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Making Strides

TANYA EGGER

I was a child of the 70’s and 80’s and I know I’m not alone here. You know who you are if you used to bake cakes and brownies in your Easy Bake Oven, if you ever wore a Banana Clip, if you thought partying like it’s 1999 seemed sooo far away or if you’ve ever tried to call 867-5309. For children and teenagers, the 70’s and 80’s was a time of great music and eclectic styles.

The 70’s were also coined the “Me” decade because of a shift by the younger generation who began focusing more on themselves rather than the community at large.

But that wasn’t the case inside the headquarters of The Junior League of Tampa. The 70’s and 80’s saw great strides by members. The Junior League of Tampa has always been known as a group of hardworking, community-minded women and during this time members really began to expand their horizons. Members look back to the 70’s and 80’s as a time when they took the first steps to being more than “small town”, when women rolled up their sleeves and began tackling tougher issues in our community and across the state.

League members shifted their focus toward issues that affected not only women and children in Tampa but throughout Florida, including working to get legislation passed.

The 70’s saw more women joining the workforce. Women were also finding their voice to help create change and train to become leaders in the community. In the 70’s, the League put on a management seminar for women entitled, “Community Leadership Training,” where the goal was to train League members to be leaders in voluntarism and to teach women how to better use their time. In the early 70’s, JLT meetings were still held only in the morning; however, a small group of professional League members started to meet at night, paving the way for evening membership meetings.

In this issue of The Sandspur, we continue to tell the story of The Junior League of Tampa. Generations of families began to join the League, creating traditions as mothers, daughters, and eventually granddaughters became members.

The Junior League cookbooks became another tradition as the series of cookbooks, packed with member recipes, became instant successes. This year MORE HEALTH celebrates its 25th anniversary and they credit members of The Junior League of Tampa for leading the charge. The Sandspur committee will also introduce you to a young woman who won JLT’s first annual Young Entrepreneurship Program. In everything the League does, we are constantly working to ensure we are Expanding Our Horizons.

Tanya Egger
Editor
MORE THAN SMALL TOWN
The 70’s and 80’s were a time of change in the country. JLT members were also tackling issues beyond our community.

A FAMILY AFFAIR
For some, being a member of The Junior League of Tampa has become a family tradition.

COOKBOOKS
Grab your apron and chose a yummy recipe from our series of cookbooks. Learn how the cookbooks first started and listen in as one of our Sustainers shares her crowd-pleasing treats.

YEP
“Keep Your Soul Clean and Your Boots Dirty!” Our first annual Young Entrepreneurship Program winner, Kristen Ostow, shares the inspiration behind her lifestyle brand of clothes.

CHILDREN’S LITERACY
Learn why our literacy efforts truly matter to children and their families.

MORE HEALTH
What started as a vision by a JLT member is now celebrating its 25th anniversary. MORE HEALTH has reached more than 3 million school-aged children with their health education topics.
StaFF 2014–2015

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THE SANDSPUR is published by Freshly Squeezed Ideas. Freshly Squeezed Ideas is a marketing, advertising, and design firm based in Tampa, Florida. Founded in 1926, The Junior League of Tampa, Inc. is an organization of over 1,800 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.
LETTERS TO THE LEAGUE

Dear Tracy,

I encountered a very kind woman at the Sand Mobile Home Park who offered to feed my cat, who was very hungry. She asked if I had any food for her and I gave her a piece of bread. She was very grateful and said she was not sure where she would have found food without my help.

Sincerely,

[Name]

Dear Tracy,

Thank you so much for coming to the event at the hospital. It was wonderful to see you there and also to meet some of the other members of the league. I hope to see you again soon.

Sincerely,

[Name]

Dear Tracy,

Your support at the last event was greatly appreciated. I hope you can help us again with our upcoming event.

Sincerely,

[Name]
Change is Good

We live in an ever-changing environment where growth is often necessary to survive. In the past few decades, the landscape in which we live has changed dramatically. From population growth and women now making up over 50% of the U.S. population, to the increasing dependence on technology and mobile devices, to the expansion of our geographic footprint. Change and growth are inevitable.

The Junior League of Tampa has also been Expanding Our Horizons through the decades. We have experienced large membership growth and our demographics have progressed as well. Over 88% of our active membership are employed with over 98% having a college degree or higher. As women continue to emerge as business, community and civic leaders, the League stands committed to women’s development. In response to this trend, and in alignment with our Mission, we launched the Young Entrepreneurship Program, which awards one woman with leadership, business acumen and a philanthropic spirit a booth at the League’s Holiday Gift Market. Read about our amazing winner, Kristen Ostow, founder of Southerndoe on page 36.

As the League evolved through the decades, our advocacy efforts expanded to the state level. Today, the State Public Affairs Committee represents over 11,000 women from 24 Leagues in Florida and this past year, we were instrumental in passing eight bills that impact women and children.

A long history of advocacy is highlighted in “More Than Small Town” on page 22. One thing that has not changed is the League continually assesses community needs and works to resolve them. Our long history shows the creation and launching of numerous projects, including MORE HEALTH which is honored on page 51. Collaboration is one of our five values which guide the League’s efforts and we consistently seek like-minded partnerships to expand our impact.

For me, growth and learning happen every day. When I joined The Junior League of Tampa many years ago, I could not have imagined the impact this organization would have on my life. The amount of personal, professional and social growth I have received is immeasurable. That is true even today. I am constantly expanding my horizons and being inspired by the women around me.

Wishing you all a wonderful holiday season. As you consider any New Year’s resolutions, I hope you ask yourself, “How will I expand my horizons this year?”

Lynette Russell
President

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it’s the only thing that ever does.” — Margaret Mead
One of Community Vice President Casey Carefoot’s most memorable League experiences was volunteering with our Food 4 Kids project. The program provides a bag of nutritious food over weekends throughout the school year to children and their families.

In partnership with Feeding America and after-school centers, the goal of Food 4 Kids is to provide meals to children so they come to school nourished and ready to learn on Monday morning. Casey got to know the children, including a little boy whose mother picked up the food because her son couldn’t carry it home on his bicycle.

When some toiletries, including toothpaste, were donated, Casey called the mom to ask if she needed them. The woman had been using a knife to scrape what remained of her existing tube. “Most of us would have thrown this away, but this mother didn’t have an option,” recalled Casey. It was an ‘ah-ha’ moment she’ll never forget.

Not only does the League raise hundreds of thousands of dollars to invest in our community, our volunteers offer hands-on assistance, whether it’s organizing events for foster children, serving as positive role models for young girls, or raising awareness of human trafficking.

This hands-on approach allows the League to help our community partners fulfill their own missions, or even expand their services. Casey notes that the Food 4 Kids program, which served 170 kids every other week just four years ago, has now more than doubled the number of children served due to additional JLT volunteers and funds. The Kids in the Kitchen project adds an education component to teach healthy eating habits and the importance of exercise.

“We have so much manpower we can enact a whole curriculum,” Casey says of the program. “Our partners don’t have what we can provide.” Our members helped create a healthy lifestyle curriculum and taught it to children through engaging exercises and easy to make recipes.

Casey points to a study by the Independent Sector, a non-partisan leadership network for nonprofits. The group has determined that one hour of a volunteer’s time is worth approximately $22. That means The Junior League of Tampa’s 60,000 service hours amount to $1.3 million a year.

“Every time I volunteer for a League event, I learn something,” Casey notes. “Our community partners see our dedication and how much we care as an organization. We might not solve the problems of foster care or child hunger, but we can be a part of the solution.”
She’s lived in Florida for 17 years; her son James is a second-year student at the University of Tampa where she graduated with a degree in Finance and Banking.

A graduate of Leadership Florida (Class XXXI), Leadership Palm Beach County and the Tampa Bay Partnership’s CEO Direct Program, Eileen is a graduate of The University of Tennessee where she graduated from the School of Professional Administration. Kathryn has been honored for her work in low-income neighborhoods and by numerous organizations in Florida. Joe and his wife, Terrell, a JL T Sustainer, live in Tampa and have four children.

With over 25 years’ experience in nonprofit management and leadership, Eileen Coogan Boyle joined Alegany Fransican Ministries, an organization focused on improving the overall health status of underserved communities, as CEO in May 2005. Previously, she served nine years with United Way of Palm Beach County and worked for several nonprofits in Massachusetts.

A native of Alexandria, Virginia, State Representative Janet Cruz attended the University of Florida for 17 years; her son James is a second-year student at the University of Minnesota, where she received a degree in Broadcast Journalism. Her first reporting/anchor job was in Grand Forks, North Dakota. In 1987, she moved to St. Petersburg to report and anchor for WTVT-TV. She became a reporter at WTPS 10 News in 1999 and is currently the station’s Manager of Strategic Partnerships. Kathryn has been honored for her work and has received several Emmy Regional, Edward R. Murrow, and Associated Press awards. Outside of work, Kathryn stays busy with her family including her husband and middle-school-aged son. She also plays violin in the Suncoast Symphony.

Karen Arnold is the Senior Vice President/Chief Operations Officer for the Greater Tampa Chamber of Commerce. As CEO or Executive Leadership Team she helps lead the Chamber’s mission to “Serve our members and expand the community by building business success, overseeing the leadership, events, educational and leadership programs, and marketing/communications for the Chamber.” She has served in this role since January 2011. Prior to joining the Chamber, she was an active volunteer and served on the Chamber’s Board of Directors and Executive Committee in a variety of capacities. Karen is a graduate of the University of Tennessee where she graduated with a degree in Finance and Banking.

She has served in every capacity within the Department. Chief Jane Castor has served in nearly every capacity within the Department. Chief Castor graduated from University of South Florida where she attended on the basketball and volleyball teams. 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.

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MIRAY HOLMES
Miray Rice Holmes was named as Manager of Community Partnerships and Neighborhood Engagement by City of Tampa Mayor, Bob Buckhorn in March of 2013. In her capacity, Miray serves as Mayor Buckhorn’s main liaison to the neighborhood associations as well as their voice at City Hall. She will also work with community partners and private entities to make Tampa’s neighborhoods a better place. Holmes recently worked as the Director of the Tampa Bay Buccaneers and the Glazer Family Foundation. Prior to that role, she worked in Community Marketing at Reالت and as an Account Director for Olympic Sponsorships with the Atlanta Committee Olympic Partners. Miray was born and raised in Washington, D.C. and holds a Bachelor of the Arts from Howard University. Miray is mother to daughter Julia.

ERNEST HOOPER
Ernest Hooper brings a blend of experiences to his role as columnist for the Tampa Bay Times. He was born and raised in Tallahassee. The proud son of Gerald and Hattie Hooper, two of longtime Florida A&M professors, he grew up next to a radio from the Florida State campus, but he graduated from the University of Florida. He started his career as a sports writer, but has served as a news columnist since 2001. Now in his 20th year at the Times, Ernest has taken on the additional role of East Hillsborough Bureau Chief, guiding the paper’s news-gathering efforts inBrandon, Riverview, Apollo Beach, Ruskin, Sun City Center, Valrico and Plant City. Ernest still writes two columns a week, relying on a broad canvas of topics that range from politics and nightlife to stories of perseverance and amusing anecdotes about his wife, Florence, and three kids: Matthew, Ethan and Madelyn.

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 at the University of North Carolina 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 to become the first female on the American Board of Obstetrics and Gynecology. Dr. Lynch is married to City of Tampa Mayor Bob Buckhorn, and they have two children.

TOM LOOBY
Since 2007, Tom Looby has served as the President & CEO of the Tampa Metropolitan Chamber of Commerce. Prior to joining the commission staff, he completed eight years as a member of the Florida House of Representatives. Representative Looby was the first Republican woman to hold the position of Speaker of the Florida House of Representatives. During her tenure as a Representative, Sandy worked on critical health issues including domestic child protective services and foster care. She spearheaded the Capital Campaign to raise $16 million for the Glazer Children’s Museum, Sandra is a graduate of Indiana University. She is married to local attorney, Jim Murman and they have a daughter, Michele.

GENE MARSHALL
Gene Marshall is a founding board member and initial Chairman of Northstar Bank, a community bank headquartered in Tampa. He is also a consultant with Success Sciences Inc. Gene joined the Chase Manhattan Bank in 1969 in New York. After spending 21 years in various management positions in Global Risk Management, International Custody Operations and Global Security Services of the global bank, he moved to the Retail Banking, Deposit and Community Bank in 1990. He was named Senior VP of JPMorgan Chase in 1993. He retired in June of 2004 and continues to be active in the community, currently serving on the boards of several nonprofit organizations.

WINNIE MAGNÓN MARVEL
Winnie Magnón Marvel was born and raised in Tampa, a product of Wilson Jr. High and Plant High Schools. The third generation to own and operate Magnón Jewellers, founded in 1890. Winnie studied at the University of South Florida with an emphasis on business and marketing. Winnie completed her family jewelry business. She has earned her GIA certifications in Diamonds and Diamond Grading and Gemstones. Winnie is very active in community organizations, including the Tampa Chamber of Commerce, Women of Influence Committee, and Leadership Tampa Alumni Committee. She lives in south Tampa with her husband of 32 years, Jay Marvel. They have two children, Nathan and Davis, who both work in the family business.

KELLY PARRIS
Kelley Pariss serves as Executive Director of the Children’s Board of Hillsborough County; she has a graduate degree in Organizational Management from Troy University and an undergraduate degree from the University of Alabama. Kelly previously served as the Director of the Alabama Department of Child Abuse and Neglect Prevention where she was awarded the 2013 Auburn University Innovative Government Award for her work to end child death in the (0-3) demographic from Abusive Head Trauma and Sudden Septic Death. She received the 2014 Secretary’s Award from the Florida Dept. of Children and Family Services, for community partnership. Kelly worked in the field of Child Abuse Prevention, Domestic Violence Prevention and Mental Health for thirty years.

HEIDI SHIMBERG
Heidi Shimberg has served on several nonprofit Boards over the past 16 years. Her most dedicated role was serving the Children’s Museum of Tampa, now known as the Glazer Children’s Museum. She served on the Board for 17 years and led as Chairman on two separate terms. She was Capital Campaign Chair, during which time the naming gift was secured to re-name the Museum. January 2008, she joined the staff as Vice President of Development and Marketing. The Museum completed the capital campaign and had a successful opening while she served in that role. She left the Museum August 2011 to re-jion businesses with her husband. Currently, she serves as a board member of WEEDU and is most proud of her role as mother to her three sons.

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

MARNIE EPSTEIN
Marnie Epstein is a graduate of Cornell College with a BA in English. Marnie is a graduate of Cornell College with a BA in English. Marnie is a graduate of Cornell College with a BA in English.

IAN SMITH
Ian Smith is Senior Vice President and Chief Communications Officer of Health image, where he provides strategic marketing and public relations leadership in support of the foundation’s investments in Arizona and Florida, Ian currently serves on the boards of the Glazer Children’s Museum in Tampa, the Florida Philanthropic Network and the Association of Tampa Bay.

LIZ KENNEDY
Liz Kennedy was diagnosed with childhood cancer at the age of 8. After treatment and with the support of her family, she recovered and began volunteering with the League. Liz continues to serve in various leadership roles and is dedicated to ensuring children and families are supported and empowered through the League’s work.

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HONORABLE DANA YOUNG
HONORABLE DANA YOUNG is the President and CEO of the Children’s Board of Hillsborough County. She was first elected to the Florida House of Representatives in November 2010 and was re-elected for a second term in 2012. Her District (District 60) encompasses a significant portion of the City of Tampa and Hillsborough County. Dana has worked tirelessly to pass legislation aimed at creating an exceptional business climate and a world class quality of life for Floridians, and was a first generation Floridian. She and her husband, Matt, have been married for over twenty years and have two teenage daughters, Alexandra and Carson.

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, Goyder & Company, PA, and has considerable auditing experience with not-for-profit and non-profit organizations. As the League’s CPA, he serves as a standing member of Dana Young’s Nominating 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.

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Sustaining the Life of a Volunteer

by DADA GLASER

How do we transition from Actives to Sustainers? Where do Sustainers go from here? Even though we have moved into a different phase of our League career, sustainers DO keep giving!

Sometimes we take on volunteer jobs in our children’s schools, at our churches or synagogues or in our neighborhoods. Often we do that along with agreeing to be on the Red Cross Board like Sue Cox, Missy Steadman and Lesley Dobbins. Sustainer Janet Mendez volunteers and gives her time to the Home Association, a nursing home facility in Ybor City. Janet is this year’s Board President but has volunteered her time at the nursing home for many years. I think of the many Junior League Sustainers such as Barbara Ryals, Tilda Brabson, Pat Carter, Lea Beard, Harrison Giddens, Brenda Ketchey, Laura Farrior, Cela Ferman and Mindy Murphy who have chaired galas to support and fund our public museums, performing arts center, Tampa Theatre, Lowry Park Zoo, and many others charities. Sustainer Janet Mendez volunteers and gives her time to the Home Association, a nursing home facility in Ybor City. Janet is this year’s Board President but has volunteered her time at the nursing home for many years. I think of the many Junior League Sustainers such as Barbara Ryals, Tilda Brabson, Pat Carter, Lea Beard, Harrison Giddens, Brenda Ketchey, Laura Farrior, Cela Ferman and Mindy Murphy who have chaired galas to support and fund our public museums, performing arts center, Tampa Theatre, Lowry Park Zoo, and many others charities. Sustainers Elizabeth Christenberry and Sade Pariseau find their passion at Metropolitan Ministries. Denise Cassidy and Elizabeth Harris are all about the Girl Scouts. Public and private museums, gardens, the University of Tampa and Plant Hall are supported by the voluntarism of Marsha Logan, Cindy Ramh, Minam Lykes and Sue Isbell. Elizabeth Kurz very successfully promoted the Friends of the Riverwalk.

These are just a few of the efforts made by our Sustainers. Most of our Sustainers care for their children, husbands and parents, have a job, and make time for friends in addition to volunteering to help others in some capacity. It is the caring and compassion that The Junior League of Tampa instills as Actives that carries Sustainers throughout the rest of our lives. Learning the importance of voluntarism and the personal rewards that it provides pushes us to aspire to the greater good for all.

I apologize for not mentioning the other 850 Sustainers in our League, but the above were just a few that I ran into recently!

I wish you all Happy Holidays!

Dada Glaser
Sustainer President
Joanne Frazier, The Junior League of Tampa’s President in 1975, recalls the organization’s first steps away from being seen as simply local do-gooders, toward being seen as community leaders who could make a big impact. The League hosted a Ren Fortier seminar. Ren Fortier was a nationally renowned speaker and a consultant for AJL (Association of Junior Leagues, now AJLI), specializing in leadership management. “It was a week-long training seminar from 9am to 2pm, with a boxed lunch and a nursery so members could attend and have child care,” explained Joanne. “It was our first step to having a greater impact on our community, improving our communication skills, and discovering the best use of our manpower. The attendance was wonderful,” she added.

It was also the first time JLT looked outside of the organization to find better ways to get the League’s message into the community. Joanne explains, “We wanted to raise awareness about what The Junior League of Tampa was all about. We wanted to show we weren’t just a bunch of do-gooders. We were community leaders who could make a big impact. We wanted to improve and get better. We didn’t want to stay “small town,” states Joanne. She recalls the training they received, propelled them all into a different level of expertise. “It was the first time we had been educated on a skill set. Remember, most of us, at the time, didn’t work outside the home, but this seminar made us feel more professional. It showed us what each of our expertise was and how we could better benefit the League.” That training sparked interests and awareness in League members that led to a greater impact in the Tampa Bay community, and beyond.

The women’s liberation movement began in the United States in the 1960s. Women rallied together to lobby for equal financial and social rights. The Equal Rights Amendment was designed to guarantee equal rights for all women. Although the Equal Rights Amendment was first introduced in the United States Congress in 1923, it wasn’t until 1972 that it passed both houses of Congress and went to the individual State Legislatures for ratification. While the women’s liberation movement was sweeping the nation, the women of The Junior League of Tampa also began to expand issues they were championing.

Joanne Frazier, Harrison Giddens, and Robin Gonzalez at last year’s Annual Dinner
In 1960, women accounted for 6% of American doctors, 3% of lawyers, and <1% of engineers. Today, women account for 1/3 of the nation’s doctors and lawyers.

Susan Baldwin joined The Junior League of Tampa upon returning home from college in 1979, looking to the organization as a place that could help her incite positive change in the world. Like many of us, she wanted to make a lasting difference. Susan watched in admiration as her fellow League members locally tackled whatever issues needed supporting. She loved the League’s local advocacy efforts and “its ability to give a voice to those who didn’t otherwise have one.” From supporting the Lowry Park Zoo to the Artists’ Alliance, to efforts to begin recycling programs, the issues that were being supported by the members of The Junior League of Tampa always seemed to be a step ahead of the rest of the nation. “If a League member championed a cause, they could develop a project,” recalls Susan.

Stemming from her experience in the ICU after her own child was born with breathing issues, and being advanced further when a close friend gave birth to a preterm baby who continues to live today with Cerebral Palsy, Susan was particularly concerned with the infant mortality rate in Hillsborough County. Susan remembers that her sister, Jane Murphy, worked with Robert Nupple, who was President of the National Perinatal Institute, and he suggested that the Junior League address this serious issue. A few years after joining the League, Susan took over developing a new project so that she could obtain the skills necessary to develop a project of her own to bring light to this issue. The training that Susan received that year allowed her to make impactful changes on the local, state and federal levels; changes that continue to support pregnant women today.

Susan began putting together a coalition of private physicians, local nonprofit organizations, public citizens, and the University of South Florida’s College of Medicine, and ultimately partnered the League with the new College of Public Health at the University of South Florida to begin tracking infant mortality and low birth weights and then to develop programs in those areas to provide tools to further prevent these problems.

At the same time that Susan was taking an interest in this area and developing a project to bring awareness to these issues, Senator Lawton Chiles, a family friend of hers, began taking on the issue at the state level. This is the first time that the issue of infant mortality or low birth weight had been addressed in the State of Florida. “The Junior League of Tampa established a position statement, garnered support and took the issue to the State Capitol, and eventually to Washington D.C.,” Susan explains. The research was the precursor to several State and Federal programs that encourage awareness of issues facing, and provide information and support to, pregnant women.

The League’s efforts in awareness of infant mortality and low birth weight concerns is just one example of the ongoing advocacy efforts of The Junior League of Tampa that began decades ago. The League now enjoys a well-deserved reputation as an organization of community leaders who can make an impact in our community, thanks to the early efforts of League members like Joanne Frazier and Susan Baldwin, who developed the potential of the League’s members through a new level of training, and then used that training to improve our communities through effective action and leadership of trained volunteers.
one of the things that I find most interesting about The Junior League of Tampa is its rich history; the stories of tradition and how those traditions have remained a constant through generations.

When Helen Martin joined The Junior League of Tampa in 1952, the League recruited a provisional class of about 25 members. "Legacy" membership was not uncommon; daughters joined their mothers in League membership as soon as they came of age.

That has been the case in the Martin family, which boasts three generations of service to the Tampa Bay community through the League. The matriarch, Helen, remembers when she joined women seeking League membership had to go through a formal interview process with the League president.

"Everyone wanted to be in," says Helen. At the time, she and her friends believed it was considered a privilege to be a part of the organization. Monthly meetings were held at the Palma Ceia Country Club and the entire League consisted of about 500 members. Helen recalls that provisionals were required to work on all League projects. Once they became Active members, women did not choose a particular group or committee.

Throughout her active years, Helen assisted at The Lighthouse for the Blind, The Tampa Art Center and the Junior League Thrift Shop. The League also trained her as a children’s home volunteer, where Helen helped orphaned infants.

Proud of her service to the League, Helen encouraged her two daughters, Jane Carswell and Rosanne Creed, to apply for membership. She thought that joining the League would be a good way for her daughters to meet like-minded women and gain valuable training skills. In fact, Rosanne remembers her mother wanted her to start volunteering before applying to the League in order to increase her chances for membership.

Jane and Rosanne were not alone in being League legacies. The sisters recall that many of their fellow members followed their mothers into The Junior League of Tampa. At the time, volunteering was expected once a woman graduated from college. Like their mother, Jane and Rosanne also worked in the League’s Thrift Shop where donations of furniture, housewares, and clothes were priced affordably so that people in need could purchase their children’s school clothes and other necessities for the home. Both women also dedicated their time at the MacDonald Training Center and The Tampa Art Institute. "When you grow up with a mother who volunteers, you grow up knowing how important volunteering is," says Jane.

In 2005, a third generation of the family entered the League, when Jane sponsored her daughter-in-law, Kim Carswell, for membership. Since then, Kim has served on several committees, holding leadership positions in many placements, including the Executive Board. She also has taken on more than one placement at a time, including this year as the chair of the Enabling Fund and a member of the Nominating Committee.

Kim believes that League Sustainers have built a strong foundation, a tradition she wants to continue. "Tampa is a great community and the League has done so much for so many different organizations. It’s important to continue to pass that on."

Kim knows firsthand that the League offers women confidence, training, and skills—attributes that make League members highly desirable for other organizations. She hopes to pass on the tradition of volunteering to her daughter someday and will encourage her to join the Junior League, joking, "She doesn’t have a choice!"

Since its inception, the League has evolved tremendously. Today, the majority of members work full time in addition to their volunteer obligations, and they seek out membership in The Junior League of Tampa because of their dedication to its Mission and the leadership opportunities available.

League women are responsible for dozens of community projects that mirror the needs of a growing metropolitan area such as Tampa. Not all League women share a family membership legacy, but for those who do, there is a desire to continue the tradition and lead by example. "It’s important to know who came before us," says Kim.

After meeting these four women, I was most impressed with how much enthusiasm they have for The Junior League of Tampa. Their energy is contagious and they truly represent a family dedicated to voluntarism, developing the potential of women and improving our community.
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COOKING WITH THE LEAGUE:  
From Dallas to Tampa, Junior League Cookbooks Reflect Times and Trends 
by TARA DILLON

Julia Child was onto something when she talked about her principles of cooking: create meals that are simple, healthy and fuss-free. Her philosophy still rings true today among chefs, both amateur and professional, and are a common theme in the more than 200 Junior League cookbooks that are in print nationwide.

Each cookbook is a collection of member-submitted family recipes—some passed down from generation to generation—and reflect the unique culture of each individual league. These recipes come straight from the community, no doubt copied down on index cards and shared by word-of-mouth among friends and family. With more than 19 million copies sold and tens of millions of dollars in profits donated to charitable organizations, Junior League cookbooks remain a long-standing tradition and have become a staple among cooking enthusiasts all over the world.

The Junior League's history of publishing cookbooks dates back to the early 1920's and has evolved to reflect the times and trends of individual leagues; each book developed independently from league to league to harness the culinary style of the region it represents.

The Junior League of Dallas published the first-ever cookbook, Junior League Cook Book, in 1923 to help raise funds for its nonprofit community programs. Its success spurred a trend that many leagues were quick to follow. Since then, dozens of Junior League cookbooks have gone on to win national acclaim.

Not only have Junior League cookbooks been a success on a national level, but the books have also shown promise right here in the city of Tampa. The Junior League of Tampa (JLT) released its first cookbook in 1961. Inspired by, and named after, Tampa's annual festival, Gasparilla, The Gasparilla Cookbook is still a culinary classic among Tampa residents and highlights the Spanish influences that are prevalent throughout the area. League members, local restaurants and Tampa Bay residents submitted more than 700 recipes. This classic cookbook contains a variety of recipes from family dinners, to casual get-togethers and of course, Gasparilla party gatherings.

Former Sustainer of the Year and past JLT president, Ruthanne McLean, gave me some insight into the Gasparilla Cookbook. "My cheese roll, which was my sister-in-law's mother's recipe, was always a big hit at my dinner parties. And I learned how to make Pork Chop Casserole while studying Home Economics Education at Florida State University."

Ruthanne admits that she was not always a big fan of cooking, but after she got married she developed a passion for gourmet foods and entertaining. When asked if she had a favorite recipe in the book she jokingly replied, "I have made several recipes from the cookbook, but mine are the best, of course!"

The Gasparilla Cookbook has been reprinted more than 20 times over the past 50 years, sold more than a quarter of a million copies and has won several awards, including the Southern Living Hall of Fame Award.

The Gasparilla Cookbook gained notoriety when former First Lady, Jackie Kennedy, was photographed holding the book outside of the 1964 World’s Fair in New York. Although the photograph certainly helped increase sales, the recipes are what keep the book in print today.

Thanks to the success of The Gasparilla Cookbook, The Junior League of Tampa has been able to launch an entire cookbook series. The League has published six additional books. In 1978, A Taste of Tampa was introduced. It is now out of print, along with Tampa Treasures. The Junior League of Tampa is the only League in the U.S. to feature a Culinary Collection, a series of four books including Life of the Party, EveryDay Feasts, Savor the Seasons, and Capture the Coast. In another first, JLT is making history as the first Junior League in the nation to self-publish its own e-cookbook.

The authentic and down-home recipes of the JLT cookbooks have made them a cherished part of the Tampa community, and as Ruthanne explained, "people from all over would travel to Tampa just to get our cookbooks. They are a real treasure."

What started out as a grassroots effort in Dallas almost a century ago has become one of the most profitable fundraising tools for Junior Leagues. Considering how far League cookbooks have come, it will be exciting to see what lies ahead, especially in the digital age.

The Junior League of Tampa cookbooks are available for purchase online at www.jltampa.org/cookbooks and during the annual Holiday Gift Market.

As Julia Child said, "Find something you’re passionate about and keep tremendously interested in it." The Junior League has done just that with its cookbooks, and will continue to carry on the tradition to help serve the Tampa Bay community.

"YOU DON'T HAVE TO COOK FANCY OR COMPLICATED MASTERPIECES—JUST GOOD FOOD FROM FRESH INGREDIENTS."

~JULIA CHILD, JUNIOR LEAGUE PASADENA

GOOD FOOD FROM FRESH INGREDIENTS. 
COMPLICATED MASTERPIECES—JUST
YOU DON'T HAVE TO COOK FANCY OR

Picture this ... you’re sitting next to your husband in a cherry red 1986 Jeep as he drives along a dirt road somewhere in the middle of North Florida. Classic country is playing on the radio and you’re swimming in your man’s oversized t-shirt, wondering why there isn’t a brand that represents women like you.

That was the inspiration behind Tampa native Kristen Ostow’s Southerndoe lifestyle brand, aimed at women and girls who love the outdoors.

The Junior League of Tampa selected Kristen as its first Young Entrepreneurship Program winner, and provided her with a complimentary booth to sell her line of apparel and gifts at the annual Holiday Gift Market (HGM), a three-day event held at the Florida State Fairgrounds, that brought in more than 14,000 shoppers.

According to HGM committee co-chair Megan Bock, the League created the Young Entrepreneurship Program to help develop the potential of a young woman in the community by promoting their product(s) to the vast number of shoppers who attend HGM each year.

To take part in the Young Entrepreneurship Program (YEP), the League sought applicants from Tampa Bay area residents between the ages of 15–29 who were seeking exposure for their growing business. After reviewing six applications the committee selected Kristen’s Southerndoe line for its potential appeal to shoppers.

Kristen learned about the program from friends, who encouraged her to apply. “When I read the purpose of the program and The Junior League of Tampa’s Mission statement, I knew that it would be a wonderful opportunity for Southerndoe,” she said. “I had a feeling a lot of entrepreneurs would apply so I didn’t get my hopes up. There are so many incredibly talented and hardworking women in the Tampa Bay area, so I knew that the decision process for the panel wouldn’t be easy.”

Kristen started Southerndoe on New Year’s Day 2014 as a blog to share the stories of women who enjoyed the outdoors. She started with a small inventory of t-shirts with messages like, “Keep your soul clean and your boots dirty.” To Kristen’s surprise, merchandise sold out on the very first day of business. Within a couple of weeks of the launch, the first retailer came calling: Russell’s Western Wear in Tampa.

In the early months of Southerndoe, Kristen put all of her energy into her budding business and only hoped there were women out there like her. Along the way she has been overwhelmed by this opportunity to encourage women to realize that strength is true beauty. It is for them that she creates products that build confidence through comfort.

Today, Southerndoe is carried in 75 retailers in 15 states including Georgia, Kentucky, Tennessee and Oklahoma. Women and girls of all ages wear the products, keeping the University of Tampa alumna quite busy.

Before applying for the Young Entrepreneurship Program, Kristen had heard of The Junior League of Tampa and called the Holiday Gift Market, “the ‘talk of the town’ come late October.” She admits that she couldn’t wait to be a part of the event.

Even with the wonderful opportunity that Kristen has earned, she knows more hard work is ahead of her. “To me, an entrepreneur is a person who is a continuous learner. It’s about more than making a lot of money, it’s about building a legacy.”

A legacy that will continue to grow even after the Holiday Gift Market closed its doors on another successful year.
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The Tampa Bay Rays are proud to support The Junior League of Tampa.
The Junior League of Tampa has taken on many ambitious community initiatives over the years. One particular area of long-standing commitment for the League is education and in particular, children’s literacy. Through our volunteer efforts, our members have discovered the challenges students face when they don’t have the fundamental literacy skills needed to fully embrace their educational opportunities and especially, what little access many families have to crucial literacy resources. As academic success becomes more and more essential in this global economy, it is imperative for children to acquire strong reading and language skills.

Back in the 1960s, researchers believed that first grade was the starting point for literacy. But according to Karen Ortiz, Ph.D., vice president and program director for Helios Education Foundation’s early childhood education initiatives, researchers now know that children develop literacy skills much earlier. The true starting point for developing these skills can begin as early as pre-school. “Certain skills need to be available in order to develop a language and reading foundation,” explained Ortiz. “A child needs knowledge of letters and sounds and a combination of such. This happens earlier than first grade.”

The United Way Suncoast’s Early Literacy Initiative statistics show that fourth graders who struggle to read are four times more likely to drop out of school as compared to children who are proficient at reading. According to The Grade-Level Reading Campaign, reading proficiency by third grade is the most important predictor of high school graduation and career success, yet 80% of low income students miss this milestone. Another staggering statistic is that children in lower socio-economic status (SES) populations hear 30 million fewer words than those children in higher socio-economic populations (The Early Catastrophe: The 30 Million Word Gap, 2003). The studies show that children in the lower SES population lag behind their peers due to a lack of books, fewer educational materials, and quality time dedicated to reading at home. Additionally, some parents from low-income families may have a difficult time helping their children with reading, language, and verbal skills because English is not their first language or they may be embarrassed because they have lower reading levels themselves. The reality is that if parents don’t feel comfortable reading with their children, reading will be less of a priority, and that can cause a child to be further behind.

The Junior League of Tampa’s vision to help promote children’s literacy has been a focus of efforts to deploy financial and volunteer resources into our community. Just in the last two years through various literacy activities, the League has provided more than 20,000 books to Tampa area children and families.

At the events put on by the JLT Children’s Literacy Committee, each child is provided approximately seven books to add books to (or start) their own library at home. Each child picks out their own age-appropriate books from a huge selection hand-picked by League members. The Junior League of Tampa also hosts 15 Family Literacy Nights each year where both parents and children attend the event, engage in literacy activities, pick out books to take home and enjoy a hot meal as an extra treat.

The League has also partnered with Big Brothers Big Sisters (BBBS) for a project called Scholastic Success. The goal is to create resource packs for the “Bigs” so they have the tools and resources to help keep their “Littles” on grade level. Big Brothers and Sisters can help reinforce the importance of reading and encourage the children to continue practicing at home and during their visits. All of the events combine fun and learning, which is a recipe for success.

Thanks to events by the Children’s Literacy Committee and the Scholastic Success events, The Junior League of Tampa empowers parents and caregivers to take charge of their child’s future, provides mentors with effective tools to work with their mentees, and lays a foundation for children to build a solid educational foundation for years to come.

“We want to set children up for success by helping to provide them with materials such as resource packets and an in-home library so that they can succeed despite their situations,” said Taylor Jones, chair of the League’s Scholastic Success events. “Children’s literacy and education is an issue that is ongoing. With Scholastic Success events we provide the children and their mentors with tools to support their academic growth.”

The Junior League of Tampa is proud of the success it has achieved to improve children’s literacy.

“The more that you read, the more things you will know. The more that you learn, the more places you’ll go.” –Dr. Seuss
Donations to the Annual Campaign support the programs and projects of The Junior League of Tampa (ULT). Each year we ask individuals and businesses in the community, as well as our Membership, to support our Mission as well as the Annual Campaign. Donations to the Annual Campaign are not used for any general operating expenses, which are financed by membership dues other members. To learn more about the Annual Campaign or to make a gift, visit http://www.jltampa.org/annual-campaign.

For questions, contact fundraising@jltampa.org.
The Junior League of Tampa in partnership with WEDU will launch The Luminaries – an annual award luncheon to recognize outstanding women and men who, through their inspiring leadership, made a lasting impact on the Tampa community. At the luncheon, the League will showcase – for the first time – the digital biographies, created by WEDU of these Luminaries. This year’s theme, Preserving the Past, Inspiring the Future, invites attendees to learn about local leaders and inspire to be the change they want to see in their own community. “In the first 89 years of Tampa rich history, the League stands in a unique position to preserve the life histories of women and men who have instilled transformative change in this community, and through the power of storytelling, inspire a future movement of community leaders,” says League President Lynette Russell.

Sponsorship opportunities are available for more information, contact Melissa Knight Nothdurft at leadership@jltampa.org.

THE LUMINARIES
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A Commemorative Gift is a way to recognize a significant event in a Junior League member’s life — joining in their celebration or thinking of them in a time of sorrow. Any occasion may be commemorated; below are a few ideas:

- Celebrate birthdays, engagements, marriages, anniversaries, births, new jobs or promotions
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- Offer condolences to a member who has lost a loved one

To make a commemorative gift, simply fill out an envelope and place your donation inside (credit or debit card). All commemorative gifts support The Junior League of Tampa’s endowment.

To learn more or to make a gift, visit http://www.jltampa.org/commemorative-gifts

For questions, contact endowment@jltampa.org

CONGRATULATIONS TO

Alex Haddad, for her place in the Tampa Bay Business Journal’s 2014 Up & Comers Class
Casey Canforo, Melissa Knight Noahتد
Nicole Hubbard, Stecy Carlson
Lynette Russell
Lauren Wright
Stephanie Miller, for being nominated for October Proactive of the month
Casey Canforo, Danielle Post
Jenny Kraus, Jenny Spencer
Kate Cappy, Lynette Russell
Nicole Hubbard, Sara McIntire, Shannon Walsh, Stacy Carlson
Janelle Miller, for being nominated for October Proactive of the month
Casey Canforo, Danielle Post
Jenny Kraus, Jenny Spencer
Kate Cappy, Lynette Russell
Nicole Hubbard, Sara McIntire, Shannon Walsh, Stacy Carlson

Kristin Trimble, on running in the Chicago Marathon on October 12, 2014
Danielle Post

Megan Bock and Kristin Wilson, for being nominated for the month
Casey Canforo, Danielle Post

Nicolle Geller, on having placed 1st in her race
Danielle Post

Nicole Hubbard, on being nominated as a finalist for the Tampa Bay Business Journal’s 2014 Up & Comers Class
Casey Canforo, Danielle Post

Sarah Taylor, for her new job with the Special Olympics
Lynette Russell

Trinake Benjamin, for her place in the Tampa Bay Business Journal’s 2014 Up & Comers Class
Daniele Post

Melissa Knight Noahتد, for being nominated for the month
Casey Canforo, Danielle Post

Sarah Kodadek, on running in the Chicago Marathon
Carey Carlson

In the Kitchen Committee, for being named Committee of the month
Casey Canforo, Danielle Post

Melissa Knight Noahتد, for being nominated for the month
Casey Canforo, Danielle Post

Sara McIntire

IN MEMORY OF

JLT Sustainer Shirley Knight
JLT Executive Board
Allison Dabniger’s father
Jenny Kraus, Lynette Russell, Stacy Carlson
Suzy Mendelson

JLT Sustainer Frankie Fols
JLT Executive Board
Suzy Mendelson

JLT Sustainer Betty Ann Jordan
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Cindy and Tony Corney

JLT Sustainer Sara Adams
JLT Executive Board

ATTORNEY GENERAL Pam Bondi,
for being elected for another 4 years
JLT Executive Board

Roia Barrios,
for being appointed to Hillsborough County’s Committee
Daniele Post

Stacy Carlson

Melissa Knight Noahتد,
for being nominated for the month
Casey Canforo, Danielle Post

Sarah Kodadek, Stacy Carlson

Sarah Taylor,
for her new job with the Special Olympics
Lynette Russell

Trinake Benjamin,
for her place in the Tampa Bay Business Journal’s 2014 Up & Comers Class
Daniele Post

Melissa Knight Noahتد, for being nominated for the month
Casey Canforo, Danielle Post

Sarah Kodadek, Stacy Carlson

Sarah Taylor,
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Lynette Russell
“IT’S NOT HOW MUCH WE GIVE BUT HOW MUCH LOVE WE PUT INTO GIVING.” –MOTHER TERESA

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Amanda May
Daniella Dennis
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Jenny Spencer
Lindsey Domacco
Sara Evans

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Isabel Dowey
Jenay Jurato
Jenny Spencer
Katie Cappy
Nancy Hebbler
Shannon Walsh
Stacy Carlson
Suzanne Oaks Brownson

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Ashley Hoff

Olivia Grace Gatsalik, daughter of Lauren & Chris Gatsalik
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Jenny Spencer
Leele Hote
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Jeffrey Potenza, son of Amy & Jeff Potenza
Kris Kotesles
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Henry and Nora, twins of Betsy & Richard Nichola
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Judy More

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Marie Hebbler
Melissa Wright Nonn
Nicole Hrubad
Stacy Carlson
Suzanne Oaks Brownson
Suzy Mendelson

Alex Haddad, on her engagement to Anthony Palemo

Cory & Caroline, twins of Mary Ellen & Ray Collins
Gerry Veit
Isabel Dowey
Jenay Jurato
Jenny Spencer
Kris Kotesles
Shannon Walsh

Lauren Companioni, on her marriage to T.J. Shanahan
Melissa Wright Nonn
Nicole Hubbad
Suzy Mendelson

Lauren Companioni, on her marriage to T.J. Shanahan
Melissa Wright Nonn
Nicole Hubbad
Suzy Mendelson

Monica Holm, on her marriage to Logan Murphy
Cheyenne Blood
Danielle Post
Kris Kotesles
Lauren Dickson
Nicole Hubbard
Sarah Walters
Suzy Mendelson

Natalie Capone, on her marriage to Mario Rodriguez
Elise Underhill

Erie Dyer, on her marriage to Rob Lamore
Danielle Dennis

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Donors List as of December 8, 2014
Donations less than $250 are recognized through the Commemorative Fund.

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

The Junior League of Tampa Endowment Fund
Leaving a Legacy...Sustaining Our Service

Launched in 2007, The Junior League of Tampa (JLT) Endowment Fund is a permanent fund established to ensure that our League is able to maintain fiscal stability and fervently pursue our Mission without being radically affected by changes in the economic climate or decreases in lifelong membership. JLT can draw interest on the fund, but it will never touch the principal of the fund. For a small amount each week, you can Leave your Legacy and ensure The Junior League of Tampa is able to Sustain Our Service forever.

Donating to the Endowment Fund is as affordable as your next double espresso or 18 holes. To make it easier for you to support this critical campaign, your pledge of $1,000 or more to The Fund can be paid over a five-year period. For a small amount each week, you can Leave your Legacy and ensure The Junior League of Tampa is able to Sustain Our Service forever.

To learn more about the Endowment Fund and to make a gift online, visit and ensure The Junior League of Tampa is able to Sustain Our Service forever.

For questions, contact endowment@jltampa.org

The Junior League of Tampa considers it an honor to be designated as a beneficiary of an estate or foundation. We highly regard this type of planned giving and recognize donors through membership in The Junior League of Tampa 1926 Society. The 1926 Society enables you to leave your legacy in our community by supporting the future of our League and its members.

In 1989, The Junior League of Tampa development committee chair, Nancy Crane, created the concept and vision of MORE HEALTH. The League successfully launched the project which has now reached more than three million school-aged children in the Tampa Bay area. Guided by the goals of healthy, safe and strong children, teens, and adults, MORE HEALTH offers an innovative classroom curriculum addressing topics such as nutrition, dental, personal hygiene, skin cancer and poison prevention, firearm safety, bike and pedestrian safety and teen pregnancy. This past October, Tampa Mayor Bob Buckhorn proclaimed the day, “MORE HEALTH Day,” to honor the agency’s 25 years of service.

Partnerships with Tampa General and All Children’s Hospitals, along with funding from local businesses, foundations and grants, has enabled MORE HEALTH to not only develop curriculum, but train instructors to deliver interactive health and safety lessons to students at no charge to school districts. In addition to teaching public and private students in grades K-12 in Hillsborough, Pinellas, and Pasco counties, MORE HEALTH also provides professional development to school nurses and health educators, and evening classes for entire families. Outside of the classroom, MORE HEALTH reaches out to families with various community programs that are run individually or with sponsors. The programs range from bike safety presentations, nutrition and exercise programs, eyeglass exams, dental assistance, and distracted driving programs, just to name a few. MORE HEALTH hopes its programs are making families and residents in Tampa Bay healthier.

Sustainer Suzanne Gabler started working with MORE HEALTH in 2008 as an instructor with elementary-aged students in Hillsborough County. Her duties have expanded into Pinellas County and she currently teaches firearm safety to 6th graders. “I absolutely love teaching the children,” said Gabler.

“I love seeing the enthusiasm and looks of happiness on their faces when they see us visiting their schools. I also love moments when you see a child who is initially a bit resistant, get drawn into our lesson and have the desire to participate and learn something new,” Gabler a Sustaining Member of The Junior League of Tampa recalls, “I have nothing but fond memories of being involved with JLT and made many friends through the organization. As I read my email blasts, The Sandspur and visit the website I am truly amazed at what the League is doing these days and how accomplished the women are. JLT is an amazing organization made up of amazing women.”

Despite the fact that MORE HEALTH has been able to reach several million children over the years, schools continue to remain on the waiting list. Additional partners are always welcome to help fund the programs that enable MORE HEALTH to continue to teach children, teens, and adults.
CONVERSATIONS:

A Conversation With Our Project Partners

The Sandspur writer Heather Trkovsky spoke with Saima Qadree, Senior Program Director and Program Manager for Creating a Healthier Sulphur Springs for Kids Initiative and the Family Food Festival; as well as Lakema Massey, Senior Program Director in charge of Kids in the Kitchen and Food 4 Kids, at the Sulphur Springs YMCA.

Lakema Massey
Senior Program Director in charge of Kids in the Kitchen and Food 4 Kids, at the Sulphur Springs YMCA.

What Junior League of Tampa projects have you witnessed in your position? Tell me about your experience.

In my role, I have had the pleasure of experiencing the amazing Kids in the Kitchen program that The Junior League of Tampa leads for our children. The Kids in the Kitchen program is offered to our kindergarten through fifth grade students on a monthly basis—and sometimes more frequently. Junior League volunteers lead participants in a healthy eating curriculum and work with them to create healthy snacks during each session. Then they provide meals in a bag for the children to take home after they have completed the session. Kids in the Kitchen is an amazing program because it enables our children to learn the importance of eating healthy. Junior League members are always welcoming and do an amazing job of keeping the kids engaged. We love our volunteers because they love our kids. Each new session brings a new lesson and a new experience. Thank you for providing the necessary tools for our children to learn to lead healthy lifestyles. When you serve our kids, you are impacting families. Thanks for helping us change lives!

What does the food provided through Food 4 Kids mean to the families who are given a bag of food for the weekend?

The children and families in the Food 4 Kids program are extremely appreciative, and they look forward to the weekend food bags. We have a large number of families with five or more children just within our program, and the weekend food bags are an enormous help. Nearly 99% of the students at Sulphur Springs Elementary School receive free or reduced lunch. Our parents have shared their gratitude and continuously express how the food allows them to provide balanced meals for their children when they are not in school, or in an After-School or Summer program. Although the parents may not be able to verbalize it, knowing that they can feed their children gives the parents great comfort and assistance.

Saima Qadree
Senior Program Director and Program Manager for Creating a Healthier Sulphur Springs for Kids Initiative and the Family Food Festival

What Junior League of Tampa projects have you witnessed in your position? Tell me about your experience.

The Junior League of Tampa is a long-time partner of the Sulphur Springs YMCA and Sulphur Springs Elementary School. In my role as a grant recipient, I most recently worked with the League on the Family Food Festival hosted in May 2014. There were 445 participants from 124 families in attendance. The Junior League distributed 1,000 books, and kids also left with a healthy snack, a planted bean and other resources.

All of the families in attendance also benefited from the Feeding America of Tampa Bay mobile food pantry, which distributed approximately 10,000 pounds of food at the event, along with additional food that was distributed through community partners to those unable to attend. Families enjoyed a hot meal from Holy Hogs and also enjoyed multiple bounce houses, a visit from The Tampa Bay Rays’ mascot, Raymond and Street Team. Chef Stella, from the Food Network, was also on hand to do cooking competitions with the kids and families. I was so impressed with the level of organization and enthusiasm I saw in the Junior League volunteers. Each station was well managed and participants felt welcomed and cared for. The event was a great success!

What are The Junior League of Tampa’s biggest contributions to the Sulphur Springs community?

The Junior League of Tampa continues to be a long-time supporter of the Sulphur Springs community, through programs like the Family Food Festival, Kids in the Kitchen, Food 4 Kids, or the Children’s Literacy program at the elementary school. The League understands the importance of being culturally sensitive while meeting critical needs in an underserved and economically disadvantaged community. The League’s organization, passion and attention to detail continue to make it an excellent partner to help us meet these needs. The League’s largest contributions to this community include promoting better access to healthy food, providing healthy messaging for families and assisting in bridging the achievement gap as it specifically relates to literacy.

WHEN YOU SERVE OUR KIDS, YOU ARE IMPACTING FAMILIES. THANKS FOR HELPING US CHANGE LIVES!

– Lakema Massey
From apparel to home goods to all the recipes you desire, Shop JLT has it for you. Show off your JLT pride all day everyday by purchasing these amazing items!

MEMBERS CAN PURCHASE ITEMS AT JLT HEADQUARTERS MONDAY-FRIDAY 9–3 AND DURING ALL GENERAL MEMBERSHIP MEETINGS. COOKBOOKS CAN BE PURCHASED AT JLTAMPA.ORG

Seventh Avenue Apothecary’s Limited Edition Junior League of Tampa Candle.

JLT Pot Holder which can be personalized.

JLT Luggage Tags

JLT Blue Short Sleeve Shirt

JLT Koozie encrusted in blue rhinestones.

JLT Black Short Sleeve T-Shirt with pale blue JLT logo.

JLT Racer Back Shirt

JLT Black Short Sleeve Shirt

JLT Athletic Shirt by New Balance

JLT Blue Short Sleeve Shirt

The Gasparilla Cookbook full of local favorites

The Gasparilla Cookbook

Capture the Coast

Savor the Seasons

Everyday Feasts

The Life of the Party

$15

$10

$5

$8

$2

$25

$14.95

$14.95

$21.95

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$14.95
WHO’S WHO IN THE LEAGUE

by TANYA EGGIER

All of our members give of their time and their money to make sure The Junior League of Tampa continues to be an influential part of the community. But our members are amazing in their professional and personal lives as well. Meet just a few...

ALLIE LALONDE | Placement: Girl Power! Chair | Active: 2012

Allie LaLonde joined the League to get more involved in the Tampa community and to meet new people. “Tampa can seem like a big city when you are new to town and the Junior League has enabled me to meet a lot of people especially this year through the Leadership Council.” Allie works at Farmers Insurance where she enjoys her job as a claims litigation adjuster because it gives her opportunity to expand her education and help customers beyond her cubicle. After Hurricane Irene hit in 2011, Allie was able to travel to the area and provide catastrophe duty for insurance claims. She calls it the most fulfilling experience of her career. “We were able to reach and help people very quickly during a devastating time.”

Earlier that same year, a deadly tornado hit Joplin, MO and her company joined AmeriCorps on an amazing project called “Rebuild Joplin,” working to restore and repair homes. “I really wanted to volunteer with the project because most of my work days consist of responding to letters from attorneys. I prefer helping customers face to face.” This past October, Allie spent two weeks working on homes in Joplin as part of the program. “I did painting, caulking, flooring and even used some power tools for demolition. It was hard work but it felt great knowing I was helping someone finally get a home after three years.”

Allie recently got engaged to her fiancé Ryan and she has a miniature schnauzer named Zoe. In her spare time, she loves to go to the beach and go to wine and cheese tastings.

KATELYN DERVAY | Placement: Food 4 Kids | Active: 2012

Patients who arrive in the emergency room at Tampa General Hospital may never meet Katelyn Dervay, but she’s one of the people working to save their lives as a pharmacist in the ER. “I love my job as I get to make sure patients receive safe medications in a stressful environment. We respond to all of the emergencies that come in to the ER, providing medication and dosing recommendations, especially in medications that have a high risk of errors or interactions with other medications.”

Katelyn is originally from upstate NY and moved to Tampa during her sophomore year of high school. She loves to spend time with her Airedale terrier, Dobby. Katelyn is also director of a pharmacy residency program that helps train pharmacists in the emergency department. She is currently working on her Master’s in Public Health for Global Disaster Management and Humanitarian Relief. She has served on state, local and hospital bioterrorism preparedness teams, and has conducted drills for events like pandemic flu and mass casualties.

Katelyn’s desire to help others has taken her to Haiti. Her first trip was in 2011, one year after the catastrophic earthquake that killed hundreds of thousands of people and left many sick and without basic needs. She has worked with Project Medishare/Bernard Mevs Hospital, working with their pharmacy team to continue to develop their pharmacy services and clinical practice. “I was drawn to Haiti after helping patients who were flown to Tampa after the earthquake. It is an amazing place with amazing people. It has also been a great learning experience for myself as I learn different medicine practices and how to work better with limited resources.”

As the National Sales Manager for News Channel 8 in Tampa, Kelly Lastra is responsible for all national advertising revenue for WFLA (NBC) and the station’s website. “Media consumption has changed greatly over the last few years with the growth of digital, but television viewing continues to remain dominant. Being in sales means you form relationships and work to deliver results for our clients. I love the fact that we offer news and entertainment that gives us a special connection to our community.”

In addition to the countless hours she spends on LTL events, Kelly sits on the Board of the Boys and Girls Clubs of Tampa Bay, Great Futures Breakfast Committee. She is also an avid fan of college football and the NFL. One thing you might not know about Kelly is that she originally wanted to be a sports reporter for a major network when she graduated college.

Kelly loves to hang out with her husband, Joseph, and their adorable daughter, Olivia. Tampa is home for Kelly, having spent her entire life here. “I love the rich heritage of Tampa and all it has to offer. It’s amazing when I travel for work, how little people really know about Tampa’s history.”


Michelle Bremer describes her fashion style as edgy with a classic sensibility. “I have an acute appreciation for the details in every ensemble.” She’s always on the cutting edge of the fashion world through her professional background and her fashion blog called Runway Translator. “My blog is an outlet to express my personal views on trends and all things style.”

Michelle started her fashion career as the Motorclothes Director for Harley-Davidson, and then spent time as an area manager for high-end designer, MaxStudio. She also worked as the manager of local women’s boutique Deborah Kent’s.

Michelle was born and raised in Tampa and graduated from H.B. Plant High School. She is married to her college sweetheart, Jeff, and they have two children, Caitlin and Connor. When her children came along, Michelle decided to work from home as a fashion stylist, dressing clients and organizing their closets. Michelle calls herself, “a compulsive social media-holic.” She follows fellow fashion bloggers and “stalks” her favorite designers on Twitter and Facebook. Her favorite time each month is opening her mailbox to find issues of Vogue, W Magazine, and Lucky! Fashion is constantly changing and Michelle works hard to stay on top of it all. “I’m working on a few collaborations with heavy hitters in the area like Neiman Marcus & The Fashion Movement. I also continue to style clients in the evenings and on the weekends. Fashion is something that will always dominate my brainwaves. It’s who I am.”

Lucky

IMMEE O’NEILL | Placement: Food For Kids | Active: 1st year

Aimee O’Neill believes the human body is an amazing thing. “It is so intricate and so able that testing its capabilities seems so natural to me.” Aimee is the picture of fitness, spending several years competing in fitness competitions. She competed for the National Physique Committee from 2011–2013 in the bikini division, winning overall for Florida in 2011 and placing 2nd in the country in her divisions at Nationals in 2012–2013. Aimee has also competed in marathons, ultra marathons and triathlons. “I love a good healthy competition and am always looking for a challenge!” In December 2013 she turned her love for fitness into a successful business, opening a Pure Barre studio in the Westchase area.

Aimee has been married for three years to her husband, Shane, owner of Elite Structures in Tampa. They have two dogs, Miko and Ruckus, who are both dog rescues. Aimee does not believe in regrets and lives her life by the motto, “To never wish I had done something but to do it and to make sure every day counts.” During a trip to Brazil, she climbed Sugar Loaf Mountain, which tested her climbing experience. It turned out to be a very dangerous climb, but Aimee considers it one of the best experiences of her life.

This athlete and adventure seeker is also an extreme foodie, who travels to different states to try different cuisines. She considers herself a terrible bowler and she was a published writer in elementary school, when her teacher submitted her poem/short story to a children’s magazine.
OUT AND ABOUT

Sustainers @ HGM Kickoff

Sustainer Feeding America Bagging

Sustainer Cocktails @ Davis Island Yacht Club

Sustainer HGM Lunch

Back to the League Day

Sustainer Fall Cocktail Party

Sustainer HGM Lunch

Back to the League Day

Sustainer Cocktails @ Davis Island Yacht Club

Back to the League Day

Back to the League Day
Champions for Children Luncheon

Ready to Achieve Sibling Event

Training Event with Alex Sink

Mayor Proclamation @ HGM

HGM Kickoff Party Courtesy Joe Photo Tampa

Holiday Gift Market

Holiday Gift Market
We are committed to helping break the cycle of poverty for our most disadvantaged children and families through our projects in child welfare and education.

12 COMMUNITY PROJECTS
44 COMMUNITY PARTNERS
$260,000 INVESTED
$25,000 IN GRANTS AWARDED
13,709 BOOKS DISTRIBUTED
13,920 BAGS OF FOOD DISTRIBUTED
2,256 LOVE BUNDLES DELIVERED
13 PERSONALIZED LIFE CELEBRATIONS
7 FAMILY MATCHES

*BASED ON 2013-2014 STATISTICS

THE POWER OF COMMUNITY

$1.1 BILLION ANNUAL ECONOMIC IMPACT

180 academic programs
84% of our graduates stay in the Tampa Bay area
9.6% return for every dollar invested by the state
14,000 volunteer hours provided to this community each year
$6.10 higher earnings per student dollar invested
47,000 students served each year

Hillsborough Community College & The Institute for Corporate & Continuing Education

HCC is an equal access/equal opportunity educational institution.
SOUTH TAMPA’S
BEST KEPT SECRET
For Skin & Aging...
Botox Cosmetic/Dysport
Laser Treatments
Facial Fillers
Medical Grade Skin Care
Skin Biopsies
Acne/Rosacea
Chemical Peels
Microneedling

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William F. Mack, M.D.
Loralee Koontz, PA-C
JLT Active

Thank you for your continuous support & referrals.

Heartfelt appreciation,

[Signature]