purple Products

Simple Earth

The Fouta Spa

Tumbler Bar LLC

PET

Mama Mel's Pet food

Pasko and Co.

Pet Wants South Tampa

Pooch Natural Living

The Meow Mob

Toasteepups Pet Clothing

Wag & Wonder

MERCHANT LIST AS OF
SEPTEMBER 23, 2024.

THE PRETZEL PANTRY

MEET THE 2024 YOUNG ENTREPRENEURSHIP PROGRAM WINNER

by MADELINE MORRIS

Everything is better with a sweet treat, and Emily Bates, the owner of The Pretzel Pantry and this year's Young Entrepreneurship Program (YEP) winner, is absolutely a believer in the power of a sweet treat.

Bates founded her company in 2018, just a few months before her 20th birthday, to share her customized pretzel treats with a wider audience. She specializes in hand-dipped pretzels with a variety of toppings and flavors. With prices starting at \$8 for a six-pack of specialty pretzels, The Pretzel Pantry has found a loyal customer base over the past six years.

"Year after year, I have continued to build my brand in the Tampa Bay area, but there is still so much potential for growth," said Bates when asked what winning YEP would mean to her. "Having the opportunity to showcase my product, through the various ways the award spotlights the winner, would only enhance my growing business."

For Bates, the Holiday Gift Market (HGM) has become an annual tradition where she connects with customers and meets new shoppers from across the Tampa Bay area. She has participated for the past three years, even being recognized in 2022 as the HGM Most Popular Merchant.

"I have been very fortunate to have participated in The Junior League of Tampa's Holiday Gift Market for several years," said Bates. "The amazing attendance, because of the reputation and longevity of the Holiday Gift Market, allows me to meet thousands of potential new customers in the Tampa Bay area."

As the winner of YEP, Bates will receive a free booth at the Holiday Gift Market, a variety of business media promotional opportunities, mentorship for her business, and \$5,000 grant from The Lu & Dot Tinsley Memorial Family Foundation. Bates already has plans to use the grant to invest in new kitchen equipment to grow her production capacity.

"We are so excited to recognize Emily and The Pretzel Pantry through YEP," said Mary Darby Perez, 2024 HGM Chair. "The League has been lucky to watch Emily grow her business over the past few years and we are thrilled to see her take the next step in her entrepreneurial journey."

Follow The Pretzel Pantry on social media and visit The Pretzel Pantry Booth in the Expo Hall at the Holiday Gift Market.



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Let's Launch: The Diaper Bank Prepares for the Next Phase of Impact



by MADELINE MORRIS

After seven years, The Junior League of Tampa Diaper Bank is preparing to transition into an independent nonprofit organization. A project that began with a diaper drive to collect 1,000 diapers for inaugural partner Champions for Children, has grown into a complex operation supporting more than 16 organizations and distributing up to 1 million diapers each year.

The recommendation to launch was carefully researched and thoughtfully considered before League members voted to move the Diaper Bank from a JLT project to its own nonprofit. The move

allows the bank to operate with a single focus: combating diaper need in Tampa Bay.

“Our number one priority is to support the Tampa community,” said President Nicki Mohr Hall. “By launching the Diaper Bank, we are setting it up to ensure sustainable service delivery and the opportunity to grow with the needs of our community.”

BUILDING A FOUNDATION

Success starts with visionary leadership, and the new Diaper Bank organization would need a group of dedicated leaders at the helm. With this in mind, the League brought together a team of community leaders to form an Appointing Committee to recruit, interview and build a Board of Directors.

“I am oversimplifying a complicated process,” said Appointing Committee Chair Andrew Smith. “However, the first thing we looked for was capacity. This is effectively a well-funded startup organization that will take many hours of labor over a multiple-year process. If that individual had the capacity, we then vetted for vision. From there, we looked for granularity in strategy and ability to scale. Running a nonprofit takes not only time and vision, but also expertise and ability to meet filing deadlines, organize, and execute.”



Smith was joined by Adri Colina, Andre Kirwan, Mindy Murphy, Michelle Shimberg, and City Councilman Luis Viera, as well as two League representatives. The team reviewed applications from across the community, conducted interviews, and selected the inaugural board, using their unique perspectives to vet each applicant.

"The vision was to bring together individuals for the Appointing Committee that represented diverse parts of our local public and private sectors," said Smith. "We meshed really well and were able to first rally those in our networks to apply and then respectfully debate best fit through a months-long process of ultimately forming this final board."

The Committee selected a 12-person board, not including a JLT board seat which will be filled by a member of the Executive Board. The dynamic individuals represent a cross-section of the Tampa community, whose passion and influence make them poised to lead the organization into this next chapter.

When asked for his parting advice for the incoming leaders, Smith shared, "Keep questioning the status quo. We have the resources as a society to inspire our neighbors to lift up those who are not as fortunate as they are, to educate them on the many ways to help, and to eradicate poverty. You are the right team, at the right time, to get us closer to this aim."

The new board has already begun preparing for the official launch in January 2025. From developing governance structures to transitioning operations to creating the new organization's identity, the board members have jumped in head first to ensure the new organization continues the effort to eliminate diaper need.

Meet the New Board of Directors



CHAIR: **KATE CALDARELLI**



VICE CHAIR: **KATIE CAPPY**



SECRETARY: **LAUREL WAITES**



TREASURER: **SUE COURTRIGHT**



BOARD MEMBER: **SARAH COSTELLO**



BOARD MEMBER: **CHRISTINE DERR**



BOARD MEMBER: **NICHOLAS GLOVER**



BOARD MEMBER: **MEGHAN MCGUIRE**



BOARD MEMBER: **SAMANTHA NYAKUNZU**



BOARD MEMBER: **JESSICA STRAVINO**



BOARD MEMBER: **GINNY VEIT**



BOARD MEMBER: **TAYLOR WEST**



JLT BOARD SEAT: **LYNDSEY SIARA**



“The board’s responsibility is ultimately to make the critical decisions that will impact the organization’s long-term success,” said incoming Board Chair Kate Calderelli. “We are tasked with spreading awareness on the diaper need throughout our community and will help drive fundraising to become a reliable resource for families in need.”

CELEBRATING THE MILESTONE

“This is not the end of the League’s involvement in the Diaper Bank. It is the next chapter in our collective effort to end diaper need in Tampa Bay,” said President Mohr Hall when she opened the Diaper Bank Celebration with JLT’s continued commitment to the community. The September 28th event rallied over 250 diaper bank supporters and partners to prepare to officially announce the new organization, the Tampa Bay Diaper Bank.

The celebration recognized the milestone and demonstrated the League’s sincere commitment to combating diaper need. Attendees brought thousands of diapers, stuffing a box truck with donations to help the new bank begin operations with a full inventory. League leaders also outlined their plan for funding and volunteer support to help the new organization sustain its operations in the early stages.

“JLT has done a phenomenal job in getting the Diaper Bank to where it is today,” reflected Calderelli. “Now, the Diaper Bank has an opportunity to continue to fulfill some basic needs in our community that will help families to thrive and increase its ability to provide critical resources to some of our most vulnerable.”

Flag raising ceremony at Tampa City Hall to mark Diaper Need Awareness Week 2024 with The Junior League of Tampa and Tampa Bay Diaper Bank.





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MEET THE 2024-2025 LEADERSHIP TEAM



Meaza Morrison, Lyndsey Siara, Danielle Tinsley, Nicki Mohr Hall, Katie Crowe, Beth Schatzberg, Lindsey Dewey, Monica Kirkland, Emily Read. (Not pictured Molly Fitzpatrick and Rebecca Towner)

by CAMERON HUNT MCNABB

Photos by LESLIE WHITE PHOTOGRAPHY

Executive Board

Taking a long-term approach to League goals, the 11 members of the Executive Board each prioritize attention to different facets of the League's needs. While the Management Council and Leadership Council focus on the day-to-day operations, the Board guides long term goals, including prudent use of assets, financial and brand capital, and strategic planning. Our Board also plays a significant role serving as ambassadors to the community, raising funds and advancing the goals of the League. On the next pages, meet the members of our 2024-2025 Executive Board.



President: **Nicki Mohr Hall**

Nicki Mohr Hall joined JLT in 2014 and spent most of her time in the community space before entering leadership. Nicki's favorite role in the League was Managing Director, which allowed her to truly learn the ins-and-outs of the organization and its members by being in the throes of all the happenings of the League.

Outside of the League, Nicki is an attorney, serving as the Chief of County Court for the Thirteenth Judicial Circuit in Hillsborough County where she focuses on training and development of young lawyers and continues to prosecute homicides.

She and her husband, Jason, are celebrating their 11th wedding anniversary this year and they love to travel abroad with their three year old son, Wyatt. A Tampa native, Nicki grew up in Temple Terrace and values the closeness to family.

FUN FACT: "I am not the only President in the family this year! My mother, Gayle Mohr, is currently serving as the President of the Temple Terrace Garden Club and loves to compare notes!"

President-Elect: **Katie Crowe**

Originally from Austin, Texas and then Lake Forest, Illinois, finding "home" in Tampa Bay became more than just a dream for Katie Crowe; it became her career. Over the last decade Katie has established herself as a top residential real estate agent in the Tampa Bay market. Service is at the heart of who Katie is, so it is no surprise that she has chosen a career which consists of serving her clients and walking alongside them as they make one of the most significant investments of their lives. As she nears ten years of membership, Katie has held a myriad of roles within The Junior League of Tampa, including Managing Director, Community Assistance Manager, and Provisional Education Chair to name a few. Katie attended Auburn University where she majored in Political Science and was a member of Tri Delta sorority. Katie also served as the Philanthropy Chair in the Tri Delta Alumnae Association in Tampa from 2015-2018. Katie now calls Davis Islands home and loves sharing the island life with her husband Justin and dog, Boomer.

FUN FACT: "I grew up attending Junior League events with my mom at the Junior League of Austin and always knew I wanted to join the League one day."



Managing Director: **Meaza Morrison**



Meaza Morrison is a wife and mom with decades of experience in education and organizational development. She lives in Lutz with her husband, two children, a Pomeranian, and lots of plants. Meaza loves to read, listen to podcasts, and spend time with her family.

As a community leader, in addition to service at the League, she serves as Secretary on the executive board for the Centre for Women. She is a member of Leadership Tampa Alumni, Athena Society, USF's Women in Leadership and Philanthropy, Champions for Children Community Council, and her local PTA. She is also a Trusted Messenger for Talk, Read, Sing Tampa Bay.

Meaza holds a bachelor's degree in Secondary Education, a master's in Adult Education, and a doctoral degree in Instructional Technology. She holds graduate certificates in Leadership in Developing Human Resources, Post Crisis Leadership, and Diversity, Equity, and Inclusion.

FUN FACT: "I moved to Tampa from Liberia, West Africa to attend USF and instantly connected with the city."

Director at Large: **Emily Read**

Emily Read is the Tax Director for North America and Head of the Tampa Office at Permira, a global investment firm. She holds a Bachelor of Business Administration from Mercer University and a Masters of Science in Accounting from University of Virginia. She has been a member of the Junior League for over ten years and has enjoyed her placements and leadership roles. She is married to David and mom to three young boys.

FUN FACT: "I grew up sailing with my family just down the street from JLT Headquarters. I am hoping to complete an offshore race in the next few years."



Director at Large: **Molly Fitzpatrick**

Molly Fitzpatrick joined the League in 2018. She is originally from Inverness, and attended Villanova University and New York Law School. Molly works as an attorney for MetLife, supporting their business in the United Kingdom. She has held several roles within JLT, but the most fulfilling (and challenging) was her most recent position as Fund Development Manager. Molly enjoys trying new restaurants, attending concerts, and traveling. Her most recent stops include Ireland, Paris, and London!

FUN FACT: "I walked the Great Wall of China and rode back to the bottom on a toboggan sled!"



Director at Large: **Lyndsey Siara**

Lyndsey Siara has been in the League for 13 years. Outside of the League, Lyndsey is the General Counsel for the Sixth Judicial Circuit, serving Pasco and Pinellas Counties. In that role, she provides legal counsel and support to the Chief Judge and Trial Court Administrator and oversees the court's legal department. She is active in several legal professional associations and serves as the Vice Chair of The Florida Bar Journal Editorial Board. Lyndsey has been married to Joe for 13 years, and they have two girls, 9-year-old Sydney and 5-year-old Savannah, along with Goldendoodle, Indy.

FUN FACT: "I was the president of my sorority in college (Sigma Kappa)."

Director at Large: **Danielle Tinsley**

Danielle Tinsley has been a member of The Junior League of Tampa since 2013. She has held many roles including YEP coordinator (three times!), HGM Co-Chair, Treasurer, and currently serves as a Director at Large.

She is a proud graduate of Florida A&M University. While still in college, Danielle founded an online clothing store, Great Glam, that she ran for sixteen years. She bootstrapped her company to more than seventy employees, two retail store locations, and over fifteen million in annual revenues all while maintaining sole ownership.

Now semi-retired, she is a part time online marketing consultant. When not working, volunteering, or spending time with friends and family, you can find her ice skating.

FUN FACT: "I got engaged last year and when I eventually get married, my already large family will expand to 13 nieces and nephews as well as 3 step children."



Leadership Director: **Rebecca Towner**



Rebecca Towner began her League career in Minneapolis before transferring to Tampa in 2015. She has served in a variety of roles within JLT, including Community Education Manager, Member Experience Chair, and Transfer Chair. While each role has been a valuable learning experience, her most rewarding has been serving on the Governance Committee, and she is deeply honored to now lead the committee as Leadership Director.

Originally from Illinois, Rebecca earned her Bachelor's from the University of Tennessee and her Master's from Saint Leo University. She is an Organizational Development Advisor at Moffitt Cancer Center. Rebecca is married to Chris, and they have two children, Graham and Caroline. In her free time, you'll often find her on the baseball or softball fields, enthusiastically cheering on her kids.

FUN FACT: "I am a self-proclaimed audiobook junkie and keep my playback speed at 2.0 or higher. Please share your book recommendations with me."

Secretary: **Lindsey Dewey**

Lindsey Dewey relocated to Tampa in 2009 with a mission to enhance programming at Congregation Schaarai Zedek in South Tampa. Over the past 15 years, she has been dedicated to fostering community, initially focusing on teens, youth, and their families, and more recently broadening her efforts to encompass the entire congregation. Lindsey is a proud alumna of The University of North Carolina at Charlotte and holds a graduate Certificate in Nonprofit Management from The University of Tampa. She shares her life with Chris, her summer camp sweetheart, and they are the proud parents of their eight-year-old son, Lawton. Outside of her professional and volunteer commitments, Lindsey is passionate about crafting, taking Peloton rides, and spending time with friends and family.

FUN FACT: "My favorite animal is a penguin and has been since high school. Ask me about some of the random penguin collectibles I own!"



Treasurer: **Monica Kirkland**

Monica Kirkland is a Certified Public Accountant (CPA). She joined the Junior League in 2013. Her favorite roles have been Community Education Manager and Secretary. Monica is originally from Valdosta, Georgia. Monica has called Tampa home for almost nineteen years. Her service in the League and love of the Tampa community is primarily why she came to Tampa and stayed. When she is not volunteering, she enjoys walking trails, exploring museums, spending time with family, and traveling.

FUN FACT: "My niece is a part of the color guard for the high school band in Georgia. She can dance and plays the trombone. I live vicariously through her because I don't have rhythm and am not coordinated enough to play an instrument. I travel home frequently during the fall to watch her perform and catch Friday Night Lights football (a big deal in South Georgia)."

Sustainer at Large: **Beth Schatzberg**



Beth Schatzberg has been married to Ronnie Schatzberg for over thirty-two years with two adult children, Madison and Cole. She has been a member of the League for thirty years and has served in many leadership roles, including leading the Hospice Bereavement Camp, Parent Support, Thumbs Up for Child Safety, Future Planning, Baby Bungalow, Yearbook, Enabling Fund, and Grants committees as an Active. Most recently she served as the Sustainer Chair during the 2017-2018 League year and Sustainer President, 2021-2022. She has also served over 24 years on the Board of Directors for Mary Lee's House, a child advocacy center. An avid athlete and seasoned dragon boat racer, Beth was a member of the US Dragon Boat Federation's national team and represented Team USA at the world championships in Milan, Poland, and Atlanta, GA. She was instrumental in helping Past President Nicole Hubbard establish collaborative relationships for the dragon boat fundraiser in 2016 for the League.

FUN FACT: "Ronnie and I are part owners in the newly renamed dive bar in South Tampa, Friendly Tarpon Tavern, located on Gandy Blvd."

Management Council



Tia Smith, Leslie Hodz, Bri Bunch, Ashley Gallagher, Ashley Gabler, Lauren Rice, Hannah Parker McCabe, Rachel Magee, Meaza Morrison, Marysue Mathews, Lauren Watts, Raena Steffen, Tiffany Hilton, Alyson Burbee, Jessie Roeder, Jill Askren, Katie Peterson.

by CAMERON HUNT MCNABB

Photos by LESLIE WHITE PHOTOGRAPHY

The 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 the 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. On the next few pages, meet our 2024-2025 Management Council.



Managing Director-Elect:

Lauren Watts

Lauren Watts has been a member of The Junior League of Tampa since 2018. She is a Tampa native who has been volunteering in our community since the age of 15. Her favorite title is Mom! She is married to her best friend, Michael, they have two pups and they just welcomed their third beautiful daughter in March of this year! They love to travel as a family and last year, took the girls on their first international trip to Ireland. Lauren holds a Bachelors in Biochemistry from the University of Florida with a minor in Spanish and a Masters degree in Medical Sciences/Healthcare Management from the University of South Florida Medical school. Professionally, Lauren is an IT Director for a large

healthcare organization and she serves on the board of FiCare credit union. JLT is an organization that fills Lauren's cup, challenges her to grow and she's very excited to serve the membership as Managing Director-Elect this year!

FUN FACT: "I danced since the age of 3 all the way through college. My four year old daughter now dances with the same dance studio and teacher that taught me!"

Advocacy Manager: **Raena M. Steffen**

Raena Steffen is a certified athletic trainer licensed by the Florida Department of Health. She is a graduate of the USF Athletic Training Program in 2009 (BS) and subsequently the USF Advanced Athletic Training Program in 2013 (MS). She is currently the Director of Sports Medicine for Florida at PT Solutions Physical Therapy, overseeing athletic trainers across the State of Florida. She is also currently the West Regional Representative for the Athletic Trainers' Association of Florida. As a member of The Junior League of Tampa, she has been involved in leadership since her provisional year. One of her favorite mantras is "We can do hard things," from Untamed written by Glennon Doyle. It's a reminder that we each have the power to make a difference, both in ourselves and others.

FUN FACT: "I have never broken a bone, but have put many back together."



Community Assistance Manager:

Tiffany Hilton



Tiffany is a native of Tampa Bay and resides in Riverview, FL. Tiffany transferred into JLT from the Junior League Clearwater-Dunedin. She received her Bachelors of Arts in Criminology and Sociology from the University of South Florida in 2009, her Juris Doctorate from Florida A&M University College of Law in 2012, and her Masters in Business Administration from the University of South Florida in 2017. Tiffany is the current President of the George Edgecomb Bar Association (Tampa Bay's largest predominantly African-American bar association) and serves on several committees for The Florida Bar. She is a Senior Legal Liaison for Metropolitan Life Insurance Company ("MetLife") focusing on contract negotiations for National Accounts prospects. When she is not working or volunteering, she enjoys traveling, spending time with her family and friends, binge watching way too many shows, and organizing spaces.

FUN FACT: "I love organizing spaces so much that I started my own organization business helping others to organize their spaces in my spare time."



Community Child Welfare Manager: **Jessie Roeder**

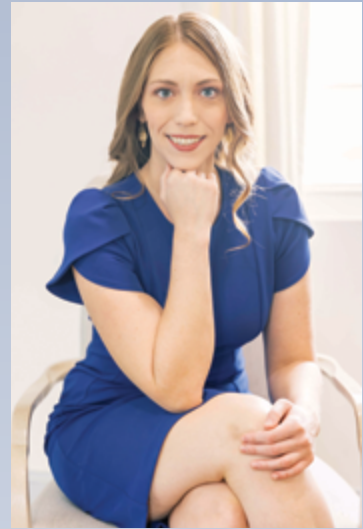
Jessie Roeder is a resourceful, innovative professional with more than 15 years of general, operations and clinical program management experience primarily within the healthcare industry. She has expertise in initiating projects and programs that boost productivity, enhance the customer experience and identify new revenue streams for the company. She is a dynamic hands-on Manager with proven skills in organization, development, training/coaching, motivation, troubleshooting, and improvement of operations through policies that promote a team-based work atmosphere, superior client services, creative thinking and a positive effect on the corporate bottom line.

FUN FACT: "I used to teach ballet and tap lessons for children ages 3 to 6 years."

Community Engagement Manager: Jill Askren

Jill Askren is an attorney at Shumaker, Loop & Kendrick, LLP, and her practice is focused on complex commercial litigation. She is from Vero Beach, and received her undergraduate degree at the University of Central Florida before attending law school at William and Mary in Williamsburg, Virginia. Jill eventually decided to return to Florida and has lived in Tampa since 2017. She joined the League during 2020 and has since served in leadership roles within MILO and the Public Affairs committees. She is excited to serve on the Management Council this year and work on the League's community engagement. In her free time, she enjoys traveling, hiking, and running. She is also learning to row and boulder.

FUN FACT: "I am attempting to run a marathon in all 50 states. I am at six so far and have two more states lined up this year."



Events Manager: Ashley Gabler

Ashley Gabler has been in the League since 2019 and has enjoyed her entire League experience, but her favorite role was HGM Ticket Coordinator because it allowed her to work with so many volunteers and attendees. Ashley is a CPA, working in financial planning and analysis for PwC. She is from Massachusetts, but has spent most of her life in the Tampa area and attended the University of South Florida for her bachelor's and master's degrees. Ashley is married to her best friend, Griffin. When Ashley isn't at work or the League, she is practicing needlepoint or playing pickleball.

FUN FACT: "I met Michael Jordan and didn't even realize it."

Events Manager: Alyson Burbee

Alyson Burbee is a driven accountant in pursuit of her CPA, dedicating her career to small and local business in the Tampa Bay area. Originally from New Hampshire, she moved to Florida to pursue higher education at The University of Tampa where she joined Delta Sigma Pi, earning a Bachelor's in International Business and Accounting and a Master's in Entrepreneurship. Alyson's past roles with JLT include Member Meetings & Events Chair ('22-'23) and Member Experience Chair ('23-'24). Outside of her career and volunteering, Alyson is passionate about spending time outdoors in the sun, cooking, and learning about the world, its history, and diverse inhabitants through exploration of cultures and cuisines while traveling. Her blend of professional dedication and personal interests reflects a vibrant, curious spirit eager to make an impact on the Tampa Bay community.

FUN FACT: "I have traveled to 20 countries and all 50 US States."





Fund Development Manager: **Ashley Gallagher**

Ashley is a partner at Johnson Jackson PLLC, where she practices management-side employment law. She graduated from the University of South Carolina and from Florida State University College of Law. During her time with the League, Ashley has held several roles including Grants Chair-Elect, Grants Chair, and Fund Development Manager-Elect. In addition to her service to the League, Ashley serves on the Board for BAYS and is slated to serve as President for the Tampa Bay Chapter of the Federal Bar Association in 2025. Ashley lives in Tampa with her two-year old son Wren and husband Thomas.

FUN FACT: "I took a course on Lady Gaga in college."

Fund Development Manager-Elect: **Lauren Rice**

Lauren Rice joined the League in 2018 and served as the 2023 Holiday Gift Market Co Chair celebrating the market's 20th year. She has also served as the HGM Young Entrepreneurship Program (YEP) Coordinator and on the enabling fund and volunteers at large committees. Lauren grew up in Gainesville, Florida and moved to Tampa in 2013. She works as an attorney and loves running and rowing.

FUN FACT: "My dream job is to be a professional dog walker or athlete."



Membership Manager: **Bri Bunch**

Bri Bunch grew up enjoying the sunshine in Florida. A proud graduate of the Florida State University College of Law, Bri has established herself as a trailblazing female leader in the construction industry over the past eight years. Her commitment to volunteerism began in her teenage years when she served as a teen dating violence advocate. This early experience sparked a lifelong passion for making a positive impact in the community and helping others. Bri joined the League in 2019 and has loved her previous roles as a Community Child Welfare Manager and Provisional Mentor. As she begins her second year on the Management Council, Bri is excited to support her fellow members. Her greatest strengths lie in her deep passion for the League and her ability to connect with people. She believes that members are the heart of JLT and is dedicated to ensuring every member feels valued.

FUN FACT: "I adore being the ultimate auntie to Lily and Olivia."



Membership Manager-Elect: Rachel Magee

Rachel has lived in the Tampa area since she was a teenager and proudly graduated from the University of South Florida. She worked in the software industry in sales and marketing for over ten years until eventually transitioning to being a full-time stay-at-home mom to Stella (15) and Owen (14). She has been married to her best friend and husband, Jason, for 16 years. In addition to JLT, Rachel has been active in the PTA since her kids started school and currently serves on the Tampa Prep Parent Association Executive Board as the Upper School Coordinator. She joined JLT as a provisional in 2013 and spent most of her time on the community side of the League. After taking some time off, she was thrilled to return in 2023 and is excited to be working with the membership team.

FUN FACT: "I love traveling to new places and have visited 5 continents, over 20 countries, and 45 states- six in which I have lived."



Training Manager: Hannah Parker-McCabe

Hannah Parker McCabe was born and raised in Mobile, AL and graduated from The University of Mississippi (Ole Miss - Hotty Toddy!) where she shortly after relocated to Tampa. She currently serves as a Commercial Lines Account Executive for Stahl & Associates by day, and wife and mother to an all boy squad, well - all of the time. Connor Joseph is a "threenager" and Parker Troy is 9 months and crushing it.

This is Hannah's 10th year serving within The Junior League of Tampa, and her 4th year serving on Management Council.

FUN FACT: "I was recently a "Groomsmaid" in a friend's wedding and it was an amazing experience!"

Treasury Assistant: Tia Smith

Tia Smith has been a member of the League since 2020 and served on the Holiday Gift Market Committee in several roles prior to becoming the Treasury Assistant. She loved her work with HGM because she knows her efforts directly impact the charitable work JLT is able to do in the Tampa area. Being a member of the League has afforded Tia the opportunity to meet and connect with many amazing people while giving back to the community at large.

Tia returned to Tampa after completing her MBA at Florida A&M University. She is an Adult Educator in Hillsborough County during the day and a private chef and baker at night. She is a master of efficiency and loves traveling, the arts, and great food.

FUN FACT: "I have visited 6 out of 7 continents. I plan to visit all 7 continents and at least 100 countries by the age of 50."





Sustainer Advisor: **Leslie Hodz**

Leslie Hodz kicked off her Provisional year in 2008 and immediately jumped into leadership roles in the Fund Development areas of The Junior League of Tampa. Her six years spent working all areas of fundraising was an amazing training ground that has led her to other fundraising roles with other organizations. Her favorite role in the League was serving as Community Director on the Executive Board, getting the full circle moment of seeing the benefits of all the fundraising efforts. Leslie is a Vice President of a healthcare consulting firm, a wife and mom to two children. She grew up in Atlanta, Georgia, and attended the University of Florida.

FUN FACT: "I previously was the Thunderbug mascot for the Tampa Bay Lightning and the Baycare Health System Apple mascot. Currently, I often serve as the Dolphin mascot for Mabry Elementary School."

Office Administrator:

Marysue Mathews

Marysue Mathews is the League's Office Administrator and has been an employee with the League for over 16 years. In her role, Marysue does a bit of everything needed to support JLT's members, leadership, and customers, and often other leagues as well. Marysue is an alumnus of The Academy of the Holy Names and the University of Tampa. She is married to her husband, Jim, of 43 years, and has four children and 5 grandchildren. She loves to travel with her family and recently visited Kauai and Maui. Marysue loves to sew and monogram in her spare time.

FUN FACT: "I love Member Essentials and our new donor software and truly enjoy teaching our members (and often other leagues) how to best use these tools."



Meeting Manager: **Katie Peterson**



Kathleen (Katie) Peterson is a Registered Nurse who works at St. Joseph's Hospital in the Ortho/Trauma unit. A member of The Junior League of Tampa since 2018, Katie has enjoyed all her placements, since she said yes to a leadership role her first year as an Active. Katie loves that the League surrounds its members with an army of like-minded, strong women who help and support. She is married to Brant Peterson; they recently welcomed their first baby girl, Leland. Outside of the League, she's involved with the Professional Practice Council and Tampa Toastmasters. Born and raised in Tampa, Katie attended Florida State University for her Bachelor's in Human Sciences and the University of South Florida for her second Bachelor's in Nursing.

FUN FACT: "My family owned and operated a cigar factory in Ybor City from 1905 until the 1980s."



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Leadership Council

The Leadership Council works in concert with the Executive Board and Management Council to make sure all our League programs are consistent with our Mission and that our strategy is pushed forward according to yearly strategic priorities.

Chelsea Butts
*Alliance for Period
Supplies Chair*

Kiana Romeo and
Lindsay Carter
Centennial Vision Co-Chairs

Kathryn Baker
and Elizabeth Eby
Community Grants Co-Chairs

Courtney Ryals
*Community Advisory
Board Chair*

Savanna Wind
Diaper Bank Chair

Taylor Muller
Endowment Chair

Brittany Brecklin
Family Health Day Chair

Marie Hebbler
*Fundraiser Development and
Evaluation (FDEC) Chair*

Alexa Cline
Food 4 Kids Chair

Jessica Berroth
*Fundraising Giving Campaign
Chair*

Amanda Fleischbein
Fundraising In-Kind Chair

Sam Blair and
Christina Mannino
Gala Co-Chairs

Alexandria Payne and
Cynthia Juez
Gasparilla Invasion Co-Chairs

Saadatu Olanrewaju
Girl Power! Chair

Elicia Dick
Grants Chair

Kaitlyn Bailey Owen
and Mary Darby Perez
Holiday Gift Market Co-Chairs

Amber Kessler
*Human Trafficking
Awareness Chair*

Brittany Hatton
*Internal Communications
Chair*

Kaitlin Howell
Kids Connect Chair

Anique Thompson
Love Bundles Chair

Jessica Edwards
Marketplace Chair

Emily DeGirolamo/
Maher and Victoria Kiser
*Member Experience
Co-Chairs*

Cynthia Juez and
RuthAnn Vilela
*Member Meetings & Events
Co-Chairs*

Kylie Gross,
MILO Chair

Murewa Olubela
*Project Development &
Evaluation Chair*

Paige Carbon and
Shelbie Bynum-
Burwell
Patrons Party Co-Chairs

Brittany Beals
Placement Chair

Rafiela Wagoner
*Prospective Member
Engagement Chair*

Kaley Ogren
Provisional Education Chair

Amanda Suarez
Public Affairs-Local Chair

Jessica Hypes
Public Affairs-State Chair

Casey Taylor
Ready to Achieve Chair

Sara Larsen
The Sandspur Print Editor

Karen Smreker
The Sandspur Digital Editor

Kristin Horne
Sustainer Admin

Jenny Spencer
Sustainer President

Hillary Thornton
Training Chair

Kami Lucas
Transfer Chair

Makena Yunker
Volunteers At-Large Chair

2024-2025 Provisional Class

The Provisional Class began this summer, building momentum quickly, thanks in large part to the robust curriculum and schedule of events put together by the Provisional Education team, headed by Chair Kaley Ogren. The Provisional Class includes 146 women, between the ages of 23 and 49, who come to the League with varying work and life experiences. When the class meets all together, the room is brimming with excited members and engaging speakers.

Kaley attributes all successes to the incredible teamwork of the Provisional Education Assistant Chairs, Hannah Geaumont and Danielle Scott, its Requirements Coordinator Hellen Osorio, and its Secretary Molly Rau.

The Provisional Education Committee includes 14 Provisional Mentors: Dara Abraham, Reina Brown, Carlee Bowdoin, Diana DeLaCruz, Nicole Desrosiers, Jordan Mavrakos, Tara Mitchner, Anne Myers, Samantha Norman, Sterling Purdy, Ebony Richardson-Matthews, Bailey Sweeney, Emily Welch, and Jenna Zwald.

The mentors focus on provisional engagement and guiding the Provisional Class through their first year. In August, the Provisional Class had its PE 101, wherein Provisionals learned about the history and mission of the League; Holiday Gift Market; and the exciting Diaper Bank Launch.

This year, the Provisional Class will have an opportunity to lead a Provisional only service project with one of our community partners and further impact our community. We are excited for this Provisional Class and what the future holds.

Caroline Barber	Julie Curry	Abby Frick	Jordan Jacobs
Deepa Bhat	Alexandra Cusell	Lisa Fusaro	Samantha Jacobsen
Stephanie Boardman	Hanna Czerniak	Sam Garateix	Jessica Jaeckel
Carmi Brown	Katie Daniel	Mary Olive Gauthier	Kyla Jean
Masha Bryan	Amber DeLaRosa	Cherice Greco	Hayden Johnson
Blake Burlakoff	Taylor DeMesa	Samantha Gutman	Emery Jones
Kylie Burroughs	Sandra Demian	Jourdan (Jo) Hanna	Martika Jones
April Caldwell	Nina Denaro	Adrienne Harden	Sarah Jones
Blake Carey	Deborah Dille	Elizabeth Hargett	Mackenzie Jordan
Ashton Clement	Hayley Divers	CT Harris	Haley Kantarjian
Gabrielle Coapstick	Jessica Dreyer	Kalen Hatten	Taylor Kelly
Brooke Cockrell	Kelsy Ecclesiastre	Jamie Herrmann	Rebecca Kinzly
Grace Cockrell	Hannah Efaw	Ela Hersberger	Denitsa Kolev
Yardley Collett	Amanda Esposito	Katherine Holcombe	Destiny Korsch
Marissa Conner	Jane Ezeanya	Alexandria Houlihan	Kimberly Kresser
Kaitlyn Coucoules	Carissa Fosdick	Kourtney Hubbert	Lauren Kriz
Julia Crawford	Ellie Frazey	Stephanie Iorio	Sheridan Kushner Perna



Heather Lakowski
Jennifer Lash
Sophia LeRette
Victoria Lewellen
Olivia Longshore
Meredith Lord
Eliana Lozano
Jannicke Lue
Regan Marra
Khalilaa McDuffie
Jiya McIntyre
Corina McLamore
Kiersey McLaughlin
Kenricia Mercer
Stephanie Metzger
Elizabeth Meyer
Chloe Mikolasik
Laura Mincher
Hannah Mistry
Mary Molloy

Alexis Moore
Natali Morgado
Lindsey Morrell
Nicole Morrill
Hannah Mullen
Alexandra Murphy
Heather Mysak
Danielle Nagy
Michelle Navar
Reilley Nelson
Jamie Novaes
Alexis Novales
Jenna O'Leary
Earlishia Oates
Sarah Olson
Victoria Ostapski
Katie Ostrem
Brittany Outlaw
Karina Patel
Elisabeth Piatt

Lei Piloto
Allison Pirpich
Kristianna Potter
Marshella Pounds
Amanda Puello
Adriane Ray
Paige Rechsteiner
Hilarie Reinders
Danielle Roland
Joanne Sandoval
Diana Santangelo
Amy Schmidt
Madison Schroeder
Emily Sellers
Luegenia Sherriffe
Brooke Shroyer
Michell Silva Torres
Renata Sindicic
Savannah Sipsy
Pamela Sirota

Samantha Skinner
Cassidy Smith
Jena Smith
Lauryn Solomon
Kate Themides
Emily Tomaka
Tere'sa Turnage-Clouden
Kate Valeri
Skylar Voelker
Nicole Voltz
Morgan Walsh
Nichole Walts
Johora Warren
Kiah Wilson
Carlee Wright
Hannah Yoder
Dayna Zallo
Savannah Zimmer



Meet the 2024–2025 President-Elect:

Katie Crowe

by KAYLA BORONELL

A VISION OF LEADERSHIP WITH THE LOVE OF SERVICE AT THE HELM.

For The Junior League of Tampa's 2024-2025 President-Elect Katie Crowe, service to others has always been a leading example.

Looking back, Katie shared a memory of how the League made an impression on her years before stepping into the role of a lifetime. "Growing up, I watched my mom volunteer with the Junior League of Austin and attended events with her both volunteering and at their version of Holiday Gift Market called A Christmas Affair," shared Crowe. "I always knew the League was part of the life I wanted to build for myself." That first impression would go on to motivate her to follow the example set by her mother and join the League.

After being enchanted by Tampa during a visit for her sorority sister's wedding, Crowe, a real estate professional who grew up in Austin, Texas decided she would make Tampa her new home.

In 2015, she became a member of JLT and has served in various roles, including Provisional Project Chair (Kids in the Kitchen), Fundraising Co-Chair (Dragon Boats), Provisional Education Chair, Community Assistance Manager, Community Child Welfare Manager, and Managing Director.

All of these roles, sharpening her leadership skills and cultivating her natural love of community.

While walking with her husband, Crowe received a call that would forever change her trajectory in the League. They announced that she would become the 24-25 President-Elect and lead the organization of motivated women in Tampa who all share a passion for improving the community.

"As soon as they told me I had been selected, I dropped to my knees on the sidewalk and started crying," said Crowe. "It has been such a journey to this point and something I truly dreamed about



but never knew if it was possible for me. I was filled with joy and it is truly the most immense honor to be selected for this role."

Regarding her vision for the future, she shared that her presidency will focus on celebrating the last 99 years as the organization prepares to usher in the Centennial in April of 2026. Among her goals are 10 Legacy Projects that will honor JLT's work for the Tampa Bay area over the last 100 years.

Also on the horizon are a Centennial Gala and a reprint of the beloved Gasparilla cookbook.

Located in the heart of Tampa, the League has always been at the forefront of serving the community's needs. Crowe shared that her vision for service in 2024-2025 will be no different, paying homage to the foundation JLT has already laid.

"One community issue that has remained close to my heart is children's mental health," she shared. "Working in this space was something that our members participated in during the 1940s and our partnership with the Hills Guidance Center is something we are excited to explore during our Legacy Projects. I think this is a space that our members can truly appreciate as mental health is an 'issue area' that impacts us all."

Katie's journey is an inspiring reminder to new and seasoned members that everyone can rise to any occasion to make a difference. Her most significant advice to members is to be bold and experience everything.

"The League is a lifetime of membership, and we have so many incredible opportunities and experiences to offer. Take advantage of all of it. Go to every training, apply for every role that excites you, lean in, and soak it all up. The possibilities are endless."

Reflecting on her past and looking forward to the future, Katie shared that she's pulled inspiration from many women she's met while in JLT. The long list of women includes Nicole Hubbard, who served as her President during her first year as an active. Another is Meg Severino, with whom Katie formed a close bond when she served as managing director. Also among the list of women is 2023-2024 President Nicki Mohr Hall, who served alongside Katie as first-year managers in 2020.

Mohr Hall, now president, who knows intimately about the unique experiences that comes with serving The League as President-Elect, shared that she is excited to witness Katie step into this new phase of leadership.



"I have known very few people who love The Junior League of Tampa like Katie does. Whether you're looking for someone to lead our Provisionals along their journey into the organization, a leader willing to take on any task as Managing Director, or a trusted neighbor to run to headquarters in the middle of the night to make sure there's no storm damage—Katie's your girl," shared Mohr Hall. "She has dedicated so much of herself to JLT because she knows how much this amazing group of women has enriched her life."

With the support of other women in the League and her passion and excitement for serving, Katie's story within the League is still being written. Above all, her vision for this new chapter is something close to her heart: service to others first.

"We rise by lifting others," said Crowe. "I'm a strong believer in servant leadership and pouring into those that will come next, just like my mentors have done for me. I love seeing our members take the time to raise other members, and I know that continuing to do so will only strengthen the amazing culture we have here in the League."



**Sustainer President**

Jenny Spencer

Sustainer President-Elect

Ashley Porch

Executive Board Sustainer at Large

Beth Schatzberg

Management Counsel Sustainer Advisor

Leslie Hodz

Secretary

Kim Carswell

Back to The League Chair

Kim Carswell

HGM Luncheon Chair

Terri Dodson-Caldevilla

Fall/Winter Cocktail Party Chair

Kara Bernstein

Heather Walsh

Community Service Chair

Jenny Schroeder

Pop-Ups Chairs

Kara Bernstein

Heather Walsh

Art Chairs

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Laura Woodard

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Liaison

Sarah Walters

Past President

Kate Caldarelli

Active Committee Chair

Kristin Horne

Active Committee Assistant Chair

Catherine Rubinson

sustainer president's note

Welcome to our 2024-25 League Year! I am honored to serve as your Sustainer President alongside our incredible Sustainer Board, who generously dedicate their time to ensure this is a memorable year for all of us.

As we begin this League year, I have taken a moment to reflect on how my journey with the League has evolved. I first joined The Junior League of Palo Alto-Mid Peninsula in 2008 while living in California. My goal was to connect with like-minded women. I quickly fell in love with the League and the impact the League made addressing poverty and homelessness in our community. After moving back to Tampa in 2009 with my husband, I transferred to The Junior League of Tampa (JLT). What began as a way to meet new people, blossomed into something much greater. I not only built amazing lifelong friendships, but also gained valuable experience leading committees, running projects, managing budgets, raising funds, writing grants, and so much more. It truly shaped me as a person, and I believe many of you share similar experiences. The Sustainer Board's goal this year is for each of our Sustainers to reflect on how your membership has impacted you!

Leading up to JLT's 100th anniversary in April 2026, we hope you recognize the role you played in creating the foundation of the legacy we honor today. A legacy you can be truly proud of. This year, we are collaborating closely with JLT's Centennial Committee and Executive Board to embrace ten of JLT's legacy projects. We will give back to our community while celebrating the partnerships and programs we've established over the past ten decades. I encourage you to get involved. Please share your experiences with any projects you participated in. Let us know how these projects impacted you.

Another important focus is reconnecting Sustainers with The Junior League of Tampa. We want to hear about your experiences as a JLT member. What do you hope to gain from your League year? Whether it's building connections, mentoring fellow League members, participating in training sessions, or enjoying the social events, your voice matters! There will be several platforms for you to engage and give feedback. Sign up to attend Sustainer Roundtables at the beginning and end of the year to give your thoughts, experiences, and ideas. We will be creating some key Liaison roles for Sustainers. Our Mentorship Program will also be expanding. Please stay tuned for more details.

As we approach our Centennial year, it is an excellent opportunity to reconnect with our fellow JLT sustaining members and to support our Actives and Provisionals. These members will carry forward our traditions and rich history while embracing our mission and vision, making a significant impact on our community into the next 100 years.

Thank you for your unwavering support over the last 98 years and we look forward to what the future holds for the next 100 years!

"Alone we can do so little; together we can do so much."—Helen Keller

With Gratitude,

Jenny Spencer

Sustainer President, 2024–2025, SustainerPresident@JLTampa.org

MEET THE *Sustainer Leadership Team*



Front Row: Kristin Horne, Laura Gauthier, Heather Walsh, Kara Bernstein, Kim Carswell, Barby Landers, Zoe Cuva, Morgan Holmes, Bri Brunch. Back Row: Jennifer Holmberg, Ashley Porch, Jenny Spencer, Sheri Schobert, Leslie Hodz, Nicki Mohr Hall, Catherine Rubinson.
(Not pictured Beth Schatzberg, Terri Dodson-Caldevilla, Jenny Schroeder, Pat Van Dyke, Sarah Walters, Kate Caldarelli, Sara Simmons, Tiffany Kleber, Robin Carroll, Christina Burroughs, Loreal McDonald, Amanda Alvarez, Kendra Lyman, Adrienne Rea, Lauren Rose, Sarah Niesyty, Carolina Neves, and Sara Katherine Henderson)

Upcoming Sustainer Events

SUSTAINER

Fall Luncheon AT HGM

FRIDAY, NOVEMBER 8



Florida State Fairgrounds, 4800 US Highway 301 N, Tampa, FL 33610

9 am: SHOPPING STARTS
11 am: SOCIAL BEGINS
11:30-12:30 pm: PROGRAM

Tickets are \$49.50

Parking sold separately \$10
We will have Sustainer checked parking located close to the Sustainer Entrance.

SUSTAINER

Dinner Boat Cruise

WEDNESDAY, DECEMBER 4

**JOIN US FOR AN EVENING ON
CRAFT TAMPA'S RIVERBOAT.**

Enjoy a 3-course meal while floating down Tampa's scenic waterways.

Tickets are \$130

Tickets can be purchased through Member Essentials (formerly known as Digital Cheetah).
For assistance purchasing tickets, call 813.254.1734 or email sustaineradmin@jltampa.org

SUSTAINER OUT & ABOUT

SUSTAINER BACK TO THE LEAGUE SOCIAL



Miranda Henderson

by CHRISTINA BALTERMAN

It was a rainy Tuesday afternoon that Miranda was able to set aside time for her to share her wonderful Junior League Journey thus far with me. We spoke of her career, military service, family, and the impact the League has had on her both personally and professionally. Please enjoy getting to know her in-depth as I was able to.



WHAT IS YOUR PROFESSIONAL POSITION?

I am a Program Manager at SAIC, a premier IT company within the defense, space, civilian, and intelligence markets. For more than 18 years, I have taken on operational and strategic roles of increasing responsibility such as, leading teams of tech experts to assist our military personnel in the U.S. and Middle Eastern countries. Two years ago, I pivoted into the State and Local services sector, and I recently achieved another huge career milestone by becoming a Program Management lead overseeing the State of Colorado's Department of Human Services Office of Information Technology.

WHAT INSPIRED YOU TO START IN THAT CAREER FIELD?

Prior to joining SAIC, I served in the U.S. military as an Intelligence Analyst and lived abroad. I was inspired to work in the Defense sector and realized that being in military intelligence was critical to our national security. I joined the military after a significant period in our nation, following the September 11th attacks in New York and Virginia. After I completed my enlistment, I used skills in which I honed as an Intelligence Analyst and transitioned into a technology career at SAIC and settled down in Tampa where I had an opportunity to attend graduate school and start a family.

HOW LONG HAVE YOU BEEN IN THE TAMPA AREA?

I love Tampa! I have embraced Tampa as my home for over 18 years now. I cherish the communal and connected vibe of the city, which serves as a melting pot of customs, beliefs, and culinary styles.

WHAT INSPIRED YOU TO JOIN JLT?

My dedication to supporting a variety of non-profit organizations with a focus on Women and Children is what inspired me to join the Junior League of Tampa. I made a conscious effort to focus my attention on trying to make a meaningful impact which helped me get through my own challenging fertility journey. I seized the opportunity to make a difference in the lives of women and children in the Tampa community. Ten years later, I remain grateful for the invitation to join.



"There are many amazing leaders in the league and so many have had a positive impact on me including Miranda Henderson, Danielle Tinsley, Meaza Morrison, LaToya Lemons, Monica Kirkland, Kristina Meritt, Christen Dowels and Angela Glanz, to name a few. All of these women have taken the time to see and hear me as a woman first and a JLT member second. They have helped me identify ways in which I could make an impact in the league and further develop as a community leader."

—Tia Smith



WHAT POSITIVE CHANGES OR PROJECTS COME TO MIND WHEN YOU THINK OF JLT?

I have an admiration for the League's dedication to Diversity, Inclusion, and Belonging. Throughout my time with the League, I have noted considerable progress in the inclusion of women and meeting them at various stages of their lives. Speaking of projects, one of my fondest memories was as a provisional, Kids in the Kitchen was the project, aimed to teach children how to cook nutritious meals by bringing the League into classrooms. Although it is now a sunset program, I loved the collaboration between our volunteers and the ways in which we were able to connect with the kids at a level which was easily digestible. Another favorite project of mine is MILO, which stands for Mobile Interactive Literacy Opportunity, as it is directly tied to children's literacy and reading books is a personal favorite pastime.

WHAT WAS THE MOST IMPORTANT ROLE YOU HELD IN THE LEAGUE?

I am a former Managing Director, and former member of the Executive Board. I led a diverse group of managers at various stages of life at the league. At that time, I was also losing a very close family member, and I must say that those moments of leading and being inspired by our impact also helped me cope. I found completing multi-year operational timelines and projects within just one year to be nearly impossible, yet rewarding, as progress was made bit by bit. Despite the hurdles, it is important to appreciate the collective effort each manager contributed which kept the momentum going. All the amazing work achieved in such a brief period is because of dynamic women coming together on one accord and making it happen. The late nights, the tears, the Ah-ha moments, the life lessons are all such valuable nuggets. It was all so very impressive but also bittersweet; I truly cherish the time spent leading alongside those powerhouse group of women!



HOW IMPORTANT IS MENTORSHIP WITHIN THE LEAGUE? DID YOU HAVE A MENTOR? WHO RECRUITED YOU TO JOIN? HAVE YOU MENTORED PEOPLE?

Mentorship plays a crucial role within the Junior League. Reflecting on past best practices to pave the way for improvement and lessons learned is key. Quick leadership decisions can be challenging but necessary, a good mentor is key during situations like this. Mentorship is vital for personal growth within the League. I have had many mentors throughout my league career including past presidents and active members who have provided valuable guidance to me, some who have become such special friends. I was recruited by a dear friend at work who is also a League member. Yes! I have mentored individuals and will continue to do so, inspiring them to strive for leadership roles or just to stay within the league and I am so happy to see them shine and continue to reach for greatness.

SUSTAINER SPOTLIGHT

Mindy Murphy

Building community is at the heart of everything Mindy Murphy does. As a JLT Sustainer and President & CEO of The Spring of Tampa Bay, Mindy's approach to mentorship is intentional and impactful. We caught up with her to learn more about her League journey and what being a mentor really means.



WHAT INSPIRED YOU TO JOIN JLT?

My earliest memories of volunteering are tagging along with my mom, first in Kansas City, then Cincinnati, as she served in various leadership roles with Junior Leagues in both cities. Growing up watching my mom lead significant city-wide initiatives through her League service in the 1970s and 80s (and all the way into the 2010s!) taught me that women can do anything, and we often do it exceptionally well.

HOW HAS JLT ENHANCED YOUR LIFE, PERSONALLY AND PROFESSIONALLY?

I was proposed by League members in Cincinnati right as I graduated from UVA and was a Provisional Transfer to the JLT. I barely knew a soul when I moved to Tampa in September 1990, and my 1991-1992 Provisional year was a fantastic way to meet friends and learn about our amazing city. As I took on progressively more responsibility within the JLT, I had a chance to showcase my skills to folks in the nonprofit sector, and I fully believe my professional roles at The Spring and, previously at the Child Abuse Council (now renamed Champions for Children), were a direct result of the skills I learned and the leadership I showed in the League. I would say the same concerning the various roles I've held on nonprofit boards of directors over the years.

Personally, many of my closest friends I first met through the Junior League – or proposed for the League so they could be part of our mission and part of our fun! There are 18 of us who have gathered to celebrate our birthdays, weddings, babies, and promotions, and held each other close through divorces and family deaths, for more than 20 years now. Affectionately known as “Birthday Bounty” we meet monthly and text often and I cherish this group of friends who have mentored me and been mentored by me over these many years.



"One thing that unites all women in JLT is their commitment to service. It isn't surprising that so many are leaders in our community. When taking on my role at The Spring, I was drawn not only to our incredible mission of helping survivors of domestic violence, but I knew I was joining a team with a strong history of female leaders I highly respected, like Mindy."

—Maggie McClelland



WHAT WAS THE MOST IMPACTFUL ROLE THAT YOU HELD IN THE LEAGUE?

I loved every role I held – from chairing the Hospice Camp Circle of Love bereavement camp to leading the Provisional program to being the JLT Thrift Sale Co-Chair and sweating through warehouse shifts with everyone. Being the Community VP was meaningful because my reason for joining the League has always been grounded in community service.

However, the role I learned the most from was serving as the League's President in 2001-2002 at the tender age of 33 when the world changed overnight in response to the September 11th attacks, and our major fundraising event was scheduled for that month. I would imagine the League Presidents and leaders who recently served as the pandemic unfolded felt much the same as I did, trying to lead calmly during chaos and sadness, and still move the League's mission of service to our community and to our members forward in an impactful way. There were moments I felt very alone that year, and then we turned the corner into 2002. We gelled as an Executive Committee and got stuff done. As I've aged, I've continued to reflect on that year and incorporate what I learned from those challenges and successes into how I lead today.

HOW IMPORTANT IS MENTORSHIP WITHIN THE LEAGUE?

Mentorship is critically important! So many people believed in my ability to lead a committee or lead the League, long before I believed it myself. They challenged me while supporting me with training opportunities and tips. I also think it's important for mentorship to extend beyond League service and into the community and professional landscape.

I love hiring League members for fundraising roles at The Spring. Both Maggie McClelland, our current Chief Advancement Officer, and Ellen Boczarski Lynn, her predecessor, are members of The Junior League of Tampa and brought all that they learned into their work for The Spring. The extraordinary Lauren Rice, who recently chaired Holiday Gift Market, is the Administrative Supervising Attorney within The Spring's Legal Services Division. She showcases her League skills each day as she represents survivors of domestic violence in court. When you work with a League member – or recommend them for a job or a board – you can feel confident they'll come highly trained and ready to give their all to the work at hand.

TELL A TIME WHEN YOU FELT POSITIVELY IMPACTED A MEMBER.

The amazing Renee Dabbs, Sustainer extraordinaire, will always be the first person I think of in this regard. She is a huge supportive presence and cheerleader for her League friends and gives meaningful, strategic guidance every step of the way when I run into a challenge or need to make a tough decision. She coined the phrase, "turn and pull" to describe her philosophy of how women should support each other, and she's demonstrated it every day I've known her.

She also once said, offhand, "my friend bucket is full" but will insist she didn't! It has, however, stuck with me ever since – not so much in a literal sense because I've added many friends over the years, but as a reflection on how I think about taking on any new responsibility (and friends and mentees ARE a responsibility). We each have the same 24 hours each day, and we need to use this time in ways that bring purpose, meaning and joy into our lives.

WHAT ADVICE WOULD YOU HAVE FOR NEWER MEMBERS?

Take full advantage of all the League has to offer. Try something a little outside your comfort zone. When you say yes to something, be prepared to give it at least 100%. And it's okay to say no if the time isn't right for you or your family. The League will still be here when you're ready. Be of service in all you do and have fun while you're doing it.

CINDY CONEY ART

Energy and emotion on canvas



Life is an Adventure (above) hangs in the home of former JLT president Allison Burden.
Charleston Bay Interiors / Photo: Bos Images



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CONGRATULATIONS TO

Ashley Porch, on her appointment to the Early Learning Coalition of Hillsborough County's Board of Directors.

Bri Bunch, on her law school graduation

Christi Wicks Gray, on an exciting new chapter

Felicia Harvey, on being named one of the Honorary Chairs for the Girl Scouts of West Central Florida's 2025 Women of Distinction luncheon

Hannah Geaumont Oliver, on selection for Leadership Tampa Bay

Hannah Starr, on her new job

Hillary Rymer, on receiving the Tampa Bay Business Journal's 40 under 40 business professionals award

Irina Lytvyn, on her new job

Jennifer Richardson, on selection for Leadership Tampa

Kat Kazaba, on her promotion

Kiana Romeo, on being added to Harvard Business Review's Advisory Council

Keebler Straz, on the opening of the Keebler J Straz Lounge at The Metropolitan Opera

Laura Lenhart, on receiving the Tampa Bay Business Journal's 40 under 40 business professionals award

Laura Walsh, on adoption finalization

Lauren Leavine, on her promotion

Mallory Mullen, on her promotion

MaryHelen Friel, on her promotion

Miranda Henderson, on selection for Leadership Tampa

Robin Roup, on her new job

Samantha Greer, on selection for Leadership Tampa Bay

Stephanie Mathews, on her recent appointed position

CELEBRATING THE BIRTH OF

Allison Wallrapp-McMullan's daughter

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Julie Sabolic's son

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Meg Severino's daughter

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Amanda Suarez on her recent marriage

Hannah Geaumont Oliver on her recent marriage

IN MEMORY OF

Ashley Gabler's Grandmother

Bri Bunch's Grandmother

Emily Boucher's Grandfather

Jenna Zwald's Father

LaLencia Mathews' Daughter

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Amanda Suarez
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Nicki Mohr Hall
Taylor Muller

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This includes all 2024-2025 donations received through September 15, 2024

To make a gift, visit jltampa.org/give. For questions about giving, contact funddevelopmentmanager@jltampa.org.

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SWEET LEGACY

By KATIE CROWE

Tablescape/Baking by LINDSAY CARTER

Photos by ALISON AMICK PHOTOGRAPHY

The Gasparilla Cookbook, The Junior League's first cookbook is one of our most beloved, timeless traditions. Enjoyed by members, First Ladies and dignitaries, its recipes encourage all of us to gather together and enjoy the gift of quality time over great food. As we approach our Centennial, we have considered how to best memorialize this cherished keepsake while also bringing it with us into the next 100 years. We are thrilled to announce that next year we will offer an extremely special reprint of *The Gasparilla Cookbook*.

The Centennial Anniversary Edition will include new takes on traditional classics, as well as recipes we love from other League cookbooks, finally housing all of our favorites in one keepsake tablebook-sized cookbook. If you are interested in joining this team or learning more about the reprint efforts, please reach out to Lindsay Carter at centennial@JLTampa.org.

Shop JLT Cookbooks at JLTampa.org/cookbooks. All net proceeds support JLT projects and programs.

Three-Layer Chocolate Cake

- 2 cups sugar
- $\frac{3}{4}$ cup butter
- 3 eggs
- 5 tablespoons cocoa
- 3 cups flour
- 1 cup buttermilk
- 1 teaspoon vanilla
- $\frac{1}{4}$ teaspoon salt
- 1 teaspoon soda

Cream the sugar and butter. Add unbeaten eggs and mix. Dissolve the cocoa in 2 tablespoons hot water and add to mixture. Add alternately the flour and buttermilk and mix. Add vanilla and salt. Add soda dissolve in 3 tablespoons hot water to mixture and bake into 3 layer-cake pans, 30 to 35 minutes at 350 degrees. Frost with Mocha Cake Icing.

UNCOOKED MOCHA CAKE ICING:

- $\frac{1}{2}$ cup butter
- 2 cups powdered sugar
- 3 tablespoons cocoa
- 2 tablespoons cold coffee
- 1 teaspoon vanilla
- 1 egg white
- 2 or 3 teaspoons sweet or sour cream (optional)

Cream the butter and sugar. Add cocoa and coffee, when vanilla. Next add unbeaten egg white. If this mixture is too thick, add a few tablespoons of thick sweet or sour cream. Spread on cake.

Recipe by Mrs. Peter Taylor

The Gasparilla Cookbook, Page 230

Orange Cupcakes

- 2 $\frac{2}{3}$ cups flour
- 4 teaspoons baking powder
- $\frac{1}{4}$ teaspoon salt
- 1 $\frac{1}{2}$ cups sugar
- $\frac{1}{3}$ cup evaporated milk
- $\frac{2}{3}$ cup orange juice
- 2 eggs, beaten
- $\frac{1}{2}$ cup soft butter

Combine and sift dry ingredients. Add milk, orange juice, eggs, and soft butter to dry ingredients. Stir until well mixed. Bake in paper cups at 400 degrees (put paper cups in muffin pans). Ice while warm.

ICING:

- 1 tablespoon grated orange rind
- 1 tablespoon evaporated milk
- 2 tablespoons orange juice
- $\frac{1}{4}$ teaspoon salt
- 2 cups of confectioners sugar (or just enough to thicken icing to spread on cakes)

Recipe by Mrs. M.E. Wilson

The Gasparilla Cookbook, Page 246

OUT & ABOUT

BACK TO THE LEAGUE SOCIAL

by RUTHANN VILELA, Member Meetings & Events Chair

The 2024-2025 League year kicked off with the annual Back to the League member social on August 15, 2024. The Member Meetings & Events Committee spent weeks DIY-ing and transforming The Junior League of Tampa headquarters into a space that embraced a retro tropical feel and celebrated in "Golden Girls" style with friends, new and old. Members were welcomed to the event by JLT friends – photos of members over the years hung throughout headquarters. From Provisional to Emeritus, members were recognized for their involvement with and dedication to JLT, and every member's name was highlighted on the twelve foot center bar in the main room. Provisional, active, and sustaining members came together to bring donations to support JLT's Alliance for Period Supplies, with some members winning raffle prizes generously donated by Zoo Tampa. The JLT Marketplace debuted their new line of JLT swag and worked with Tampa Monogram to provide customized embroidery on new purchases. Members were able to support local businesses who provided pop-up experiences at the event; candle making with Tipsy Candle Company, a friendship charm bracelet bar with BeadnikRow, and fresh fruit smoothies and tropical drinks from CocoMo's. A big thank you to Divina Bartending, for the divine drinks, and Vivant Rentals for the artfully curated furniture pieces.



OUT & ABOUT

BACK TO THE LEAGUE SOCIAL



OUT & ABOUT

BACK TO THE LEAGUE SOCIAL



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