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43

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From the Editor.................................................7
Advertisers Index...........................................7
President’s Perspective.................................8
Letters to the League.................................9
Endowment Fund...........................................11
2011 - 2012 Annual Campaign....................12
Annual Campaign Donor Form....................13
Vice President’s Column...............................14
Women and Finance....................................18
Community Focus: Kids Connect..................21
2011 - 2012 Executive Committee.................25
2011 - 2012 Board of Directors.....................30
Sustainer News.............................................35
2011 - 2012 Community Advisory Board........37
Holiday Gift Market.................................43
The Gasparilla Cookbook 50th Anniversary......49
Cookbook Order Form.................................52
Out and About.............................................53
The Last Post..............................................54

President’s Perspective

Vice President’s Column

Sustainer News

Community Focus: Kids Connect

2011 - 2012 Executive Committee

2011 - 2012 Board of Directors

2011 - 2012 Community Advisory Board

Holiday Gift Market

The Gasparilla Cookbook 50th Anniversary

Cookbook Order Form

Out and About

The Last Post

www.jltampa.org | FALL 2011

58

From the Editor.................................................7
Advertisers Index...........................................7
President’s Perspective.................................8
Letters to the League.................................9
Endowment Fund...........................................11
2011 - 2012 Annual Campaign....................12
Annual Campaign Donor Form....................13
Vice President’s Column...............................14
Women and Finance....................................18
Community Focus: Kids Connect..................21
2011 - 2012 Executive Committee.................25
2011 - 2012 Board of Directors.....................30
Sustainer News.............................................35
2011 - 2012 Community Advisory Board........37
Holiday Gift Market.................................43
The Gasparilla Cookbook 50th Anniversary......49
Cookbook Order Form.................................52
Out and About.............................................53
The Last Post..............................................54

President’s Perspective

Vice President’s Column

Sustainer News

Community Focus: Kids Connect

2011 - 2012 Executive Committee

2011 - 2012 Board of Directors

2011 - 2012 Community Advisory Board

Holiday Gift Market

The Gasparilla Cookbook 50th Anniversary

Cookbook Order Form

Out and About

The Last Post

CONTENTS

www.jltampa.org | FALL 2011

5
FROM THE EDITOR

The Junior League of Tampa’s Holiday Gift Market (HGM) and I share the same anniversary with the League. This is the 8th year for both of us. Over the past several years, I served the HGM Committee in a variety of roles – Assistant Treasurer, Treasurer, Secretary and Placement Mentor.

It seems only fitting that in our 8th year together, and my 1st issue as Editor of The Sandspur, Holiday Gift Market and I would meet again. As always, I am honored to support HGM, the League’s primary way of funding our Mission.

Highlights
There are so many things I love about this issue. Here are two:

• Cover – One of our goals with this issue is to help fund our Mission and spread the word about Holiday Gift Market. Hopefully, the picture and the tag say it all.

• Advertisers Index - The Sandspur advertisers are very special to the League. Another goal of this issue is to help promote our advertisers and assist our readers in reaching out to them.

What Font Are You?
In deciding to change the font on the cover page, the question arose “What font are you?” Are we (the League) cursive and flowery? Crisp and modern? Bold or serif? In the end, we are very happy with our choice and we hope you will be too.

Thank You
This issue would not be possible without the hard work and enthusiasm of The Sandspur Committee. Thank you for your writing, editing and dedication.

Enjoy the 2011 Fall issue of The Sandspur and mark your calendars for Holiday Gift Market 2011, November 4th through the 6th.

Sincerely,
Angier J. Miller
Editor, The Sandspur
2011 - 2012

Our Mission
Founded in 1926, The Junior League of Tampa, Inc. is an organization of 1700 women committed to promoting voluntarism, developing the potential of women, and improving communities through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.
remember it clearly. It was Saturday, October 11, 2003 - the day of the 40th and final JLT Thrift Sale. My job that year was that of League Treasurer, where I had the opportunity to work closely with Thrift Sale Chair, Clara Reynolds, and President, Lisa Andrews. I vividly recall the moment when the sale was over as the Brinks Security Agent departed with our revenue for the day. As I stood around and looked at an empty Convention Center, I remember feeling a wave of panic wash over me. After 40 years, we had ended our signature fundraiser to venture into waters unknown. What had we done?

Fast forward now to 2011, where we will conduct our 8th, and largest ever, Holiday Gift Market. We will move into our 3rd “destination” at Expo Hall at the Florida State Fairgrounds. With our expansion in space comes wider shopping aisles, over 140 merchants, and more customer convenience items. We will again welcome over 10,000 shoppers through the door on this three day shopping extravaganza, which has quickly become the premier gift market in the Southeast.

It is amazing to think of all that we have accomplished with Holiday Gift Market in just eight short years. It did not happen overnight – rather it was the thoughtful planning and insight of many League leaders. And it was not an easy change to make – it required a well thought through strategy, message and plan. It required us to be creative in our ability to continue meeting the needs of the community through our Treasures for Tampa community assistance opportunity. And it required us to educate our members on the reasons we needed to make this change - so that we could better fund our Mission.

I recently attended a Florida Philanthropic Network meeting, where I had the opportunity to meet Pamela Truitt with the Patterson Foundation. She shared with me this quote, which succinctly summarizes the journeys we make whenever we embark upon and embrace change:

“...The future is not some place we are going, but one we are creating. The paths are not to be found, but made. And the activity of making them changes both the maker and their destination.” —John Schaar

I think all of the fantastic past Holiday Gift Market Chairs featured in this edition of The Sandspur would agree that embarking on our future through the Holiday Gift Market was instrumental to their growth and development as both volunteers and women. And the journey has certainly led us down a path to a new destination – Expo Hall at the Florida State Fairgrounds.

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It is also important to mention that change is not always the answer – which is perfectly exemplified by the success of The Gasparilla Cookbook. This year we will celebrate the 50th anniversary of the book, which was first printed in 1961. Since that time we have printed over 230,000 copies. The 50th Anniversary Commemorative Edition is now available for purchase. I hope all of you will purchase multiple copies as we celebrate this iconic fundraising mechanism for the League.

During our 86th year, I look forward to continued change related to the League’s leadership programs, projects and fundraising. But I am equally excited about celebrating continued traditions, such as our League cookbooks. And as always, everything we do is for the improvement of our community, the development of our members, and for the future generations of the women of The Junior League of Tampa.

With Much Appreciation,
Allison B. Burden
President, 2011 - 2012
The Junior League of Tampa Endowment Fund was established to ensure that our League is able to sustain financial stability and permanently pursue our Mission, despite possible changes in the economic climate or decreases in membership. A strong Endowment Fund will ensure a revenue stream that will augment, but not replace, the Annual Campaign, Holiday Gift Market, cookbook sales, and membership dues. Our long-term goal is to raise $500,000 or more, or “Hike to a Half Million.” Please consider joining the generous donors listed below by making an Endowment donation to ensure The Junior League of Tampa can “Sustain Our Service” into the future.

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- My CHECK is enclosed (Payable to The Junior League of Tampa). $ Check #:
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- Recognition in The Sandspur quarterly magazine (Through Summer 2012)
- Recognition in our monthly newsletter (Through May 2012)
- Recognition on The Junior League of Tampa website (Through June 2012)
- Recognition on Donor Board (at Patron’s Party, Holiday Gift Market, NGM Kickoff Party)
- Recognition in additional promotional materials and advertising

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- Sponsorship at Holiday Gift Market
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- Visit www.jltampa.org to learn more about our events, initiatives, and volunteer opportunities.
Funding Our Mission

by Heather Barrow
Finance Vice President

A s the Junior League of Tampa enters its 86th year of service to the Tampa Bay Community, we hope to provide a glimpse of how we will continue to generate the funds needed to fulfill our Mission for the next 85 years and beyond. A well-developed and executed funding model will fuel the League’s community impact and provide a viable path toward sustainable future growth. Here are several basic questions that often surface when implementing and evaluating the League’s fund development model.

Where will we find funds?
The JLT is constantly looking for innovative ways to raise the funds that enable our volunteers to make an impact in our community. Although total revenue fluctuates from year to year, our major funding sources remain relatively consistent. The chart below provides a general illustration of the sources that make up the annual public support and revenue the League generates.

How do we spend the funds we receive?
When the League receives a donation, it is classified into one of three categories based on the presence and type of limitation applied by the donor:

- Permanently Restricted
- Temporarily Restricted
- Unrestricted

How can we stretch each dollar?
Through volunteer training and strong internal controls, the Junior League of Tampa has created a culture of fiscal stewardship with the money entrusted to us. Additionally, we have the ability to stretch each dollar unlike any other local nonprofit because we match each dollar donated with the deployment of our 1,700 trained volunteers into the community every year. League volunteers contributed over 70,000 volunteer hours in 2011 - 2012, or the equivalent of $1.5 million in volunteer time, and we will likely exceed that number in 2011 - 2012. (NOTE: $21.36 is the 2010 national rate of volunteer time as provided by Independent Sector.) A good example of this time well spent is the nine members of our Executive Committee, who collectively work the equivalent of four full time employees each week. The money the League would have spent on additional employee salaries instead goes directly into our community projects and programs.

What about the future?
JLT members, donors and community partners should be confident that every dollar we receive is spent to directly achieve the goal of fulfilling our Mission. Over the past ten years, the JLT has contributed $2 million dollars and more than 650,000 volunteer hours to the Tampa community. With the continued support of our loyal donors and volunteers, we will reach the next $2 million and 650,000 hours by the year 2020, and ensure that the League continues to build a healthier, more educated and safer community for Tampa Bay’s children and their families.

2011 - 2012 Community Project Expenditures per Focus Area:

- 32% Basic Needs Fulfillment
- 28% Foster Care Services
- 40% Enrichment and Literacy

The JLT members, donors and community partners should be confident that every dollar we receive is spent to directly achieve the goal of fulfilling our Mission. Over the past ten years, the JLT has contributed $2 million dollars and more than 650,000 volunteer hours to the Tampa community. With the continued support of our loyal donors and volunteers, we will reach the next $2 million and 650,000 hours by the year 2020, and ensure that the League continues to build a healthier, more educated and safer community for Tampa Bay’s children and their families.

Our Focus
The Junior League of Tampa focuses on providing children and their families with opportunities and services essential for their physical, intellectual, emotional and social well-being. Our focus areas include:

- Improving the lives of children in the foster care system
- Enriching children’s lives through literacy and education
- Providing basic needs for disadvantaged children

With record-setting community and membership participation in the Annual Campaign, over 10,000 shoppers through the door at Holiday Gift Market, and the debut of our final installment in the Culinary Collection, Capture the Coast, 2010 - 2013 was a very successful year for the League. The 2011 - 2012 year will be no different, as we continue to build on the groundwork established in the past and announce two exciting fund development initiatives for the upcoming year:

- Moving Holiday Gift Market to a Larger Facility
  The 8th annual Holiday Gift Market is moving from the Entertainment Hall to the Expo Hall at the Florida State Fairgrounds. With a drastic increase in square footage, shoppers can expect to see more high quality merchants, wider aisles, additional dining options, seating areas for shoppers and much more. The first weekend in November should be blocked off in everyone’s calendar, as this year’s Holiday Gift Market will be the one place that shoppers can find something they are looking for this holiday season.

- Honoring the 50th Anniversary of The Gasparilla Cookbook
  The Gasparilla Cookbook made its debut 50 years ago and this timeless classic has become a staple in kitchens across the country with its fusing of Cuban, Greek, Italian, Spanish and Southern influences. The Junior League of Tampa is celebrating this important anniversary with a limited number of 50th Anniversary Edition reprints of the Gasparilla Cookbook. At a very reasonable price of $14.95 (plus tax), these cookbooks make the perfect gift for any occasion!

Of the total unrestricted revenue received each year, membership dues cover the League’s general and administrative expenses. This unique structure allows the League to use 100% of net fundraising proceeds to directly support League programs and community projects. Therefore every donation, no matter the amount, makes a difference in the League’s focus areas of foster care, education and literacy, and basic needs for disadvantaged children. Based on our current project commitments and best estimate of future expenditures, we expect to spend more than $250,000 directly on community projects in each of the next two years.
WOMEN AND FINANCE

The IN’s and OUT’s of Philanthropic GIVING

by Kathryn Hall and Sommer Stiles

“Goodness is the only investment that never fails.”

The words of Henry David Thoreau ring especially true in these tumultuous economic times. Many charity organizations in the Tampa Bay area work tirelessly to invest in our community. You may wish to help these philanthropies in their quest, but feel overwhelmed when considering your giving options. Fortunately, there are multiple resources to guide you through the giving process.

According to The Center on Philanthropy, specifically, the Women’s Philanthropy Institute, women are a major force in charitable giving. The IRS reported in the Personal Wealth Tables for 2004, the most recent year for which data is available, that 43% of the nation’s top wealth holders (individuals with assets of $1.5 million or more) were women. The majority of the research also indicates that women are more likely than men to give to charity, and married women are more likely to make charitable contributions versus single women. However, single women have 9% to 10% more likely than single men to be donors.

Therefore, women will end up commanding much of the anticipated intergenerational transfer of wealth over the next fifty years. Due to these findings, it is important for women to be educated regarding the multiple aspects of making charitable contributions in a responsible manner.

Philanthropic giving should be grounded in sound financial planning. Scott Jarred, CFP and CEO of Jarred Bunch Consulting LLC, recommends establishing a personal budget. Websites such as www.mint.com and www.thelivingbalancesheet.com can help with this budgeting process. Mr. Jarred advises clients to set up separate accounts for personal savings and charitable donations, and to deposit a percentage of each paycheck into each of these accounts to be used accordingly.

You should consider the most effective way to give. There are many methods of donating besides cash donations, such as bequests, charitable gift annuities, gifts-in-kind and endowments. Depending on your financial status, and, under current law, the heir does not have to pay income taxes on the receipt of a gift. This scenario provides the best outcome for all involved parties. Moreover, if you are interested in more advanced estate planning and/or learning about additional tax benefits, you should consult a professional tax advisor.

While the decision to give to charity might be easy to make, choosing the particular charity can be difficult. It is critical to select an organization that is ethical, efficient and effective. There are a number of resources that can assist your selection process. [See box on this page] All in all, giving to charity is a great thing, and as needs in the community grow, so does its importance. With planning and commitment, each of us has the power to positively impact out community through philanthropic gifts. What better time than now to act on the investment advice of Mr. Thoreau?

The American Institute of Philanthropy (AIP) maintains a comprehensive charity-rating guide of over 500 charities (www.charitywatch.org). The AIP offers the following tips for giving wisely:

• Research the charity. Gather key information including the organization’s mission statement and most recent annual report, including annotated, audited financial statements.

• Learn how the money is spent. The AIP recommends that a minimum of 60% of charity donations go directly to program services. Most efficient philanthropies invest 75% or more of funds in program costs.

• Don’t be pressured into giving. Read the Donor Bill of Rights, posted at www.charitynavigator.org.

• Maintain a record of giving. The IRS mandates a receipt be given for gifts greater than $250 to be eligible for a tax deduction. Donations valued at less than $250 face less stringent requirements.

• A charity must have tax-exempt status for a donor to receive a tax deduction for her gift. Tax-exempt letters should be provided to donors.

• Unethical organizations may disguise themselves with impressive names closely resembling reputable charities to lure in donors. If you’re unsure about the legitimacy of an organization, contact the Florida Department of Agriculture and Consumer Services (http://csapp.800helpfla.com/cspublicapp/giftgiversquery/giftgiversquery.aspx).
By Meghan Weddle

With over 3,000 children in Hillsborough County’s foster care system, it is no wonder foster care organizations throughout the county work tirelessly to provide the essentials for all the children in their care. Hillsborough Kids, Inc., the leading child welfare agency in Hillsborough County, is charged with caring for 2,800 children ranging in ages from newborns to 18 years of age. One of their main goals is adoption placement, the process of matching foster children with families to call their own. In 1996, The Junior League of Tampa (JLT) partnered with Hillsborough Kids, Inc and established Kids Connect. The League has two Kids Connect events per year that bring together prospective parents with hard-to-place foster children, allowing them to meet and interact in a fun, low-stress environment.

Prior to this year, Kids Connect events were held at Gameworks in Ybor City. However, due to the great success of the Kids Connect project and the desire to give the children and prospective parents opportunities for more meaningful interactions, this year’s 15th semiannual event was held at Raymond James Stadium.

In April 2011, 75 children, 80 prospective parents, and 50 JLT volunteers attended a Kids Connect event. Mark Dominik, the General Manager of the Tampa Bay Buccaneers and the father of two adopted children, led this year’s event. He is an avid and enthusiastic supporter of Hillsborough Kids, Inc. and expressed his support for adoption placement by saying, “Having grown up with the Tampa Bay community, knowing about Hillsborough Kids and everything that is going on, certainly there is a lot of need for adoption and foster care in our community.”

There were a variety of new and exciting ice-breaking activities and games, including laser tag, an autograph book craft assisted by the Bucs Cheerleaders, a tour of the stadium, Press Box, and locker room, and a Pirate Ship scavenger hunt. In addition to the fun activities, Tye Manner, a motivational speaker, encouraged the children to make the day a positive experience. Overall, the change in venue for the JLT’s Kids Connect event brought about new excitement to the event, and accomplished its main goal - to give every child and every prospective parent an opportunity to have meaningful interactions and share something special.

Within the past 15 years, The Junior League of Tampa’s Kids Connect events have brought new hope to children in Hillsborough County’s foster care system. Additionally, this year’s event was particularly special because, as explained by Freddie Brinson, recruitment specialist for Hillsborough Kids, Inc, “When you hear someone with Mark’s presence come out and spend time with children and share his experience so openly, it can inspire other families who may have been thinking about it or had reservations to say, ‘He’s done it, I can do it.’”

The Kids Connect events have had a significant impact on matching foster children with prospective parents, and to date, 133 children have been matched with forever families.
Exceptional Professionals is a group of women who live, work and play right in your neighborhood. We’ve volunteered next to you, our children have played with and grown up with yours and we’re passionate about what we do. And we’d love to work with you so give us a call.

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Ginny Vickers
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The group meets monthly for lunch to keep up-to-date with members. We welcome additional services not yet represented. Contact Exceptional Professionals and join us for lunch! Call Krista Alfred at 813.269.4040.
Spend less time on your finances and more time doing the things you love. It’s a lot easier to prepare and succeed when all of your financial details are in order. Contact me today to start setting your personal goals for a more secure future.

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Education:
University of Alabama

Career:
Retired Accenture, Designer and Manager, Outsourcing and Technology;
On-the-Go Mom and Volunteer

Most Memorable Junior League Experience:
Serving as League Treasurer for the final Thrift Sale and serving as Chair of the Nominating Committee.

JLT Chair or Executive Positions:
President, President-Elect,
Community Vice President, Membership Vice President, Corresponding Secretary, Treasurer, Assistant Treasurer, Strategic Planning Chair, Technology Chair, Nominating Chair

Hobbies:
Travel, running and walking, and reading

Important Life Lesson Learned through JLT:
Meet people where they are. Not everyone has the same level to give and that is ok.

Favorite Thing about Holiday Gift Market:
Combining shopping with community service – two of my favorite things!

A special thank you to Nicole Geller for Executive Committee individual and family photos.

“Never quit. It is the easiest cop-out in the world. Set a goal and don’t quit until you attain it. When you do attain it, set another goal, and don’t quit until you reach it.”
—Coach Paul “Bear” Bryant
(Legendary University of Alabama Football Coach)
2011 - 2012 EXECUTIVE COMMITTEE

**President-Elect**
Stephanie Hendrix Wiendl

- **Education:** University of Florida
- **Career:** Regional Vice President, CertiPay—Payroll and HR Outsourcing

**Most Memorable Junior League Experience:** There are so many, but I always come back to the Sibling Events of Connected by 25. Seeing the foster children reconnect with their brothers and sisters is priceless.

**JLT Chair or Executive Positions:** President-Elect, Community Vice President, Finance Vice President, Treasurer, Connected by 25 Chair, Transfer Chair, Gift Shop Chair

**Hobbies:** Playing with my children, triathlons, reading, cooking and, of course, volunteering

**Important Life Lesson Learned through JLT:** Meeting people where you are in your volunteer career. Helping them meet their goals will help you meet yours.

**Favorite Thing about Holiday Gift Market:** Walking into HGM the first time each year…It looks almost magical.

**Favorite Quote:** “You must do the things you think you cannot do” — Eleanor Roosevelt, First Lady and Famous Junior League member

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**Communications Vice President**
Andrea Bridenback Layne

- **Education:** Florida State University
- **Career:** Owner of Andrea Layne Floral Designs

**Most Memorable Junior League Experience:** Meeting and talking to the recipients of the hurricane kits I delivered to Tampa’s homebound with my daughters during my first year as an Active. I saw how much that interaction meant to them and it inspired me to take a leadership role on the Community Action Committee. It also let my children experience why we give back.

**JLT Chair or Executive Positions:** Communications Vice President, Fundraising Chair, Community Action Chair, Technology Chair

**Hobbies:** Cooking, interior design, swimming, travelling with my family

**Important Life Lesson Learned through JLT:** Be aware of the circumstances of the people with which you are working. Being an understanding and accommodating leader goes a long way to volunteer satisfaction with their placement and the League.

**Favorite Thing about Holiday Gift Market:** I love shopping with my friends during the Kickoff Party.

**Favorite Quote:** “Just living is not enough. One must have sunshine, freedom, and a little flower.” — Hans Christian Anderson

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**Community Vice President**
Lee Manwaring Lowry

- **Education:** Rollins College
- **Career:** On-the-Go Mom and Volunteer

**Most Memorable Junior League Experience:** The sheer number of community members that we serve each year is inspiring. If not for us, thousands of hungry children, lonely kids newly taken from their homes, and young people trying to find their way in the world would be without help. The sacrifices JL women make of their time, talent and treasure to our causes and their grace under pressure always motivate me to offer my best efforts too!

**JLT Chair or Executive Positions:** Community Vice President, Finance Vice President, Treasurer, Holiday Gift Market Co-Chair, Communications Chair

**Hobbies:** Reading, especially biographies, following national and international politics, cooking, and spending time with family

**Important Life Lesson Learned through JLT:** People will almost always live up to your expectations for them, so keep your expectations high and the atmosphere positive! If we don’t have high expectations for what we can achieve, we can’t grow.

**Favorite Thing about Holiday Gift Market:** Looking down, seeing the colorful Holiday Gift Market busy with shoppers, and knowing that every bit of that huge undertaking was accomplished by volunteer women.

**Favorite Quote:** “We know what we are, but not what we may be.” — William Shakespeare

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**Finance Vice President**
Heather Willyard Barrow

- **Education:** University of Florida
- **Career:** On-the-Go Mom, Founder/President of High Risk Hope, and JLT Volunteer

**Most Memorable Junior League Experience:** When a first grader on a field trip at the zoo recognized me and ran over to say hi. I met him the whole school.

**JLT Chair or Executive Positions:** Finance Vice President, Treasurer, Endowment Chair, Glazer Children’s Museum Chair, Children’s Cancer Center Chair

**Hobbies:** Photography and scrapbooking

**Important Life Lesson Learned through JLT:** Every able person has a responsibility to help others in their time of need. Even the smallest acts of kindness and compassion can make a big difference to another person.

**Favorite Thing about Holiday Gift Market:** Since I am there all weekend, I can easily get all of my Christmas shopping done by Sunday! That leaves me two months to wrap all of the gifts.

**Favorite Quote:** “Faith is taking the first step even when you don’t see the whole staircase.” — Martin Luther King, Jr.
Fund Development Vice President
Kathleen Stephens Thaxton

Education: University of Alabama
Career: Teacher and On-the-Go Mom

Most Memorable Junior League Experience: Serving as Provisional Education Chair - to watch members of the class I facilitated go on to be leaders in the League and knowing that I was a part of their experience.

JLT Chair or Executive Positions: Fund Development Vice President, Membership Vice President, Recording Secretary, Corresponding Secretary, Provisional Education Chair, Nominating, Communications Chair, Yearbook Editor
Hobbies: Reading, going to the beach

Important Life Lesson Learned through JLT: True leadership is allowing those whom you work with to follow their vision for their role while supporting and encouraging them.

Favorite Thing about Holiday Gift Market: Talking with the merchants to see how HGM is going for them and asking them for feedback on how we can improve it.

Favorite Quote: "We can throw stones, complain about them, stumble on them, climb over them, or build with them."
— William Arthur Ward

Membership Vice President
Lynette Palomino Russell

Education: Florida State University
Career: Wife, On-the-Go Mom and Volunteer

Most Memorable Junior League Experience: A Community Action event where we helped youths and young adults with mental disabilities ride horses at the Quantum Leap Farms. Their energy and dedication to the horses was infectious!

JLT Chair or Executive Positions: Membership Vice President, Project Development & Research Chair, Placement Chair, Cookbook Co-Chair, Community Action Chair
Hobbies: Working out, reading, attending my children’s various events, watching football – College and Pro

Important Life Lesson Learned through JLT: It is all about giving back. As an individual, as a family and as a group, doing more, all the time.

Favorite Thing about Holiday Gift Market: Shopping at Kickoff, shopping on Friday, shopping a little more on Saturday and getting closing deals on Sunday!

Favorite Quote: "A woman is like a tea bag, you can’t tell how strong she is until you put her in hot water."
— Eleanor Roosevelt

Secretary
Kim Stambaugh Carswell

Education: University of South Florida
Career: Account Manager for Coca-Cola Refreshments

Most Memorable Junior League Experience: During my Provisional year, we hosted a Birthday party for some of the children at Metropolitan Ministries. Seeing their faces light up when they walked into the room is something I will never forget. We had arts and crafts, pin the tail on the donkey and silly string game. I don’t know if I’ve ever had that much fun at a birthday party. Being a part of their special day was priceless.

JLT Chair or Executive Positions: Secretary, Holiday Gift Market Co-Chair, Community Action Chair
Hobbies: Boating, fishing, spending time with family and friends and of course shopping!

Important Life Lesson Learned through JLT: Give back to your community! I hope that all that JLT does in the Tampa Bay area makes a difference for today’s children/families and future generations.

Favorite Thing about Holiday Gift Market: You can find a unique gift for anyone on your list at HGM, all while having a great time getting to know the fabulous ladies of the JLT!

Favorite Quote: "The adventure of life is to learn. The purpose of life is to grow. The nature of life is to change. The challenge of life is to overcome. The essence of life is to care. The opportunity of life is to serve. The secret of life is to dare. The spice of life is to befriend. The beauty of life is to give."
— William Arthur Ward

Treasurer
Jessica Lee Kendall

Education: FBA School of Banking at the University of Florida
Career: Vice President/Branch Administrator, Security Officer at First Citrus Bank

Most Memorable Junior League Experience: The time I spent on 2009 - 2010 Kids Connect Committee. Working with such an incredible committee, who truly had a passion for assisting in finding the foster children in our community forever families, inspired me beyond my expectations.

JLT Chair or Executive Positions: Treasurer, Kids Connect Chair, HGM Treasurer, HGM Assistant Treasurer
Hobbies: Scuba diving, going to the beach, traveling, shopping, community service and spending time with family and friends.

Important Life Lesson Learned through JLT: I have always been taught that it is more important to give than it is to receive. This motto is proven over and over again to me as we, JLT volunteers, continue to give our time to our projects, which truly makes a difference in the lives the children and families in our community.

Favorite Thing about Holiday Gift Market: You can find a unique gift for anyone on your list at HGM, all while having a great time getting to know the fabulous ladies of the JLT!

Favorite Quote: "The adventure of life is to learn. The purpose of life is to grow. The nature of life is to change. The challenge of life is to overcome. The essence of life is to care. The opportunity of life is to serve. The secret of life is to dare. The spice of life is to befriend. The beauty of life is to give."
— William Arthur Ward
The Junior League of Tampa would like to thank Nicole Geller Photography for the Board photos.
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- Girls Preparatory Academy (Middle School 6-8)
- Creative Science Centre (Lower Campus K-5 & Upper Campus 6-8)
- IB Middle Years Programme*
- IB Primary Years and Middle Years Programme at K-8 School* *(Intent to apply for IB authorization)

To explore other options in Hillsborough County Public Schools, visit our website at www.mysdhc.org/magnet or call the Choice Information Line at 813.272.4692.
Welcome back, Sustainers! We have a fun year planned, and I am so honored to be the Sustainer President this year. It is with the great help of our officers, committee chairs, hostesses and League Actives that we are able to organize meaningful events throughout the year, and it is the Sustainers that make them a success.

We will kick off the year with “Back to the League Day,” September 22nd. It will be an informative meeting to keep us up to date on what’s happening in the League and in the community. It is also a fun opportunity to reconnect with friends and to meet new ones.

Bridge lessons start September 12th and continue through November 14th, with Trinidad Muniz as our knowledgeable and patient instructor. Once again, Ruth Tapley and Joanne Dombrowski will organize bridge luncheons throughout the year.

Our Fall Sustainer Dinner is going to be held October 27th at the stunning home of Frankie Muniz and Stan Harrell on the Palma Ceia Golf Course. Carol Garner and Carolyn Carr are planning a scrumptious catered buffet. Watch for your invitation and get your reservation in early. Remember, husbands/dates are welcome.

Save the weekend of November 4th for our get-togethers. It is also a fun opportunity to reconnect with friends and to meet new ones.

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Save the weekend of November 4th for our get-togethers. It is also a fun opportunity to reconnect with friends and to meet new ones.

For the Junior League, please consider making a donation. Our goal this year is to have 25% participation from the Sustainers. We can start by donating as little as $20 each. It is your participation that counts, so please consider making a donation.

We will continue our Lunch Bunch activities with Chair Karen Perry planning special venues for our get-togethers. Watch for the date and place of the first one in the Sustainer Sandblast. Formerly known as the Hot Flash, the Sustainer Sandblast is our bi-weekly online newsletter highlighting Sustainer news and events. And now a word from our sponsor, as they say. Did you know that the Sustainer dues go towards funding only the operational aspects of the Junior League? To help finance all the projects, the Actives need and appreciate our support. When you contribute to the Junior League Annual Campaign, you are ensuring that these vital programs will continue. But it is not just the money that the League needs. When the League applies for grants for their projects, the funders look at the percentage of members that contribute to their own cause. Our goal this year is to have 25% participation from the Sustainers. We can start by donating as little as $20 each. It is your participation that counts, so please consider making a donation.

Please let me know if you have any ideas for serving our community this year. If you would like to be on a committee, the League would love to have you.

Come to “Back to the League Day” and get involved!

Welcome New Sustainers!

Pamela Adler
Elisabeth Andrews
Michele Bronson
Laurie Ann Burton
Ashley Carl
Ginger Caruso
Dana Calkins
Colleen Crosby
Shannon Dann
Anastasia Del Toro
Nancy Frierson
Betsy Graham
Stacy Gralming
Stacy Han
Kelly Heyer
Megan Kempston
Jennifer Lebeau
Lisa Lockhart
Winifred MacKinnon
Rebecca Masser
Tara McGoughlin
Carla Megerian
Leviie Minder
Teresa Parnell
Shannon Raln
Claire Reynolds
Melinda Rix
Paula Scullin
Lauren Smith
Melissa Snively
Jennifer Stadler
Paula Thompson
Ginger Turner
Teresa Weachter
Maria Weachter
Join us for our Elementary School and High School Open House
Sunday, November 6, 2011

The Academy of the Holy Names is an independent, Catholic, coeducational elementary school and college preparatory high school for young women, sponsored by the Sisters of the Holy Names of Jesus and Mary. Established in 1881, the Academy enrolls over 800 students in pre-kindergarten through 12th grade. We welcome students of all faiths who seek an education enhanced with a commitment to serve others.

We welcome New Sustainers!

Pamela Adler
Elisabeth Andrews
Michele Bronson
Laurie Ann Burton
Ashley Carl
Ginger Caruso
Dana Calkins
Colleen Crosby
Shannon Dann
Anastasia Del Toro
Nancy Frierson
Betsy Graham
Stacy Gralming
Stacy Han
Kelly Heyer
Megan Kempston
Jennifer Lebeau
Lisa Lockhart
Winifred MacKinnon
Rebecca Masser
Tara McGoughlin
Carla Megerian
Leviie Minder
Teresa Parnell
Shannon Raln
Claire Reynolds
Melinda Rix
Paula Scullin
Lauren Smith
Melissa Snively
Jennifer Stadler
Paula Thompson
Ginger Turner
Teresa Weachter
Welcome New Sustainers!
Canterbury Tower offers the finest amenities under one roof—a place to celebrate, make new friends, reminisce with old friends, and relax. Image your active lifestyle in elegant surroundings and a spacious residence that reflects your personal design.

Enjoy upscale amenities, a social calendar filled with fun events, and a myriad of services, including chef prepared meals in our waterfront dining room, housekeeping, transportation, full service beauty salon, fitness room, pool, cyber café and more. The secure lifestyle is further enhanced by our distinguished on-site skilled nursing facility—all to reward yourself and your family with a worry-free, well-planned life.

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Sylvia Deal Campbell, a native Floridian, has been in solo private practice of general surgery since 1982. Dr. Campbell has the distinction of being the first female surgeon in Hillsborough County. She is the President of the Judeo Christian Health Clinic and an active member of the Palma Ceia Presbyterian Church. Dr. Campbell has served on mission trips to Haiti and Uganda since 1996, and been involved in helping children travel to the US for life saving care. She and her husband Bob have 3 wonderful children; Chelsey, Meaghan and Ross.

JANE CASTOR

Jane Castor is the driving force behind the Tampa Police Department’s 56% reduction in crime in the last seven years. She helped develop and execute the Department’s Focus on Four Crime Reduction Plan that changed the way officers police in the City of Tampa. The result is a safer city. During her 26-year career, Chief Castor has served in nearly every capacity within the Department. Chief Castor graduated from University of Tampa, where she attended on volleyball and basketball scholarships. She has been inducted into the University’s Athletic Hall of Fame. She holds a Master’s of Public Administration from Troy State University and also attended the FBI’s National Academy.

SHEFF CROWDER

Sheff Crowder has been the President of the Conn Memorial Foundation since 1993. The foundation funds about thirty-five nonprofits in Tampa, with a focus on low income kids and their families. Sheff and the Nonprofit Leadership Center have worked with the Sykes Business School at the University of Tampa to offer a graduate certificate or MBA in Nonprofit Management. He is passionate about cultivating a nonprofit heart, a business mind and a leader’s spirit in our local nonprofit sector.

JOSEPH W. CLARK

Joseph W. Clark has been the President of the Eckerd Family Foundation since its formation in 1998. The Foundation’s primary interest centers on at-risk youth between the ages of 12-15. Joe received a B.S in Economics from Union College and a J.D from Syracuse University College of Law. Prior to joining the Foundation, Joe served as a shareholder for 25 years at the law firm of Shackleford, Farrior, Stallings & Evans. He has served on the boards of several nonprofit organizations in Florida. Joe and his wife, Terrell, a JLT Sustainer, live in Tampa and have two sons.

BOBBI N. DAVIS, Ph.D.

Bobbi Davis has served as the Resource Development Manager for the Children’s Board of Hillsborough County since 2005. Previously, Bobbi worked with the Tampa Metropolitan Area YMCA. Bobbi is a member of the Board of the Florida AfterSchool Network, Youth Agency of Hillsborough County and the Arts Council of Hillsborough County. She received her BA in Physical Education, MA in Adult Education and Exercise Science and her Ph.D in Adult Education from the University of South Florida. Bobbi also earned a MS in Health, Physical Education and Recreation from the University of Memphis.

HOSETTA COLEMAN

Hosetta Coleman is the Senior Vice President of Human Resources for Fifth Third Bank. Hosetta founded Tampa Bay’s National Association of African Americans in Human Resources (NAAAHRR) Chapter. She is also a involved with Alpha Kappa Alpha Sorority Inc., the Centre for Women, Inroads, and currently serves on the Hillsborough County Community Action Board. She earned her BS in Business Administration from Tuskegee University and her MBA from the University of Phoenix. Hosetta is a native of Tampa, she is married, and has two daughters.

Sylvia Frazier, Mary Whitaker, Mary Smith Conover, Ann Livingston, Helen Martin, Sarah Jane Rubio and Joy Bell The Junior League for 85 years of exemplary enrichment for over 60 years

Hosetta Coleman is the Senior Vice President of Human Resources for Fifth Third Bank.

Canterbury Tower congratulates and thanks The Junior League for 85 years of exemplary service to our community!
Joanne Frazier, JLT Sustainer and Past President.

in Business Administration from Darden Graduate School of Business

by Martindale Hubbell. John attended the University of Florida and earned

Studies from Princeton University and a Masters

Tampa Bay Lightning. Elizabeth is leading a

of professionals who help strengthen the home/

from politics and nightlife to stories of perseverance and amusing anecdotes

Christopher Lykes started his career in New

and management and ultimately Vice President - Finance for the company’s food service subsidiary Vitality Foodservice. Christopher is currently a private investor. He and his wife Miriam, a JLT Sustainer, have four boys and have lived in Tampa for twenty years.

Christopher Lykes

of Florida with a BS in Business Administration and has been married to

Ronda M. Parag is the Publisher/Managing Editor of Tampa Bay Metro Magazine and Tampa Bay Weddings Magazine. Ronda believes in giving back to the community and has volunteered many hours to local charities. Ronda is an Advisory Board member for the Salvation Army of Hillsborough County, past Trustee for The Spring of Tampa Bay, member of the Gold Membership Committee for the Tampa Museum of Art and supports many other nonprofits. Ronda graduated from the University of Florida with a BS in Business Administration and has been married to Stephen P. Parag, II for 23 years. They have one son, Evan.

Winnie Magnon Marvel

Winnie Magnon Marvel is the President and majority stockholder of Magnon Jewelers for the last 12 years. She was born and raised in Tampa and attended the University of South Florida, studying Fine Art and Business. Winnie’s community involvement includes the Humane Society of Tampa Bay, Prevent Blindness Florida, Rotary Club of Tampa, Reading Is Fundamental, the Athena Society and the Krewe of Grace O’Malley. She presently serves on the Women’s University of Influence Committee for the Greater Tampa Chamber of Commerce. Winnie and her husband of 26 years, Jay, have two sons.

Liz Kennedy

Liz Kennedy has a long history working with the League starting in 1977 with the founding of the Child Abuse Council. Her next big project with the League was the construction of Baby Bungalow over 10 years ago. With League funding and expertise, Liz created a parent-child resource center that has since grown to provide services both at Azeele and throughout the county. In addition, Liz helped found the Ophelia Project, Hillsborough Kids, Inc. and Bridge Builders. Currently, she is on the Hillsborough County School Board, Chair of The Learning Center and Chair of the Neighborhood of Promise Initiative Steering Committee in Sulphur Springs.

John Giordano, Esq.

John Giordano has been with the Buss Ross, P.A. law firm in Tampa since 1985. He is Head of the Transactional Practice Group and a member of the Compensation Committee and the Board of Directors. John is a former President and Hiring Partner of the firm. He was named to Legal Elite by Florida Trend, Best Lawyers of America, Florida Top 100 Super Lawyers, and is rated AV by Martindale Hubbell. John attended the University of Florida and earned a B.S.B.A. in Accounting in 1979, a JD in 1982, and an LLM in Taxation in 1983 - all with honors. While in law school, he was a member of the Law Review and the Order of the Coif. John is the Junior League of Tampa’s Legal Counsel and a standing member of the Community Advisory Board.

Christopher Lykes

In New York City where he worked in Private Banking at Manufacturers Hanover Trust. He moved to Tallahassee to work for First Florida Bank, and then transferred to Tampa in the bank’s Corporate Lending Group. After First Florida and Barnett Bank merged, he moved to Lykes Bros. Inc. His responsibilities included accounting, technology, treasury and management and ultimately Vice President - Finance for the company’s food service subsidiary Vitality Foodservice. Christopher is currently a private investor. He and his wife Miriam, a JLT Sustainer, have four boys and have lived in Tampa for twenty years.

Catherine M. Lynch, MD, FACOG

Catherine M. Lynch, MD, FACOG is the Associate Vice President of Women’s Health, Associate Dean of Faculty Development, and Professor and Director of Obstetrics and Gynecology at the University of South Florida. Dr. Lynch completed her undergraduate degree in Biology at Georgetown University in 1986. She then returned to her home state of Florida to earn her Doctorate of Medicine from the University of South Florida in 1990. Dr. Lynch completed her residency and post-graduate work at USF in Obstetrics and Gynecology and is certified by the American Board of Obstetrics and Gynecology. Dr. Lynch is married to City of Tampa Mayor Bob Buckhorn, and they have two children.

THE HONORABLE ASHLEY B. MOODY

Judge Ashley B. Moody, a fifth generation Hillsborough County resident, was born and raised in Plant City, Florida. She earned her B.S. in liberal arts and her J.D. from the University of Florida. Judge Moody began her legal career with the law firm of Holland & Knight, where she was recognized as one of Tampa Bay’s “40 under 40” distinguished lawyers for her professional and civic contributions. In 2006, at the age of thirty one, Judge Moody became the youngest Judge in Florida, when she was elected Circuit Court Judge of the Thirteenth Judicial Circuit in Hillsborough County. She is currently assigned to the Juvenile Delinquency division.

Ronda Parag

Ronda M. Parag is the Publisher/Managing Editor of Tampa Bay Metro Magazine and Tampa Bay Weddings Magazine. Ronda believes in giving back to the community and has volunteered many hours to local charities. Ronda is an Advisory Board member for the Salvation Army of Hillsborough County, past Trustee for The Spring of Tampa Bay, member of the Gold Membership Committee for the Tampa Museum of Art and supports many other nonprofits. Ronda graduated from the University of Florida with a BS in Business Administration and has been married to Stephen P. Parag, II for 23 years. They have one son, Evan.

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Winnie Magnon Marvel is the President and majority stockholder of Magnon Jewelers for the last 12 years. She was born and raised in Tampa and attended the University of South Florida, studying Fine Art and Business. Winnie’s community involvement includes the Humane Society of Tampa Bay, Prevent Blindness Florida, Rotary Club of Tampa, the Athena Society and the Krewe of Grace O’Malley. She presently serves on the Women’s University of Influence Committee for the Greater Tampa Chamber of Commerce. Winnie and her husband of 26 years, Jay, have two sons.

Ken Gaughan, EdD

Dr. Kenneth Gaughan brings many skills and areas of expertise to The Junior League of Tampa Community Advisory Board. He is the Supervisor of School Social Work for the Hillsborough County School District and has many years of experience in direct service and administration. Dr. Gaughan leads a large staff of professionals who help strengthen the home/school connections which improve student performance and well-being.

John Giordano, Esq.

John Giordano has been with the Buss Ross, P.A. law firm in Tampa since 1985. He is Head of the Transactional Practice Group and a member of the Compensation Committee and the Board of Directors. John is a former President and Hiring Partner of the firm. He was named to Legal Elite by Florida Trend, Best Lawyers of America, Florida Top 100 Super Lawyers, and is rated AV by Martindale Hubbell. John attended the University of Florida and earned a B.S.B.A. in Accounting in 1979, a JD in 1982, and an LLM in Taxation in 1983 - all with honors. While in law school, he was a member of the Law Review and the Order of the Coif. John is the Junior League of Tampa’s Legal Counsel and a standing member of the Community Advisory Board.

Elizabeth Frazier

Elizabeth Frazier is the Vice President of Philanthropy and Community Initiatives for the Tampa Bay Lightning. Elizabeth is leading a transformation of the Lightning Foundation and the Lightning Community Relations Department. Elizabeth has a Bachelor of Arts in Comparative Literature with a Certificate in European Cultural Studies from Princeton University and a Masters in Business Administration from Darden Graduate School of Business Administration at the University of Virginia. Elizabeth is the daughter of Joanne Frazier, JLT Sustainer and Past President.

Miray Holmes

Miray Holmes is the Director of Community Relations for the Tampa Bay Buccaneers. In her role, Miray is responsible for all player off the field community appearances, working with player foundations and facilitating NFL community initiatives in the Tampa Bay area. Miray also oversees the Glazer Family Foundation. Miray’s career in sports marketing has included the National Collegiate Athletic Association and the 1996 Atlanta Committee for the Olympic Games. Miray was born and raised in Washington, D.C. and attended Howard University. She and her husband Eric have one daughter.

Christopher Lykes

Christopher Lykes started his career in New York City where he worked in Private Banking at Manufacturers Hanover Trust. He moved to Tallahassee to work for First Florida Bank, and then transferred to Tampa in the bank’s Corporate Lending Group. After First Florida and Barnett Bank merged, he moved to Lykes Bros. Inc. His responsibilities included accounting, technology, treasury and management and ultimately Vice President - Finance for the company’s food service subsidiary Vitality Foodservice. Christopher is currently a private investor. He and his wife Miriam, a JLT Sustainer, have four boys and have lived in Tampa for twenty years.

Catherine M. Lynch, MD, FACOG

Catherine M. Lynch, MD, FACOG is the Associate Vice President of Women’s Health, Associate Dean of Faculty Development, and Professor and Director of Obstetrics and Gynecology at the University of South Florida. Dr. Lynch completed her undergraduate degree in Biology at Georgetown University in 1986. She then returned to her home state of Florida to earn her Doctorate of Medicine from the University of South Florida in 1990. Dr. Lynch completed her residency and post-graduate work at USF in Obstetrics and Gynecology and is certified by the American Board of Obstetrics and Gynecology. Dr. Lynch is married to City of Tampa Mayor Bob Buckhorn, and they have two children.

Kenneth Gaughan, EdD

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AMY PETRILA

Amy Petriла received her BA and M.Ed. from the University of Virginia. Since 1998, she has been employed at the Children’s Board of Hillsborough County where she is currently responsible for directing legislative and public policy activities. Over her career in four states, she has directed initiatives related to early childhood, child welfare, mental health, substance abuse and domestic violence. She moved to Florida in 1992 with her husband, John, a professor at USF, and has one son.

JULIE C. SMITH

Julie C. Smith is Vice President of External Affairs, Southeast Region for Verizon Communications. Julie is a new resident of Tampa, Florida. She has begun to get involved in Tampa Bay and has joined the Greater Tampa Chamber of Commerce board of directors. Julie also is on the Board of Fellows at the University of Tampa and the Board of Directors at the Florida Aquarium. She is a graduate of the University of Georgia having, received a Bachelor of Arts degree in Political Science and was an active member of Delta Delta Delta sorority.

GAYLE SIEBENS

Gayle Sierens co-anchors News Channel 8’s Live at 5, 6 and 11PM newscasts. Gayle joined the Channel 8 staff in 1977. She became the first woman to do play-by-play for an NFL game and has won two Emmy Awards for news reporting. Gayle received a BS degree in Mass Communications with a minor in Speech Communications from Florida State University. Currently, she is on the Board of Directors of the Judeo-Christian Health Clinic and serves as Chairperson for the Big Brother/Big Sister’s annual “Bowl for Kids’ Sake” fundraiser. Gayle is married and has three children.

SARTURA SHUMAN SMITH

Sartura Shuman Smith is a Tampa native. Sartura graduated from Hampton University in 1981 with a Bachelor of Science degree in Early Childhood Education. Sartura taught in the Hillsborough County School System for nine years, and later worked for 20 years at WEDU-PBS Television as the Education & Outreach Manager. She is active in the community with various social and professional organizations and sits on the Board of Directors for the Early Learning Coalition. She is the owner of JAS Consultants and is married to Derek Smith.

BRONSON THAYER

Bronson Thayer is Managing Director of The Investment Counsel Company, Tampa, Florida. After working on Wall Street for 10 years, Mr. Thayer moved to Florida and joined his wife’s family company, Lykes Bros., Inc., a broadly diversified agribusiness company. He served as Chairman of First Florida Bank in the 1980s and has chaired a mortgage company, become a partner in an investment management firm, and, as Chairman, recently oversaw the opening of a new commercial bank. He is currently Vice Chairman of the visiting committee of the Harvard Graduate School of Education and Chairman of Bok Tower Gardens in Lake Wales, Florida. Mr. Thayer attended Deerfield Academy, received a BA from Harvard University, and his MBA from New York University.

IAN SMITH

Ian Smith is Senior Vice President and Chief Communications Officer of Helios Education Foundation, where he provides strategic marketing and public relations leadership in support of the Foundation’s investments in Arizona and Florida. Mr. Smith currently serves on the Boards of the Glazer Children’s Museum in Tampa, the Florida Philanthropic Network and the Florida Public Relations Association of Tampa Bay.

JONATHAN E. STEIN

Jonathan E. Stein is The Junior League of Tampa’s CPA and is a graduate of the University of South Florida. He is with the firm Rivero, Gordimer & Company, P.A., and has considerable auditing experience with not-for-profit and governmental organizations. As the League’s CPA, he serves as a standing member of the Community Advisory Board. He has also been appointed to serve on the not-for-profit committee by the Florida Institute of Certified Public Accountants and is involved with a variety of not-for-profit organizations in the Tampa Bay area.

HOLLY TOMLIN

Holly Tomlin has been Owner/President of Tomlin Staffing since 1985. She serves on the following boards: Tampa General Hospital Foundation, Merchants Association of Tampa, Greater Tampa Chamber of Commerce and Tampa History Center. Holly was the first woman President of Rotary Club of Tampa (1999), won TBBJ 2006 Business Woman of the Year, voted GTCC 2007 Small Business of the Year Outstanding Leader, and was awarded 2008 Junior Achievement Outstanding Alumni of the Year.

ROBBIE WILLIAMS

Helen “Robbie” Williams is the 2011 Junior League Sustainer of the Year. This award is bestowed on a Sustainer who has shown outstanding volunteer service in a community service organization or through varied community service efforts over a significant number of years after the age of 40. Robbie has lived in Tampa since 1960 and has been active in The Junior League of Tampa ever since. Robbie graduated from The University of North Carolina at Chapel Hill with a degree in Chemistry and Medical Technology. Robbie is married to Bill Williams and has three children.
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Holiday Gift Market Unwrapped: A Holiday Tradition that Gives Back
Holiday Gift Market: A Glimpse into its History
by Meghan Weddle

In the past seven years, The Junior League of Tampa’s Holiday Gift Market has been a staple during the League’s Fall season, as well as an event in which all Provisionals and Actives are involved in some way. Holiday Gift Market (HGM) is the League’s largest fundraising event. Each year, the HGM Committee works tirelessly to plan, organize and advertise the three-day shopping extravaganza that occurs early November. Merchants come from all over the United States to take part in what has become the largest holiday market in the Tampa Bay area.

In 2004, the League’s first HGM took place in the Port of Tampa. Prior to that the League’s largest fundraiser was the Thrift Sale called Trinkets and Treasures. The Thrift Sale was created in 1964 when members would donate gently used clothing and household items for one day sale; storage of items and sale held at a warehouse donated by the Ferman Family. The Thrift Sale was established. Members would donate to bring in additional revenue to fund the League’s projects. Therefore the Thrift Sale was established. Members would donate various items including clothes, household goods, and toys to be sold at this annual event. Yet, after 40 successful years, the Thrift Sale slowly began to lose its luster.

Due to the declining profits of the annual Thrift Sale and a need to revamp JLT’s main fundraising event, changes were made in 2003. Christina Boe was put in charge of the research and development of a holiday market event by then League President Susan Thompson. “We knew we wanted to be one of the more significant markets,” said Christina Boe, “And we knew that we had to reach certain goals to hit the ground running and be able to grow at a significant enough pace to support the financial fundraising we were looking to do.” With that in mind, Christina and her committee researched holiday markets in Austin, Houston and in cities around the country. With a wealth of new knowledge, a steering committee was developed in order to organize the League’s first HGM in 2004 under the League Presidency of Lisa Andrews. There were many important aspects that went into planning the first HGM, including the merchant selection process, strong marketing strategies and devising a plan that would bring in profits while having all League members take part in this great new event.

In its first year, the JLT’s Holiday Gift Market was a complete success. It set an example for future committee leaders as all of the goals for the event’s first year were met. As the popularity and success of the HGM grew, a bigger venue space was needed to accommodate all of the merchants and shoppers. The move from the Port of Tampa to the Entertainment Hall at the Florida State Fairgrounds happened in 2006. Ashley Carl and Laurie Ann Burton chaired HGM’s move. Ashley said, “We couldn’t have grown [HGM] had we not made that move. We wanted to focus on Tampa Bay and branch out to the neighboring counties.” With the new move came a need for more marketing of HGM in order to ensure its continued success at the fairgrounds.

Just like the evolution of the HGM as a whole, the changes that have taken place in regards to marketing have been enormous. Marketing for HGM ranges from postcards and advertisements on radio, TV, and local newspapers to car magnets and yard signs. Furthermore, this past year, HGM marketing spread to Facebook, local bloggers and Twitter encouraging attendance and spreading the word.

Overall, The Junior League of Tampa’s Holiday Gift Market has become an event which offers great holiday shopping every year. HGM makes the League’s community projects possible. This year’s HGM at the Expo Hall promises to be the biggest and best HGM to date. Ultimately, this new tradition enables the League to fulfill its Mission and benefit the Tampa community.

Holiday Gift Market Past Chairs
Kim Carswell
2010 - 2011

Wendy Brill
2007 - 2008

Susan Zelenka
2010 - 2011

Lauri Klemans
2007 - 2008

Nicole Hubbard
2009 - 2010

Laurie Ann Burton
2006 - 2007

Sheri Schobert
2009 - 2010

Ashley Carl
2006 - 2007

Lee Lowry
2008 - 2009

Wendy Garraty
2005 - 2006

Kelly Scaglione
2008 - 2009

Elaine Sweeney
2005 - 2006

Christina Boe
2004 - 2005

2012 Holiday Gift Market Committee
Back Row: Jennifer Bouchard, Elizabeth Ayton, Jennifer Presley, Megan Miller, Kristin Wilson, Courtney Liedel, Kim Walters
Middle Row: Cristina Blunt, Gannon O’Connor, Julie Lyman, Marielle Luttrell, Courtney Rawlings Haygood, Casey Crisophey, Heather Hernandez, Marissa Martin
Front Row: Alison Monahan and Nicole Gitney
Missing: Carolee Vastri, Kiki Krilato and Meredith Mosley

First JLT Holiday Gift Market was held in Channelside Cruise Terminal 3; Second JLT Holiday Gift Market was held in Channelside Cruise Terminal 2; First Trinkets and Treasures event was held at the junior league of tampa.

Holiday Gift Market A Glimpse into its History

First Holiday Gift Market Committee was Created
2003 Susan Thompson took her seat as acting JLT President. Susan Thompson took her seat as acting JLT President. First HGM Committee consisted of Lisa Andrews. Lisa Andrews took lead as acting JLT President.

Last Trinkets and Treasures was held at the Tampa Convention Center.

Save the Date for the upcoming event of the guardian.

Hall promises to be the biggest and best HGM to date. Ultimately, this new tradition enables the League to fulfill its Mission and benefit the Tampa community.

Holiday Gift Market: A Glimpse into its History
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In the past seven years, The Junior League of Tampa’s Holiday Gift Market has been a staple during the League’s Fall season, as well as an event in which all Provisionals and Actives are involved in some way. Holiday Gift Market (HGM) is the League’s largest fundraising event. Each year, the HGM Committee works tirelessly to plan, organize and advertise the three-day shopping extravaganza that occurs early November. Merchants come from all over the United States to take part in what has become the largest holiday market in the Tampa Bay area.

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Holiday Gift Market to Tampa, why?

Despite having Trinkets & Treasures, you still felt the need to bring a large holiday market to the JLT?

How did you first learn about League gift markets?

Thompson, provide a glimpse into how the first JLT Holiday Gift Market came to be...

What were some concerns you had about ending Trinkets & Treasures and starting the Holiday Gift Market?

Eliminating Trinkets & Treasures and starting the Holiday Gift Market meant that the League was losing the community service portion that came with the sale, leaving the focus primarily on fundraising. So in order to fulfill that need, Treasures for Tampa was created.

How do you feel that your League career helped better prepare you to bring a large holiday market to the JLT?

Once you’re a League President, you’ve seen every aspect of the League, so you have a better understanding of what is needed financially.

It also helps to have the women of the JLT working with you to make it happen; there were so many women that were instrumental in seeing this through, it would take me quite a while to name them all!

What were some milestones you had in mind when planning the first Holiday Gift Market?

Overall, plan to showcase how we fulfill our Mission; said Nicole Gitney, 2011 HGM Co-Chair.

“We plan to showcase how we use this money to better our community at this year’s HGM, so everyone can see how the JLT benefits the Tampa area.”

In order to do this, as well as spread the word about this year’s bigger and better HGM, the HGM Committee has appointed a media coordinator. By having a media coordinator, news of the HGM will be advertised not only on the radio, but also on television, digital billboards and forms of social media, such as Facebook and Twitter.

Due to its overwhelming success and exciting, new changes, Holiday Gift Market 2011 promises to be bigger and better than in any of its previous seven years. The most notable change is the market’s move from the Entertainment Hall to the Expo Hall at the Florida State Fairgrounds. The larger space in the Expo Hall will not only accommodate the 20% increase in merchants that will be at this year’s HGM, but it will also allow for wider aisles and bigger merchant booths. These improvements will enable merchants to have more booth space for all their great merchandise, as well as provide more room for shoppers to browse and buy. Another change is the addition of more dining options with a seating area. By having more dining options and a place to rest, shoppers will now be able to shop, eat and thoroughly enjoy all the Market has to offer.

None of this would be possible without the large amount of time the Co-Chairs Nicole Gitney and Alison Monahan, and the rest of the HGM committee have spent planning, researching and strategizing for this year’s market. Nicole and Alison went to Holiday Gift Markets in Birmingham, Alabama and Austin, Texas. While in Austin, the Chairs attended a training seminar that focused on how to operate a successful holiday market. In addition to gaining valuable information from the most successful gift markets in the country, they also brought back some creative ideas. When asked, Alison stated what she is most excited about this year is, “To be able to create new traditions for future Holiday Gift Markets.”

New Year, New Space

by Brooke Jarossi

L

ast year, the Holiday Gift Market (HGM) Committee proudly achieved record milestones for the number of people through the doors (10,389), as well as overall proceeds of $125,000.

This year’s committee has high hopes to exceed these milestones and do even more.

“This money allows us, as The Junior League of Tampa, to fulfill our Mission,” said Nicole Gitney, 2011 HGM Co-Chair.

“We plan to showcase how we use this money to better our community at this year’s HGM, so everyone can see how the JLT benefits the Tampa area.”

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In celebration of the 50th anniversary of The Gasparilla Cookbook, The Junior League of Tampa (JLT) is excited to announce the publication of a very special commemorative edition.

The Gasparilla Cookbook is The Junior League of Tampa’s most recognizable and best selling cookbook to date. All net proceeds from cookbook sales support JLT programs and community projects in the areas of foster care, education and literacy, and basic needs for disadvantaged children in our community. “It was a brilliant idea,” said Allison Burden, current JLT President. “The sale of the JLT cookbooks has provided a funding stream for 50 years.” The 50th anniversary edition includes: a fresh scan of the cover art, a restoration of the original end pages, a new preface and afterward with historical content, new photographs, and “A Treasure Chest of Menus” to enjoy. Jaime Brewer and Lisl Unterholzner, 2010 - 2011 Cookbook Co-Chairs, and Aspen Kahl and Denise Schultz, current Cookbook Co-Chairs, led the development of this commemorative edition. The Cookbook Committee is confident these changes, included in the 23rd reprint, will serve only to enhance this classic volume.
Gazpacho

INGREDIENTS

- ½ cup olive oil
- 4 tablespoons lemon juice
- 6 cups tomato juice
- ¼ cup finely minced onion
- 2 cups beef broth
- 2 tomatoes, peeled and cubed
- 2 cups finely minced celery
- ½ cup finely minced onion
- 1 teaspoon Tabasco
- 2 teaspoons salt
- 1 teaspoon freshly ground black pepper
- 2 green peppers, finely chopped
- 2 cucumbers, diced
- croutons

Beat together the oil and lemon juice. Stir in the tomato juice, broth, onions, tomatoes, celery, Tabasco, salt and pepper. Taste for seasoning. The mixture should be well seasoned. (It may require more salt or Tabasco depending on individual taste.) Chill the soup at least 3 hours. Pour into a tureen. Serve the green peppers, cucumbers and croutons separately, to be passed and added to each serving. The soup will keep several days in the refrigerator. This serves 8 to 10.

This Spanish vegetable soup usually creates quite a sensation, and of course, it is best on a hot summer day.

Mrs. Harry A. McEwen

The success of The Gasparilla Cookbook, first published in 1961, also served to inspire League members to publish six additional books including: Tampa Treasures, A Taste of Tampa and The Junior League of Tampa Culinary Collection (The Life of the Party, Everyday Feasts, Savor the Seasons, and Capture the Coast). “Gasparilla itself is a theme that has been carried throughout all of our cookbooks,” said Betsy Graham. “It is one of the things that make them unique and best reflects our local flavor and traditions.”

Many families have enjoyed the tradition of passing down this Tampa heirloom from generation to generation. “My copy is from 1964, the fourth printing, and it is completely falling apart,” Allison Burden said describing her mother’s book that was passed down to her. “I’m looking forward to the anniversary edition.”

The 50th anniversary edition of The Gasparilla Cookbook is currently on sale, and will be featured at The Junior League of Tampa’s Holiday Gift Market this November. Don’t miss this unique opportunity to own a commemorative edition of Tampa’s culinary history.

More than a book, The Gasparilla Cookbook is a culinary treasure to be shared with anyone who enjoys delicious food paired with a great story that celebrates Tampa’s rich culture. For the past half century, this cherished cookbook has inspired and created memories for generations and printed more than 230,000 copies. “Purchasing The Gasparilla Cookbook is buying a piece of Tampa history...from the recipes reflective of the early 1960s to the Lamar Sparkman illustrations to the Carlton portrayal of the pirate on the front cover to the descriptive narrative,” said Betsy Graham, 2010 - 2011 JLT President. This award-winning recipe collection is distinctively Tampa with its focus on using fresh ingredients, as well as representing our diverse heritage filled with Spanish, Italian, Greek, Cuban and Southern influences.

Over the last five decades, our flagship cookbook has earned significant recognition including the honor of representing Florida’s West Coast in the Florida Pavilion at The World’s Fair of 1964. It was during the fair that a photographer snapped a photo of Jacqueline Kennedy carrying her copy of The Gasparilla Cookbook. This notable image helped the Cookbook Committee spur the growth of sales and establish it as a legacy piece. This accomplished cookbook has been featured in multiple publications including The New Yorker, The American Home, Family Circle, Ladies’ Home Journal, The Chicago Tribune, The Orlando Sentinel and The Tampa Tribune. In 1990, The Gasparilla Cookbook was inducted into the Walter S. McIlhenny Hall of Fame, designed to honor cookbooks published by nonprofit organizations that contribute to the preservation of American culinary customs, and that have sold more than 100,000 copies. Later in 1992, this esteemed text was selected by Southern Living to be included in the first twelve books recognized in The Southern Living Community Cookbook Hall of Fame.

LOOK FOR THE NEW FEATURES:
- Fresh scan of the cover art
- Restoration of the original end pages
- New preface
- New afterward with historical content
- New photographs
- "A Treasure Chest of Menus"
The Junior League of Tampa  
2011 – 2012 Cookbook Order Form

In celebration of the 50th anniversary of The Gasparilla Cookbook, The Junior League of Tampa is excited to announce the publication of this very special edition. The Gasparilla Cookbook 50th Anniversary Edition has arrived! Don’t miss this unique opportunity to own a commemorative edition of Tampa’s culinary history.

Name: ____________________________________________

☐ Active ☐ Sustainer

Address: ____________________________________________

Phone: ____________________________________________

City/State/Zip: _______________________________________

Email: ____________________________________________

**ORDER DETAILS**

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☐ Check (Payable to The Junior League of Tampa)  
☐ Visa ☐ M/C  
Card #: ____________________________  Exp Date: ____________________________

Name on Card: ____________________________  Security Code: ____________________________

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Order by phone: 813.254.1734 ext. 2  Fax your order to: 813.254.9593  Order online at: www.JLTampa.org  
For shipping information contact: cookbook@jlthq.com
The Junior League of Tampa
Nonprofit Organization

The Junior League of Tampa
The Sandspur Committee invites fellow League members to respond to our most relevant topics and burning questions. Share your responses by leaving a comment under the question below. Please note the selected respondent(s) will have their photo and quote published in an upcoming issue of The Sandspur.

What are you looking most forward to for HGM 2011?

June 27 at 1:57pm
nonprofit Organization

Sarah Walters Finishing all my holiday shopping before December even starts...and the kick off party!! June 27 at 1:40pm

Allison Barnes Burden Tracy Negoshian dresses and Diana E. Kelly shoes! June 27 at 3:29pm

Kealoha Deutsch Bragging rights... For the 4th year in a row, my holiday shopping will be done in November. Just in time to enjoy holiday parties galore! June 27 at 4:00pm

Tracie Domino Fun holiday gifts you can’t find at the mall...and great entertaining accessories from the JLT Cookbook booth! June 27 at 4:07pm

Sheri A. Schnurman Schobert Getting my Christmas shopping done in November! June 27 at 8:50pm

Lynette Palomino Russell All the deals and unique items! Tuesday at 4:55pm

Melissa Pavese Skipping the alarm clock on Black Friday since all the best gifts can be found at HGM! Tuesday at 5:27pm

Please help us to get to 1000 fans by the end of 2011
Suggest our page to your friends and family and feel free to comment on our status updates, pictures, and links. You never know when your comment may show up on a future edition of The Sandspur!

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Leena, Meera and Neela, daughters of Nicki and Mirzar, real patients of St. Joseph's Women's Hospital

NICKI’S story

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“The experience at St. Joseph’s Women’s Hospital was wonderful. We were all in good hands all the time.”

Watch Nicki’s full story at StJosephsWomens.com

To register for our classes and events or for more information about St. Joseph’s Women’s Hospital: (813) 402-2358

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Start now and change your life forever!

†On average Medi-Weightloss Clinics® patients lose 7 pounds the first week and 2 to 3 pounds each week thereafter for the first month. Rapid weight loss may be associated with certain medical conditions and should only be considered by those who are medically appropriate. THE PATIENT AND ANY OTHER PERSON RESPONSIBLE FOR PAYMENT HAS A RIGHT TO REFUSE TO PAY, CANCEL PAYMENT, OR BE REIMBURSED FOR PAYMENT FOR ANY OTHER SERVICE, EXAMINATION, OR TREATMENT THAT IS PERFORMED AS A RESULT OF AND WITHIN 72 HOURS OF RESPONDING TO THE ADVERTISEMENT FOR THE FREE, DISCOUNTED FEE, OR REDUCED FEE SERVICE, EXAMINATION OR TREATMENT. © 2011 Medi IP, LLC. All Rights Reserved.

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