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# Shaping History

of editor of *The Sandspur*, I wondered what I was getting into. I was a journalist but I was a television reporter. I know all about breaking news but I was not familiar with page counts, ad sales, or tables of contents. Now, as I look back on this part of this amazing publication. We have been able to share the story of The Junior League of Tampa from the beginning when twenty-two women formed this dedicated volunteer organization. It was fascinating to read about Marion Partrick as the first president and how the-then Tampa Service League welcomed 100 women to its first Provisional class. In just their first year, they made a true impact on the community, working 6,350 volunteer hours and netting In this issue, we look to the future of the \$1,800 from a charity ball.

When I asked to see the blueprints for our League Headquarters for one of our articles in the fall issue, it was like I hit gold. Looking at the architect's original drawings was like taking a step back in time. For the first 38 years of the League, members did not have a place to call home, instead meeting in places around town. On June 8, 1959, Tampa's Mayor Nick Nuccio deeded community impact. the land that was part of Marjorie Park to The Junior League of Tampa for just \$1.00. The building was complete in 1964. Now when I walk up to our Headquarters, I look at the beautiful flowers and the plants that line the brick walkway and think of the members who helped to plant them.

A year ago, when I took on the placement When I step into Headquarters, I take an extra few minutes to look at the black and white photos of our past presidents on the walls wondering what it must have been like to lead this dynamic group of women in the '30s, '40s, '50s, and beyond.

year as editor, I am thrilled to have been a Throughout our history, The Junior League of Tampa has developed the potential of women and improved our communities through effective action and leadership of trained volunteers. It has been a fascinating look back over the years to see the members who in the '60s and '70s took the League from a small town group of do-gooders, to a group that helped pass local, state, and federal laws.

> League. As members, we are shaping the League's history as we continue to carry out the Mission. I am grateful for The Sandspur committee who helped carry out my vision this year. They have been just as excited as I have been to dig into the past of the League. I am proud to be a member of The Junior League of Tampa and can't wait to see what the future holds for our members who remain committed to

Taya Egge

Tanya Egger Editor



TANYA EGGER Editor, The Sandspur Active Since 2005



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#### **IN EVERY ISSUE**

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#### **HEALTH AND WELLNESS**

We are all being asked to do more and more in our lives. But our first priority must be ourselves. We talk to two health professionals about making a lifelong commitment to health.

#### THE LUMINARIES

It was an enlightening day as The Junior League of Tampa honored three outstanding women and men who have made a lasting impact on the Tampa community. Read more on our amazing inaugural event.



#### **ANNUAL DINNER**

Celebrate with the League as we look back at the accomplishments from the past year. See which members were chosen for their unwavering commitment to our community.



#### **OUR FUTURE**

See what is on the horizon for The Junior League of Tampa. It all starts with our members who are dedicated to fulfilling our Mission.



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It's a win-win in this partnership! We have teamed up with the Tampa Bay Rays to make positive changes in our community.

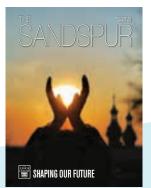
#### **UP AND COMING LEADERS**

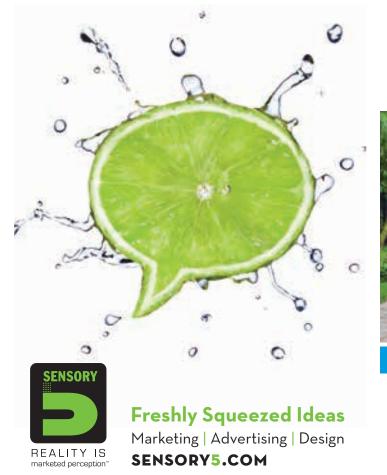
Training the next leaders of the League is a vital part of our organization. In our Conversations piece, we talk with three up and coming stars.

#### **ON THE COVER**

#### Shaping Our Future We take a look at what is on the horizon for The Junior League of Tampa. We showcase our members who are constantly contributing to the future of the League.

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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.



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# Building on the Successes

LYNETTE RUSSELI

As I began this journey over 18 months ago, I was often asked "What do you want your legacy to be?" I struggled with this question because I never viewed this opportunity as something singular or about what I wanted. Being a part of an 89 year old institution like The Junior League of Tampa, I realize that many dedicated women came before me to pave the way. Like our members today, they dreamed big dreams for our community and then raised funds, secured resources and put in place all the necessary components to make those big dreams come to fruition. I am grateful to these women for the foundation they laid and the trail they blazed. At the same time, I am mindful that it is our responsibility to ensure this same future for those who will inherit this amazing organization.

Although the commonality of improving our community has been a constant over the decades, the League has evolved in many ways. In the past 15 years, I have personally seen how our Active membership has changed. Our membership has gone from approximately 30-40% working outside the home to 89% currently being employed. We continue to attract women who are passionate about the quality of life for children in Tampa, but every year, more women join with amazing talents and enviable resumes. Their training needs may not be the same as years past, but they are still looking to gain valuable volunteer leadership development that only The Junior League can provide.

As I reflect on the year and think about the League's future, I am confident we

are poised to continue building on our successes. The new Luminaries Award will continue to grow our community impact and diversify our fundraising efforts. The implementation of the Management Council will increase leadership opportunities within the League and sustain our organizational capacity for years to come. The upcoming redesign of our website will have a fresh new look and allow enhanced integration of services for members. These are just a few exciting things we worked on this year that will further the Mission of the League and leave a legacy for years to come.

One of the greatest pleasures of being President of The Junior League of Tampa is the opportunity to see the amazing work being done from a "top of the tree" perspective-the ability to view the organization as a whole, to watch projects and programs collaborate and succeed and to know without a doubt that our community is benefiting from our efforts. Thank you all for allowing me to serve with you as we furthered our Mission. It has been the most amazing and rewarding journey I never thought I could or would take.

Lynette Russell President



LYNETTE RUSSELL President Active Since 2001

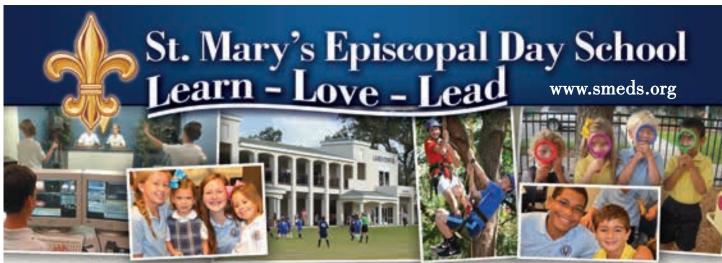
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DANIELLE POST Communications VP Active Since 2006

# **COMMUNICATION IS KEY**

A CONVERSATION WITH DANIELLE POST – COMMUNICATIONS VP

by TARA DILLON

Did you know that in 2014 there were an estimated 294 million emails sent every day worldwide? That amounts to a whopping 2.8 million emails sent every second! It's no wonder that The Junior League of Tampa uses email as one of its most essential forms of communication, sending out over 132,000 emails per year. But email is really just a piece of the puzzle. To really understand how the League gets our message out, I turned to Communications VP, Danielle Post, to get the scoop on how we connect with our audiences, both internal and external.

Danielle, who has been an active member since 2006, believes that effective communication is the key to organizational excellence-it's about listening and engaging in a real conversation. "In today's age of instant communication, we seem to be in such a rush to push information out and often fail to realize everything to be gained from listening."

Social media has become an effective tool to help Danielle and her team learn what our members want and to increase organizational awareness. On Facebook alone, the League has 2,720 followers-an average reach of 866 people a day, 7,000 a week. With this level of engagement, Danielle has expanded our communications committee, which she explains "has no shortage of technical experts that keep us on top of the latest trends."

Although social media plays an important role in the League's communication strategy, a combination of both digital and traditional methods of communication are used to expand our reach.

With the League's unique demographic (members ranging from their early 20s to over 100 years), we face the challenge of making sure that the League is reaching everyone with the appropriate resources. "The League uses over a dozen tools for communicating with our members," notes Danielle. "We are aware that our members prefer different forms of communicating, and we try to cater to all of them, no matter what season of life they may be in." From traditional publications like The Sandspur to email communications and social media, the League is touching all the bases to ensure our voice is heard.

As the League continues to grow, and the landscape of communicating evolves, Danielle believes that the future lies in the use of new and emerging technologies. One of the biggest challenges that we face, and one of Danielle's biggest insights from this year, is effectively communicating the massive number of events that take place on a daily basis. "Our calendar is mind blowing, we are a very busy group of women," she jokes. Finding a way to organize these communications is a goal for the upcoming year and investing in technology and automation will start us on that right path for our future.

The Junior League of Tampa currently circulates quarterly publications including The Sandspur magazine and IMPACT Newsletter as well as weekly and biweekly Sandblast emails. You can also receive League information through our social media sites, JLT website, print and broadcast media relations and our single topic, stand alone emails.



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# The Role We Play

by DADA GLASER

Another year has flown by! And we have another group of "new" Sustainers who will soon be striking out on their own. What role will they play in the future of the League?

I personally would like one of our roles to be identifying and encouraging young women to join The Junior League of Tampa. The League leads women to raise their involvement in their community and teaches them how to do it. Later, when they become Sustainers, they continue to give back to their communities. And Sustainers do make an impact.

Cindy Coney had a full League experience (she is a former JLT President) and developed her leadership skills right here at the League. Diagnosed with Lupus as a young woman, Cindy developed and then shared her resiliency, her vast experience, and leadership skills with patients as well as with those who treat them. She has helped to raise more than \$150,000 a year for patient research and support for Lupus. Cindy is this year's Sustainer of the Year! She does not stop.

After Mary Lee Farrior went sustaining, she started REACH OUT, a child counseling service, which evolved into her founding and funding Mary Lee's House-a Child Protection and Advocacy center. Mary Lee volunteers and fundraises for the children helped by Mary Lee's House. She does not stop.

Betty Wood, a member since 1957, continued on with her "can do" spirit after sustaining and she has never quit on our community or the organizations she supports. Betty uses her imagination and funny, endearing personality to solicit funds for community causes. The number of events that she has chaired, promoted and publicized must be well into the hundreds. She does not stop.

Mindy Murphy, another former JLT President, credits the League for being her springboard into the position of President and CEO of The Spring of Tampa Bay. They said if she could run The Junior League of Tampa, that they were confident that she could run The Spring. And she has, not just run it, but she has grown it into a hugely successful program benefiting our entire community. She does not stop.

With great pride we recognized and honored our 50-year members who inspire us to continue a tradition of faithful support of The Junior League of Tampa at our Spring Meeting, Honorees included Joanne Baldy, Elaine Bogue, Marietta Crosby, Mary Catherine Gould, Sally Hill, Bonnie Judy, Nootchie Smith, Joanna Stephens and Carol Turpin. Congratulations and our sincerest thanks to these members for living the legacy.

Everywhere I turn, I find inspirational League Sustainers. They continue to look outside themselves and into their community for opportunities to help others and to promote the common good.

Best wishes for a wonderful summer.

Sincerely.

Dada Glaser Sustainer President 2014-2015





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# by LAUREN CROMER a lifelong commitment

s the demands of our lives pile on and the pace of society moves quicker and quicker, it is no wonder that our health and overall wellness take a back seat to our never ending to-do lists. With the hustle and bustle of everyday life, it is easy to see how getting enough sleep, eating a well-balanced diet and keeping our bodies active become mere suggestions as opposed to necessities in our daily routines. We asked two well-known health professionals, Catherine Lynch, M.D., a gynecologist and Associate Vice President at the University of South Florida College of Medicine, and nutritionist, Myrna Haag, to shed some light on the subject of wellness, and to help us understand that we don't need to totally transform our lives in order to be healthy and productive. With the help of a few key essentials, any busy woman can get back on track to wellness starting today.

In this day and age, women are wearing more hats than ever and it seems as though our roles in our household, career, and personal lives keeps growing and growing. It is important that we do not neglect our health. As Dr. Lynch explains, if we don't take care of our mental and physical health first and foremost, we "don't feel well,

might be more fatigued, are not as productive and may even experience low self-worth."

The way Myrna Haag sees it, a person cannot truly be productive without being healthy.

"You can *function*, but you cannot give true intention to what you would like to be, do or accomplish without being well," Haag adds. "I challenge you to ask yourself now, are you merely functioning or are you being productive and instrumental at x, y, or z?"

So what are the first steps to understanding one's own health? Realizing that good nutrition, exercise and proper sleep all play a role, and that good health equals better productivity, on the job and in life.

"Neglecting our bodies and not exercising won't make us feel good overall and when we don't feel good, we feel the effects the next day," remarks Lynch. "We may seem crankier, snappy, hungry, tired, which not only affects you but all those around you. Eating a well-balanced diet, getting enough sleep, and fluids helps with our menstrual cycle as well. A few easy steps to getting

back on track are to avoid caffeine and sweets. Also, getting enough sleep is key! A solid eight hours of restful sleep in a quiet, dark room without any electronics or distractions can in some cases be more important than exercise."

For Haag, a well-balanced diet is absolutely essential. When she speaks about nutrition and wellness, she challenges people to be conscious of everything they put in their body.

"A diet can put you in a state of disease, or it can take you out of one," she explains. "The three components of a diet that people should keep in mind are nutrition, balance and condition. What nutrients does your food provide you? Your fuel should be a balance of protein, carbohydrates, sugars, and fats. It's also important to know your pre-existing conditions and how this can play into your overall wellness."

While many of us, at one time or another, have tried to make wellness a priority, only to fall off the wagon and get discouraged, Lynch says its important to remember that making life changes takes time. "Wellness needs to be an on-going process where we are assessing what works and what does not," she explains. "Since everyone is different, different routines and styles will work for different people. We must understand that we need to re-evaluate our wellness over time. An interesting study called the Women's Initiative Study found that if a person walks thirty minutes a day three times a week, they can decrease their risk of breast cancer by eighteen percent as well as overall improved cardiac health. Moral of the story: more exercise equals better health."

"People can make the decision to get healthy in an instant," adds Haag. "It is like turning a switch on. If you don't make the personal commitment, you are always waiting for it to happen. Telling yourself that you have both a mind and a body and although I won't win every day, I am making a decision to start. The small steps count and making the decision to start is the first of these small steps."

So is there a magic pill, diet, or drink that can make us all healthy and well? Absolutely not, but it's important not to get discouraged.

"There will be times you will not want to eat right or go work out, but having a supportive partner will help keep you accountable and keep you going when you want to quit," states Lynch.

For Haag, wellness includes taking a little time for yourself each day. Meditation and yoga are great ways to connect body, mind, and spirit.

With just a little commitment, movement, quality sleep and well-balanced diet, anyone could be well on their way to the best version of themselves.

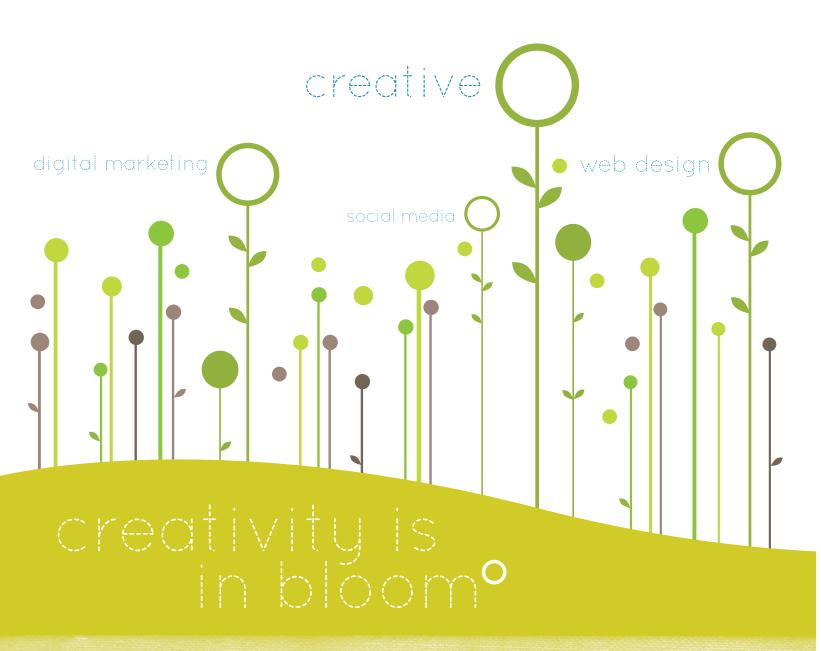


CATHERINE LYNCH, M.D.

Gynecologist and Associate Vice President at the University of South Florida College of Medicine



**MYRNA HAAG** Nutritionist



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by HEATHER TRKOVSKY



**Richard Gonzmart** 



Sister Claire LeBoeuf, CSC



Governor Bob Martinez



he Junior League of Tampa believes that the power of one individual can make a difference in our community. WEDU believes in the power of storytelling to inspire. When the two organizations partnered together this year, the result was The Luminaries, an annual award honoring inspiring leaders who have made a lasting community impact in the Tampa Bay area. The award is special because it includes the opportunity to capture and preserve the winners' unique stories through a digital biography-ultimately providing a lasting memoir of the winner's impact on our community.

WEDU will air those biographies, which will then be shared for generations to come through online distribution and in a permanent display at the Tampa Bay History Center. This will inspire others to be the change they want to see in their community.

In his opening remarks at the award luncheon on May 15, 2015, Mayor Bob Buckhorn reminded the 320 attendees that each of us has an obligation to leave our community better than we found it.

"This is what these three Luminaries do every day," he told the crowd. "They've done it for decades and we are a better city today because of it."

The Junior League of Tampa chose each Luminary for their lasting impact on the Tampa Bay community. Below is a summary of their accomplishments.

*Richard Gonzmart* describes himself as the "4<sup>th</sup> general experiences after her mother's death led to her passionate caretaker of the Columbia Restaurants of Florida." desire to find "a safe, stable and permanent environment When he was just three-and-a-half years old, Gonzmart for every child living in this country and abroad." knew what he wanted to do-be like his grandfather, who carried on the family business. To Gonzmart, the She's aware that that's a tall order. "No matter how many Columbia represents Tampa's culture, its history and its or how few, the goal is simple," she added. "If I can find commitment to the community. some a home, and someone else looks at our program

Gonzmart has become a dedicated advocate for educational initiatives and a supporter of childhood cancer and prostate cancer research efforts.

Gonzmart's legacy all comes down to making a difference in the community and in the lives of others. Humbled to be chosen as a Luminary, he wants people to know that the recognition he receives for his civic work is unimportant.

"You do things that are right," the restaurateur said. "Do things to help others and good things happen." Accepting his award, he summarized his thoughts this way, "We're just the caretakers. I took the torch from my mom when she passed away and I'm simply carrying it for my daughters and their children."

Sister Claire LeBoeuf, CSC, has spent the past 35 years founding programs aimed at preventing or alleviating child abuse and neglect. Born on a small farm in New Hampshire, Sister Claire's early childhood was carefree, until her mother passed away unexpectedly when she was 13. The event brought a traumatic and abrupt halt to her childhood, after which, she didn't feel like she belonged. She entered the Sisters of the Holy Cross when she was 17 with 23 young women, and from the start, it was a place where she felt that she truly belonged.

"There isn't a single experience in your life that doesn't contribute to what you want to do," LeBoeuf said. Her

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and says here's a way to encourage adoptive families to adopt the children, then I will have done not only what I can do today here, but what others can do that I won't ever know about, and that's okay." LeBoeuf's life work has led toward that singular goal. In 2004, she founded New Life Village, a multi-generational community of support for seniors, parents and children coming out of the foster system. Through all her works, LeBoeuf doesn't see herself as a Luminary, but says she's honored and humbled to think that somebody, somewhere sees her as a light. "What you do, although it doesn't seem significant on that day, all put together, and by the grace of God, it is a wild and wonderful thing."

Governor Bob Martinez is the grandson of Spanish immigrants. Born in Tampa he excelled at sports early on and played baseball and basketball during his time at Jefferson High School and the University of Tampa. He credits that experience for teaching him that being a bystander isn't acceptable.

After 16 years with Hillsborough County Public Schools, first as a teacher and then representing the teachers in their union contracts, it occurred to Martinez that he could use his experience with the government to improve the city he loved. Much to his surprise, the progress he made as Tampa's mayor attracted the attention of state political leaders who supported his run for Governor of the State of Florida. His time as Governor was punctuated by lasting efforts in environmental preservation and education, two passions stemming from his early life in Tampa.

Since returning home, the City of Tampa has been lucky to have the former governor as an active director or officer for numerous local boards, including The University of Tampa, Tampa-Hillsborough Economic Development Corporation and Lowry Park Zoological Society of Tampa.

Martinez's legacy is one of leadership. "You have to put in effort," he said. "You can't just be a leader by talking. You have to execute leadership."

In accepting his Luminaries award, he told the crowd, "My journey was about people. I was never in construction, but I have built people."

The Junior League of Tampa's choice of award winners and WEDU digital biographies will memorialize the essence of these great Luminaries to inspire future leaders in our community. It is our duty to take the light of these Luminaries and expand it.



















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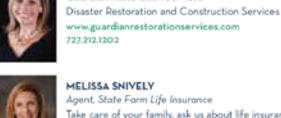
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# Celebrate THE GIFT OF GIVING

expression, "The more you give, the more you receive." The evening was a night to celebrate the many accomplishments we achieved during the 2014–15 year, as well as honor several individuals whose extraordinary efforts exemplify the Mission of The Junior League of Tampa.

Outgoing President, Lynette Russell highlighted some of those accomplishments, which included providing more than 50,000 volunteer hours, raising \$550,000

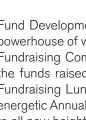
his year's Annual Dinner was a reminder of the to support The Junior League of Tampa Mission, growing our membership, developing a new strategic plan, the implementation of a new leadership structure, and hosting several community forums to further solidify our place as civic leaders.

> As incoming president Stacy Carlson received the gavel, she reminded all of us that no matter what committee each member chooses, the glue that holds us together is our commitment to our community. It was an extraordinary night as we celebrated the gift of giving.















#### ACTIVE OF THE YEAR - ASHLEY TARDIFF

Ashley chaired Family Food Fest this year and will chair the new Community Outreach Committee in 2015–2016. Membership Vice President Suzy Mendelson says Ashley brings her, "joyful, graceful spirit to everything she does. She is fully engaged and perfectly calm. Ashley always works to make sure community partners feel cared for and appreciated. She ensures committee members are included, inspired, and supported."

#### COMMITTEE OF THE YEAR – FUNDRAISING

Fund Development Vice President Nicole Hubbard says just one quote describes this powerhouse of women, "If your dreams don't scare you, then they aren't big enough." The Fundraising Committee ended the year with some amazing numbers. Members tripled the funds raised for the Gasparilla Invasion Party, they introduced the first Corporate Fundraising Lunch and Learn to a room full of new potential donors, and they ran an energetic Annual Campaign putting the FUN back in fundraising. "They took this committee to all new heights this year, with a passion I have never seen before," added Nicole.

#### INSPIRING LEADER OF THE YEAR – MELISSA KNIGHT NODHTURFT

"She approaches every task with a focus on excellence. She meets and supports all of our members. Yet she is not afraid to push people out of their comfort zone to grow as volunteers and leaders," said President Elect Stacy Carlson when describing our honoree Melissa Knight Nodhturft. Melissa chaired the new Luminaries Award Committee. "She told me more than once, I have no idea what I am stepping into, but I will do it." Stacy added, "We are all lucky that she did. Melissa and her team took the challenge and ran with it."

#### MARTHA FERMAN SPIRIT AWARD - ANGIER MILLER

move into Sustainer status

Angier has the ability to "see the big picture of where the League is headed while also giving great attention to detail," explained Suzanne Brownstein, last year's Spirit Award winner. Angier took leadership roles in a variety of League committees through the years, including Holiday Gift Market, Treasurer, Secretary, Placement, and Fundraising. She also worked on a number of the League's Communications pieces. Suzanne said, "Angier's impeccable style allows her to see the League through a lens unique to her, and throughout that vision she has escalated the brand of JLT."

#### SUSTAINER OF THE YEAR - CINDY CONEY

Cindy Coney is described as, "passionate, proactive, and professional." Cindy is a past president of the League and has helped countless other local organizations as well. Her fellow Sustainers honored her as an innovator and an inspiration dedicated to teaching children and adults. Cindy founded the Tampa Walk to End Lupus Now, after being diagnosed with Lupus in her early 20s. She posts a weekly blog on her website where readers call her "an ambassador of hope." She was raised in Tampa and has made a lasting impact on this community, as a dedicated volunteer with an unsinkable spirit.

#### \*Given to a member that shows achievement, dedication, and selfless spirit as they

#### \*Presented to a Sustainer who has shown outstanding volunteer service in the community after the age of 40.



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# FOR THE JUNIOR LEAGUE OF TAMPA

reparing for the future is something that The Junior League of Tampa has done since its inception. Founded in 1926, a group of women created a mission and committed to promoting voluntarism, developing the potential of women, and improving communities through effective action and leadership of trained volunteers. The women of 1926 may not have known it then, but they were carving the future of the League from its very start.

Fast forward to the present and you have an organization of over 1,800 women who still carry the torch of that very mission to this day.

Stacy Carlson, President of The Junior League of Tampa (JLT) for 2015-2016, believes that members today are the ones who shape our tomorrow. "Dedicated members are what makes it possible for the League to develop and maintain a strong reputation and solid track record as an

effective corps of volunteers and leaders committed to As Sustainer Liaison, Suzanne Brownstein explains, these community impact, says Carlson." "Members at all points League leaders have helped pave the way not only for Active and Provisional members, but also for the League's along the continuum are contributing to the future of JLT through the common thread that binds us together-a prominence in the community. commitment to our Mission."

"Effective communication between Actives and Sustainers As we start our trek to our 90<sup>th</sup> birthday, we start the year brings greater cohesiveness to us as a League, and allows with many new changes tied to our strategic direction. us greater understanding of what the rest of us are doing This next year we will have a brand new leadership to help the community on a daily basis, whether in the structure in place to help strengthen our leadership League or outside the League," Brownstein states. "When development, mentoring of women and delivery of our the Sustainers are more aware of what the Actives are projects and programs. The newly created Management involved in, they can lend support and wisdom to those Council will have nine members selected to oversee each efforts. When the Actives are more aware of the legacy of the essential areas of our work, including Advocacy, of the Sustainers and how Sustainers have deployed their Communication, Community Education and Child Welfare, League experience in the community, they can learn from Fund Development, Membership, Operations and them and be inspired by the women who came before Treasury. Through the addition of managers, members them." will have more leadership opportunities and support with One way of integrating members across the membership

the day to day operations of the League. cycle are opportunities for members to work together. Also heading into next year, the League will expand This year, some Sustainers are serving as volunteers on Community Projects. Each year, The Junior League of Active committees. Not only does this provide a valuable Tampa invests thousands of volunteer hours in community training opportunity to our Sustainers, this type of activity agencies and programs that align to our Mission and helps keep Sustainers connected to some of our more further the League's impact in the community. Among the mission critical and unique areas of work. Additionally, new projects for the 2015–2016 year is the Community Sustainers can bring a particular expertise and League Outreach Committee. The committee, chaired by Ashley knowledge to our active membership bringing full circle Tardiff, consists of four coordinators and 25-30 placement our commitment to the development of women. members. The team plans to collaborate with existing League projects, including *Kids in the Kitchen, Food 4* As a League, we are always looking ahead and taking Kids, Children's Literacy, Kids Connect and H.E.A.R.T action to improve. Andrea Layne, the 2014-2015 to implement complimentary done in a day events aligned Strategic Planning Chair explains, "The goal of all of to the purposes of each of these projects.

strategic planning is to ensure that our League will be here, executing our Mission, for the next 100 years." Layne Tardiff is particularly excited to start this new committee. added, "We have such a rich history. By looking forward "This committee will play a vital role in bringing together and planning improvements that make our processes not only various JLT committees but also collaborating with more sustainable and our organization more responsive community partners to further JLT's Mission of improving to the changing needs of the modern members, we build communities through effective action," she says. upon this truly remarkable foundation." Our collective members and leaders make us strong, and that strength will provide us with a bright and solid future.

Finally, at the center of the League is our members. Members fall along a continuum from entering as Provisionals to Actives to Sustainers and at each stage Constant improvement has always been a commitment of our League. Planning for the future is one way we there are strategies in place to strengthen connections to the League and among each other. For example, ensure the League remains relevant and impactful for Sustainers represent our largest area of membership. years to come.

Donations to the Annual Campaign support the programs and projects of The Junior League of Tampa (JLT). Each year we ask individuals and businesses in the community, as well as our Membership, to support our Mission by donating to the Annual Campaign. Donations to the Annual Campaign are not used to pay for any general operating expenses, which are financed by membership dues and other administrative sources.

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

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#### 2014/2015 Community Action Committee.

for a successful year and for being named the April Committee of the Month Suzy Lopez

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#### Dr. Kathryn Hall,

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Melissa Snively, or being elected to the Hillsborough County School Board District 4 Lynette Russell

#### Marissa Dietz,

- on her new iob
- Hayley Reteneller
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#### Laura Everitt,

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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. A strong endowment fund will ensure a unique revenue stream that will give the League the opportunity to pursue exciting, new opportunities or deal with unforeseen circumstances without creating an additional financial hardship for the organization or its members. All commemorative gifts support The Junior League of Tampa's endowment.

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.

	1 WEEK	1 MONTH	1 YEAR	5 YEARS	
Coffee break	\$5	\$21	\$250	Sponsor \$1,000	
On the go lunch	\$10	\$42	\$500	Benefactor \$2,500	
Lunch for two	\$21	\$83	\$1,000	Silver Legacy \$5,000	
Dinner and a movie for two	\$42	\$167	\$2,000	Gold Legacy \$10,000	
A round of golf for two	\$104	\$417	\$5,000	Platinum Legacy \$25,000	

To learn more about the Endowment Fund and to make a gift online, visit http://www.jltampa.org/endowment-fund.

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.

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

# COMMUNITY PARTNER: TAMPA BAY RAYS

The Tampa Bay Rays are hitting home runs, both on and off the field. They are leaders in the community when it comes to philanthropic efforts. Jamie Patterson, Senior Manager of Community Relations, has helped the Rays increase their community outreach by joining forces with The Junior League of Tampa. The Rays not only sponsored the JLT Gasparilla Invasion Party this past January, but they were also supporters of the recent 2015 Luminaries Award Luncheon.

The Rays' support of the League has continued in other ways as well. For instance, the Rays most popular mascot, Raymond has attended *Family Food Fest* for the past two years. It was just one of the more than 350 events that Raymond, fellow mascot, DJ Kitty, and Rays players attend each year to encourage fans to be healthy, active, engaged citizens. Just like JLT, the Rays concentrate their community efforts on literacy, access to opportunities, and pathways to success through education.

"Both mascots support our community partners first and foremost," adds Patterson. "Raymond loves to visit libraries, schools, summer camps, and will make visits to local hospitals to cheer up kids who need a laugh."

Last summer, Patterson and then-JLT Fund Development Vice President Nicole Hubbard helped coordinate the inaugural Summer Slide Shoe Drive at a Rays game, which benefited the League's *Love Bundles* project.

"We had a great response from our fans, who either donated new pairs of shoes or made monetary donations to the program," explains Patterson. The League also participated in a group ticket fundraiser for the game with the Hillsborough County Sheriff's Department.

Patterson was especially impressed with the Love Bundles program, adding that, "children who have been removed from their homes due to abuse and neglect are sometimes left with nothing to call their own. Providing them with necessities like shoes can make such a difference in their confidence and ability to go to school with their heads held high."

In her 10 seasons with the Rays, Patterson has had the opportunity to work with many organizations in the community, but is most impressed with the work and Mission of The Junior League of Tampa.

"The League's passion for addressing issues facing the Tampa Bay community is evident and the dedication of

**by LAUREN MOORE** 



their volunteers is unmatched. It is clear that every member of the organization stands behind its mission. They are involved in some of the most important areas of need in our community and they are really making an impact. From the human trafficking campaign, to supporting youth aging out of foster care and the work being done in communities like Sulphur Springs, they are changing things and it's really exciting to see."

The Senior Vice President of the Tampa Bay Rays, Mark Fernandez, is also a big supporter. He serves on the League's Community Advisory Board, which provides strategic guidance to the Executive Board. "JLT is making great strides to better our community every day through the work they do to support children and families," says Mark Fernandez.

In the future, both the Rays and the League look forward to building on the existing partnership and doing more great things together.

The League's passion for addressing issues facing the Tampa Bay community is evident and the dedication of their volunteers is unmatched.

- Jamie Patterson, Senior Manager of Community Relations

# **CONVERSATIONS:** by NANCY BURKE



ACTIVE Kate Calderelli



ACTIVE **Elena Dav** 



ACTIVE **Trimeka Beniamin** 

Training leaders is an integral part of The Junior League of Tampa's Mission. Each year, members have an opportunity to take on new and challenging positions where they can grow their skills.

Actives Kate Caldarelli, Elena Day and Trimeka Benjamin are upand-coming leaders of the League. Next year, Kate will serve on the League's Management Council as the Community Child Welfare Manager, Elena will be Luminaries Award Event Chair, and Trimeka will chair the Public Relations Committee.

We spoke to all three women to learn about how the League has prepared them for the year ahead.

How have previous placements prepared you to serve in your new position?

*KC*: While I was a member of the Junior League of London (UK), I chaired a committee called Dolly Parton's Imagination Library, which was similar to our Children's Literacy project. Having no experience with grants, I was quickly educated on how they worked. Here in JLT, I was assistant chair for Provisional Education, last year. There are a number of complexities and diversely talented individuals involved in that committee, which provided me with a unique perspective and skill-set to serve in my new role.

**ED:** As a Provisional, I was chair for The Spring, and during my first year as an active member, I served as a Provisional Mentor. This year, I was on the Abolish Committee as Coordinator. I've gained experience with strategic planning, project and time management, and how to work within a committee to execute events. I've also learned the importance of organization and communication within large committees. All of these positions helped me learn how to plan and delegate.

**TB:** I previously sat on the Strategic Planning Committee under the leadership of Andrea Layne. Her direction helped me understand the strategic priorities of the League which has allowed me to contribute to the committee.

"A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be." - Rosalynn Carter

What advice would you give to other members of the League who may want to pursue a leadership position?

> KC: Go for it! Just because you think you might not have the right skill set doesn't mean you can't do it. You don't have to be a tenured member of the League. I was a transfer, and have only been in Tampa a few years. Personally, I was mentally ready for a leadership role, so I thought, "Why not, go interview for a management council role?" Because of what I have done in my career and in past roles in The Junior League, I was able to show that I was ready for more responsibility.

**ED:** If a League member has any desire to pursue a leadership position, they should go for it. You always hear, "The League is the best place to fail," and it's true. It's the best place to challenge yourself, and you will have such a great support system of women by your side, that you shouldn't worry about failure. We all are members of the League because we want to give back to our community, and taking on a leadership role is one of the best ways to positively affect people in our community.

TB: I have two pieces of advice: first, do it! Second, be willing to understand why things are as they are first. Be prepared to go slow at first in order to go fast shortly after. I know that's hard to do because we all are leaders in our own right, but this is a rare and fulfilling opportunity to listen, learn and hear a perspective that you otherwise would never have in your life if it weren't for JLT.

What are you most looking forward to most next year, and what will be your biggest challenge?

> KC: Even though I have been in the Junior League for a while, I still consider myself new. I transferred to Tampa from the London Junior League in 2012. So compared to many others who have either chaired, or are familiar with our community projects, I am still learning about each one. It's like starting a new job for me, which makes me nervous and excited at the same time!

**ED:** My biggest challenge will be chairing my first committee as an Active member. I also look forward to learning, growing, and using my leadership skills; and collaborating with the different community members. As a committee, I hope we put on a successful event and watch our efforts come to fruition.

**TB:** I am looking forward to learning as much as possible from people who have been in the League longer than I. I also can't wait to leverage my amazing team. But my biggest challenge will be that we may want to take on too much, and I will have to consistently be mindful of that.

#### How do you stay organized and make time for all of your commitments?

KC: I am all about lists! If I don't put it on a list or in my calendar, it won't get done. I often create a detailed action plan with due dates and clearly defined steps. That way I can make sure I am making progress and keeping up with deadlines. I even do "old school" lists with paper and pencil. There is just something satisfying about crossing an action item off when it is complete.

**ED:** I identify what is important to me, such as family, friends, work, voluntarism and exercise; then I prioritize and find the time for my commitments each week. I actually rely on my old-fashion planner and make lists to help me coordinate.

**TB:** Organization is not my biggest strength and I make mistakes. I'm comfortable admitting when I make those mistakes and do everything possible to make it right. That's a part of being human. To minimize this, I give 100% to what needs me. And I juggle – I wear many hats that expect priority at all times. As women, we know how to juggle, how to prioritize, and how to look like a duck! We look graceful above water and the moment you look underneath the water, you see those legs kicking and pushing forward making amazing progress with the perception of precision and grace. That's how I give the appearance of organization.



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# WHO'S WHO IN THE LEAGUE

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...



#### CAITLIN HAMLIN | Provisional

As a Provisional member, Caitlin has truly enjoyed meeting the dedicated women members of the League. "The caliber of women in the League is unmatched. They are impressive and it's fun to be a part of their lives as they achieve even more." She is excited to become more involved in the Abolish Movement and other Tampa initiatives to fight human trafficking.

Caitlin and her husband just celebrated their fourth wedding anniversary. They both earned two degrees from the University of Florida and are die-hard Gator fans, never missing home football games. Their dog is named Alli, short for Alligator. Caitlin works in Healthcare Administration for Shriners Hospital for Children-Tampa. However, she is most passionate about her Rodan + Fields business where she is a top leader working with a nationwide

team helping people change their skin and their lives. She is an active member of the St. James United Methodist Church.

There are some things that might surprise you about Caitlin. "I love public speaking, whether it's to a room of 5 or 500. I also love the outdoors and have been backpacking along the Appalachian Trail." She and her husband are working towards their PADI Open Water Scuba Certification. In 2005, Caitlin earned th Girl Scout Gold Award and as a result, was selected as the speaker for the Women of Distinction Luncheon where she had the honor of introducing Jane Goodall as the Keynote Speaker.



#### BETH SCHATZBERG | Sustainer | Active: 1992

Beth served in many leadership positions throughout her Active years in JLT chairing projects including Baby Bungalow, Commemorative Fund, and Hospice's Camp of Love. "One project called the Parent Support Project was amazing. We developed safety packets for day care centers, worked with law enforcement and came up with logos - so many things that I never thought I would have the chance to do, let alone the knowledge and ability." Beth has continued volunteering, serving her 15th year on the Board of Directors for Mary Lee's House.

She and her husband Ronnie are celebrating their 23<sup>rd</sup> year of marriage and they have two children. They are constantly on the move with their children's activities. "You never

really know how much children can impact you until you've seen them grow into young adults. We are very proud of our kids and love who they have become." She loves living in Tampa, calling it a small town with lots of personality.

Beth started dragon boat racing 10 years ago. She tried out for Team USA three years ago and made the team that traveled to Milan, Italy to compete in the International Dragon Boat Races. She was part of the Masters Women's team that won 1 silver and 5 bronze medals. She also traveled to Poland last year as part of the coaching staff for Team USA with the group that won the overall ranking of the Best National Federation Team. "It was an honor to be included with so much talent and determination."



#### **DESIREE RIVERS** | Provisional

Desiree is a woman of faith, family, and the pursuit of excellence through education and service to others. She is married to her college sweetheart and they have three children, Kayla, London and Chloe.

Desiree has a PhD in health education and she is an administrator and teaching faculty member at both the USF College of Medicine and the USF College of Public Health. She directs a statewide Florida Health Equity Research Institute; teaches medical and public health students; conducts research and publishes and presents her work locally and nationally. She is a member of the Greater Tampa Chapter of Jack and Jill of America, Inc. and partners with many organizations helping children in the community. "The civic, cultural, and educational programs afforded to our children are integral to shaping them into the leaders of tomorrow."

Desiree loves that the Tampa Bay community has such rich diversity-racially and ethnically, culturally, economically, and professionally. "With such diversity, there's an overall love and respect for all people. She joined JLT to engage with like-minded women dedicated to empowering others through leadership and philanthropy. Desiree just received the Provisional class award of "Most Likely to be JLT President." Desiree loves to travel. She also enjoys singing and dancing, she was even the lead singer in a girls' group in high school singing R & B hits. I see a JLT band in the future!

#### WENDY BRILL | Sustainer | Active: 1997



Wendy grew up in Tampa on Davis Islands and has spent most of her career working in government relations. Currently she is the Senior Director of Government Relations for the Greater Tampa Chamber of Commerce. She worked for many years for local and state elected officials and also served on many campaigns.

Wendy served in numerous leadership positions including the Executive Board but her favorite was chairing the first year of the Food 4 Kids project. Wendy also loved being Community Vice President because; "I could play a small role in all of the projects." She loved her time as an Active member of the League. "I can honestly say many of my closest friends and mentors are people I met in the League."

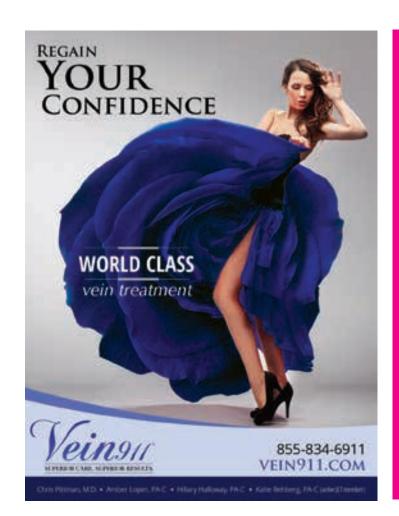
Wendy is a mother of two boys, 8 and 10. Her husband, Jonathan, travels for work so she says she is fortunate to have family nearby who are always willing to step in and lend a hand. She is very proud of her volunteer work with JLT and she continues giving her time to help others. Wendy volunteers with Hyde Park United Methodist, St. Mary's Parents Association, Amaryllis Garden Club, and Tampa Prep Alumni.

#### NICOLE GITNEY | Placement: *Kids Connect* | Active: 2008

The first JLT event Nicole volunteered for was a Kids Connect adoption event during her Provisional year. "I was hooked from that point forward. I loved meeting the kids, interacting with the families, and hearing about the matches and ultimate adoptions was so impactful."

In 2004, she began working at St. Joseph's Hospital as a pediatric nurse. In 2008, her focus shifted from bedside nursing to the clinical technology side of health care. As an Advanced Clinical Education Specialist, her focus is on the design, build, implementation, and ongoing optimization of different types of health care technology.

Nicole loves anything to do with water! She has recently taken on two new water sports, including dragon boat racing and paddle boarding. "I have enjoyed dragging my friends out to investigate different parts of the Tampa Bay area via paddleboard." The most important part of life for Nicole is her family. "I have an extremely close immediate and extended family who love and support me through everything." She recently added an addition to her family, a Soft Coat Wheaten Terrier puppy. Nicole says what she loves about JLT is the sense of security and support from the women. "I have had so many great mentors and I appreciate how they push you to the next level, while walking beside you and helping you every step of the way."



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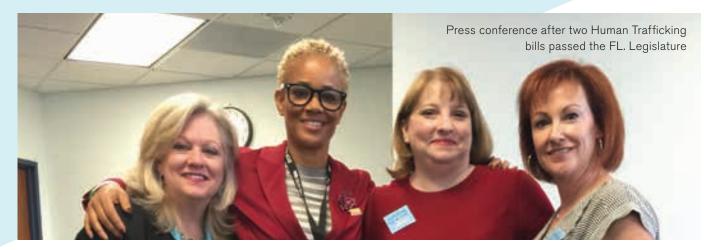














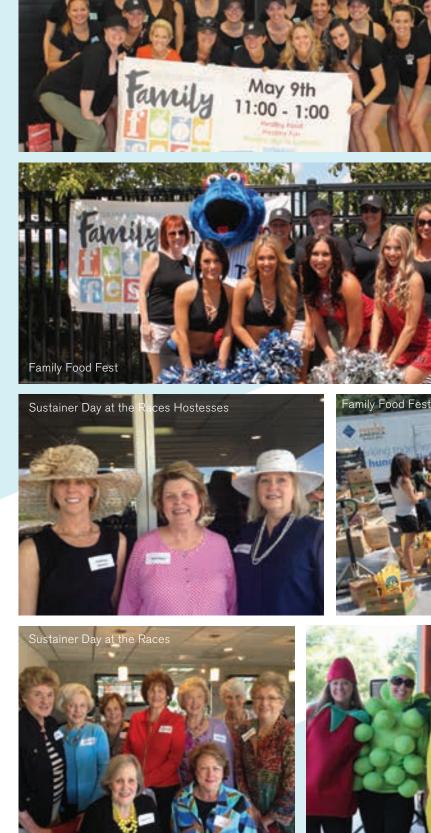






The Luminaries committee at Leadership Training





Family Food Fest



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Ready to Achieve Graduation Party



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As we wind down another year, we reflect on the accomplishments of The Junior League of Tampa members. Our members dedicated more than 50,000 volunteer hours to the various nonprofit organizations we support.

Here are a few ways we impacted the community for the better.

# PROVIDED \$25,000 IN GRANTS

#### **FINALIZED ADOPTIONS THOUGH OUR KIDS CONNECT PROGRAM**



Distributed 9,127 books as part of our Children's

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