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Stacey Waters setting up "Thrill of the Grill"

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Sarah McMichael and her mother, Sydney Shires

The Mission of The Junior League of Tampa

Founded in 1926, The Junior League of Tampa, Inc. is an organization of 1700 women committed to promoting voluntarism, developing the potential of women, and improving communities through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Letter from the Editor



I wasn't a strong math student in grade school, but I loved to cook with my mom. The kitchen was where I learned my fractions and developed a comfort with numbers. "Mom, there isn't a $\frac{2}{3}$ measuring cup in the drawer?" I would say. "Which two can you combine to get you there?" my mom would respond. Over the years I discovered that the kitchen was where I fit. Things there made sense to me. Today I often choose to read cookbooks over novels. My passion for cooking and reading

cookbooks is something I share with many League members, so I am not alone in my excitement for the September 1st debut of *Capture the Coast*, Volume 4 of our Culinary Collection.

In this issue, Cindy Valdez will teach you the History of our Culinary Collection and you'll hear from several past cookbook chairs about their dedication of time, energy and waistlines to create a cookbook. Patricia Brawley will take us Behind the Scenes of *Capture the Coast*. We'll learn how tasting parties can be a powerful way to unite League members and their families in Sommer Stiles' article, *Capture the Coast* and the League. Kristin Kiser will show us how The Junior League of Tampa is Capturing the Internet and for the first time ever promoting the books using social media tools!

Another vital fundraiser for The Junior League of Tampa is our annual Holiday Gift Market. 100% of net proceeds of this premier shopping event will go to support The Junior League of Tampa's programs and community projects. Contributing writer Jacqueline Taylor will focus on the innovative marketing and member commitment responsible for the growing success of this event.

The Sandspur is introducing a new feature called What Women Want (to know). In every issue we will delve into often difficult subjects that touch each one of us. It is our hope that you will find them both informative and compelling. We begin with Sarah McMichael's struggle with her mother's breast cancer diagnosis.

This fall The Junior League of Tampa is celebrating 85 years of service in the Tampa community. Throughout the year, *The Sandspur* is excited to take you on a journey through our mission statement and reintroduce to you these guiding principals. In each issue you will meet ordinary members who demonstrate these principals by the extraordinary work they are doing in and outside of our community. We will revisit launched projects and learn how the foundations The Junior League of Tampa has built have fostered even further success. We will also focus on The JLT's current projects and discover the impact we make on the community on a daily basis.

Now go out and get a shiny new copy of *Capture the Coast*! You'll receive a great discount if you buy all four in the Culinary Collection set! Unfortunately, I am still a little rusty on my use of percentages, so see page 50 for details on the Cookbook Order Form!

Sarah Kodadek
Editor, 2010 - 2011

The Junior League of Tampa THE SANDSPUR 2010-2011

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President's Perspective

JLT Cookbooks: A Treasured Tradition



The Junior League of Tampa cookbooks have always served as a legacy, an investment of time and tradition, handed from one generation to another, from our community to yours. But more than that, The Junior League of Tampa cookbooks are an investment in the foundation of our community.

These words appear in all four Culinary Collection cookbooks and speak to the impact that The Junior League of Tampa's cookbooks have had on our League and community since *The Gasparilla Cookbook's* first printing in 1961. As we celebrate the debut of *Capture the Coast*, Volume 4 of the Culinary Collection, I want to share a bit of my personal history with our cookbooks as this experience has shaped my time in the League and played a significant role in developing my potential as a volunteer and leader. [And, as a side note, my family would not eat nearly as well as they do without The Junior League of Tampa cookbooks!]

In the fall of 2001, I sat in a General Membership Meeting as a fairly recent transfer to the League. I had no real League plan or any idea that this was about to change when Danielle Welsh, then Chair of the New Cookbook Development Committee, got up to present her committee's idea for a cookbook series, a unique and ambitious concept that no other Junior League had yet tried. At that time, the membership voted to produce a series of four cookbooks over a ten year period. I remember feeling a strong sense of excitement and desire to get involved. A few months later, I volunteered to serve on the Cookbook Steering Committee for the debut year of *The Life of the Party* (2002). A three year stint on the Cookbook Committee followed, culminating with the opportunity to serve as Co-Chair with Terrie Dodson in the debut year of *EveryDay Feasts* (2004).

My experience with JLT cookbooks continued as I assisted in various ways with *Savor the Seasons* (2006) and finally had the pleasure of serving as the Executive Liaison to Laurie Ann Burton and her fabulous New Cookbook Development Committee as we created *Capture the Coast* these past two years. It is with great pride that I serve as President in the *Capture the Coast* debut year and even greater pride that I recognize the tremendous and unparalleled accomplishment of our membership in achieving the goal of producing a four volume cookbook series in less than ten years - a first and only among Junior Leagues.

The funds we have raised since 1961 and anticipate raising going forward through sales of the Culinary Collection cookbooks support both our volunteer training programs and community projects. Cookbook sales augment our two primary fundraisers, Annual Campaign and Holiday Gift Market, and allow us to make an even greater investment in the community and in our

volunteers than would otherwise be possible. Since 2002 alone, net proceeds from cookbook sales have totaled more than \$300,000. Moreover, the many 100's of women who have served on our cookbook committees over the past 50 years have gained invaluable skills – publishing, sales and marketing, financial management, and, of course, cooking!

The League's 85th year of service looks to be an exciting one. This fall, we will celebrate not only the debut of *Capture the Coast* on September 1st but also the long-awaited grand opening of the Glazer Children's Museum on September 25th. We will honor our Patron level and above donors at the Patrons' Party on October 21st, graciously hosted by Suzanne and Roger Perry with food and beverages donated by Datz. And, of course, the 7th Annual Holiday Gift Market will be held at the Florida State Fairgrounds from November 5th-7th. I hope you will join us for an evening of preview shopping on November 4th at our increasingly popular Holiday Gift Market Bubbles, Baubles & Belles Kickoff Party.

All throughout this year's issues of *The Sandspur*, we will celebrate The Junior League of Tampa's 85 years of service to the Tampa community. We will recognize the relevance of the League's Mission, the accomplishments of our members, and our impact on the community all along the way. In closing, I want to thank those who have supported all of our fundraisers, including our cookbooks, over the years. Thanks to your financial support and the contributions of time and talent from all of our members, we have helped build a better community these past 85 years. From 22 members in 1926 to a record number of close to 1,700 today, The Junior League of Tampa has been and will continue to be an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through effective action and leadership of trained volunteers. I am looking forward to another wonderful year!

Best,



Betsy Graham
President, 2010-2011

Thank you to Allan Moberg of Moberg Studios for taking Betsy Graham's portrait, as he has for most League Presidents over the past twenty years. Thank you as well to John Parker for generously donating his services to photograph the Executive Committee members and their families.

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Thank you to all of the donors who have supported The JLT's Endowment Fund this year! Your contributions have enabled the League to raise \$75,000 in cash donations and receive a \$25,000 challenge grant from The Community Foundation of Tampa Bay. The JLT Endowment Fund currently totals \$100,000 and will grow to reach an estimated \$170,000 once the remaining long-term pledges are received. Thank you again to all of our donors, and to the Community Foundation of Tampa Bay. We are looking forward to another great year and celebrating the League's 85th anniversary!

From Left to Right, Lois Mock, VP and CFO of CFTB, David Fischer, President of CFTB, Betsy Graham, Jennifer Carlstedt and Heather Barrow

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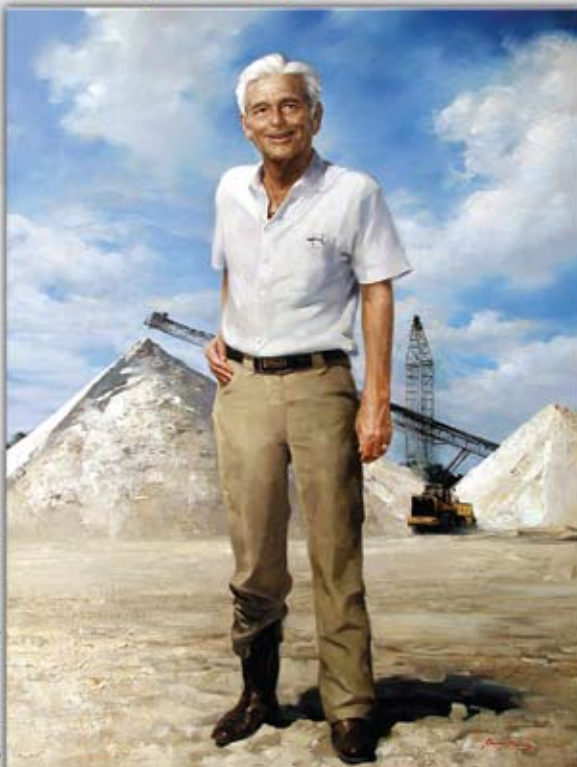
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Vice President's Column: Funding JLT's Mission

By Brita Wilkins Lincoln
Fund Development Vice President



As the first ever Fund Development Vice President for the League, I am so excited and honored to be writing the Vice President's column at the start of our 85th year! To me, the creation of the Fund Development VP position signals how critical fundraising is to our success and the importance of developing a culture of giving within our League. Membership participation in our Annual Campaign has steadily increased over the past few years - last year 100% of the Board gave to the

Annual Campaign, along with 40% of Actives and 35% of Provisionals. Our members also generously supported the League as Capture the Coast sponsors and Endowment Fund donors. My goal is to continue this trend! BWL

As children return to school and in places north of here the summer heat starts to abate, JLT prepares for our 85th year of fundraising. The funds we collect this year from the Holiday Gift Market, *Capture the Coast*, and Annual Campaign will determine our future impact on the Tampa community.

The Junior League of Tampa has a long history of contributions that benefit Tampa. In our first year – 1926 – we started off by raising \$1,800 and contributing \$1,000 back to the community. Not bad for our first year! And we have built an increasingly solid track record. Since 1985, JLT has contributed over \$4 million to make our community better and has helped other Tampa non-profits expand their reach by giving over \$500,000 in Enabling Fund grants.

Just in the last year (2009-2010), JLT raised more than \$350,000 through our fundraising efforts and invested almost \$250,000 in our 13 community projects. Some highlights of our impact on the Tampa community include:

- Giving children over 40,000 pounds of food through our Food 4 Kids project
- Reading to disadvantaged kindergarten students and giving them over 22,000 books for their home libraries
- Delivering over 600 Love Bundles -essential and comforting items- to children taken into protective custody
- Awarding \$25,000 to 11 local non-profits through Enabling Fund grants
- Donating needed supplies to local non-profits through Treasures for Tampa
- Providing volunteers through Community Action to complete 10 done-in-a-day projects, including the delivery over 400 Hurricane Preparedness Kits to home-bound seniors
- Contributing 60,000 volunteer hours to the community. According to the Independent Sector, the value of a volunteer hour in Florida is \$18.20, meaning that JLT gave Tampa over \$1 million worth of volunteer time!

The 2010-2011 League year promises to be an exciting one. Our 7th cookbook and final volume in the Culinary Collection, *Capture the Coast*, debuts September 1, 2010. The Holiday Gift Market will be held once again at the Florida State Fairgrounds from November 5-7. Our donors who give \$1,000 or more to the Annual Campaign will be recognized at this year's Patrons' Party, to be held October 21, 2010 at the incredible home of Suzanne and Roger Perry. Suzanne is a JLT Sustainer and the owner of Datz Deli – so the food is sure to be amazing! Most importantly, we will continue to invest in the community through our 11 community projects with a focus on foster care, education and literacy, and basic needs services for disadvantaged children.

“We make a living
by what we get,
but we make a life
by what we give.”

—Winston Churchill

Annual Campaign

Each year The Junior League of Tampa asks its members as well as members of the community to support our efforts by donating to our Annual Campaign.

When experts advise how to select which non-profits to donate to, they suggest giving to charities who:

- Maintain financial stability over the long-term
- Spend at least 75% of their income on the programs they support
- Spend less than 25% on fundraising and administrative costs

The JLT prides itself on meeting these criteria: our financial stability has been consistently strong since 1926, and 100% of our net fundraising proceeds directly support JLT programs and community projects. Donations to JLT are not used to pay for any general operating expenses, which are financed by membership dues and other administrative sources. Additionally, JLT makes donations go twice as far, as they are matched with an unsurpassed number of volunteer hours.

Every little bit helps! Your donation – no matter what size – will make a big difference:

\$10	Buys four books for a kindergarten student in a Title I school for their very own home library
\$25	Buys an essentials backpack for one child taken into protective custody
\$50	Buys 15 bags of nutritional food for disadvantaged children
\$100	Buys five hurricane preparedness kits including five days of shelf meals for Tampa's homebound
\$500	Supplies "move in kits" for 10 teenagers who have aged out of the foster care system
\$1000	Pays for 100 children to enjoy a day of educational programming at the Glazer Children's Museum
\$2500	Funds a special event for foster children to meet prospective parents

When you consider a gift to the League, remember the benefits that our unique organization provides. For our members: you can't beat the friendships, invaluable training, having a safe place to try out new skills, and experiencing that great feeling you get when you know you have helped people. And for our Tampa Bay community, JLT provides locally meaningful projects, completed by trained volunteers, and leadership for the future.

Grants

The JLT also raises funds by applying for grants. As with Annual Campaign contributions, our members' volunteer hours add to the impact our funders' dollars can have. Last year we received five grants and restricted project contributions:

- The Eckerd Family Foundation funded our "Soft Landings" Provisional Project with Mary Lee's House with a grant for \$10,000;
- Glazer Family Foundation awarded \$5,000 for Love Bundles to provide essential and comforting items for children removed from their homes in times of crisis;
- For the third year, Sweetbay Supermarket provided \$5,000 to fund our Kids in the Kitchen initiative, bringing healthy eating and fitness activities to two Title I elementary schools;
- The Saunders Foundation awarded \$8,500 to enable JLT to hold our annual book fair where Title I kindergarten students get to select three books of their own to read over the summer; and
- The Frank E. Duckwall Foundation awarded \$7,500 to fund our Fall 2010 Big Read, when we will read and give disadvantaged kindergarten students the book, *If You Give a Mouse a Cookie*.

Endowment

The JLT Endowment Fund currently totals \$100,000!!!! This summer, JLT secured a match from the Community Foundation of Tampa Bay for \$25,000 by raising the required \$75,000. Once the remaining long-term pledges come in, the Endowment Fund will stand at \$170,000. This fund has been established to ensure that our League is able to maintain fiscal stability and pursue our mission without being affected by changes in the economic climate or decreases in membership.

Gifts to the Endowment Fund are never spent, but are instead invested to ensure a revenue stream that will enhance our current fundraising efforts. Once we have \$500,000 in our Endowment Fund, then a portion of the earnings on the investment will be available to use. These funds could pay for special community projects, new training initiatives, scholarships, unanticipated expenses, or capital expenditures. Thanks to all of our Founders Circle contributors and other generous donors!

In summary, the Fund Development team is already busy working to build on JLT's previous fundraising success. I hope that you will consider supporting The Junior League of Tampa through a contribution to the Annual Campaign, the Endowment Fund or both!



2009-2010 Executive Committee ready to serve the winners of the Annual Campaign participation contest at the grand prize party



Thanks to the Provisional Education Committee for their enthusiasm and support of Annual Campaign

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Exceptional Professionals is a group of business women who love their work as well as appreciate their volunteer involvement in the Junior League of Tampa. We help you take care of your "To Do" items in a fast and friendly setting so you can concentrate on what is important to you. We look forward to hearing how we can simplify your life. Contact us today.

The group meets monthly for lunch to keep up-to-date with members. We welcome additional services not yet represented. Contact Exceptional Professionals and join us for lunch!
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Your Life



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Ginny Vickers, Color Me Mine
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Exceptional Professionals Spotlight featuring Krista Allred & Cindy Covington

Krista Allred, Mortgage Lender FBC Mortgage LLC

If you need help simplifying the mortgage process, then it's time to call Krista. She enjoys providing a "hands on" and caring aspect of the often-impersonal mortgage world.

"I told my husband we should use Krista for our mortgage last year and we couldn't have been happier. She made the whole process so easy for us and got us the best deal." –JLT sustainer South Tampa

Easy to Reach and Always Discreet. Contact Krista to determine if today's low rates would benefit you. Many clients are trimming years off their mortgage and saving thousands. Jumbo loans are available.



Cindy Covington, Dog Walking & Pet Sitting Service Tampa Dogs Gone Walking


I own a dog walking & pet sitting service which cares for your pets with love. I treat your pets & home as I would want mine cared for. That simple guideline is the basis for how I run my business and take care of my client's pets.

"I simply don't have enough good things to say about Tampa Dogs Gone Walking. They really take care of your pets & home as if you were family. They're incredibly friendly, patient, and helpful. Amazing customer care! I always feel relieved to know my furry kids are in great hands. I would recommend Cindy to anyone who needs a pet sitter of any sort!!" –Kristin Kiser, JLT Member

If you want only the best for your pet(s), give me a call. We are a dog's best friend.

The Challenge of a Breast Cancer Diagnosis:

By Sarah McMichael | Assisted by Cindy Valdez



With all of the advances made in the treatment of breast cancer, it is a grim fact that it still ranks second among the leading causes of cancer related deaths in the United States. Breast cancer does not discriminate: it affects women of all ages, races, religions, and sizes. With several charitable and educational organizations working toward raising awareness as well as funding for breast cancer and breast cancer research, it is an issue women commonly discuss. However, a facet of the disease that's not often considered is how breast cancer can indirectly affect women. All of the women who are diagnosed are someone's sister, mother, daughter and friend. The indirect effects of breast cancer are far-reaching to the families and friends of those who have the disease.

My indirect journey with breast cancer began three days after returning to college in Arizona. I had just spent three weeks at home in Tampa for the holidays. I left for school Saturday, and my mom called me on Tuesday with the news; she had been diagnosed with an aggressive form of breast cancer. I found myself dealing with a multitude of thoughts and emotions, the first of which were shock and disbelief.



Sarah McMichael and her mother, Sydney Shires

Not being at home, and therefore unable to lend support, left me with immeasurable feelings of guilt. I was at school thousands of miles away while my mom was going through surgeries and treatments. It was three months before I even saw her again, at which point she had begun chemotherapy. Over the course of the following year, I endured fear, anger and sadness while watching my mom battle this disease. I welcomed happiness when her chemotherapy treatment was finished, and then, finally, relief upon learning she'd won the battle and was now cancer-free.

Seeing someone you love fight cancer is something for which you cannot fully prepare. It is a complex process, both physically and mentally, for everyone involved, and finding coping mechanisms is an absolute must.

I am not a psychologist, nor do I claim to know anything more than what I experienced first-hand. Cancer is a scary disease that affects millions of people, and everyone's way of dealing with it is individual and unique to their circumstances. School, my friends and family, and knowing I was not the only one with a mother going through the trials and tribulations of breast cancer enabled me to have the strength I needed for myself and my mom. Through all of it, I learned many things about my mom and myself, and I feel that it changed me for the better. I discovered I was a much stronger person than I thought I was, I gained a new understanding of the importance of my own health and knowing my risks, and I learned to smile, even during the hard times.

Our President-Elect, Laura Hobby, has a sadly similar story. In 1997, Laura was teaching school, beginning her provisional year with The Junior League of Tampa, and planning her wedding. She was also learning how to cope with the news that her mother had been diagnosed with breast cancer. Laura, along with her mother and the rest of their family, suddenly found herself facing great challenges. As we all know, life can be overwhelming and finding ways to cope during the moments when patience and understanding are nonexistent can be difficult.



The Sandspur would like to recognize Leslie Hodz, Shannon Walsh and her mother Midge, Mary and Robert Riding and Shannon Brannagan for participating in the 2010 Susan G. Komen 3-Day Walk. To learn more about the 3-day walk, please visit the3day.org. Good luck to all participants!

A Shared Journey



For Laura, having close friends and supporters were key in dealing with the plethora of emotions that accompany a breast cancer diagnosis and subsequent treatment. She would also find inspiration in the message portrayed at the end of the movie *Parenthood*. The movie ends with a story about a roller coaster as it relates to the ups and downs of life, explaining how one needs to enjoy every part of the ride, even the scary parts, to fully enjoy life. Laura and her mom looked at her cancer as a challenge to be handled with grace, patience, and an awareness of the preciousness of life, not a battle that consumes everything.

After speaking with Laura, I found our experiences to be similar in many ways. We both found ways to cope with the difficult realities of the disease, we had strong support from family and friends, and we both used our experiences as learning tools to better our own health. We also became closer to our families and friends. The silver lining of an encounter such as this is that it helps you to remember what is really important.

Since 1990, breast cancer related deaths have steadily decreased due in large part to increased awareness, early detection and improved treatments. We must continue to teach and remind our mothers, sisters, daughters and friends about the importance of monthly self-examinations and regular mammograms. Hopefully we will continue to watch the number of breast cancer related deaths decline and eventually become a thing of the past.

With the exception of skin cancer, breast cancer is the most common cancer that women may face in their lifetimes.

Adult women are encouraged to follow the screening guidelines of the American Cancer Society:

- Yearly mammograms beginning at age 40
- Clinical breast exams every 3 years for women 20-30
- Clinical breast exams every year for women over 40
- Regular breast self-exams beginning in a woman's 20s

Women with a family history, genetic tendency, or other risk factors may be screened with an MRI as well as a mammogram.

Laura Hobby, Virginia Hobby, Lynda Vawter (her mom) and Charles Hobby

Breast Cancer Facts and Statistics from the American Cancer Society

STATISTICS FROM THE YEAR 2000

180,000	Number of women diagnosed with breast cancer nationwide
12,000	Number of women diagnosed with breast cancer in Florida

STATISTICS EXPECTED FOR 2010

200,000+	Number of women expected to be diagnosed with breast cancer nationwide
14,000	Number of women expected to be diagnosed with breast cancer in Florida



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By Jacqueline Taylor

The Holiday Gift Market (HGM) is one of The Junior League of Tampa's most anticipated yearly events. This year's HGM will no doubt live up to the hype. While many Leaguers relaxed this summer, the 2010 Holiday Gift Market Co-Chairs, Kim Carswell and Susan Zelenka, have been hard at work planning the event. Between the two of them, they have five years of Holiday Gift Market experience, which will undoubtedly contribute to the success of this year's event.



As for the past four years, the 2010 Holiday Gift Market will be held at the Entertainment Hall at the Florida State Fairgrounds. HGM runs from November 5th through November 7th. The Kickoff Party will be held in the Entertainment Hall on November 4th, and the Sustainers' Luncheon is November 5th. Continuing the popular theme from last year, the 2010 Kickoff Party, "Bubbles, Baubles & Belles",

promises to be another wonderful evening. If you have never been before, I highly recommend attending this annual girls' night out. It is a wonderful opportunity to get together with your best girlfriends, rent a limousine if you so desire, and shop before HGM is open to the public.

The Holiday Gift Market attracts merchants from all over the country who come to the market to offer their unique gift items. The merchants sell everything from clothing, jewelry, and handbags, to food, art and children's items. There are gifts at every price point, and it is virtually impossible to leave empty handed. You can find something for everyone on your list at HGM, and conveniently all in one place: children, parents, in-laws, teachers, friends, spouses, and even those that fall in the "impossible to shop for" category. You will also undoubtedly find gifts for yourself, so it is best to just embrace it and perhaps adopt my Holiday Gift Market philosophy: "One for you, one for me."

In 2009, roughly 9,500 shoppers attended the Holiday Gift Market. The goal in 2010 is to have 10,000 shoppers come through the door. "10 in 10" is the phrase to remember. This goal will be achieved through active marketing of the Holiday Gift Market. In recent years marketing initiatives have been a large focus of the committee, and this focus will continue this year. HGM will be promoted through flyers, radio, newspaper, and television coverage. Following last year's success, yard signs and car magnets will again be provided to League members to display at their homes, places of work and on their vehicles. It is

important to stress, however, that the BEST marketing of the Holiday Gift Market remains the word of mouth of the members and friends of The Junior League of Tampa. And, as in the past, the Co-Chairs are coming up with fun incentives for those members of the League who get the highest number of shoppers through the door. A little healthy competition never hurt anyone!

The HGM Co-Chairs have lots of new ideas for the 2010 Holiday Gift Market. They have been working closely with the HGM Steering Committee and Committee, as well as getting feedback from members and merchants for new ideas to feature in 2010. This year, HGM will once again feature performers from local school choirs and choruses, craft making demonstrations and cooking demonstrations. Past Junior League of Tampa President Jennifer Carlstedt has agreed to don an apron and provide cooking demonstrations of recipes from the new Junior League of Tampa cookbook *Capture the Coast*. With *Capture the Coast* in its inaugural year, Jen's cooking demonstrations should garner lots of attention and interest in the new cookbook.

While the Holiday Gift Market is a fun and exciting shopping extravaganza for those of us that attend, it is important to remember why we hold this event every year: it is a critical fundraiser for the League. 100% of the net proceeds raised through the 2010 Holiday Gift Market will go to support The Junior League of Tampa's programs and community projects in the areas of foster care, literacy and education, and basic needs for disadvantaged children. So enjoy your shopping even more knowing that it is all for a good cause! We look forward to seeing all of you at the 2010 Holiday Gift Market.



Front row (seated): Alison Reteneller, Kim Carswell, Susan Zelenka, Marissa Martin, Gianni O'Conner **Back row (standing):** Beth Ash, Jackie Toledo, Casey Christopher, Courtney Rawlins Haygood, Fran Hewes, Shantell McLean, Kaye Barnes, Natalie Bugg, Caroline Vostrejs, Cristina Blunt



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Roy Paz, local police officer and speed skating coach, with his daughters Anna (left) and Samantha (right).

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- Roy Paz

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Executive Committee

Who Inspires the JLT Leaders?



How far that little candle throws his beams! So shines a good deed in a weary world.
—William Shakespeare

Unless someone cares a whole awful lot, nothing is going to get better. It's not.

—Dr. Seuss

Volunteers are like silver. They are beautiful alone, but when polished they are shiny brilliant and shiny. —Shar McBee

We make a living by what we get, but we make a life by what we do.
—Winston Churchill

We are prone to judge success by the index of our salaries or the size of our automobiles, rather than by the quality of our service relationship to humanity.
—Dr. Martin Luther King, Jr.

We show compassion when we help people. Every summer me, my mother and Virginia give food to home bound people. Many other families do it. This is called Meals on Wheels. We make people feel happy when we do this, and it makes me feel happy too.
— Charles Hobby's second grade journal



President
Betsy Graham



Name: Betsy Graham

University: Princeton University (AB), Columbia University (MBA)

Family names (spouse, children): Drew, Jack (12), Ben (9) and Charlotte (7)

Career: Formerly a management consultant; currently a wife, mother and volunteer

Most Memorable Junior League experience: Participating in some way in the development and launch of all four Culinary Collection cookbooks.

JLT Chair or Exec positions: Cookbook Co-Chair, Children's Literacy Chair, Assistant Treasurer, Treasurer (2 terms), President-Elect

Favorite pastime: Reading, cooking, traveling, and watching my children play sports

Advice for new or recent JLT members: Step outside of your comfort zone and make the most of your JLT experience - you never know where it may lead.

Favorite "go-to" recipe in the JLT Culinary Collection: Guava-Glazed Pork Tenderloin and Grecian Chicken Breasts from *Capture the Coast* are two new weeknight family favorites.

One book you would recommend ALL to read: *Whatever it Takes* by Paul Tough is a great book about urban poverty and the Harlem's Children's zone and is very relevant to the work that JLT and others are doing in our community.



Executive Committee

President Elect Laura Vawter Hobby



Name: Laura Vawter Hobby

University: Washington & Lee University, University of Florida, Masters in Elementary Education

Family names (spouse, children): Clarke, Charles (8), Virginia (4)

Career: Educator

Most Memorable Junior League experience: Working with the League's newest members and witnessing their commitment to improving our community.

JLT Chair or Exec Positions: Membership Vice President, Community Vice President, Cookbook Co-Chair, Children's Literacy Chair, Nominating, Holiday Boutique Chair, Baby Bungalow Chair

Favorite pastime: Reading, sewing, playing with my children, exercising

Advice for new or recent JLT members: Make several short term and long term goals for your League experience and write them down. They are much easier to achieve once you see them in print!

Favorite "go-to" recipe in the JLT Culinary Collection: Spinach Salad with Apples and Manchego Cheese in *EveryDay Feasts*

One book you would recommend ALL to read: *Have You Filled A Bucket Today?* by Carol McCloud



Hobby Family

Communications Vice President Lisa Lockhart



Name: Lisa Lockhart

University: UNLV (undergrad)
USF (masters)

Family names (spouse, children): John, Jordan (15)

Career: Primary Division Head, St. Mary's Episcopal Day School

Most Memorable Junior League experience: As the Provisional Ed Chair, I had the opportunity not only to see our newest members shine with enthusiasm, but also to work alongside their liaisons whose commitment and leadership is truly an inspiration!

JLT Chair or Exec Positions: Training Committee Chair, Cookbook Chair, Enabling Fund Chair, Provisional Ed Chair, Member of Nominating Committee

Favorite pastime: Reading

Advice for new or recent JLT members: Ask questions! It's just like I tell my students, Ask questions! Not only does this help others to gain information, it really helps you to discover what you consider important.

Favorite "go-to" recipe in the JLT Culinary Collection: Goat Cheese and Marinara Sauce, or almost anything in *The Life of the Party*.

One book you would recommend ALL to read: *The Fred Factor* by Mark Sanborn. The simple message of this book is quite powerful.



Lockhart Family

Community Vice President Stephanie Hendrix Wiendl



Name: Stephanie Hendrix Wiendl

University: University of Florida

Family names (spouse, children):
Joseph, Drew (9), Cooper (6) and
Rex (3)

Career: Regional VP, CertiPay

Most Memorable Junior League experience: Watching siblings reunite at the Connected by 25 event to celebrating a record breaking year last year at Holiday Gift Market to being inspired by past leaders of JLT at the JLT Leadership Training.

JLT Chair or Exec Positions: Baby Bungalow Advertising Chair, Gift Shop Chair, Connected by 25 Chair, Assistant Treasurer, Treasurer, Community Vice President

Favorite pastime: Playing with my children, working out, cooking with friends

Advice for new or recent JLT members: Never lose sight of the fact that every placement at JLT is tied back to the people we serve--whether directly through the projects, collecting tickets at HGM (of which every dollar goes back into our projects and programs), or providing food for the General Membership meeting so our members will have a positive experience at the meeting.

Favorite "go-to" recipe in the JLT Culinary Collection: *The Life of the Party*—Pesto Cocktail Wafers for last minute appetizers and Pulled Party Pork as an entrée.

One book you would recommend ALL to read: *Enjoy the Ride* by Steve Gilliland



Finance Vice President Lee Lowry



Name: Lee Lowry

University: Rollins College

Family names (spouse, children):
Lionel, Lillie (9) and Laander (6)

Career: Stay-at-home mom, retired from Managing Director of American Stage Theatre in St.

Pete after having my son.

Most Memorable Junior League experience: It's a recurring experience... it seems like every time I meet a new Board member, a Transfer, an almost-Sustaining member, or a brand-new Provisional, she's one of the sharpest women I've ever met and a potential new friend.

JLT Chair or Exec Positions: Communications Chair, HGM Co-Chair, Assistant Treasurer

Favorite pastime: Reading, especially books about politics and biographies

Advice for new or recent JLT members: Don't be afraid to ask for help, no one expects you to know everything. And if you do ask for help, you may also find a mentor to guide you during your League career and beyond.

Favorite "go-to" recipe in the JLT Culinary Collection: Picadillo from *Tampa Treasures* and the Vidalia Onion Dip from *Savor the Seasons*

One book you would recommend ALL to read: Any play by Shakespeare, especially Romeo and Juliet or Henry V. Or better yet, see one live onstage!



Executive Committee

Fund Development Vice President

Brita Wilkins Lincoln



Name: Brita Wilkins Lincoln

University: Florida State University (B.S.) and George Washington University, Masters in Public Administration

Family names (spouse, children): Rocky Lincoln, Jack (8) and Clark (5)

Career: Grant writing, advocacy/government relations and communications

Most Memorable Junior League experience: Packing Hurricane Preparedness Kits with my son Jack who was 7 at the time.

JLT Chair or Exec positions: Grant Writing Chair

Favorite pastime: Spending time with friends and family, working out, reading and being with my kids.

Advice for new or recent JLT members: What you put into the League you get back tenfold.

Favorite "go-to" recipe in the JLT Culinary Collection: Spicy Melon Salsa from *Savor the Seasons* and Paradise Salad from *Capture the Coast*

One book you would recommend ALL to read: I love biographies and one of my favorites is *Katherine Graham's Personal History*



Lincoln Family

Membership Vice President

Kathleen Thaxton



Name: Kathleen Thaxton

University: University of Alabama

Family names (spouse, children): David, Katy (13), Laurel (10) and Jessica (6)

Career: Former teacher now a stay at home mom

Most Memorable Junior League experience: Serving as Provisional Education Chair.

JLT Chair or Exec positions: Yearbook Chair, Provisional Ed Chair, Communications Chair, Trinkets and Treasures Placement Chair, Nominating Committee Member, Corresponding Secretary, Recording Secretary

Favorite pastime: Reading and shopping

Advice for new or recent JLT members: Always tell your family/husband/friends/significant other the purpose and community impact behind your JLT meetings- I am going to a JLT meeting to So that families/kids in need in Tampa can..... Don't just say I have a JLT meeting.

Favorite "go-to" recipe in the JLT Culinary Collection: Sausage Blossoms! from *The Life of the Party*

One book you would recommend ALL to read: *Eat, Pray, Love* by Elizabeth Gilbert



Thaxton Family

Secretary

Wendy Brill



Name: Wendy Brill

University: Stetson University

Family names (spouse, children):
Jonathan, Jake (5 ½) and Grant (3 ½)

Career: Stay at home mom now.
Before kids - politics

Most Memorable Junior League experience: The faces of the children from Food 4 Kids when we met them for the first time.

JLT Chair or Exec Positions: Seminar Chair, Auction Party Co-Chair, Patrons' Party Co-Chair, Kick-off Chair, HGM Co-Chair, Food 4 Kids Chair, Community Vice President, Secretary

Favorite pastime: Shopping

Advice for new or recent JLT members: Have fun and appreciate your committee members.

Favorite "go-to" recipe in the JLT Culinary Collection:
Hot Swiss Bacon Dip from *The Life of the Party*

One book you would recommend ALL to read: *The Prince of Tides* by Pat Conroy



Brill Family

Treasurer

Heather Barrow



Name: Heather Barrow

University: University of Florida, BS of Accounting & Master of Accounting

Family names (spouse, children):
Bennett, Claire (3), Hill (1)

Career: Stay at home mom. Before children, a CPA and tax consultant with Ernst & Young.

Most Memorable Junior League experience: When I was pregnant with Hill, I was hospitalized for 9 weeks with a serious complication. During that time, League members and friends prayed for us, encouraged us, visited the hospital, prepared dinners, and helped with Claire. Laura Hobby even attempted to teach me how to smock! Our family will always be grateful and humbled by your support and I will carry those memories with me throughout my life.

JLT Chair or Exec positions: Sustainer Liaison, Children's Cancer Center Chair, Glazer Children's Museum Chair, Endowment Chair

Favorite pastime: Taking Claire to see plays and going to country music concerts with friends.

Advice for new or recent JLT members: Don't be intimidated to pursue leadership roles within the League. Reach out to a member of the Board or Executive Committee to mentor you in your League career.

Favorite "go-to" recipe in the JLT Culinary Collection: I have all of the cookbooks but haven't had the chance to use them since Bennett loves to cook!



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Chloe Cullinan

By-Laws Parliamentarian



Kim French

Children's Literacy Project



Sarah Evans

Community Action



Terri Parnell

Community Advisory Board



Allison Burden

Connected by 25



Heather Vermette

Cookbook



Jaime Brewer

Cookbook



Lisl Unterholzner

DACCO



Megan Berrigan

Electronic Communications



Michelle Bremer

Enabling Fund



India Witte

Endowment



Stephanie Rumbley

Food 4 Kids



Aadonia de la Torre

Fundraising



Andrea Layne

Gift Shop



Jenay Iurato

Glazer Children's Museum



Suzy Mendelson

Grants



Jenifer LeBeau

Headquarters



Sheri Schobert

Holiday Gift Market



Kim Carswell

Holiday Gift Market



Susan Zelenka

Kids Connect



Danielle Post

Kids in the Kitchen



Denise Schultz

Legal



Michele Hinton

Love Bundles



Jennie Sober

Member at Large



Hannah Dewar

Member at Large



Brigid Futch

Member at Large



Steely Taglione

Nominating



Clara Reynolds

Placement



Nicole Hubbard

**Project Dev & Eval
(PDEC)**



Lynette Russell

**Provisional
Education**



Tracie Domino

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Public Relations



Terrie Dodson

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Sarah Kodadek

Social Committee



Amber Peck

**Spur of the
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Angier Miller

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Kate Crawford

Sustainer Liaison



Paula Cardoso

**Sustainer
President**



Liz Reynolds

Technology



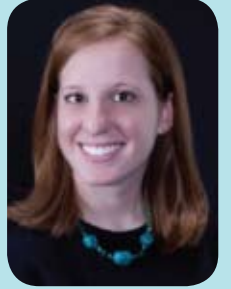
Robin McKinney

Training



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Transfer



Sara Cooper

Treasures for Tampa



Andrea Augustine

The Junior League of Tampa would like to thank Nicole Geller Photography for the Board photos.



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Sustainer News



Dear Sustainers:

Welcome back! This year The Junior League of Tampa celebrates 85 years of service. What visionaries our league founders were! What vision our current membership continues to demonstrate. It is inspiring to be part of this group of women who are having a great time and accomplishing amazing things for our Tampa community.

This year we will continue the work of last year's task force and take advantage of the many good suggestions from our surveys: welcome our Transfers, engage our new Sustainers and under 55 age group in more meaningful ways, and continue the fun and fellowship that is so much a part of being a Sustainer for all of us.

Mark Your Calendars! Back to The League Day, September 23rd, will be a great exchange of ideas and opportunities. The Transfer Luncheon in early October will be another chance to get together.

Last year's done in a day Sustainer/Active projects were so much fun-we hope to repeat them. A huge team of Actives and Sustainers filled food bags for Food 4 Kids before Thanksgiving. Connected by 25 collected over 20 gift bags for new mothers and babies. Look for more information about exciting volunteer opportunities coming soon. We hope to support our Actives and enjoy their culinary talents with the release of *Capture the Coast*, the newest in the cook book series.

One of the many things The Junior League of Tampa does well is to offer opportunities for Sustainers to meet one another, to learn new skills, to learn more about our community and to serve it. Plans are under way for two very special "outdoor" adventures to celebrate Tampa's beautiful surroundings. A fabulous bridge series with new instructors will begin in January. We are also planning discussions of community issues as suggested by many of our survey respondents.

I hope that you will contact me or any committee member if you are interested in serving on a committee or have ideas for projects or entertainment. I am so grateful to all of the Sustainers who have come forward to help this year. I am humbled by this opportunity and excited about hearing from you and working together throughout the year.

Sincerely Yours,

Liz Reynolds
Sustainer President

Welcome new Sustainers!

Anne Marie Abdoney
Dana Andersen
Laurie Barlow
Heather Baumwald
Charlene Bleakley
Shannon Brannagan
Shannon Brown
Alexis Ciesla
Tracy Clouser
Monica Culpepper
Mary Ann Dellegatto
Catherine Fraley
Catherine Hammer

Aileen Hanlon
Sarane Harrell
Caroline Hatton
Susan Hawkins
Charlee Haynes
Laurie Henry
Kristine Hines
Denielle Iuzzolino
Laura Jones
LaShune Jordan
Beth Kalicki
Suzanne Koutroubis
Wendi Lee

Suzanne Leher
Lisa-Marie Leihy
Shannon Longo
Wendi McAleese
Alexandra McGuire
Wendy McMullen
Connie Meadows
Darla Nutter
Kelly O'Brien
Jennifer Peterson
Stephanie Olenoski
Amie Ragano
Janice Rickert

Mary Riding
Elizabeth Roth
Isabelle Ryan
Catherine Sanders
Michelle Schofner
Irma Schultz
Janet Smith
Jennifer Strawser
Elaine Sweeney
Susan Touchton

Committee

2010-2011 SUSTAINER OFFICERS

Sustainer President	<i>Liz Reynolds</i>
Vice President/President Elect	<i>Julie Sargent</i>
Recording Secretary	<i>Susan Kynes Baldwin</i>
Corresponding Secretary	<i>Sue Cox</i>

2010-2011 COMMITTEE CHAIRS

Sustainer Chair	<i>Paula Cardoso</i>
Sustainer Assistant	<i>Nora Gunn</i>
Sustainer President Assistant	<i>Nina Avery</i>
Sustainer President Assistant	<i>Kimberly Hannah</i>
Program Chairs	<i>Elaine Sweeney</i>
	<i>Sue Strand</i>
Day at the Races	<i>Denise Cassedy</i>
Bridge Group	<i>Joanne Baldy</i>
	<i>Ruth Tapley</i>
Lunch Bunch	<i>Elaine Sweeney</i>
	<i>Wendy Garraty</i>
Transfers	<i>Ginger Doherty</i>
Antiques, Art Trips and Seminars	<i>Marsha Lane</i>
Investments	<i>Connie Detrick</i>
Victory Garden	<i>Mary Kay Ross</i>



Sustainer Wendy Garraty, Betsy Graham and new Sustainer Tracy Clouser

2010-2011 COMMUNITY ADVISORY BOARD



RICHARD E. ADAMS

Richard E. Adams is the founding charter President/CEO and Director of Heritage Bank of Florida, with offices in Hillsborough and Pasco counties. As a graduate of Louisiana State University's School of Banking, his 39 year career includes a four year term as a supervising Florida State Bank Examiner. Richard's community

involvement includes a 32 year membership in the John Darling Masonic Lodge #154, and a 30 year SERVE/ Teach-in participant in local schools. Richard is a native of Tampa. He and his wife of 44 years, Nancy, have two daughters and two grandchildren.



JOSEPH W. CLARK

Joseph W. Clark has been the president of the Eckerd Family Foundation since its formation in 1998. The foundation's primary interest centers on at-risk youth between the ages of 12-15. Joe received a BS in economics from Union college and a JD from Syracuse University College of Law.

Prior to joining the foundation, Joe served as a shareholder for 25 years at the law firm of Shackleford, Farrior, Stallings & Evans. He has served on the boards of several nonprofit organizations in Florida. Joe and his wife, Terrell, a JLT Sustainer, live in Tampa and have two sons.



SYLVIA CAMPBELL, M.D.

Sylvia Deal Campbell, a native Floridian, has been in solo private practice of general surgery since 1982. Dr. Campbell has the distinction of being the first female surgeon in Hillsborough County. She is the president of the Judeo Christian Health Clinic and an active member of the Palma Ceia Presbyterian Church. Dr. Campbell

has served on mission trips to Haiti and Uganda since 1996, and been involved in helping children travel to the US for life saving care. She and her husband Bob have 3 wonderful children; Chelsey, Meaghan and Ross.



HOSETTA COLEMAN

Hosetta Coleman is the Senior Vice President of Human Resources for Fifth Third Bank. Hosetta founded Tampa Bay's National Association of African Americans in Human Resources (NAAAHR) Chapter. She is also involved with Alpha Kappa Alpha Sorority Inc., the Centre for Women, Inroads, and currently serves on the

Hillsborough County Community Action Board. She earned her BS in Business Administration from Tuskegee University and her MBA from the University of Phoenix. Hosetta is a native of Tampa, she is married, and has two daughters.



JANE CASTOR

Jane Castor is the driving force behind the department's 56% reduction in crime in the last seven years. She helped develop and execute the department's Focus on Four Crime Reduction Plan that changed the way officers police in the City of Tampa. The result is a safer city. During her 26-year career, Chief Castor has served in nearly

every capacity within the Department. Chief Castor graduated from University of Tampa where she attended on volleyball and basketball scholarships. She has been inducted into the University's Athletic Hall of Fame. She holds a Master's of Public Administration from Troy State University and also attended the FBI's National Academy.



NICK COX

Nick Cox has served as Regional Director for the SunCoast Region of the Department of Children and Families since March 2007. Mr. Cox's commitment to the well-being of children extends to the welfare of senior citizens in the community. He is the Chairman of the Board of Seniors vs. Crime, Inc. - a non-profit organization affiliated with the

Office of the Attorney General that is comprised of volunteer senior citizens who assist law enforcement in the detection and investigation of crimes against the elderly. Mr. Cox was born and raised in Tampa, graduated from Jesuit High School, and earned his BA at the University of South Florida. He earned his law degree at Washburn University. He is married and has three children.



BOBBI N. DAVIS, PH.D

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



IRENE GUY

Irene Guy recently retired from GTE/Verizon after 40 years of service in a variety of operations positions, most recently as the Director of Public Policy and Community Affairs. Irene is currently a member of numerous boards including the Crisis Center, Florida Aquarium, USF Development Board, and Junior Achievement of West Central Florida. Irene was nominated for YMCA Woman of the Year in 1995 and received the TBBJ Business Woman of the Year in 2004, to name a few of her accomplishments. Irene was born in Roswell, New Mexico, and has two sons.



STEPHEN P. FLUHARTY

Stephen P. Fluharty is an Office Executive and Senior Vice President at The Bank of Tampa where he has worked for over twelve years. He serves on the Boards of the Florida Blood Services Foundation, Junior Achievement of Hillsborough County, and The Spring of Tampa Bay. Stephen earned a Physics Engineering degree at Washington & Lee University, an Electrical Engineering and a MBA in Finance from USF. Stephen served 2 active years in the U.S. Army and 20 years in the Florida Army National Guard before retiring as a Major. He and his wife Lynn, a JLT Sustainer, live in Tampa and have two sons.



MIRAY HOLMES

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



JOHN GIORDANO, ESQ.

John Giordano has been with the Bush Ross, P.A. law firm in Tampa since 1985. He is head of the Transactional Practice Group, a member of the Compensation Committee and a member of the Board of Directors. John attended the University of Florida and earned a BS BA in Accounting, a JD and an LLM in Taxation. As the League's Attorney, John serves as a Standing Member of the Community Advisory Board. John is a member of the Young Life Board of Directors and President-Elect of the Plant High School Academic Foundation. He and his wife Ruth, a JLT Sustainer, have three children.



ERNEST HOOPER

Ernest Hooper brings a blend of experiences to his role as metro columnist for the St. Petersburg Times. He was born and raised in Tallahassee. The proud son of Gerald and Ann Hooper, two longtime Florida A&M professors, he grew up less than a mile from the Florida State campus, but he graduated from the University of Florida. Now in his 24th year as a journalist, and his ninth as a columnist, he files three pieces a week for the Times' Tampa and State editions and a fourth for the Times' South Shore and Brandon editions. Ernest relies 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.

2010-2011 COMMUNITY ADVISORY BOARD



CHRISTOPHER LYKES

Christopher Lykes started his career in New York City where he worked in Private Banking at Manufacturers Hanover Trust. He moved to Tallahassee to work for First Florida Bank and then transferred to Tampa in the bank's Corporate Lending Group. After First Florida and Barnett Bank merged, he moved to Lykes Bros.

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



ASHLEY B. MOODY

Judge Ashley B. Moody, a fifth generation Hillsborough County resident, was born and raised in Plant City, Florida. She earned her BA in Accounting and JD from the University of Florida. Judge Moody began her legal career with the law firm of Holland & Knight where she was recognized as one of Tampa Bay's "40 under 40" distinguished

lawyers for her professional and civic contributions. In 2006, at the age of thirty one, Judge Moody became the youngest judge in Florida when she was elected Circuit Court Judge of the Thirteenth Judicial Circuit in Hillsborough County. She is currently assigned to the Juvenile Delinquency division.



WINNIE MAGNON MARVEL

Winnie Magnon Marvel is the President and majority stockholder of Magnon Jewelers for the last 12 years. She was born and raised in Tampa and attended the University of South Florida, studying fine art and business. Winnie's community involvement includes the Humane Society of Tampa Bay, Prevent Blindness Florida, Rotary Club of

Tampa, Reading Is Fundamental, the Athena Society and the Krewe of Grace O'Malley and she presently serves on the Women of Influence Committee for the Greater Tampa Chamber of Commerce. Winnie and her husband of 26 years, Jay, have two sons.



HAROLD W. MULLIS, JR.

Harold "Hal" Mullis is President and founding member of Trenam, Kemker, Scharf, Barkin, Frye, O'Neill & Mullis, a law firm with offices in Tampa and St. Petersburg, Florida. He has served as the Chairman of the Board of Trustees of Berkeley Preparatory School, Commodore of the Tampa Yacht Club, Secretary and a

member of the Executive Committee of the Community Foundation of Greater Tampa, Chairman of the Tampa General Hospital Foundation, and Captain and King of Ye Mystic Krewe of Gasparilla. Hal also received the University of South Florida's Distinguished Citizen's Award in 2007. Hal graduated from Emory University and the University of Virginia Law School. Hal and his wife Anne, a JLT Sustainer, have three children.



DR. BRIAN MCEWEN

Dr. Brian A. McEwen was born in Tampa, Florida, and has spent approximately forty-eight years of his life in his hometown. After receiving a Bachelor of Arts degree from Vanderbilt University, Brian went on to earn both a MA and a Ph.D from the University of South Florida. He is currently the Associate Director of the Child Abuse Council and

is serving the second term on the JLT Community Advisory Board. Brian has multiple and varied interests outside of his family, work and community commitments. These include: music, gardening, travel, humor, crafts, lifelong learning and public speaking.



RONDA PARAG

Ronda M. Parag is the Publisher/Managing Editor of Tampa Bay Metro Magazine and Tampa Bay Weddings Magazine. Ronda believes in giving back to the community and has volunteered many hours to local charities. Ronda is an Advisory Board member for the Salvation Army of Hillsborough County, past Trustee for The Spring

of Tampa Bay, member of the Gold Membership Committee for the Tampa Museum of Art and supports many other nonprofits. Ronda graduated from the University of Florida with a BS in Business Administration and has been married to Stephen P. Parag, II for 23 years. They have one son, Evan.



AMY PETRILA

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



GAYLE SIERENS

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



KELLY RING

Kelly Ring is a Co-Anchor on the FOX 13 6:00 and the FOX 13 10:00 News. She joined the FOX 13 team in October of 1985. Kelly attended the University of Missouri and graduated with a degree in Journalism. Kelly has been awarded three Emmy Awards and many other awards for her work. She has traveled overseas to cover the crisis in Saudi Arabia, the Russian medical crisis, and the Cuban political crisis. Kelly speaks regularly to civic groups and volunteers her time to various events throughout Tampa Bay.



JULIE SMITH

Julie C. Smith is vice president of external affairs, southeast region for Verizon Communications. Julie is a new resident of Tampa and has begun to get involved in Tampa Bay and has joined the Greater Tampa Chamber of Commerce board of directors. Julie also continues to be active in her hometown of Atlanta where she stays involved in Georgia politics and the nonprofit community as well as currently serving on the Metro Atlanta Chamber of Commerce's Regional Education Committee. Julie was born in Athens, Georgia and raised in the suburbs of Atlanta. She is a product of Rockdale County Public Schools and a graduate of the University of Georgia having received a Bachelor of Arts degree in Political Science and been an active member of Delta Delta Delta sorority.



SARAH JANE RUBIO

Sarah Jane Rubio is a native of Tampa. Her mother, Mildred W. Gallaher, was a Founding Member of The Junior League of Tampa. Sarah Jane has been a member of The Junior League of Tampa for 63 years. Her love of helping others through the League was most apparent at Tampa General Hospital. She worked with premature infants, at the information desk, in post surgical waiting room and in the gift shop as a JLT volunteer. She also worked as a guide at the H.B. Plant Museum and the JLT Thrift Shop. She has chaired various committees and projects and has been a goodwill ambassador for the League for many years. Sarah Jane is married to Mauricio Rubio and together they have five children and nine grandchildren.



SARTURA SHUMAN SMITH

Sartura Shuman Smith is a Tampa native. Sartura graduated from Hampton University in 1981 with a Bachelor of Science degree in Early Childhood Education. Sartura taught in the Hillsborough County School System for 9 years and later worked for 20 years at WEDU-PBS Television as the Education & Outreach Manager. She is active in the community with various social and professional organizations and sits on the Board of Directors for the Early Learning Coalition. She is the owner of JAS Consultants and is married to Derek Smith.



JONATHAN E. STEIN

Jonathan E. Stein is the Junior League of Tampa's CPA and is a graduate of the University of South Florida. He is with the firm Rivero, Gordimer & Company, P.A. and has considerable auditing experience with not-for-profit and governmental organizations. As the League's CPA, he serves as a standing member of the Community Advisory Board.

He has also been appointed to serve on the not-for-profit committee by the Florida Institute of Certified Public Accountants and is involved with a variety of not-for-profit organizations in the Tampa Bay area.



BRONSON THAYER

Bronson Thayer is managing director of The Investment Counsel Company, Tampa, Florida. After working on Wall Street for 10 years, Mr. Thayer moved to Florida and joined his wife's family company, Lykes Bros., Inc., a broadly diversified agribusiness company. He served as chairman of First Florida Bank in the 1980s and has chaired a mortgage

company, become a partner in an investment management firm, and, as chairman, recently oversaw the opening of a new commercial bank. He is currently vice chairman of the visiting committee of the Harvard Graduate School of Education and chairman of Bok Tower Gardens in Lake Wales, Florida. Mr. Thayer attended Deerfield Academy, received a BA from Harvard University, and his MBA from New York University.



HOLLY TOMLIN

Holly Tomlin has been Owner/President of Tomlin Staffing since 1985. Boards include: Tampa General Hospital Foundation, Merchants Association of Tampa, Greater Tampa Chamber of Commerce, Tampa History Center. Holly was the first woman President of Rotary Club of Tampa (1999), won TBBJ 2006 Business Woman of the Year,

voted GTCC 2007 Small Business of the Year Outstanding Leader, and awarded 2008 Junior Achievement Outstanding Alumni of the Year.

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JLT Featured Members

ROSEMARY WILLIAMS ANDERSON



Member status:
Provisional

**Junior League
Member Since:**
2010

Current Placement:
Special placement:
Provisional

Education/Occupation: Auburn University '06/ I work at our family business, J.H. Williams Oil Company, founded by my great-grandfather in 1945.

Family: Married to Tim Anderson Jr.,
Parents: Joan and Hulon Williams,
Brother: J.H. Williams IV

I Wish I Knew How To: Sing! My husband plays the piano, mostly Rock N' Roll and current hits. Late nights with friends often turn into karaoke at our house.

If I Could, I Would: Go back to camp! 5 weeks each Summer to be with friends, enjoy the outdoors, and have no responsibility would be wonderful!

Favorite Thing About Tampa: I love that Tampa has unique traditions like Gasparilla

Community Activities: TGH Foundation, University Club, YMKG, Merrymakers, Hyde Park Methodist, Palma Ceia Golf and Country Club

Three Accomplishments You are Proud of: Making captain at Merrie Woode and winning the boat race, Serving Auburn University in many capacities, Buying a home for the first time

Something You Wish Someone Had Told You Earlier: Stay committed to your decisions, but stay flexible in your approach.

Your Life Philosophy on A Bumper Sticker: Life is short. Live it to the fullest.

What Experience has Changed You Most: Growing in my faith

My Worst Habit is: Not keeping my car clean!

One Thing People Wouldn't Know About You: I am also very athletic. I can roll a kayak, snow-ski, water-ski, and spiral a football!

JESSICA L. KENDALL



Member status:
Active

**Junior League
Member Since:**
2006

Current Placement:
Glazer Children's
Museum Assistant
Chair

Occupation: Vice President- Branch Administrator and Security Officer at First Citrus Bank

Family: My amazing mom lives in St. Louis (where I was born) and my 7 siblings, ages 24 to 64, live all over the world from NYC to Australia to Africa

I Wish I Knew How To: fly a plane! My dad was a pilot and I used to fly with him as a kid...This is something I WILL accomplish.

If I Could, I Would: But wait- I CAN! (do anything I put my mind to, that is...)

Favorite Thing About Tampa: All of the outdoor recreation options we have here

Community Activities: Board Member, Finance Committee and Silent Auction Committee Member for the Judeo-Christian Health Clinic, Junior League, Tampa Bay Club Sports Volleyball and other various one-day projects for local organizations

Three Accomplishments You are Proud of: My career/community service path, my commitment not to give into fear and my strong relationships with friends and family

Something You Wish Someone Had Told You Earlier: It's okay to say no.

Your Life Philosophy on A Bumper Sticker: Life is either a daring adventure or nothing at all.

What Experience has Changed You Most: Working at First Citrus Bank for 9 years where my goals and accomplishments, personally and professionally, are recognized and I am encouraged to give back to my community.

My Worst Habit is: Not incorporating enough down time in my schedule

One Thing People Wouldn't Know About You: I have equipment to play/participate in mostly every sport except basketball

PAOLA GRUNER



Member status:
Active

**Junior League
Member Since:**
2009

Current Placement:
Placement Secretary

Education/Occupation: BS. In Elementary Education and a Masters in Educational Leadership / Teacher

Family: Mom, dad, and brother (they live in Lima, Peru). My boyfriend Stephen (he lives in South Tampa)

I Wish I Knew How To: Dance and sing.

If I Could, I Would: Run a marathon.

Favorite Thing About Tampa: My wonderful friends and yummy restaurants!

Community Activities: Junior League.

Three Accomplishments You are Proud of: My masters degree, being an educator, and learning how to ski.

Your Life Philosophy on A Bumper Sticker: Be nice!

What Experience has Changed You Most: Living in different countries, I have learned how important it is to appreciate all cultures.

My Worst Habit is: I always fall asleep when I am watching a movie at home.

One Thing People Wouldn't Know About You: I have lived in three different countries.

Congratulations to Jessica Kendall, the 2009 - 2010 Inspiring Leader, and to Paola Gruner, the 2009 - 2010 Provisional of the Year.

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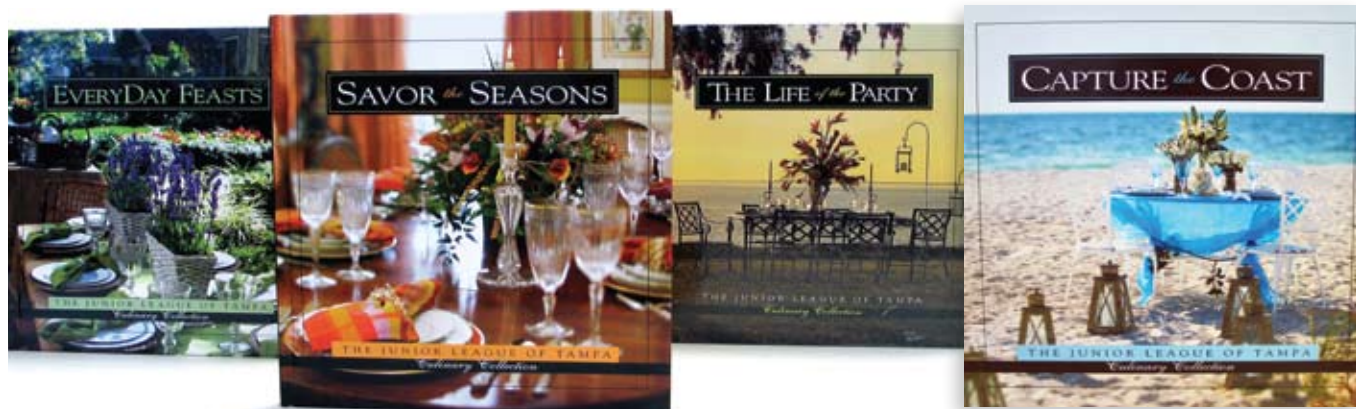
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History of the Culinary Collection

By Cindy Valdez



Fernand Point, a man considered by many to be the father of modern French cuisine, once said, “If the divine creator has taken pains to give us delicious and exquisite things to eat, the least we can do is prepare them well and serve them with ceremony.” And thanks to The Junior League of Tampa’s cookbook committees, we have been preparing and serving wonderful dishes to our loved ones for nearly 50 years. While The JLT celebrates the release of the final installment of a Junior League’s first ever culinary collection, it’s important to understand the effort and dedication that goes into creating high quality cookbooks.

The planning, organizing, developing and completing of a single cookbook can be an intense, time consuming project; producing a collection of cookbooks has never been done by any other league chapter before. “No other league is willing to take on such a large project,” said Dave Kempf, President of Favorite Recipes Press, the nation’s leading publisher of Junior League cookbooks. “It’s a testament to The Junior League of Tampa.”

Working on a cookbook “forces you to choose [a few things to focus on at a time] or you’ll be good at nothing,” said Carol Ann Colbert, chair of *Tampa Treasures*, which required a three year commitment from its committee members. “Not knowing what to expect and learning about the work involved as we went along,” was the most challenging aspect of working on the cookbook for Abby Chillon, chair of *A Taste of Tampa*.

Laurie Ann Burton, chair of the League’s newest cookbook, *Capture the Coast*, agrees: “When I started out I thought, ‘Oh this will be easy! We will collect, test and choose recipes and voila – a book!’ but it didn’t quite work out

that way.” Having been “warned by previous cookbook chairs” about the hardships that accompany chairing a cookbook committee, Kristie Salzer, co-chair of *The Life of the Party* and food stylist for all four books in the *Culinary Collection*, still managed to find some personal benefits: “My family and friends never ate so well!”

Why put in the effort for something so time consuming and difficult? “Money!” says Dee Dee Gray, chair and editor of *The Gasparilla Cookbook*, the JLT’s first cookbook. “How else were we going to fund all of the League’s projects?”

With recipes that are still relevant today, *The Gasparilla Cookbook* has been The JLT’s most successful cookbook, gaining instant notoriety when a photo of Jackie Kennedy carrying the book began to circulate. With over a quarter of a million copies sold to date, *The Gasparilla Cookbook* is one of the best selling Junior League cookbooks of all time. It has been awarded the Tabasco Hall of Fame Award, given by the McIlhenny Company for community cookbooks that sell over 100,000 copies, and the Southern Living Hall of Fame Award.

More than 15 years after the production of *The Gasparilla Cookbook*, Abby Chillon, and her committee (then known as The Professional Cookbook Committee) began creating *A Taste of Tampa*. During a time when large numbers of women were beginning to work outside of the home, *A Taste of Tampa* offered recipes that made life a little easier for busy families. More than just tasting great, each recipe had to be completed from start to finish within 100 minutes and ingredients had to be readily available in most supermarkets.

Seeing a shift in cookbook trends that indicated society’s renewed interest in elegant fare ten years later, Carol Ann Colbert said of her vision for *Tampa Treasures*: “We wanted

to represent the community with upscale food to counter *A Taste of Tampa's* quick and easy recipes.” And as the entire first printing of *Tampa Treasures* sold out before the first copy was even shipped, her vision was clearly shared by many. *Tampa Treasures* raised the bar for future League cookbooks as it was The JLT’s first “coffee table” cookbook, with high quality photography and food styling in addition to delicious and inventive recipes. When brainstorming ideas for the Culinary Collection, with a nod to *Tampa Treasures*, Kristie Salzer said that, she “wanted to give the look of a coffee table book without the expense.”

While the books of the Culinary Collection have a shared style and layout, each book manages to maintain its own identity. Kristie and her co-chair Danielle Welsh worked tirelessly to bring us *The Life of the Party*, a cookbook that focuses on “entertaining with ease. We wanted to give cooks great food and the ability to get out of the kitchen and into the party!” said Danielle. Each recipe was selected for its ease of preparation and relevance to the book’s purpose.

EveryDay Feasts, the second installment in the Culinary Collection, was created with the hope to “bring families back to the table,” said chair Terrie Dodson. “We began working on this book just after September 11, 2001, and reconnecting with family was more important than ever.” While offering family-friendly fare, *EveryDay Feasts* also offers recipes with an abundance of fresh ingredients.

It was important to Taylour Shimkus, chair of the third installment in the series, *Savor the Seasons*, to “celebrate every holiday so [the book] can continue to sell year round,” benefitting the community when volunteering time or funding isn’t necessarily in the forefront of people’s thoughts. In addition to traditional holiday celebrations such as New Year’s and Fourth of July, *Savor the Seasons* also provides menu suggestions for broad occasions such as “Spring Tea” and includes several recipes that can be used at any time of the year.

For the fourth and final installment in the series, Laurie Ann Burton, chair, wanted *Capture the Coast* to highlight “the outdoor life we lead here on Florida’s Gulf Coast.” The focus was on recipes that used local, sustainable ingredients including locally grown produce and seafood. Laurie Ann feels that *Capture the Coast* “rounds out a series that has books focused on entertaining, family dining, and holiday traditions. [It] features recipes that showcase fresh ingredients from our local farms and waterways, celebrates distinctive traditions from our rich cultural heritage, and complements our vibrant outdoor lifestyle.”

With the September 1, 2010 release of *Capture the Coast*, The Junior League of Tampa has successfully accomplished something no other league chapter has: a complete culinary collection that will have us preparing and serving delicious meals to our loved ones for another 50 years. And for that we are thankful because, as O. Henry said, “Love and business and family...are nothing but shadows of words when a man is starving.



from left to right, bottom to top: Carol Ann Colbert-*Tampa Treasures*, Dee Dee Gray-*Gasparilla Cookbook*, Abby Chillon- *A Taste of Tampa*, Laurie Ann Burton-*Capture the Coast*, Kristie Salzer, Co-chair-*The Life of the Party*, Terrie Dodson- *EveryDay Feasts*, Taylour Shimkus- *Savor the Seasons*
not pictured: Danielle Welsh, Co-chair, *The Life of the Party*

The Chairs’ Choices

Cocktail Cheese Biscuits

The Gasparilla Cookbook (Abby Chillon)

Garlic Ginger Tenderloin

Tampa Treasures (Carol Ann Colbert)

The Best Brownies

The Life of the Party (Kristie Salzer)

Tropical Layer Bars

The Life of the Party (Danielle Welsh)

Grilled Swordfish with Citrus Salsa

The Life of the Party (Dave Kempf, President of FRP)

Greek Shrimp Sauté

EveryDay Feasts (Terrie Dodson)

Pineapple Casserole

Savor the Seasons (Taylour Shimkus)

Fresh Corn and Shrimp Bisque

Capture the Coast (Laurie Ann Burton)



Capture the Coast and the League

By Sommer Stiles

“Food is our common ground,
a universal experience.”

— James Beard

It is remarkable the power of food has to bring people together. Family gathered around a dinner table, friends cooking together in the kitchen, acquaintances becoming more familiar over a meal. All tied together by food.

Perhaps no one understands this better than the women behind *The Junior League of Tampa's* newest cookbook *Capture the Coast*. Members of the cookbook committee, League members and other volunteers lent their time and their palettes to the testing and tasting of potential recipes. 453 recipes were tested by 154 members for a total of 867 testings.

Tasting parties were hosted by league members including Casey Carefoot (Active), Michelle Hogan (Sustainer), Aspen Kahl (Active), Andrea Layne (Active), and Jenifer Ownby (Sustainer). These hostesses were provided with a selection of recipes to prepare and serve at their parties. All had been previously vetted by the cookbook committee from a pool of recipes submitted by members as well as others developed based on thematic needs of the cookbook.

Based on the recipes selected, each tasting party hostess was asked to plan her own menu and party. The options were seemingly endless. Themes ranged from Lia Sophia jewelry parties to neighborhood potlucks. Some hostesses opted to focus on appetizers where others tested multi-course meals. Party guests tasted for flavor, fit (within the concept of the cookbook), and clarity of the instructions. Feedback collected through evaluation forms distributed at the tasting parties helped the cookbook committee to determine what recipes would or would not advance to the next step in the refinement process.

Andrea Layne volunteered to be a tasting party hostess because of her love of cooking and experimenting with new recipes. She hosted two tasting parties including a “picnic-style” dinner. The menu included Happy Fun Punch, Grilled Chicken Pita, Seafood Cornbread, Mango and Black Bean Salad, and Summer Lemon Cake with Mixed Berries Sauce. Appropriately enough, she and her family enjoyed tasting the different recipes she had prepared al fresco on a blanket in their backyard. “We were so excited to try new food,” commented Andrea, “my dog kept running and jumping over the plates and knocked over our drinks!”

Hostesses, like Jenifer Ownby, opted to turn their tasting party into an occasion to get together with good friends. She took her bridge group on a weekend getaway at the beach and asked each guest to bring the ingredients for their assigned recipe. Turning the kitchen of her beach house into a *Capture the Coast* taste lab, Jenifer and

her friends gathered around her L-shaped counter forming cooking stations. Each station was equipped with measuring cups, utensils, and the essential ingredients needed to complete each recipe. The evening according to Jennifer was “Great fun, along with a bottle of wine!! And delicious.” Her secret to a successful tasting party, “Keep it simple for yourself so you can enjoy it also.”

As a Provisional Liaison, Casey Carefoot hosted her tasting party as a summer social for her provisional group. This was the first Junior League social event these new members attended and everyone had yet to meet one another. “Tasting the recipes and providing feedback was a really good icebreaker,” Casey said, “Once people started eating they started talking...after that my provisionals knew each other pretty well and were comfortable spending time together. It also educated them on an important part of the Junior League.”

According to *Capture the Coast* New Cookbook Development and Recipe Selection Coordinator, Lisl Unterholzner, tasting parties played an important role in the development of the cookbook, specifically as the committee sought to determine which recipes would make the final cut. The positive and negative feedback collected on the preparation, presentation, and reception of an item were ultimately the decision makers. Judging by the experiences shared by the tasting party hostesses, these gatherings also serve to unite family members, friends, and practical strangers on common ground - food. Containing over 100 appetizers, salads, entrees, desserts, and cocktails, the final cookbook of the Culinary Collection is at its sum a recipe for relationship building.

“Cookbooks, friends, and memories go hand and hand as does our Junior League experience. The feeling of friendship is being comfortably filled with food, love, and enlivened with a cosmo!”

— Michelle Hogan



Committee members battle high winds during beach cover shoot



Behind the Scenes of *Capture the Coast*

By Patricia Brawley

Like any first-class cookbook, *Capture the Coast* encompasses so much more than tasty recipes. From the beginning, we aimed to portray the essence of life on Florida's Gulf Coast, from our love of outdoor entertaining to our distinct cultural heritage. We wanted the fresh ingredients from our local farms and waterways to help tell a story about who we are and what Tampa Bay has to offer. We had a clear goal, and we had a year to create a cookbook that would make our League members and community proud.

In addition to collecting hundreds of recipes and coordinating the testing of those recipes, the New Cookbook Development Committee needed to make several major decisions upfront to set the mood for *Capture the Coast*. Perhaps most importantly, we believed the best way to illustrate our Florida lifestyle was to feature an outdoor scene in all of our photographs. That seemed straightforward enough, but little did we know ...

Our strong photography team laid the groundwork for our photo shoots. They worked extensively to scout locations, talk to homeowners, ask local merchants for props, coordinate the flowers, and arrange the assortment of logistics that go along with a successful photo shoot. It sounds like an easy process: pick the place, plan the shoot, organize the food stylist and photographer, and finally, snap the shot. As is often the case, this was easier said than done.

We quickly learned that no amount of preparation could overcome Mother Nature, who seemed determined to plague all of our photo shoots. Keep in mind, once we picked the date, we were "on the clock," paying the photographer and the food stylist, not to mention taking vacation days from our full-time jobs in many cases.

The cover shot kicked off everything. It was a beautiful day on the beach, but the winds were brutal. We literally had to tie the table

cloth to the table legs in order to hold the display in place. However, with a little bit of creativity, we pulled it off, and one of those shots became our beautiful cover image.

Fast forward several months, and we attempted a second cover shot in January. Only this time, it was a cold and blustery day. After raking all the seaweed off the beach and standing barefoot in freezing water to set up, the day turned out to be flat and overcast – a total bust for the cover photo. Yet amid the discouragement of thinking we'd wasted a full day's work, the most amazing Florida sunset rolled across the sky. It's now captured in our back cover photo, which only goes to show how remarkable and unexpected a day on the Gulf Coast can be.

Weather played a role in several other photo shoots as well. We had to postpone "Pirate's Treasure" and "Boat & Tote" due to rain, only to learn that both homeowners were leaving town. With overwhelming generosity, both made their homes available in their absence. We even tried to use the weather to our advantage by carefully timing the "From the Fields" shot to picture strawberry fields in full bloom, but that ended up coinciding with one of the coldest days on record. While there were few strawberries in sight, you could see ice frozen under the shade!

Meanwhile, the recipe selection team had their own set of issues, from conflicting testing results to some failed attempts at creating that perfect batch of mini peanut butter tarts. There were a few nights when pizza had to be delivered for backup support, and then of course the question of what to do with four cups of banana guava ketchup? But for the most part, we all fed our family and friends well with our constant cooking. In fact, we joke that one committee member's boyfriend liked her cooking so much that he proposed.

Once all was said and done, we all improved our cooking skills, learned a lot, and created a cookbook that reflects our way of life on Florida's Gulf Coast.



Stacey Waters setting up "Thrill of the Grill"

Capture the Coast "By the Numbers"

The New Cookbook Development Committee had **10** members.

A total of **567** different recipes were submitted; about **18%** will appear in *Capture the Coast*

133 people sent in recipes

Most recipes submitted by a member: **19**

10 League members submitted more than **10** recipes

41 League members submitted **1** recipe

There were **867** testings recorded, and **453** different recipes were cooked and tasted

154 League members tested recipes

Of the recipes submitted:

59 are salads

27 use lemon

33 have shrimp as an ingredient

16 have chicken as an ingredient

1 has veal as an ingredient

34 use cheese

2 contain grits

6 local chefs and **4** local restaurants contributed to the cookbook.

The memories made creating the cookbook and enjoying its recipes for years to come, COUNTLESS.

Florida Key Lime Pie with Gingersnap Crust



1 ½ cups crumbled gingersnap cookies
¾ cup sweetened flaked coconut
¼ cup (1/2 stick) unsalted butter, melted
1 (14 oz.) can sweetened condensed milk
½ cup Key lime juice
1 teaspoon lime zest
4 egg yolks
Whipped cream
Toasted sweetened flaked coconut

- Preheat the oven to 350 degrees.
- Pulse the cookies in a food processor until finely ground. Add ¾ cup coconut and pulse to mix. Add the butter and pulse to mix. Press over the bottom and up the side of a 9-inch pie plate.
- Bake for 8 to 10 minutes or until golden brown.
- Cool on a wire rack. Maintain the oven temperature. *For a nuttier flavor, toast the coconut.*
- Combine the condensed milk, lime juice, lime zest and egg yolks in a bowl and beat well. Pour into the cooked crust.
- Bake for 7 to 10 minutes or until set
- Let stand until cool. Top each slice with a dollop of whipped cream and sprinkle with toasted coconut. The pie also may be made using a graham cracker crust.

Yield: 8 to 10 servings



Capture the Coast Donors

A cookbook is a collaboration of many people. To all those listed here, we thank you sincerely for your part in this endeavor.

To those who generously sponsored photographs, underwriting all of the upfront costs of Capture the Coast:

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The Junior League of Tampa Presidents - Jennifer L. Johnson, Jen Carlstedt, Betsy Graham, and Laura Hobby

The Junior League of Tampa Sustainer Presidents - Patty Ayala, Sally Hardee, Helen Thompson Brown, Nadyne Hines, Julie Lux, Patti Henderson Cowart, Rosann Martin Creed, and Liz Reynolds

Development Chairs of the Culinary Collection - Danielle Andres Welsh, Terrie Dodson, Taylour Smedley Shimkus, and Laurie Ann Burton

To those who so graciously gave us access to their beautiful homes and locations for the photographs in Capture the Coast

Carlouel Yacht Club
Margo and Gary Harrod
Ybor City Museum State Park
Carolyn and Keith Bricklemeyer
Ann and James Turner III
City of Tarpon Springs
Cherry and Ron Clark, Jordan Farms

To the businesses that allowed us access to props for the photographs in Capture the Coast

Alvin Magnon Jewelers
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Occasions

To our designers and photographer for the photographs in Capture the Coast

Photographer – Robert Adamo

Food Stylist – Kristie Salzer

Florist – Botanica International Design Studio, Ian Prosser, designer

The Junior League of Tampa Culinary Collection Logo – MarketingDirection.com, Christy Atlas-Vogel





Capturing the Internet

By Kristin Kiser, Cookbook Social Media Coordinator

Since 1961, The Junior League of Tampa has successfully created and sold award-winning cookbooks. The six cookbooks previously released were marketed in the most traditional manner- order drives, newspaper ads, word of mouth, local store promotions, and even with a grainy photo of First Lady Jackie Kennedy. However, times have changed since we released our first cookbook almost 50 years ago.

The fourth and final volume of The Junior League of Tampa's Culinary Collection, *Capture the Coast*, debuts on September 1st. With it the League ushers in new marketing measures that will allow us to capture new audiences in the 21st century.

For the first time ever a JLT cookbook will be promoted with a full suite of social media tools. Blogs, Facebook status updates, online photo albums, videos and tweets will update both League members and the community at large.

In our first-ever JLT cookbook blog, League members will share stories of their *Capture the Coast* culinary journey, cooking through the newest cookbook recipes. Log on to read their adventures, mishaps and what's for dinner.

The League will also be tapping Past-President Jen Carlstedt to show us how to cook some of the more capturing recipes in the book. Video demonstrations will be available in our first ever YouTube Channel.

League members are spending more and more time online- especially checking in with their friends and family on Facebook. "Like" our page and you will now be able to receive the latest cookbook updates from your Facebook homepage. Check out pictures, try new recipes before the debut and hear what other League members are saying about *Capture the Coast*.

Interact with the Cookbook Committee at a moment's notice via Twitter. In 140 characters or less we will be bringing our cookbooks to the social media sensation. Polls, giveaways and hashtags will be coming at you this fall!

Social media is new territory for The Junior League of Tampa- the perfect way to interact with our new cookbook, *Capture the Coast*. Keep an eye out for information on how you can follow us online.



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<http://jltcookbooks.wordpress.com>



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Reminder- Active members are required to purchase a minimum 4 copies of *Capture the Coast*. We WILL count copies of CTC purchased as part of the Complete Collection set. You may elect to purchase 4 sets to fulfill your requirement.



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Payment Options

You may donate ONLINE @ www.jltampa.org –OR– Please select a payment option below, then sign and return this form to:
Betsy Graham, 2010-2011 President, The Junior League of Tampa, 87 Columbia Dr., Tampa, FL 33606. Fax: 813-254-9593
NOTE: To receive Holiday Gift Market benefits (as listed), all payments must be made by November 1, 2010, except Contributors' Plan.

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The League...Out and About

Provisional Liaisons, Placement and Transfer Mentors Social



Provisional Liaisons Kiki Kelaita, Christy Guemple and Christine Campo



Placement Mentors enjoying the social

New Sustainer Luncheon



Wendi Lee, Michelle Schofner, and Dana Andersen



Rosann Creed with new Sustainers LaShune Jordan and Elaine Sweeney

Capture the Coast



Capture the Coast arrives at JLT Headquarters



Cookbook Co-Chairs Jaime Brewer and Lisl Unterholzner and New Cookbook Development Chair Laurie Ann Burton take their first look at Capture the Coast



Looking Back 50 Years Ago

The Junior League of Tampa has a special and significant history. As we look back at the times and women who shaped The Junior League of Tampa we are reminded of how much has changed, and how much has stayed the same.



Members perform "Box of Smiles" for the Children's Theatre benefit.



JLT presents a portrait of Clifford MacDonald, Chair, MacDonald Training Center.



Members tell the League of their year's investigation of the book & publishing business. The poster is a hypothetical cookbook!



The Puppet Committee performs with Nestor (the talking horse) for thousands of grammar school children.



17 Provisionals were introduced at the Provisional Ball at the Tampa Yacht Club.

The JLT in 1960 - 1961

- There were **471** total members
- Active members paid **\$25 in dues**
- The Headquarters Committee had plans drawn up for a **new building** - what is today The JLT headquarters
- \$3,885 was spent directly on projects and \$2,307 was **donated directly to community** organizations

Around the Nation in 1960

- **John F. Kennedy** announced his candidacy for the Democratic presidential nomination
- A gallon of gas was **25 cents**
- **Ray Charles** won two Grammys for "Georgia on My Mind"

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Medi-Weightloss Clinics® is a physician-supervised, three-phase weight loss program **that works**. Our program will help provide the framework to:

- ✓ **Reduce** your hunger even while trimming off pounds
- ✓ **Boost** your energy, eliminate cravings, and burn fat faster
- ✓ **Shed** unwanted pounds and keep them off*
- ✓ **Achieve** your long-term weight loss goals
- ✓ **Enhance** your overall wellness for a lifetime

\$50 OFF
YOUR INITIAL CONSULTATION

MENTION THIS COUPON. NOT TO BE COMBINED WITH ANY OTHER OFFER.
VALID AT THESE LOCATIONS ONLY.

Call to make your appointment today!

Medi-Weightloss Clinics®

4039 W. Kennedy Blvd.

TAMPA

(813) 281-0500

Tampa (813) 281-0500

Brandon (813) 654-1110

Lutz (813) 909-1700



Tracy
Actual Lutz Patient
44 lbs. Lost†

MEDI
WEIGHTLOSS CLINICS
The one that works!®

1.877.MED.LOSS

www.mediweightlossclinics.com

† On average Medi-Weightloss Clinics® patients lose 7 pounds the first week and 2 to 3 pounds each week thereafter for the first month. Rapid weight loss may be associated with certain medical conditions and should only be considered by those who are medically appropriate. THE PATIENT AND ANY OTHER PERSON RESPONSIBLE FOR PAYMENT HAS A RIGHT TO REFUSE TO PAY, CANCEL PAYMENT, OR BE REIMBURSED FOR PAYMENT FOR ANY OTHER SERVICE, EXAMINATION, OR TREATMENT THAT IS PERFORMED AS A RESULT OF AND WITHIN 72 HOURS OF RESPONDING TO THE ADVERTISEMENT FOR THE FREE, DISCOUNTED FEE, OR REDUCED FEE SERVICE, EXAMINATION OR TREATMENT. ©2010 Medi-Weightloss Franchising, USA, LLC All Rights Reserved.