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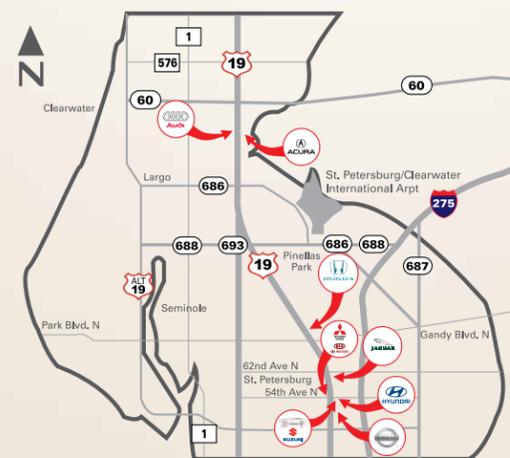
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Sustainer of the Year Sarah Jane Rubio with her friends and neighbors.



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Speakers at the January Leadership Event share their wisdom.



Heather Vermette at the Connected by 25 Sibling Event.

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### 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



### Developing the Potential of Women

Event planner, professional fundraiser, magazine editor. These are three titles which I find, surprisingly, belong to me! I am certain that many other Junior League of Tampa (JLT) members could make similar lists. Lists which we are able to share proudly thanks to our involvement with the JLT. One of the cornerstones of the League's Mission is to, "develop the potential of women". I have found that as I worked my way through the challenges and opportunities of each new endeavor I have been able to take advantage of the guidance of great mentors. This is exactly the advice that one of our highlighted members and former League Presidents, Robin DeLaVergne addresses in this issue. I thank the women of The Junior League of Tampa for giving me the room and the purpose to develop my potential.

As we celebrate the 85<sup>th</sup> Anniversary of The Junior League of Tampa, our focus turns to several of our members whose many community contributions have helped them develop both personally and professionally. On page 24, Contributing Writer Cynthia Valdez and her team of writers take us on a *Walk Through the Decades*. You will notice a common thread weaves its way throughout the years; and the message remains the same. Use the opportunities that the League presents to develop the potential within you.

One way in which the JLT encourages the potential of League leaders is through our annual Leadership Training Seminar. In her article, *Leadership and the League: A Tradition of Leading Strong*, Jacqueline Taylor gives us a re-cap of this year's event as well as its history. *What Women Want (to know)* introduces you to more inspiring women in our community. Contributing writer Leigh Fletcher interviewed University of Tampa Professor Rebecca White, along with three Tampa-based female entrepreneurs, to get their advice on what it takes to turn a concept into a successful business.

While individually we strive to become stronger members of a strong League, it is comforting to know that The Association of Junior Leagues International (AJLI) has committed to a plan which will ensure the success of the Junior League movement as a whole. Read about how our local League has contributed to this effort in *A Strategic Roadmap for the Future*.

On behalf of *The Sandspur* committee, we are honored to present this 85<sup>th</sup> Anniversary edition of our magazine. It is our hope that you will be inspired and encouraged by the history of our League and the strength of its members to embrace your position and develop your own potential as you enjoy a long League career.

Sarah Kodadek  
Editor  
2010-2011

## The Junior League of Tampa THE SANDSPUR 2010-2011

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# President's Perspective

## Developing the Potential of Women through the Generations



In April, 1922, 22 women came together to form the Junior Service League of Tampa. Their first mission statement was, "The object of the Junior Service League is to foster interest among our members in the social, economic, educational and civic conditions of our own community, and to make efficient our volunteer service." While the words of our Mission have changed over the years, a key component has not; namely, the focus on our members and how their potential can be developed as volunteers and women.

I recently had the pleasure of attending lunch at Canterbury Tower with six ladies who joined The Junior League of Tampa during the 1940's and 50's. Many of their mothers numbered among the 22 founding members of the League. It was fascinating to hear their stories, not just of their own time as Provisional and Active members, but also their memories of their mothers' service, which instilled in them a spirit of voluntarism. Our current Sustainer of the Year, Sarah Jane Rubio, recalled playing outside the Pine Health Preventorium, a home for children with tuberculosis and the League's primary project until 1938, while her mother volunteered. This second generation, most of whom did not work outside the home during their Active years, made friendships and obtained skills through their League service that they would carry with them as they volunteered with other organizations and entered the workforce in later years.

On a personal note, the League has played an important role in developing the potential of three generations of women in my family. My grandmother joined the Junior League of Oklahoma City in 1948 and remains a Sustainer Emeritus member today. My mother followed suit, completing her Provisional year with the Junior League of Seattle in 1966. She remembers working at their thrift shop three days a week for a month to complete her placement requirements, all while pregnant with me! My family's moves took her to three additional Leagues as an Active member, ending up in Greenwich, Connecticut where she served as President in the late 80's. Three moves and three more Leagues later, my mother is now a Sustainer in the Junior League of Colorado Springs.



Betsy Graham, her grandmother - Mary Nichols, mother - Betty Street, and daughter - Charlotte Graham; three generations of Junior League members (and a future member).

A key advantage that the League afforded my mother was the ability to transfer or remain a non-resident member of another League as we moved around the country. This continues as a benefit of being part of an international association. Today, The Association of Junior Leagues International Inc. (AJLI) has 292 member Leagues throughout the United States, Canada, Mexico and Great Britain with a collective membership of more than 160,000 women.

Looking to the future, I hope that my now eight-year old daughter will one day decide to join a Junior League, wherever she might live. As I think about our members' daughters and granddaughters, as well as other young girls whose families have no connection to the League, it is important to me that the Junior League movement remains strong so that future generations of women have the opportunity to develop their potential through voluntarism. It is with this in mind that AJLI embarked on a strategic planning process several years ago. Recommendations focus on the need to "develop the potential of women with a focus on community and civic leadership." Independently and collaboratively, Leagues are evaluating their governance structures, membership models, and community focus to see how they best can achieve this goal.

Here in Tampa, we have a number of initiatives underway to ensure that our League remains strong and relevant for the next 85 years and beyond. In the last two years, we have restructured the Executive Committee by adding two new positions, revamped our Placement Committee with the introduction of Placement Mentors and the TLC (The League Cares) program, and introduced new Sustainer project and training activities. Reflecting our efforts to enhance the menu of training opportunities, next year's Active membership requirements will include one focused on training. Moreover, we have begun a process to review our focus areas and community investment strategy to ensure we are achieving a high level of community impact through the volunteer hours and dollars we contribute. On the financial side, we continue to work to build the Endowment Fund with a goal of sustaining our service in the future.

It is an honor to serve as President during The Junior League of Tampa's 85<sup>th</sup> Anniversary year, and I look forward to our celebrations in April. In the meantime, I hope you enjoy this 85<sup>th</sup> Anniversary edition of *The Sandspur* and come away with a greater appreciation of our League's history and role in developing the potential of women through the generations.

Best,

Betsy Graham  
President, 2010-2011

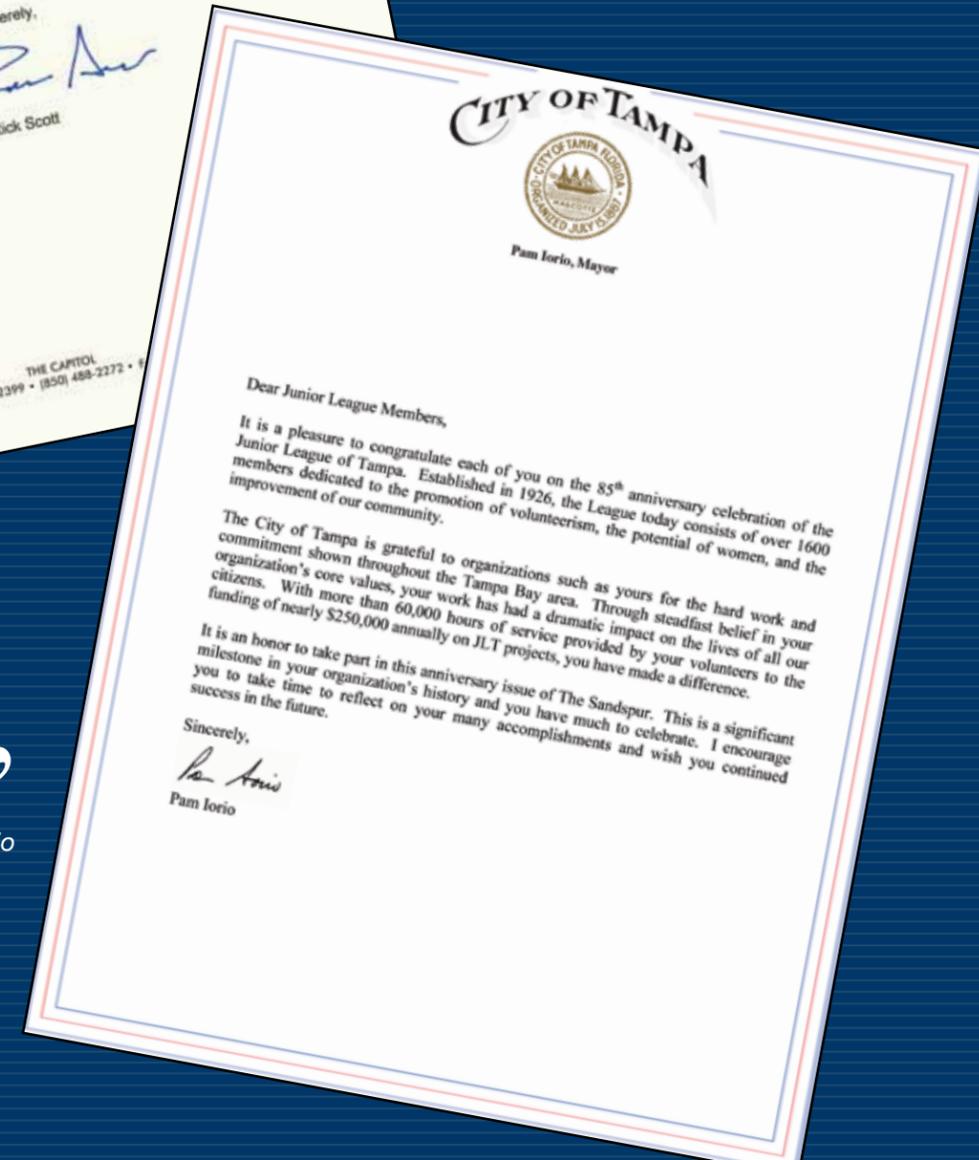
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# 85 years of service



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- Governor Rick Scott



“Take time to reflect on your many accomplishments.”

- Mayor Pam Iorio

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*This edition of The Sandspur includes a cumulative listing of gifts received from June 1, 2010 - January 7, 2011, the submission deadline for this issue. Gifts received after this date will be listed in the next edition of the The Sandspur. If you have any corrections or additions for future lists, please contact Andrea Layne at andrea.layne@gmail.com.*

# The Junior League of Tampa Endowment Fund

## Leaving a Legacy...Sustaining our Service

### Support The Fund in honor of our 85<sup>th</sup> Anniversary!

What better way to ensure the long-term security and stability of the League for our membership and community than by donating in honor of our 85<sup>th</sup> Anniversary? Simply put, your gift is your ability to Leave a Legacy that will allow the League to Sustain our Service.

### What is The Junior League of Tampa Endowment Fund and why do we need it?

The Junior League of Tampa Endowment Fund (The Fund) is a permanent endowment fund that was established to ensure that our League is able to maintain fiscal stability and fervently pursue our Mission without being radically affected by changes in the economic climate or decreases in lifelong membership.



The 1926 Society enables you to leave your legacy in our community by supporting the future of our League and its members.

### What is The 1926 Society?

The Junior League of Tampa considers it an honor to be designated as a beneficiary of a will, estate plan or foundation. We highly regard this type of planned giving and recognize donors through membership in The Junior League of Tampa 1926 Society.

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For more information, please visit the donor page  
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## Commemorative Gifts

A gift to the League's Commemorative Fund is a special way to honor a friend or family member's significant milestone or to remember a loved one. All commemorative contributions benefit the League's Endowment Fund.

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\*Those marked with an asterisk received earlier donations listed in the Winter 2010 edition of *The Sandspur*.

This edition of *The Sandspur* includes a listing of commemorative gifts received from September 30, 2010 - January 7, 2011. To make a contribution, visit the Support Us section of the JLT website at [www.jltampa.org](http://www.jltampa.org).

# Vice President's Column: Developing the Potential of Women

By Kathleen Thaxton  
Membership Vice President



The Junior League of Tampa is “an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through effective action and leadership of trained volunteers.” While it is easy to find quantifiable examples of “promoting voluntarism” and “improving communities” throughout JLT’s history, “developing the potential of women” is a less tangible but no less important part of our Mission. As Membership Vice President this year, it has been my pleasure to work with our active members to ensure their placements are meeting their needs, however they may be seeking to develop their potential.

Potential is defined as a latent excellence or ability. How does the JLT develop that elusive potential? To remain true to its Mission, the League must bring forth something inside of a woman of which she may not even be aware. That can be a tall order. When the League began 85 years ago, the focus of these women was not necessarily to develop their own potential. They wanted to help with the challenges Tampa was facing, beginning with the eradication of tuberculosis and later assisting with the war effort. These women looked around their community and felt a need to help their neighbors. As members were trained both through formal classes and hands-on experiences in carrying out community projects, an unexpected bonus arose. Women were being given a rare opportunity not only to make an impact, but to take on leadership roles in their community.



Kids Connect Committee with all the Star Wars characters

In the decades that followed, the JLT succeeded in continuing to have an impact on the Tampa community while also responding to the changing needs of its members. Joan Ruffier, a former Orlando League President, states, “Voluntary organizations, if

they are to survive, have no choice but to respond to the modern woman’s search for self-fulfillment, meaningful work, personal identity, education, training, and even a career ladder.” [The Junior League: 100 Years of Service by Nancy Beth Johnson]. As women’s roles were redefined, the League responded. When members began to work outside the home, management training was offered, and projects were designed to have weekend/evening placements. When members wanted to stay Active after the age of 40, age requirements were adjusted. Members also found that they were able to draw on the skills developed and lessons learned in the League to become more successful in their personal and professional lives - long after their active JLT years were behind them.



League members at Salvation Army event

Through the years, members have been heard to comment about skills and interests they never knew they had until they discovered them during their time as League members. AH, POTENTIAL! Puppeteering, singing, grant writing, public speaking, cooking, sales and marketing, running a meeting, computer skills, budgeting, event planning, fundraising- the list goes on and on. Members also marvel at how much better other organizations and community efforts run when League members are involved.

What was true 85 years ago is still true today. The League remains an organization that offers women a unique way to make a difference in the community, gain personal satisfaction from volunteering, nurture valued friendships, and yes, even develop their potential.

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## Women and Entrepreneurship

By Leigh Fletcher

Have you ever had a great idea that you did not act on, and a few months or years later you see someone else making money by implementing your idea? As frustrating as that may be, congratulate yourself on having conceptualized something original. It puts you in a select group of women who have the potential to be entrepreneurs.

An entrepreneur is defined in The Merriam-Webster Dictionary as, “one who organizes, manages, and assumes the risks of a business or enterprise”. What motivates entrepreneurs to turn an idea into a business? The Kauffman Foundation surveyed 549 company founders in 2009 and found that entrepreneurs tend to be middle-aged and well-educated, come from middle-class or upper-lower class backgrounds, are married with children and more often than not had an early interest in owning their own businesses. However, most entrepreneurs surveyed indicated that the inability to find employment did not impact their desire to start a business or when they started the business.

Professor Rebecca White, the Distinguished Walter Chair in Entrepreneurship at the John H. Sykes College of Business at the University of Tampa, concurs with many of these findings, but notes that in today’s economic climate there are more entrepreneurs by necessity, i.e. people who have started businesses after losing a job. Professor White indicates that

while most entrepreneurs start with an idea, entrepreneurs who take the time to analyze their short-term and long-term financial goals for the business and identify what they want to achieve by owning their own businesses are more likely to find success. Successful entrepreneurs also review and augment their skill sets, experience and education to make sure they are competitive in their chosen market(s), create a strong personal financial statement, and work to develop a broad network within their field(s). Professor White suggests that women tend to have smaller closer networks of friends rather than larger networks of professional acquaintances. In business this may be a disadvantage, and she encourages women entrepreneurs to expand their networks.



LaFern Batie of the Batie Group

Professor White leads the Entrepreneurship program at the University of Tampa. The program trains undergraduate and graduate students in the fundamentals of new business creation. She suggests that these traditional classes are not the only resources universities offer to new entrepreneurs. Many universities offer seminars and professional development training in entrepreneurship. White notes that while studying entrepreneurship is not required prior to opening a business venture, it can make the process easier.

Between 1997-2007, the number of women-owned businesses grew twice as fast as men-owned firms, and added 500,000 jobs to the economy.

LaFern Batie, a Tampa entrepreneur who six years ago started The Batie Group, a business training company, agrees. Batie started her own business because she saw the need for leadership development training for employees of large organizations and business development training for new and small businesses. Today her work with small businesses focuses on providing group workshops to teach small business skills. Batie says, “Successful entrepreneurs understand clearly their value to clients, and know how to articulate that value when

meeting with customers.” Batie credits her success to having successfully identified who needs the training she provides and accurately gauging how much people are willing to pay for it.

Batie’s six-year success story mirrors statistics about women entrepreneurs. While historically most businesses in the United States were founded by men, the number of women entrepreneurs, and their impact on the economy, is growing. In October, 2010, the White House Council on Women and Girls commissioned a report entitled *Women-Owned Businesses in the 21st Century*. The report documents that women-owned businesses contribute significantly to the U.S. economy, and almost 30% of non-farm privately held firms are owned by women. Between 1997 and 2007, the number of women-owned businesses grew twice as fast as men-owned firms, and added 500,000 jobs to the economy.

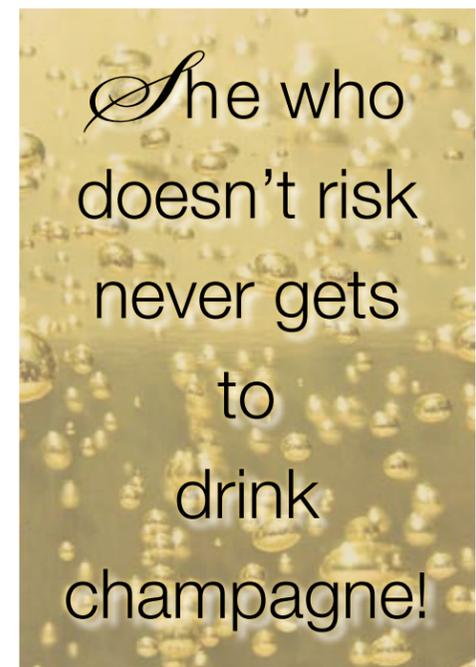
That number does not include businesses that are owned jointly by women and men, which is the way many family businesses are run. Sustainer Christina Boe and her husband started their business, Ultra Screen Printing, four years ago after being dissatisfied with the quality of products available in the marketplace. Today they have three part-time employees, including Sustainer Laurel Thompson, who assists with sales, and provide a variety of printing services and customized promotional products. Christina recommends that entrepreneurs, particularly those without business partners, need to develop a cadre of people to serve as a sounding board for business ideas and as a support system for the new venture. She credits her support system with much of Ultra Screen Printing’s success because most of their customers have been referrals from their contacts in the community.

Julie Heidelberg, owner of Heidelberg PR, agrees that a professional support system is important. In 2001, Heidelberg started doing some freelance PR work that blossomed into a business. Today

she works for a mix of clients including Walmart, Baycare Health Systems and USF. Julie’s business model includes staying small and contracting with other businesses when projects require additional services. In addition to developing a good network, Julie recommends taking advantage of free services available to entrepreneurs including the USF Small Business Development Center ([www.sbdctampabay.com](http://www.sbdctampabay.com)) and the local branch of SCORE, an organization of retired business executive volunteers who mentor entrepreneurs. SCORE’s website is [www.SCORE.org](http://www.SCORE.org).

If you are ready to take the plunge into entrepreneurship, Julie’s last piece of advice could be worth more than \$23,000 to you. Heidelberg PR, together with eleven other companies in Tampa Bay, have banded together to offer the Tampa Jumpstart contest. In its second year, the contest winner receives a full suite of business services to get a new business off the ground. For more information go to [www.tampajumpstart.com](http://www.tampajumpstart.com).

To update an old Russian proverb:



If you have a great idea and an entrepreneurial personality, follow the lead of these Tampa Bay women and start your business. Endless opportunity awaits.



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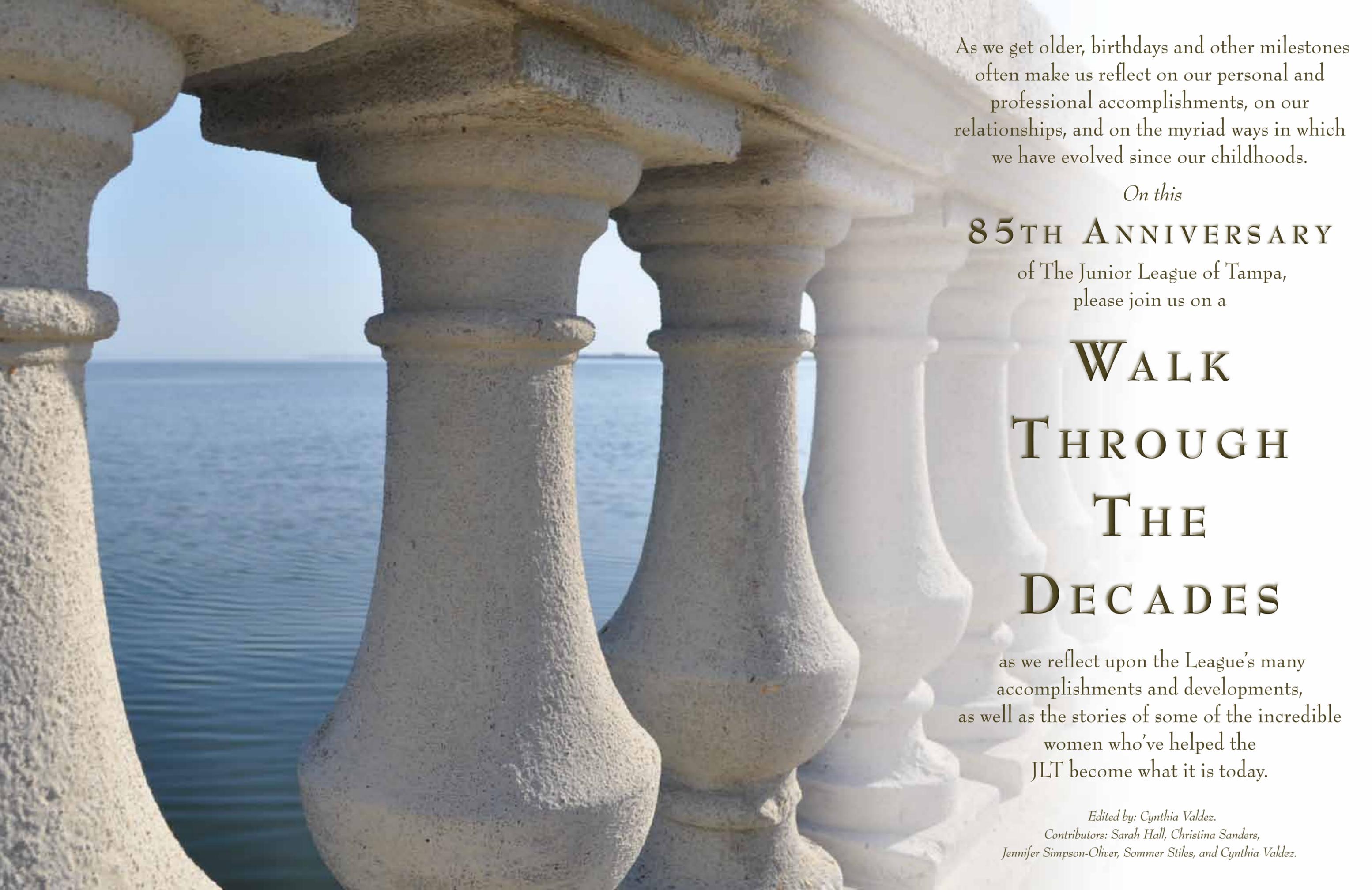
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A photograph of a stone balustrade with a view of the ocean in the background. The balustrade is made of light-colored stone and features a series of decorative balusters. The ocean is visible through the arches of the balustrade, and the sky is a clear, pale blue.

As we get older, birthdays and other milestones often make us reflect on our personal and professional accomplishments, on our relationships, and on the myriad ways in which we have evolved since our childhoods.

*On this*

**85TH ANNIVERSARY**

of The Junior League of Tampa,  
please join us on a

**WALK  
THROUGH  
THE  
DECADES**

as we reflect upon the League's many accomplishments and developments, as well as the stories of some of the incredible women who've helped the JLT become what it is today.

*Edited by: Cynthia Valdez.*

*Contributors: Sarah Hall, Christina Sanders,  
Jennifer Simpson-Oliver, Sommer Stiles, and Cynthia Valdez.*

## ..... 1920's

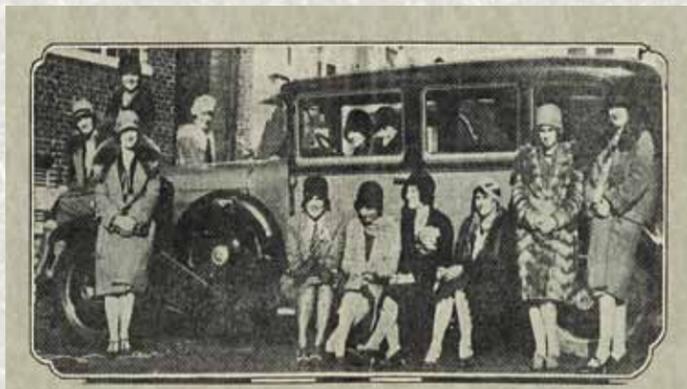
by Cynthia Valdez

The first Junior League chapter was founded in New York City in 1901 by a 19 year-old debutante named Miss Mary Harriman with the plan "to improve child health, nutrition and literacy among immigrants living on the Lower East Side of Manhattan." ("Junior League History." www.ajli.org). Twenty-five years later, in 1926, a group of 22 South Tampa women followed suit, starting the Junior Service League of Tampa in the hopes of someday becoming a Junior League chapter themselves.

After volunteering with a variety of organizations during the League's first year of existence, the gals of the Junior Service League of Tampa, in conjunction with the Hillsborough County Public Health Administration, decided to focus their energies on The Pine Health Preventorium. The Preventorium provided care for undernourished children, especially those exposed to tuberculosis. League members not only spent countless hours caring for and entertaining the children staying at the Preventorium, they also helped to paint the building itself, tended to the gardens, and helped farm the onsite orange grove. According to Lee Touchton, JLT Sustainer and niece of founding member, **Willie Carter Witt Blake**, "This project was no doubt close to my aunt's heart...she lost her father to tuberculosis during her formative years." To the benefit of many Tampa Bay area children, the Preventorium remained the League's major project for more than ten years.

Not surprisingly, raising funds to aid in the care and maintenance of the Preventorium proved no obstacle for determined League members, despite the financial bust the state was experiencing. In addition to League membership dues of \$10 per year, a \$.25 fine was charged to any member arriving tardy to a League meeting. The League held the first charity ball on December 20, 1927 under the direction of the Entertainment Committee chaired by Mrs. Blake. Although the \$10 per couple admission price was steep, the event managed to bring in \$1,600.

Other early fundraisers included a circulating library and tea room. The circulating library, in spite of having to change locations several times, was fairly successful at raising funds as there was a \$2.44 charge for membership which all League members were required to purchase (unless they chose to donate a new novel instead). The Tea Room, where a light lunch could be had for \$.50 a plate (\$.75 to include dessert), was also quite the nomad throughout its lifetime yet proved popular with both League members and locals alike.



Willie Carter Witt Blake with other JLT founding members.

One of the most successful fundraisers of the time was the production and operation of the League's own edition of *The Times*, the local newspaper. The Tampa newspaper allowed League members to share workspace and resources so that the League could produce its own edition of the paper, which members then sold for whatever they could get (one member sold a paper for \$10 – unheard of at the time). The net profit of the League's edition of *The Times* in 1928 was \$2,753.07.

Mrs. Blake made her mark on the Board of Directors in the early years. During her year as Chair of the Children's Play committee, the League's long-standing commitment to a Children's Theater project got underway with productions of *Cinderella* and *Snow Drop and the Seven Dwarfs*. Mrs. Blake also served as the Membership Chair one year. Her yearbook report notes that out of 25 proposed candidates, only five were ultimately offered membership in the Provisional class.

All of the hard work and dedication to service displayed by the women of the Tampa Junior Service League quickly gained the attention of the ladies of the Association of Junior Leagues of America (now known as the Association of Junior Leagues International, Inc.). After a visit by three AJLA "inspectors," the Tampa Junior Service League was granted its membership into the AJLA on March 1, 1928.

The 22 founding members of what would become The Junior League of Tampa paved the way for today's more than 1,600 members, creating a reputation of commitment and dedication that women all over the Bay area would strive to exceed over the next several decades and beyond. As the League is certainly proud of its present members for recognizing and meeting the needs of the community, it is also grateful to these earliest members for bringing the opportunity to serve to the women of the Tampa Bay area.

## ..... 1930's

by Christina Sanders

The 1930's are often remembered as a dreary, trying time for Americans. The effects of The Great Depression were far-reaching, felt by people and organizations everywhere; The Junior League of Tampa was no exception.

Called upon by the County Unemployment Council, JLT members organized the Salvage Shop in 1931 in an effort to create sewing jobs for unemployed women. The women employed by the Salvage Shop earned about \$1.50 a day, while League members were required to donate at least \$2.00 worth of salvage items (old clothes or clothes in disrepair) per month. These items were then repaired or repurposed to sell. During its earliest years, the Salvage Shop's earnings were earmarked for the Pine Health Preventorium; however, it remained an important fundraising tool for the League long after the Preventorium closed in 1938, eventually evolving into the Trinkets and Treasures thrift sale.

The Junior League of Tampa of the 1930's was quite a different organization than it is today. Members of the League worked on every project as there was no such thing as "placements" until the mid 1930's, and members carried out League work almost every day. Membership eligibility requirements, as stated in the by-laws of the time, included: "congeniality, a good standard of conduct and an ability to work." In fact, in 1932-33, the 170 League members worked 17,788 volunteer hours in "welfare, cultural and money-raising projects." And *The Sandspur*, which was named such by Lucile Trice in 1932 after winning a contest, was being produced on a monthly basis.

“Keep learning!  
Learn several subjects  
really well so that if one  
wishes, they might turn it  
into a professional job.”

- Louise Lykes Ferguson



Louise Lykes Ferguson

One special member who joined the JLT during the 1930's is **Louise Lykes Ferguson**. Mrs. Ferguson will be 99 years old this May and still lives in Tampa. She joined the League to be with friends and learn something new, reasons many members still join today. When she joined the League, it was defined by supporting the Preventorium, which ultimately closed because there were no longer cases in the right age group of childhood tuberculosis, demonstrating how well the community need had been met. It is inspiring to see that, even then, the League's main focus was children.

Mrs. Ferguson participated as an active member of the League for many years, volunteering at least once a week at the Salvage Shop or Circulating Library. The Library was located in the old Maas Brothers building and was run completely by Junior League members. The Library was by far her most memorable placement, and she served as Chair in 1935-36. She says that she liked "learning, knowledge, information and books."

Even now Mrs. Ferguson's League legacy lives on. Her daughter Stella Ferguson Thayer is a Sustainer and served as President of the League in 1978-1979. Her great-nephew's wife, Heather Barrow, currently serves as JLT Treasurer. When asked about how the League has evolved since she became an active member, Mrs. Ferguson replied, "Because the League is much larger, more projects can be undertaken. Members have learned how to make more money. It seems like everyone works harder [now] than we did." She encourages members to, "Keep learning! Learn several subjects really well so that if one wishes, they might turn it into a professional job." May today's League members be encouraged by the words of Mrs. Ferguson and by her will to press on.

## 1940's

“ Give your best efforts to the wonderful purposes of the Junior League ”

- Martha Ferman

by Christina Sanders

At least once a month, each Active and Provisional member of The Junior League of Tampa walks through the doors of the meeting hall located at 87 Columbia Drive on Davis Islands. Very few take a moment to look up before they hurry into a General Membership Meeting. However, if they did they would notice, directly above their heads, letters that read: “Martha Ferman Meeting Hall.”

Martha Ferman, born Martha Elizabeth Sale on July 2, 1914, became an Active member of the League on March 1, 1946. That year, 24 women were celebrated as new Actives at the Junior League Ball, the first ball to be held since the onset of World War II. The ball, with Louise Ferguson’s husband, Chester Ferguson, acting as Master of Ceremonies, also served as a fundraiser, netting \$527.47 for the League’s Welfare Fund. When asked about the ball, Mrs. Ferman, interviewed this past winter at age 96, said, “I remember it, because I bought a new dress.”



Martha Ferman

World War II brought incredible changes to the way the League made use of its myriad resources, as well as to the way the League did business. For the first time in JLT history, members were given a three-month summer vacation from League service, though few took advantage as most members spent their summers helping with the war effort. Sustainers volunteered with the Red Cross and the USO; the Thrift Shop employed two full-time workers in order to free up time for volunteers to aid in the war effort; and, in another first for the League, all fundraising efforts were suspended for seven years to focus member involvement with the war effort. Even while meeting the demands of World War II, the League continued its work to develop a new, major project to replace the Preventorium. Continuing the League’s focus on tuberculosis, the Tuberculosis Sanatorium opened in 1943 after much JLT effort, and it was later absorbed by the Southwest Florida Hospital at Drew Field, another JLT project, in 1946.

There were some notable internal changes during this time at the JLT as well. For example, the League had to get approval from the Rationing Board to purchase gas in order to carry out the Children’s Theater play schedule, which had become an invaluable asset to children dealing with so much sadness and confusion as a result of the war. In addition, the League ceased production of *The Sandspur* in order to lessen unnecessary expenditures. When publication of *The Sandspur* started up again in the late 40’s, the committee recommended that JLT seek advertising as other Leagues did to pay for a higher quality newsheet. In 1949, Mrs. Ferman, serving as *The Sandspur* Editor, did just that, securing five advertisers and producing nine issues under budget.

During Mrs. Ferman’s active JLT years and her term as League President in 1953-54, she recognized the urgent need for League members to have a place that they could call home. Prior to 1963, the League met in hotels and clubs around the Bay Area to hold monthly meetings and complete League projects. In 1959, the membership voted to proceed with building a headquarters building on property given to the League by the City. After Mrs. Ferman spoke with her husband about this, he and his father (of Ferman Car Dealerships) donated funds in Mrs. Ferman’s name to help build the headquarters building still used today.

When asked about her overall experience with the League, Mrs. Ferman replied, “I wanted to give all of my efforts to making the community keep getting better and better.” In keeping with the tradition of hard work and dedication established by the earliest League members, Mrs. Ferman advised new and old members alike: “Give your best efforts to the wonderful purposes of the Junior League.”

by Sarah Hall

The 1950’s were a time of growth in nearly every way: almost every family had a car, a television set, and an Elvis fan or two; thousands of new jobs were created due to the explosion of the auto industry; even the population grew by leaps and bounds. The Junior League of Tampa saw growth of its own as membership grew to nearly five hundred women. Seeing the need for proper meeting space, the League procured land from the city to build an official headquarters building.

Many of the women in the League during the fifties were the daughters of the League’s founding members. They were the second generation of Junior League women who set out to enhance the Tampa community through voluntarism, as well as to carry on the legacy their mothers started in 1926. They all lived in the South Tampa area, and the priorities shared by these and other women of this generation were to establish their lives with their husbands, buy houses, take trips, and start families. Some of these young members included Mrs. Sarah Jane Gallaher Rubio, Mrs. Ann Evans Livingston, Mrs. Lucile Parsons Foster, Mrs. Rebecca Smith, Mrs. Joy Bell, and Mrs. Mary Dupree Smith Conover. Friends as active members in the 1950’s, these women continue their long history together as neighbors at Canterbury Tower today.

Fulfilling the requirements to become a member of The Junior League of Tampa during the fifties involved much more than it does today. Indeed, it was somewhat of a rite of passage and what was expected of these young women in Tampa during that time. The League was not only a reputable and effective volunteer organization, it was an organization founded on the premise of developing the potential of the volunteer herself. One of the more challenging aspects of becoming a member of The Junior League of Tampa was the provisional course. Mrs. Rubio and the other women distinctly remembered how strict the provisional course was during that time. Each prospective member had to complete, in addition to passing their final exam, a three-part process prior to consideration for active membership.

Once all of their course requirements were completed, each woman was reviewed and interviewed by the board of active members. The provisional class was then announced at The Junior League Provisional Ball held in the spring of each year. The provisional balls were fancy, formal galas, each with their own theme. Mrs. Rubio’s provisional ball was the Crystal Ball at the Tampa Terrace while Mrs. Bell recalled her Old South themed ball held at the Egypt Temple Shrine. Other themes



Sarah Jane Rubio, Mary Conover, Ann Livingston, Lucile Foster, Rebecca Smith, and Joy Bell

during the fifties included Show Boat and Junior League Fiesta. They were held in various places around Tampa including the Cuban Club, the MacDill Air Force Base Officers Club, and the Tampa Yacht and Country Club. The main event of every provisional ball was announcing the new members, a list of which was kept secret until the night of ball.

During the fifties, membership meetings were held at Palma Ceia Country Club. Mrs. Rubio and the other women remembered members always looking their best, wearing hats, gloves, and high heels to all meetings. Additionally, since there was not an official headquarters building yet, all League and member records were kept in members’ homes, stored under beds and in closets. As the League continued to grow in membership, the need for an official headquarters building became an obvious necessity. The land for the new building was procured in 1958 and leased from the City of Tampa for \$1.00 per year.

Mrs. Smith and Mrs. Foster fondly recalled their involvement in Children’s Theatre and Puppets, two major projects of the decade. The ladies of the League performed various plays including many popular pieces such as *Cinderella*, *Hansel and Gretel*, and *Raggedy Ann and Raggedy Andy*. These shows came during a time before television, providing entertainment to children in schools throughout the Tampa Bay area. Mrs. Livingston recalls learning Braille through her placement with Lighthouse for the Blind. All remembered working together in the Salvage Shop and enjoying the Follies, two major fundraisers of the time. Through this and many other projects and opportunities offered by the League, these women made great strides to build the League’s reputation as an exceptional volunteer organization, while developing themselves not only as efficient volunteers, but as prominent women in Tampa during the 1950’s.

The legacy of these women carries on in Tampa and the League. Mrs. Smith Conover drew upon skills learned in League service and involved many of her League friends when she founded Smith & Associates. Mrs. Bell’s daughter, Becky Savitz, served as League President in 1985-1986. And Mrs. Rubio was recognized as the 2010 Sustainer of the Year for her dedication to the Tampa community.

# WALK THROUGH THE DECADES

## 1970's

## 1960's

by Sarah Hall

The 1960's were a time of both tumultuous and exciting change for Americans: the Civil Rights movement and the Vietnam War shared daily headlines in newspapers across the country; the hippie movement had women wearing their skirts shorter and men wearing their hair longer; Neil Armstrong's first steps on the moon and the music festival Woodstock proved to be appropriate ends to a decade of change and growth. The Junior League of Tampa was making headlines of its own: *The Gasparilla Cookbook* made its debut, the Thrift Shop was closed and an annual Thrift Sale was established, the League's headquarters building was officially opened, and membership continued to grow.

The League was growing and becoming an organization of young, vibrant women who wanted to make a difference in the community while learning to be confident, poised leaders. One such member who embraced all that The Junior League of Tampa had to offer is *Mrs. Betty Hall Wood*.

Mrs. Wood became a member of the League in 1957. She has many fond memories from her time as a provisional member. A strict provisional course had all of the young women keeping notebooks throughout the course, upon which they would later be graded. Upon completion of the course, prospective members were voted on by the Admissions Board and given a letter of invitation to become a member of the League. The new members were then announced at the Provisional Ball. Mrs. Wood remembers the excitement and honor she felt upon receiving her letter of invitation to become a member of a volunteer organization that would foster a career of service and dedication to the Tampa community.



Betty Hall Wood

During her time as an active member in the League, Mrs. Wood served on numerous committees and boards including the Board of Directors as Chairman of Placement, Gala, Provisional Ball, Transfer, Youth Concert, Children's Theatre, and Hospitality Committees. Through her many years, Mrs. Wood was involved in almost all areas of the League and, with that, she was able to gain the knowledge and skills needed to be an effective volunteer in the League and other organizations in the Tampa area.

Internal events of the 1960's helped to shape the League into the strong, reputable volunteer organization it is today. There was a switch in the League's focus areas from welfare to the arts, and fundraising became a priority. Some of the new arts projects included The Tampa Museum, The Tampa Bay Art Institute, and the Festival of the Arts. Although the League's Thrift Shop was a primary fundraising source, the League found that it needed more fundraising opportunities and, in 1960, the Ways and Means committee recommended that the League develop a cookbook. *The Gasparilla Cookbook* was released to the public on November 7, 1961.

Mrs. Wood, who served on the very first Cookbook Committee, reminisced about the hard work involved in promoting *The Gasparilla Cookbook* around the Tampa community. After receiving national publicity in *This Week* magazine, more than eight thousand cookbooks were sold, which resulted in *The Gasparilla Cookbook* being selected as a sale item at the Tampa/St. Petersburg exhibit at the 1964 New York's World Fair. Finally, in 1965-66, *The Gasparilla Cookbook* was publicized in *American Home Magazine* and the *New Yorker*. Through this publicity and national spotlight, *The Gasparilla Cookbook* became the biggest fundraiser in Junior League of Tampa history.

The League saw the end of an era with the closing of The Thrift Shop in 1963. But in its place, a far more successful venture was established: an annual Thrift Sale. In its first year, the Thrift Sale netted the League over \$7,000, a staggering success which nearly doubled the following year, an incredible accomplishment for a day and a half's work!

Another major event of the 1960's was the establishment of the League's official headquarters, moving meetings from Palma Ceia Country Club and Tampa Yacht and Country Club to a permanent residence. Construction on the new building began in March of 1963, and the League moved into the new headquarters building located on Davis Islands in October, with the formal dedication being held on March 8, 1964.

Overall, the 1960's were a time of progress and change within The Junior League of Tampa, and Mrs. Betty Hall Wood greatly contributed to that progress and change. Throughout her time as an active member in the League, Mrs. Wood learned many things and established life-long friendships. Her commitment continued into her sustainer years and, as a result, she was named Sustainer of the Year in 1999. By the end of the sixties, the League was flourishing into an iconic volunteer organization where young women in the Tampa community could establish friendships and learn skills that would carry them throughout their time in the League, as well as other endeavors throughout their lives.

by Jennifer Simpson-Oliver

The 1970's were a testing time of sorts for the country, with Watergate, two energy crises, the end of the Vietnam War and tragedies from Kent State to Jonestown to Three Mile Island. The seventies were also a turning point for women around the country and the world. The decade saw the rise of a significant number of women in power as heads of state, many being the first women to hold such positions. Women were finding their voices in leadership positions, in voluntarism, and in the workplace. More and more women entered the workforce and were searching for the knowledge and training to be a leader in their careers and communities.

Joanne Frazier was no exception. Encouraged by her mother-in-law, Past President Ola Heath, Joanne joined The Junior League of Tampa just after getting married in 1963. At that time, a provisional class numbered only around twelve to fourteen women, twenty at the most. She retired from teaching after she became pregnant with her first child. By the 1970's, Joanne was serving on the Board and Executive Committee, ultimately serving as the 1975-1976 JLT President.

"In the seventies, the League helped women to grow professionally," Joanne said. She is most proud of the League for getting women involved in the community. During her tenure, the League put on a management seminar for women entitled "Community Leadership Training". It was a popular event and had great support from the Greater Tampa Chamber of Commerce, the Methodist Church and many local agencies. The goal of the seminar was to train women to be leaders in voluntarism and to teach women how to better use their time.

*"The best way to get the most out of the League is to get involved. The League can be a building block of skills to learn for the rest of our lives."*

- Joanne Frazier



Joanne Frazier

League projects in the areas of drug abuse, environmentalism, child abuse, and preservation reflected the times. Fundraising efforts included continued sales of *The Gasparilla Cookbook* and the Thrift Sale. The Professional Committee developed a new cookbook, *A Taste of Tampa*, which debuted in 1978. Personally, Joanne was busy as the editor for *The Sandspur*, which was her absolute favorite placement. She and her committee did not have all of the tools we have with today's technology, but instead they would create one page at a time and had each one spread out on the floor of her house! Once the full issue was compiled, she would take it to a local printer to have copies made.

Over the years, Joanne has seen the League evolve in creating different opportunities for working women. In the early seventies, General Membership Meetings were still held in the morning; however, a small group of professional women started to meet at night, paving the way for evening membership meetings as the decade progressed. The League brought about a respect not only for full-time mothers, but also for women that were working outside the home and had careers.

A mother of three (including a daughter who is a JLT Sustainer) and grandmother of seven, Joanne, like so many other League members, continued the League's legacy of service to the community after her time in the League by staying active in many different organizations. She has devoted her time to the Easter Seals, the Garden Club, the Tampa Museum of Art, the Henry B. Plant Museum, and the Citizens Advisory Committee, to name a few.

Her accomplishment in the League of which she is most proud, however, is her role of President. She had the opportunity to meet so many people in the community, represent the League and broaden her horizons. She had the opportunity to be on the Board of Directors, participate in committee meetings and to work with others. Joanne's best advice to new members is, "The best way to get the most out of the League is to get involved. The League has so many different placements and leadership opportunities for women with every background, talent, and the amount of time each woman has to give. The League can be a building block of skills to learn for the rest of our lives."

# CELEBRATING 85 YEARS OF SERVICE

# WALK THROUGH THE DECADES ..... 1990's

## ..... 1980's

by Sommer Stiles

The 1980's elicit an array of colorful memories, some we want to relive (the first time we were introduced to George Clooney on *The Facts of Life*) and others we may want to suppress (neon pink leg warmers). Depending on your stage of life, you likely have your own set of eighties experiences lodged in your memory. For Robin DeLaVergne, the eighties marked her active years in The Junior League of Tampa and a pivotal turning point in her career.

In the mid-1970's when Robin became a member of the League, new member proposals were kept confidential within the leadership of the League until the decision had been made to make a formal invitation. Each candidate was proposed by one and sponsored by two Active or Sustaining members in good standing and then voted upon by the members of the Admissions Committee. The invitation to Provisional membership was made in the Spring, followed by an official acceptance from the candidate to the League President. Robin recalled joining her Provisional class of approximately thirty women at the Tampa Yacht Club where the League held the official "Provisional Presentation", an event likened to that of a debutante ball, though less formal.



Robin DeLaVergne

*“ Be proud of what you have accomplished in the League and put it on your resume ”*

- Robin DeLaVergne

While many requirements of the Provisional Course were similar to that of today's class, there were a few notable differences. For example, when a Provisional missed a meeting she had to mail, not e-mail, a written letter within two weeks of her absence to the Recording Secretary. Letters of absence were not the only things handwritten. In fact, most of the League administrative documents were handwritten or typed on a typewriter. Sign-ups for volunteer opportunities occurred at headquarters rather than via the League website. And each issue of *The Sandspur* was created using a method in which typed articles were cut and pasted onto news pages sent to a printer for publishing. Later, as an active member, Robin was one of the first members to use a computer for League documents.

Health was an issue of personal interest to Robin as she began her career as a health practitioner having studied Audiology at USF. In 1989, Robin served as President of The Junior League of Tampa. During her presidency, the League developed a new project called MORE Health designed to promote health, safety and injury prevention education for school-aged children. Now its own 501(c)(3) nonprofit organization, MORE Health has benefited over 1.9 million children through collaborative efforts with Tampa General Hospital, All Children's Hospital, and other community partners. Robin remains involved with MORE Health as Senior Vice President of Tampa General Hospital and Executive Director of Tampa General Hospital Foundation.

After spending most of her years as an active member in the League as a stay-at-home mom, Robin found upon a return to her career that the technologies she had studied associated with her field had become outdated. However, she also discovered that she had new skills such as leadership, marketing, and fundraising which she developed through her involvement in the League. The nonprofit training the League provided led to her current roles at Tampa General Hospital and Tampa General Hospital Foundation.

When asked what advice she would offer a new member, Robin related, "Take advantage of the opportunity to try new things in a safe environment where you have the guidance of great mentors...Be proud of what you have accomplished in the League and put it on your resume;" advice well given from a woman who turned her League experiences into a new career path.

by Jennifer Simpson-Oliver

The 1990's were shaped by the first Iraq War, the emerging use of the Internet and email, and on television, *Beverly Hills 90210*, *Seinfeld* and *Friends* reigned (who didn't have a "Rachel" haircut?). For Barbara Ryals, who joined the League in 1983, the moment that defined the nineties for her came in 1999 when she became President of The Junior League of Tampa.

For Barbara and her contemporaries, membership in the League was seen as a lifetime commitment. It was not unusual for a woman to be in the League for ten to fifteen years before becoming President. Barbara used her time in the League to become involved, meet new people and learn new skills in servicing the community. To Barbara, "Nothing can substitute for serving the League in various ways."

From her time in the League, Barbara learned that face to face contact is best when dealing with people, especially when asking for money. As President, one of Barbara's responsibilities was fundraising for the League. She remembers calling the president of a local company to request that he be a financial donor to the League. He asked that the two of them meet at his office. When she arrived, he met her in the parking lot with the check, saying that he had planned to give the donation all along, but wanted to make sure she would personally come out to his business to pick it up. She never forgot that lesson.

The nineties brought an emergence of men trying to join the League. Occasionally, a man would call to inquire about joining, though it was usually a reporter. Although we never had any significant issues in Tampa, Barbara remembers this being a challenge for Junior Leagues across the country, and there was talk of loosening the requirements to join. It was also a time of decline in membership numbers for many League chapters, and many resorted to advertising to get new members. But Tampa never had that problem - our membership stayed strong.

An accomplishment of the League during the 1990's that Barbara is particularly proud of is the "Shots for Tots" program. The JLT partnered with the Hillsborough County Health Department to ensure that low-income families would have the opportunity to get vaccinations for their children. Initially, it was difficult to get backers to help with the project, so the League leadership decided to do it on their own. With the League's help, the Health Department had the greatest increase in immunizations in the state and won an award for the effort.



Barbara Ryals

*Tampa Treasures*, the third cookbook produced and released by The Junior League of Tampa, was another major project in the nineties. As Cookbook Committee Chair, Barbara met with her committee members every Wednesday for hours. "It was a lot of fun and an amazing journey, and the women were really tough on each other!" said Barbara. She is proud that the cookbook is still selling and providing valuable funds to the League today.

Like so many JLT members' children, Barbara's daughters spent countless hours in the League headquarters building. Her youngest daughter would scream as soon as she saw the wood paneling on the walls in the Boardroom because she knew that meant they were in for a long day. To this day she cannot stand the sight of wood paneling!

Despite that, Barbara has no doubt created a League legacy for her daughters that includes learning valuable life and business lessons while providing much needed services to the community.

*“ Nothing can substitute for serving the League in various ways. ”*

- Barbara Ryals

# CELEBRATING 85 YEARS OF SERVICE

## ..... 2000's

by Sommer Stiles

The year 2000 marked the beginning of not only a new decade, but the dawn of a new millennium. Having reached the end of the first decade of the new millennium, it may be difficult for some to view the 2000's in the past tense, though it goes undisputed that it was a decade of great change.

Outside the League, the world was altered by such defining moments as September 11<sup>th</sup>, another War in Iraq, Hurricane Katrina, the election of the United States' first African-American President, and an economic recession. Closer to home, the League continued to seek out new projects in the community, eventually defining its focus as foster care, education and literacy, and basic needs. To fund these projects, the League introduced The Junior League of Tampa Culinary Collection in 2002 and made a shift in its major fundraiser two years later. Members continued to seek change in the local community through voluntarism and, in the process, experienced defining moments of their own.

*“ I learned what my management skills are which gave me the confidence to start my own business. ”*

- Christina Boe

Christina Boe had recently moved to Tampa when she joined the League after being proposed by a close friend. Much like today, the provisional year of training included the Provisional Education Course as well as General Membership meeting and Board meeting attendance requirements, successful completion of the Yearbook test, project visits, and completion of volunteer hours. Volunteer hours were to be completed through a combination of in-house, community, and Warehouse shifts. At the time Christina was unaware of how important the warehouse shifts would be to her career in the League, and how the end of one path would be just the beginning of another.



Christina Boe



Clara Reynolds

According to Clara Reynolds, the Warehouse, a place where you earned your stripes and garnered your way into choice placements, was all too familiar among Provisionals. Clara and Christina met as Provisionals during the 1999-2000 League year and worked alongside each other at the Warehouse, where merchandise for the annual Trinkets & Treasures Thrift Sale was collected, sorted and stored. For both Christina and Clara, Trinkets & Treasures played a significant role in their League experience as they served together on the Trinkets & Treasures Committee for their first three active years.

Clara, a full-time social worker, found her involvement with Trinkets & Treasures to be extremely rewarding despite the occasional “dirty work” in the Warehouse. The project was yet another way to give back to the people she helped professionally. “A person could clothe an entire family on \$10,” remarked Clara when asked about the Thrift Sale. “One family had lost everything in a fire,” recalled Clara. “Trinkets & Treasures offered them the opportunity to afford what they needed to rebuild.” In 2003, Clara served as Chair of the Thrift Sale in its final year, thus bringing to an end an endeavor that began seventy years earlier as the Salvage Shop. Meanwhile, Christina was working behind the scenes to develop a major fundraiser to replace Trinkets & Treasures, what would become known as Holiday Gift Market.

*“ The League will provide you with whatever experience you pursue...try to find your passion and remember even the most mundane tasks count... everything is connected to the benefit of the end user. ”*

- Clara Reynolds

As Chair of the inaugural Holiday Gift Market in 2004, Christina spent her first year conducting research and her second year implementing what has now become the League's most crucial fundraising event. While Christina lead the League through this major transition, the League saw Christina through her own major transitions from full-time accountant, to working mom, to stay-at-home mom, to business owner. When asked about her experience with Holiday Gift Market, Christina, now a Sustainer, shared that the project gave her the opportunity “to bring a project from concept to implementation,” and that through this experience, “I learned what my management skills are which gave me the confidence to start my own business.” Christina and her husband Scott are the proud owners of Ultra Screen Printing, a company which provides printing for custom apparel and promotion products.

The League also saw Clara, today serving as JLT's Nominating Chair, through many of her own life transitions. Throughout the first decade of her involvement, Clara became a wife, mother, and entrepreneur. Following her experience with Trinkets & Treasures, Clara started Success 4 Kids & Families, a nonprofit organization that provides in-home treatment programs for Hillsborough County families. Like Christina, she credits her involvement in the League as the source of confidence. Her advice to today's Provisional, “The League will provide you with whatever experience you pursue...try to find your passion and remember even the most mundane tasks count...everything is connected to the benefit of the end user.”

## 2010's and beyond

by Cynthia Valdez

Every summer for the past several decades, The Junior League of Tampa has welcomed a new group of women into its family: a group of women referred to as the Provisional Class. This year, the JLT welcomed its 85<sup>th</sup> Provisional Class, an accomplishment shared by only a fraction of other Junior League chapters throughout the world.

The face of The Junior League of Tampa woman has changed quite a bit since the League first began in 1926. While, like their predecessors, the majority of the women who make up the current Provisional Class are in their twenties and most live in the South Tampa area, the statistical similarities end there. Of the 125 provisional members, only 34% are married, 15% have children and a whopping 95% work outside of the home either full or part-time. The career paths these women have chosen are as varied as they themselves are; the 2010-11 Provisional Class is made up of surgeons, attorneys, bankers, teachers and event planners, to name but a few.



Provisionals Jennifer Johnson, Heather Hernandez, Jamie Wood and Karla Stevenson

But there is one thing that all of these women have in common, and that's a shared desire to positively impact their community through active voluntarism. The JLT offers each Provisional an opportunity to explore a wide variety of service projects throughout her provisional year. Early in the year, each Provisional is assigned to work on a smaller committee which is part of a larger project specifically assigned to the Provisional Class. This is designed to introduce the provisional members to the way the League works internally, as well as how the League provides services to various organizations within the community.

This year, the Provisional Class has been working with the YMCA Community Learning Center at Sulphur Springs Elementary. The purpose of this project is to provide food and basic needs to families in need, support an after school literacy program, and plan and execute a field trip to the Glazers Children's Museum. When asked how this particular project will help to prepare the Provisionals for their League careers, President-Elect Allison Burden said, "This collaborative effort will expose the Provisionals to the best components of our existing JLT projects while also exposing them to one of the areas of Tampa with the highest need for assistance."



Provisionals Jaci Groover, Lisa Humphrey and Kelli Pace

With record attendance in 2010, Holiday Gift Market continues to be one of the JLT's most notable annual events. This year also brought much deserved attention to two other League projects: the debut of the JLT cookbook *Capture the Coast* and the opening of the Glazer Children's Museum.

The release of *Capture the Coast* marked the completion of the first ever culinary collection to be produced by any League chapter to date. Recognizing what a significant achievement this was, Tampa Mayor Pam Iorio declared September 1<sup>st</sup> (the book's official release date) "*Capture the Coast* Day."

On September 25, 2010, the highly anticipated Glazer Children's Museum finally opened the doors of its new home in downtown Tampa. After more than five years of involvement with this project, League volunteers happily lent a hand by escorting the hordes of families who came to experience the museum on opening weekend. As President Betsy Graham said, "[We] invested significant time and energy into both of these projects, and it was very rewarding to see them come to fruition."

In the coming years, the JLT will continue to focus its time and resources on improving the lives of children and their families in the Tampa area. When asked what projects she most looks forward to during her upcoming presidency, Allison Burden replied, "I am very excited about our new project opportunities with both the Heart Gallery and The Salvation Army. It will be very fulfilling to see them go from concept into reality."

Though the lifestyle of the League woman has changed significantly over the past 85 years, the torch that has been passed down to her from generations before continues to blaze with a dedication to bettering the lives of those in her community, unparalleled by any other volunteer organization. The future of the Tampa Bay area shines brightly, thanks in great part to the efforts of the women who make up The Junior League of Tampa...past, present and future.



Provisionals Karyn Santi, Kristin Wilson, Bailey Nicholas and Katie Hart

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featuring Caroline Hatton, LMHC

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## Leadership and the League: A Continuing Tradition of Leading Strong

By Jacqueline Taylor

For the seventh year in a row, The Junior League of Tampa Training Committee presented a Leadership Development Seminar in January. The purpose of this annual event is to enrich and inspire current and future League leaders by introducing members to accomplished women in the community. In past years, the League has welcomed elected officials, Sustainers, past JLT Presidents, AJLI Board members, and local business leaders, just to name a few.

Led by Training Committee Chair Jennifer Moyer and coordinators Dana Flesher, Julia Martinez, and Austin Simon, this year's event featured the theme "Lead Strong: Ourselves, Our Community." More than 100 League members gathered at JLT headquarters to hear from three amazing speakers selected by the Training Committee: Tampa Bay Business Journal's 2010 Business Woman of the Year Colleen Chappell, Pediatric Cancer Foundation co-founder Melissa Helms, and City of Tampa Police Chief Jane Castor.

The night was filled with learning, laughs, and life lessons. Before the panel of speakers began, President Betsy Graham discussed the League's long history of training its members for community and League leadership, reading the following quote from the 1926-1927 Yearbook to illus-

trate how far back this commitment goes: "The first task which presented itself to this [Volunteer Work] committee was that of making a survey of the social agencies in Tampa. In doing this we endeavored to ascertain in what way members of the Junior Service League could be of service to these organizations...The welfare agencies were more than glad of our interest and offers of assistance, but realizing our claims of appreciation could not be based upon good intentions alone, it was decided we should have two training classes."

The first speaker, Colleen Chappell was gracious enough to act as the moderator for the panel discussion. After graduating from the University of South Florida with a degree in Mass Communications, and armed with her go-to weapon for success --tenacity, Colleen quickly climbed the corporate ladder. She has spent the last eight years as President and CEO of the advertising agency she co-founded, Chappell Roberts. Colleen has been a member of the American Marketing Association of Tampa Bay, a board of advisory member of the Zimmerman Advertising Program at USF, chair of Leadership Tampa Alumni, and is a member of the CEO Council of Tampa Bay. While she values the abundant accolades she has received, including being named 2010 Businesswoman of the Year, raising her two teenage boys takes priority.



The JLT Spring Book Club event featured the book *The Help* by Kathryn Stockett. Melissa Shelton was the lucky winner of the book drawing at the Leadership Development Seminar.

The second speaker was Melissa Helms, co-founder of the Pediatric Cancer Foundation. Melissa's story is an inspirational one. When Melissa's nine-week old daughter underwent cancer treatments at St. Joseph's Hospital in 1991, she learned that there was little funding for research on pediatric cancer. Dissatisfied with the status quo, Melissa co-founded the Pediatric Cancer Foundation, a nonprofit organization whose mission is to fund research that will lead to the elimination of childhood cancer worldwide. To date, the Pediatric Cancer Foundation has raised \$5 million dollars for research and has recently launched the "Sunshine Project," which, in conjunction with participating hospitals, runs clinical tests in search of the cure for pediatric cancer. Melissa's daughter survived pediatric cancer and is now a healthy adult. Melissa's goal is to make her daughter's case the rule, not the exception.

The last speaker was our City of Tampa Police Chief, Jane Castor. Chief Castor is the first female police chief in the history of Tampa. A Tampa native, Chief Castor graduated from the University of Tampa where she played college basketball. Chief Castor credits those years on the ball field to teaching her many life lessons, including how to win and lose gracefully. During Chief Castor's tenure, the Tampa Police Department has changed the way it polices, resulting in a 56% reduction in the crime rate. This year, Chief Castor was named "Law Enforcement Executive of the Year." A mother to two boys, Chief Castor credits her children with keeping her grounded.

During the Leadership Event, the panel offered numerous pearls of wisdom for League members, highlighted in part below:

- \* *Find a balance.*
- \* *You can't do it all; you have to learn to say no.*
- \* *Make time for the things that are important.*
- \* *Be Here Now. Train yourself to be present in the moment, rather than focusing on what you think you could be/should be doing.*
- \* *[Life/A task is] "A cinch by the inch, hard by the yard."*
- \* *Acknowledge that you are going to make mistakes.*
- \* *Overcome fears of failure, if not they will paralyze you.*
- \* *Always move forward.*
- \* *Simplify your life by doing the right things, for the right reasons.*
- \* *Enjoy your life, if not, what is the point?*

We were privileged to have such accomplished women take time out of their busy schedules to share their stories with us. Their achievements should inspire each of us to reach higher. Much credit is due to the Training Committee for putting on this wonderful event which each year helps tomorrow's community leaders learn from today's.

*Main Photo Opposite Page: Lead Strong: Ourselves, Our Community Guest speakers, Jane Castor, Tampa Chief of Police; Melissa Helms, co-founder of the Pediatric Cancer Foundation; and Colleen Chappell, President and CEO of ChappellRoberts*



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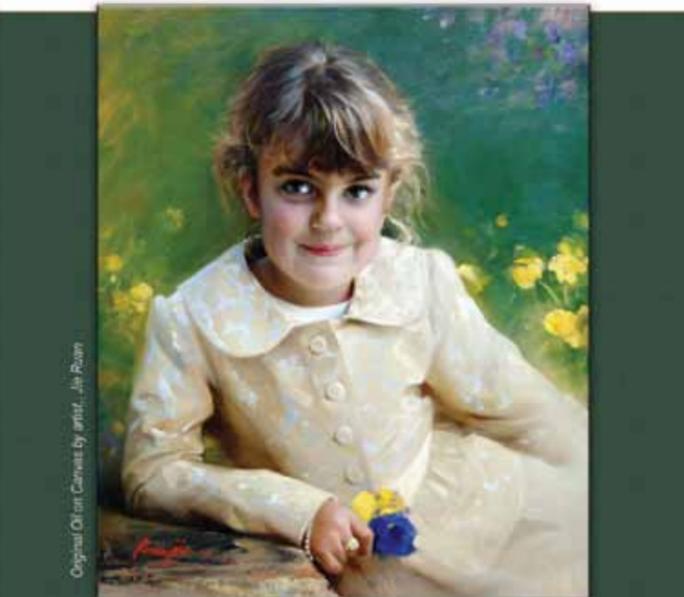


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# Developing the Potential of Women: DACCO and Connected by 25

By Sarah Hall

The Junior League of Tampa seeks to “develop the potential of women” not just among our members but among those we serve. Two community-based initiatives and League community partners that share this goal are Connected by 25 and the Drug Abuse Comprehensive Coordinating Office (DACCO). Connected by 25 incorporates youth, public and private partners, and policy makers to help to ensure that children aging out of Florida’s foster care system successfully transition into adulthood, while DACCO services 25,000 persons annually providing substance abuse prevention, intervention, and treatment services. Current JLT projects engage League volunteers in hosting events that provide valuable information and resources for the teen girls and women in both of these programs.

## CONNECTED BY 25

For the past two years, The Junior League of Tampa has funded, organized, and executed a “Mommy & Me” event for new and expectant mothers served by the Connected by 25 program. These events educate young mothers on child safety, safe care giving, and positive parenting for infants and small children. This year’s event included speakers from Florida Kid-Care, Healthy Start Coalition, St. Joseph’s Advocacy Center, and Baby Bungalow. By providing these moms with information, resources, and support, the League helps to develop their potential and growth as strong women and mothers.



Connected by 25 Committee.



Heather Vermette at the Connected by 25 Sibling Event.

In addition, JLT’s Connected by 25 Committee hosted a “Dress for Success” event this past spring. The primary focus of the event was to show both the young men and women how to dress professionally and begin to build a professional wardrobe. While the move-in kits provided by JLT help these young adults establish their first home, events such as these impart education, skills, and confidence to these young adults as they enter the workforce.



The “mommy shop”; Connected by 25 attendees earn money throughout the evening that allows them to shop for baby clothes and supplies.



Foster youth attending the Fall Sibling Event all received a cake donated by JLT members.

## DACCO

For the past several years, the League’s DACCO Committee has hosted “Mommy & Me” events that centered on holidays with crafts and games appropriate to the season for mothers and children of all ages. However, this fall’s “Mommy & Me” event themed, Fall Into a Good Book, was a more educational event promoting family bonding and literacy. Mothers and their children were able to spend quality time together, and the mothers were instructed on learning how to maintain and strengthen their bond with their children even after they leave the DACCO program. Community partners including Hillsborough County Libraries, Baby Bungalow’s “Parents as Teachers” program, and Tampa Bay Parenting Magazine participated in the event alongside JLT volunteers. In total, thirty-nine mothers were provided with resources to help them after they leave DACCO, and 102 books were given to their children. The next “Mommy & Me” event, which will focus on nutrition, hygiene and exercise, is planned for the spring.

The Junior League of Tampa fulfills its Mission statement through both of these projects by making a positive difference in women’s lives and enabling them to succeed as mothers and strong women in the Tampa community. These two League projects make a difference in the lives of many, as well as provide women with the confidence, support, and positive encouragement they need to better themselves and their children. In turn, League members learn from their participation on these projects, thus seeing their own potential developed as community leaders and volunteers.



DACCO residents at Fall “Mommy & Me” event.



DACCO residents and their children enjoying the bonding activities at the Fall “Mommy & Me” event.



DACCO Committee members Stephanie Schwindt and Trisha Van Compernelle putting on a puppet show for the children.

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*Celebrating faith, family and friends*

By Liz Reynolds  
Sustainer President



The week prior to the Thanksgiving break, a group of 35 Sustainers and their children joined forces with the Food 4 Kids Committee to assemble 340 bags of food at the Feeding America Tampa Bay food bank and then distribute those bags plus frozen turkeys and Cuban bread donated by La Segunda Bakery to the families served by the Wilbert Davis Boys and Girls Club. Inspired by this service, Sustainer President Liz

Reynolds interviewed Pat Rogers, Executive Director of Feeding America Tampa Bay. The article that follows is based on that interview.

Pat Rogers' career began in corporate finance, rising to the position of Worldwide Controller for Cargill's Crop Nutrition Division. She later moved into sales and traveled throughout 10 countries in Asia and South America. When the Crop Nutrition business spun off and became Mosaic, Pat was transferred to Minnesota. After a year back north, she decided to escape the cold weather and retired to Tampa to play golf.

While selling fertilizer, Pat learned a great deal about food production and its scarcity in much of the world. She became interested in hunger and volunteered for several years at Feeding America, on Mondays, when the course was closed. When Feeding America needed a director, Pat served as interim and stayed to become Executive Director in late 2008.

Tampa's food bank, Feeding America, serves 10 counties with its mission of "Ending Hunger, Nourishing Hope." Originally the Divine Providence Food Bank and later America's Second Harvest, part of a nationwide network of 205 food banks that pick up, sort and deliver three billion pounds of surplus food annually in the United States, the Tampa food bank followed the national organization in changing its name to Feeding America, doing so in spring 2010.

Food distribution is a race against time. Feeding America Tampa Bay has five refrigerated trucks collecting food non-stop, mostly from grocery stores donating food that is almost past the 'best buy' date. Volunteers sort all donations into categories. Food is stored on pallets with the oldest distributed first. An online inventory is updated constantly. Users can request exactly what they need electronically and schedule a time to pick up.

Pat is committed to expanding the outreach of Feeding America. During the last three years, food distribution has increased by 52%. Pat also believes in the critical impor-

tance of the nutritional value of food, citing the links between poverty and obesity stemming from an inability to afford fresh food.



Sustainer Food 4 Kids Event - Shannon Brown, Julie Lux, and Chrisi Laxer.



Leigh Kamm, Julie Sargent, Susan Touchton, Danelle Barksdale, Marie Harrell

Feeding America Tampa Bay can only accomplish its mission through the support of community members who donate their time, food or financial resources. JLT's Food 4 Kids project, in partnership with Feeding America's Kids Café program, contributes to the effort to end hunger in our community.



## HOLIDAY GIFT MARKET

THE JUNIOR LEAGUE OF TAMPA

The 7<sup>th</sup> Annual Junior League of Tampa Holiday Gift Market met its attendance goal and broke records at the Florida State Fairgrounds Entertainment Hall during the weekend of November 5-7, 2010!

League members and their guests, including 16 limousines of VIP ticket holders, were treated to PRP Wine International tastings, a Chambord signature cocktail, prizes, drawings, and special kickoff shopping deals during the preview of the 140 merchants at the Bubbles, Baubles & Belles Kickoff Party. On Friday, the Sustainer luncheon featured a menu from the pages of the latest Junior League of Tampa cookbook, *Capture the Coast*. Other recipes from the entire Culinary Collection were featured throughout the weekend in cooking demos at the Cookbook Booth.

A total of 10,389 shoppers came through the door over the weekend. The goal of "10 in '10" was met thanks to a record breaking 4,991 tickets purchased at the door. People starting their holiday shopping came from all over the Tampa Bay area thanks to advertising on television, radio, magazines and digital billboards. League members spread the word with yard signs, car magnets and social media.

It was a very successful weekend for shoppers and merchants alike! By Sunday at 5:00 p.m., 35 merchants had already signed up to come back to the 2011 Holiday Gift Market, which will be moving next door to the larger Expo Hall.



The JLT Cookbook Booth had record breaking sales at the 2010 Holiday Gift Market.



HGM Steering Committee Members Gianni O'Connor, Marissa Martin, Kim Carswell, Cristina Blunt, Susan Zelenka, Caroline Vostrejs



Lisa Lockhart and Shannon Walsh manning The Giving Tree booth.



Active Kim Davis doing a live cooking demonstration of the Florida Avocado Salsa from *Capture the Coast*.

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# The AJLI Strategic Roadmap for the Future

While The Junior League of Tampa has experienced membership growth over the past decade, this has not been the case for all Leagues. Since peaking at just under 200,000 in the late 1990's, worldwide League membership has declined to around 160,000 today. Driven by this decline and membership satisfaction issues they found through their research, The Association of Junior Leagues International Inc. (AJLI) Board and staff decided to initiate a comprehensive strategic planning effort two years ago, ultimately creating a "Strategic Roadmap for the Future" for all Junior Leagues.

Executive Director of AJLI Susan Danish shares, "When Junior Leagues were first founded over a century ago, we were unique. Today the nonprofit sector is crowded with millions of organizations, all competing for women's volunteer time and money. So the question became, 'How can we better position ourselves in today's world?'"

The process started with the creation of a new Vision Statement to set the tone for the work ahead: "The Junior League: Women Around the World as Catalysts for Lasting Community Change".

After clarifying the vision, AJLI retained The Monitor Institute, a consulting firm and think tank that focuses on nonprofits, to work with the Steering Committee assembled to develop a Strategic Roadmap. AJLI purposely chose a "roadmap" approach as opposed to the usual "strategic plan" model to adequately serve all Leagues. The "roadmap" allows Leagues to chart a course that aligns with their specific organizational needs as opposed to a strategic plan model that everyone follows to the letter.

Jennifer Johnson, Past President of The Junior League of Tampa, participated with AJLI leadership and other League leaders on the 17 member Steering Committee. The work commenced over the summer of 2009 and was presented

at the Fall 2009 Leadership Conference. The culmination of this work was five strategic questions centered around the Mission, Vision, value proposition for members, and governance and management models.

To continue the work, AJLI established 11 design teams comprised of a total of 150 members last winter. JLT President Betsy Graham participated on the Large League Membership Design Team, which involved a series of calls as well as participating in a focus group with Heather Grant (Monitor consultant and author of *Forces for Good: The Six Practices of High Impact Non-Profits*) at Annual Conference in May 2010. "On these calls," Betsy stated, "I was able to provide best practices of things we are already doing in Tampa that fit into the Membership portion of the Strategic Roadmap - including our revamped Placement Mentor program, our Willingness to Lead application processes, and new Sustainer initiatives."



Betsy Graham and Jen Carlstedt with Monitor Institute consultants Heather Grant and Divya Mani at the AJLI Fall 2009 Leadership Conference in Denver, Colorado.

The resulting recommendations refocus the Junior League movement on the recruitment and retention of women interested in community and civic leadership and the development of these women as community and civic leaders who create lasting change.

## Strategic Questions and High Level Recommendations

**What is the Junior League's Mission and what are the implications for our business model?**

*RECOMMENDATION: Leagues "develop the potential of women with a focus on community and civic leadership."*

**How does the Association's new Vision Statement connect to the organization's Mission and what are the ramifications of being global?**

*RECOMMENDATION: Leagues continue to create local community impact while contributing to a broader global effort to develop community and civic leaders.*

**Is the concept of "lifelong membership" still realistic and meaningful and what is our value proposition to members?**

*RECOMMENDATION: Members are developed through customized paths to community and civic leadership.*

**What should the governance and management models for both the local Leagues and for AJLI headquarters look like?**

*RECOMMENDATION: Leagues govern to support lasting and meaningful community impact.*

**What should the relationship between AJLI headquarters and the local Leagues look like and how can AJLI best support Leagues of differing sizes and trends?**

*RECOMMENDATION: AJLI supports Leagues as the "organizing" thought leader around developing women as community and civic leaders for lasting and meaningful community impact.*

The next phase of the Roadmap process is creating Action Learning Teams (ALTs). These teams will pilot some of the recommended changes in a collaborative manner where best practices can be shared across Leagues. The Junior League of Tampa recently was accepted to be part of an ALT focused on Community Impact.

Creating meaningful community impact is where it all began with Mary Harriman in 1901 and is what will sustain the Junior League movement for the next hundred years. We look forward to seeing where the AJLI Roadmap leads.



JLT is a member of the Association of Junior Leagues International, Inc. (AJLI) and is one of 292 Junior Leagues throughout the United States, Canada, Mexico, and Great Britain with a collective membership of more than 160,000 women.

## Want to know more?

Information on the AJLI strategic planning process and Roadmap, including a 20 minute video giving an overview of the Roadmap, can be found on the AJLI website at <http://ajli.org>.



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## JLT Featured Members

### CAROLINE HETTINGER FOSS



**Member status:**  
Active

**Junior League Member Since:**  
2006

**Current Placement:**  
Transfer Mentor

**Education/Occupation:** B.A., English from Hobart and Williams Smith Colleges I'm an Advertising Copywriter at Arnold Worldwide (Boston).

**Family:** Married to Peter Foss, best friend to Penny, a 1-year-old King Charles Cavalier.

**I Wish I Knew How To:** Speak another language fluently and drive a standard car.

**If I Could, I Would:** Be a food writer.

**I regret:** Never living in Paris. I might just do something about that.

**Favorite Thing About Tampa:** January, February and March.

**Community Activities:** I fly a Cessna 172 out of Peter O Knight airport and (occasionally) run the Four Green Fields 5k.

**Three Accomplishments You are Proud of:** Flying an airplane solo, becoming a writer and being a member of the Junior League.

**Something You Wish Someone Had Told You Earlier:** To pay attention in Spanish class and that, eventually, you will forget middle school.

**Your Life Philosophy on A Bumper Sticker:** Grab life by the lapels.

**What Experience has Changed You Most:** My semester abroad in England when I spent spring break backpacking through the Greek Islands.

**My Worst Habit is:** Cracking my knuckles, though my husband would say the way I chew gum.

### CASEY CAREFOOT



**Member status:**  
Active

**Junior League Member Since:**  
2007

**Current Placement:**  
PDEC Assistant Chair

**Education/Occupation:** BS Marketing Miami University, Oxford, OH; Senior Technical Recruiter Catapult Systems

**Family:** My Mom and Dad live in Winter Haven, the rest of my family lives in Lakeland. I am also Mom to my beloved 13 year-old collie mix, Hammy.

**I Wish I Knew How To:** Sew.

**If I Could, I Would:** I would open the perfect sports bar.

**Favorite Thing About Tampa:** It's sunny most of the time! I lived in Ohio for eight years where it is cloudy most days.

**Three Accomplishments You are Proud of:** I am most proud of the relationships I have created with my family and friends; I am also proud of the life I have created for myself in Tampa. I moved here nine years ago knowing very little about the city and did not know anyone.

**Something You Wish Someone Had Told You Earlier:** It's okay to make mistakes.

**Your Life Philosophy on A Bumper Sticker:** It's the little things that make life great.

**What Experience has Changed You Most:** My Mother was diagnosed with colon cancer in 2000. That was the time I realized that life is short, and I need to tell the people that I love why they are special to me as often as possible.

**My Worst Habit is:** Shopping and procrastinating.

**One Thing People Wouldn't Know About You:** I record *The Young and the Restless* and watch it every day when I get home from work.

### KATHLEEN LUJAN



**Member status:**  
Provisional

**Junior League Member Since:**  
2010

**Current Placement:**  
Provisional

**Education/Occupation:** BA from USF in Sociology, minor in Leadership Studies. I am a full-time mom, but previously worked with the Susan G. Komen for the Cure. I still stay active with this organization and volunteer as much as I can. I previously chaired the "Race for the Cure" committee.

**Family:** My wonderful husband Arthur and our one-year old son, Tucker.

**I Wish I Knew How To:** Do it all at once!

**If I Could, I Would:** Bring my husband home (he is currently serving in the military).

**Favorite Thing About Tampa:** There is so much to do, and so many different areas, like Hyde Park, Channelside, Ybor, etc. It feels like I can get away without leaving the city!

**Community Activities:** Stroller Strides – a group of active moms that involve play dates with art, music, and meeting other mothers in the community.

**Three Accomplishments You are Proud of:** 1) Getting out of school alive- I lived and breathed college life. I loved it, but was ready for a new challenge; 2) Definitely becoming a mom; 3) My work and volunteerism with Susan G. Komen for the Cure and being a part of trying to eradicate breast cancer and find a cure.

**Something You Wish Someone Had Told You Earlier:** To sleep while the baby is sleeping!

**Your Life Philosophy on A Bumper Sticker:** Live your passion.

**What Experience has Changed You Most:** Becoming a mother. I've never worked so hard and gotten so much out of something before.

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# A Taste of Spring

**S**pringtime in Florida is just about perfect. With clear skies and a slight breeze, the weather is unbeatable, and the setting is ideal for outdoor entertaining. Whether you want impromptu appetizers on the porch or a more elaborate dinner party on the patio, The Junior League of Tampa Culinary Collection has a wide range of options for your dining pleasure. Here's one example of a festive Spring Tea menu:

**Curried Egg Salad Tea Sandwiches**  
Capture the Coast

**Toasted Brie Chicken Tea Sandwiches**  
Savor the Seasons

**Summertime Melon Salad**  
Savor the Seasons

**Strawberry Bread**  
Capture the Coast

**Butter Pecan Tarts**  
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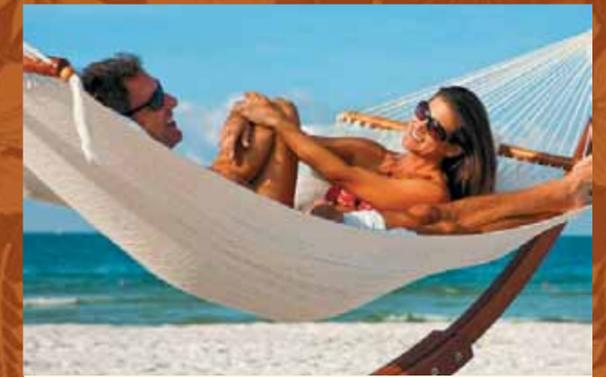


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# The League...Out and About

## October Provisional Meeting



Provisional Education Co-Chair Erin Eckhouse and Provisional Liaison Elizabeth Pento celebrating Halloween at the October Provisional meeting.

## Patrons' Party



Debra Redmond from Nordstrom, and Actives Elaine Geremia and Rachel Coleman with the welcome drinks.

## Jingle & Mingle



Trisha VanCompernelle, Heather Stewart, Melissa Pavese, Christie Giaquinto, and Lisa Vodola at The Grape.



Tere Tamayo, Ashley Pi, Natalie Schmidt, and Ana Pi at Nordstrom.



Danielle Post, Paula Thompson, and Christina Sanders at Wrap for a Cause.



Dawn Tiffin and Tiffany Harrington at Magnon Jewelers.

## Gasparilla Invasion Party



JLT members and their families gather at headquarters on Davis Islands to experience the Gasparilla Invasion.

## Sustainer Fall Cocktail Party



Marsha Lane and Mimi Graham.



Past President Lisa Andrews and Sustainer Wendy Garraty.

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# Looking Back 10 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.



*"Grab your Day-Timers, PalmPilots, Filofaxes, and calendars to mark the date, because this is surely one event you won't want to miss."*

- Referring to the 75<sup>th</sup> Anniversary Gala in the Fall 2000 Sandspur

Members enjoyed the 75<sup>th</sup> Anniversary Gala.



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On March 31, 2001  
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celebrated its first  
birthday



## The JLT in 2000 - 2001

- There were **1,534** total members
- Active members paid **\$120 in dues** and there were 558 Actives
- Financial commitments to **community projects** totaled \$248,935
- The JLT turned 75

## Around the Nation in 2000 - 2001

- The 2000 **Summer Olympics** were held in Sydney, Australia
- Republican candidate **George W. Bush** defeated Democratic Vice President Al Gore
- **Wikipedia**, the online encyclopedia, launched on the internet

*The Sandspur*

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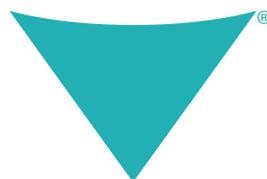
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