

Fall Newsletter 2023

# Junior Service League *of St. Augustine*



## *JSL Annual Gala*

At 6:30PM on Saturday, September 23rd, the doors opened at the Casa Monica to an evening of magical bliss. Guests were greeted and invited poolside to enjoy savory bites, live music from Aaron Esposito, and take their chances while playing our Wine and Whiskey Pull.

The ambiance transitioned into the Ballroom, setting the stage for a stationed dinner and silent auction, accompanied by the music performed by Vegas Gray. Special thanks to our esteemed vendors—Flower Works, Toro Things, and St. Johns Illumination—who contributed to the room's stunning aesthetics.

The evening's highlights included an enchanting performance by Bill Abbott, a spirited Live Auction conducted by Jena Dennis, and the generous donation back from our 50/50 raffle!

As always, what makes our gala truly special is that all proceeds from the event will stay right here in our local community, supporting important initiatives and projects.





# Behind the Curtain



82

Silent Auction Items

196

Guests

\$12,000

Live Auction for Webster

## Sponsors

### Gold Sponsors

Village Key & Alarm, Inc

### Silver Sponsors

All American Air, Charitable Foundation

Brightline

MasterCraft Builder Group

Nick Primrose for Florida House

### Gala Committee

A heartfelt thank you to our dedicated JSL Gala Committee for their great efforts in making tonight's event a success. Your hard work and commitment are truly appreciated!

Alexis McDaniel

Alyssa Benincosa

Nikki Pontello

Sarah Duffy Smith

### Bronze Sponsors

Business Builders

Construction Services & Innovations

Facial Rejuvenation Centre

Florida Power and Light

Greg Siewiorek

Herbie Wiles Insurance

Honda of the Avenues

Jack Hanania Chevrolet

Nancy Sikes-Kline and Roger Kline

NiteLites

Radiology Associates of St. Augustine

The Bailey Group

The Fiorentino Group

Tim Murphy Agency, State Farm

Smiles by Glenos & Hadgis Orthodontists

South State Bank

Trade Winds Lounge

TrueRoll Homestead Monitoring

## Vendors

**Musician** | Aaron Esposito

**Band** | Vegas Gray

**Florals** | Flower Works

**Catering** | Casa Monica

**Entertainment** | Bill Abbott,

Magic Hideaway

**Photographer** | Wayne Fusco

Photography

**Photo Booth** | Toro Things

Photobooths

**Auctioneer** | Jena Dennis

**Bar** | Trade Winds Lounge

**Rentals** | St. Johns Illuminations

## Webster Program

We are so honored to have raised \$12,000 for the Webster Leadership Academy, a 10 week program that teaches life & social skills, etiquette, and ballroom dancing specifically for a select group of our 5th graders at Webster Elementary.





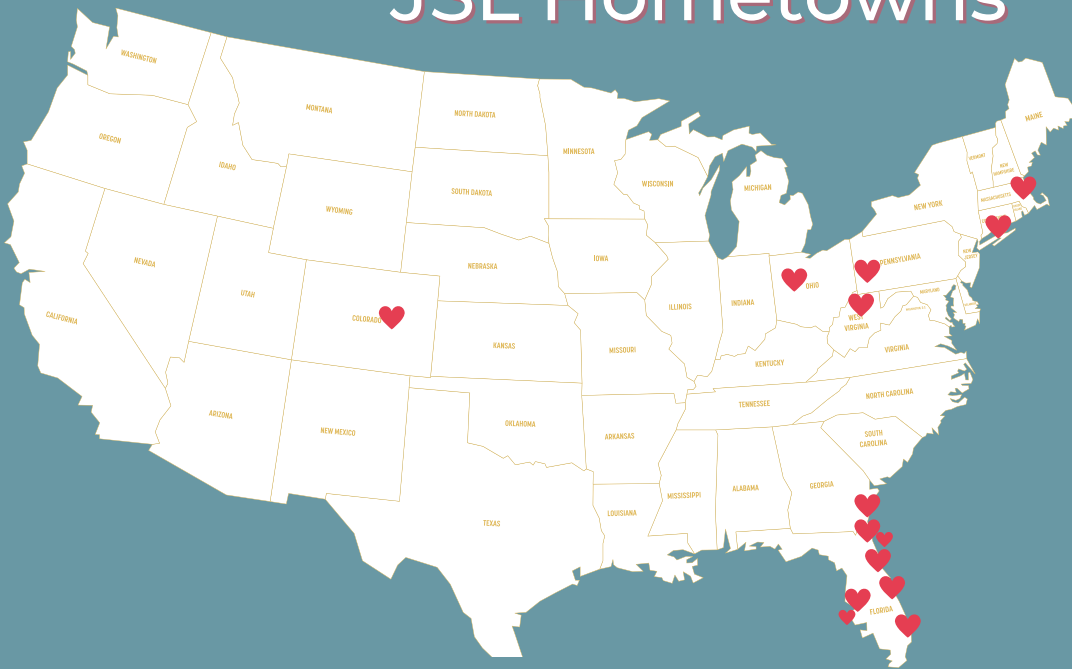
## President's Note

As we reflect on this remarkable year, I am overwhelmed with gratitude. Our League's dedication, tireless efforts, and countless hours of volunteering have not only made a lasting impact on our community - it has also created this year to be one of the craziest, busiest, and undoubtedly the best. (In my humble opinion!) It is an honor to have shared this journey with such an incredible group of women. Long live the laughter, the camaraderie, and the collective spirit that defines the Junior Service League of St. Augustine. Thank you to both our current and past members for being the heart and soul of our success. Cheers to raising over \$100,000 and to the continued bright future for our League.



*Carice Schuster*

## JSL Hometowns



Bridgeport WV  
Cambridge MA  
Colorado Springs, CO  
Darien, GA  
Findlay, OH  
Jacksonville, FL  
Madison, CT

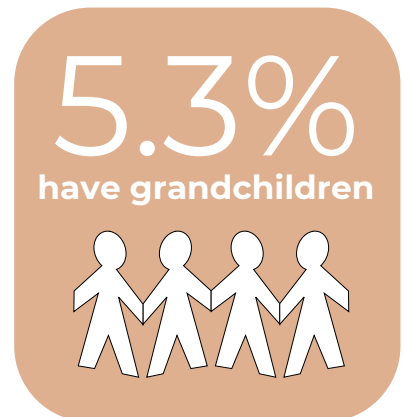
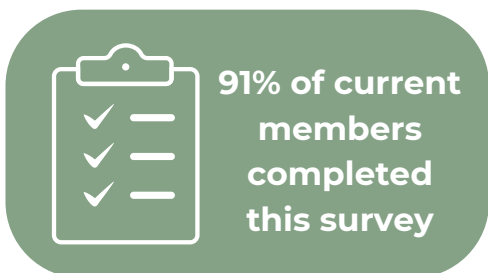
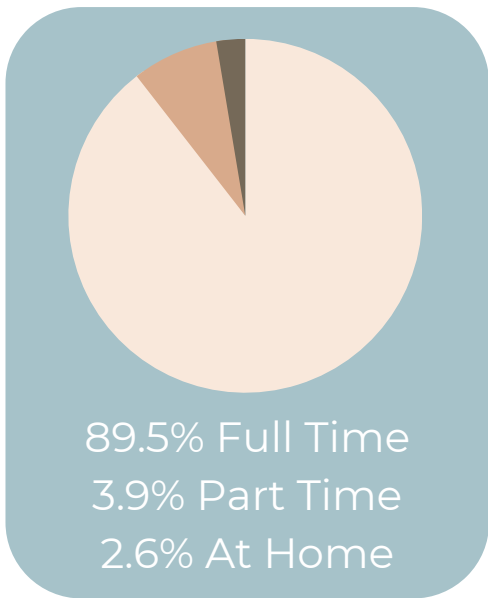
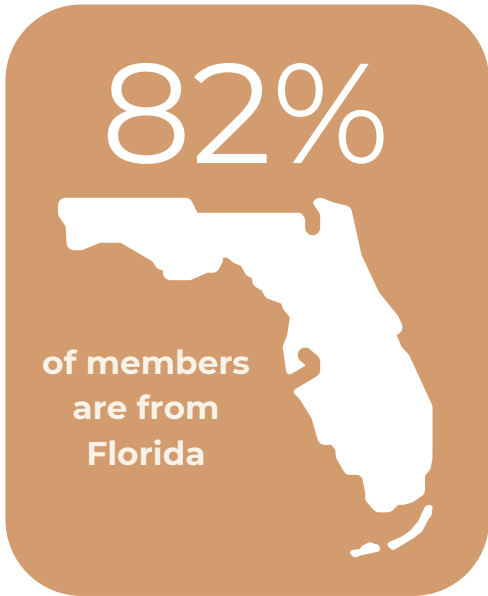
Ormond Beach, FL  
Pittsburgh, PA  
Ponte Vedra Beach, FL  
St. Augustine, FL  
St. Petersburg, FL  
Tampa, FL  
West Palm Beach, FL

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## MORE ABOUT

the women making the magic

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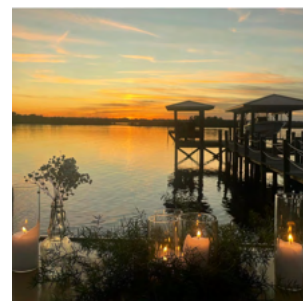
# Women Against Violent Encounters



Over the summer, Erin Winters taught a special JSL W.A.V.E. class! The program focuses on situational awareness, verbal commands, assertive and physical techniques. W.A.V.E was first established in 1997 and focused on teaching women threat awareness combined with basic self-defense techniques to respond to potential threats. We are so appreciative for the opportunity to learn important life skills from one of our very own! Thank you Erin!

## Fall Social

An Oyster Roast celebration for our members and their plus ones! Beautiful weather, great company, and a little football in the background. We had a wonderful evening together. Thank you to Jeffrey and Sara Parker for offering their lovely home for this event!





# Feel the Wheels

A bounce house and tractors and trucks, oh my! Reviving Feel the Wheels, following a hiatus of several years due to COVID-19, marked a standout moment for us this year.

This family-oriented community gathering attracted 500 participants, all eager to join in the festivities at the parking lot of Mall 2121!

From concrete mixers, to police cars, to a helicopter, to sweet treat food vendors, there were numerous sights and activities to explore!

Thank you to our event chairs - Heather Draper, Sammy Washburn, and Sarah Duffy Smith. Our gratitude is also extended to Hannah Rullo for crafting our entry waiver and to Erin Winters for assembling a multitude of vehicles from the St. Johns County Police Department! The involvement of many additional assisting hands transformed this event into a fantastic day.

**Monster Truck Sponsor** - Bozard Ford

**Big Rigger Sponsors** - Ring Power & South State Bank

**Road Warrior Sponsors** - Fidus Roofing & Constructions, Conser, Endodontic Partners, Island Prep, Cemex, VKA Security, Smiles by Glenos and Hadgis and Little Smiles



**10**  
Kids Zone Activities

**26**  
Number of Vehicles

**500**  
Number of Attendees



# December Dinner Meeting



You are invited to attend  
the Junior Service League's  
December Dinner Meeting  
on Tuesday, December 12th,  
from 6:00 PM to 9:00 PM  
at The Markland House.

## Details

### RSVP

Please RSVP to Carice by December 4th  
at [caricedelee@gmail.com](mailto:caricedelee@gmail.com)  
Please note any dietary restrictions with RSVP

### Markland Address

102 King Street  
St. Augustine, FL 32084

### Attire

Sophisticated Chic

### Event Parking

95 King Street  
Parking Lot

Active Sustainer Dinner Fee \$50

## LUCK OF THE LEAGUE



## JSL CONVENTION Schedule

Mark your calendars!! The Junior Service League of St. Augustine is set to host the annual JSL Convention on March 15th - 17th. Hosted at the Embassy Suites on the Beach, the convention team is hard at work perfecting the weekend's details. Thank you to our chairs:

Alyssa Benincosa, Madison Onderdonk,  
Andrea Lyles, Heather Draper,  
Emma Simmons, Kayla Polk, Cara Seifart,  
Jennifer Taliaferro, and Brittany Brooks!

### Friday, March 15th

**Welcome Reception** / Meet and Greet at Host Hotel  
**President's Casual Sit-Down** at Host Hotel

### Saturday, March 16th

**Breakfast Mingling** at Host Hotel  
**Sip & Shop** - Local St. Augustine Shopping Experience  
**President's Luncheon** at Host Hotel  
**Social Activity "Tour and Toast"** - St. Augustine Lighthouse and Maritime Museum  
**Dinner Party** - Luck of the League Themed

### Sunday, March 17th

**Beach Yoga** at Host Hotel  
**Breakfast Mingling** at Host Hotel  
**Sustainer Brunch** - Trivia Event during Brunch



# ALL THINGS ACTIVE SUSTAINERS

During Spring Social we enjoyed a lovely day at the home of Jeani Taliaferro, Jennifer Taliaferro's Mother-in-Law, flipping through JSL scrapbooks. It was an incredible opportunity to witness the history of JSL firsthand and reminisce about past people, places, and events.

In the Fall, we gathered for a Happy Hour at St. Augustine Fish House to spend time together and build anticipation for the upcoming Gala and Convention. A special thank you to to Katey Anderson and Sarah Oakley Douglas for organizing this gathering!

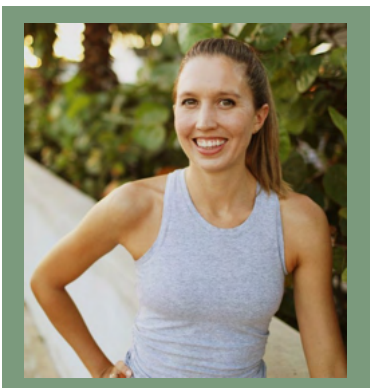
Thank you to all who participated in our Annual Gala, those near and far! We were honored to have a great group of Active Sustainers enjoy the evening along side of our members. New to this year, we gave away small red bracelets at check-in for Active Sustainers to wear and be able to recognize other past members.



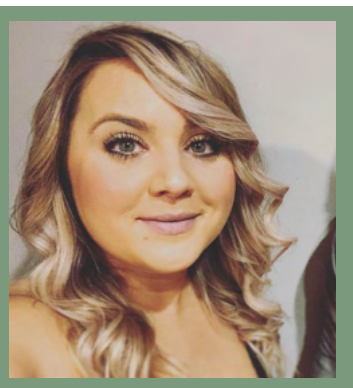
## JOINING OUR ACTIVE SUSTAINERS

The following women have completed their time in the League and will soon be joining our Active Sustainers! Each one of them have been imperative to the growth of the League of over these past five + years and I am so incredibly thankful for everything they have done!

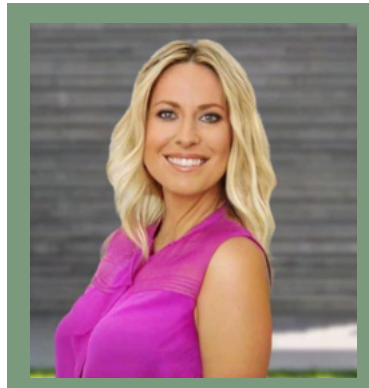
Emily  
Masson



Gini  
Solano Plant



Ashley  
Pieratt



Sarah  
Duffy Smith





# Revamped Website



At the start of the year, Megan Miller, our Communications Chair, embarked on the task of crafting a Brand Guideline for our League. Shortly thereafter, with her skills and leadership, we initiated the process of redesigning our website! It took about six months to refine messaging, content and gather the necessary information.

THANK YOU to Megan with Business Builders for dedicating their time and talent to revitalize our site. This effort allowed us to identify our site visitors and create tailored landing pages for different groups. Key elements such as our mission, details about Legacy Projects, upcoming JSL events and current board information were retained on the website.

Among the new additions to the website are donation applications, a "total money donated" section and a subscription option for emails. Take a moment, grab a cup of coffee and enjoy exploring the enhanced website!



# New Donation Applications!

Also, new to 2023 are our donation applications!

Non-Profits seeking funding now have the opportunity to complete a Giving Request Form. These forms play a crucial role in helping us organize requests and maintain detailed records of fund allocation.

The two available applications are the Annual Giving Application and The Planting Fund Application.

The Annual Giving Donation form serves as an application to request funding from our annual fundraising total. Submissions for this application are due on December 1st each year, with donations distributed at the end of the calendar year.

The Planting Fund, established by former President Gini Plant in January 2023, allocates a specific amount each year for St. Johns County non-profits. This funding is accessible through the Planting Fund Application at any time, allowing us to contribute throughout the year. Funding decisions are contingent on availability and are determined and distributed following a board vote. Both forms can be found on our website under

“Get Involved” - “Non Profits”

# PRESIDENT'S LUNCHEON

On November 18th, JSL's President's gathered at Asado Life for our Annual Luncheon. This is always a special opportunity to connect and discover more about our League, as well as the remarkable women who have taken their turn leading it. Thank you!



Photo Left to Right:  
Chris Conzemius, Jane Mathis,  
Susan Ponder-Stansel,  
Sarah Duffy Smith (VP),  
Carice Schuster, Lorri Lassiter,  
Katey Anderson, Jane Boles,  
Katherine Keller-Batenhorst, Brittany Brooks

## THANK YOU!

Thank you to those who dedicated extra time volunteering in leadership roles this year. The collective effort of everyone in the League is essential to its success!

### EXECUTIVE BOARD

**President:** Carice Schuster

**President Elect:** Brittany Brooks

**Vice-President:** Sarah Duffy-Smith

**Treasurer:** Heather Draper

**Corresponding Secretary:** Monica Miles

**Recording Secretary:** Jennifer Taliaferro

**Parliamentarian:** Gini Solano

### COMMITTEE CHAIRS

**Active Sustainer Chair:** Ashley Pieratt

**Membership Chairs:** Andrea Lyles & Dorothy Rowland

**Historian/Scrapbook Chair:** Nicole Walters

**Service Chair:** Cara Seifart

**Ways and Means Chair:** Nikki Pontello

**Communications Chair:** Megan Miller

**Lighthouse Liaison:** Madison Onderdonk

**Kids Bridge Liaison:** Sarah Duffy-Smith

**Webster Liaison:** Jennia Sarnowski

### EVENT CHAIRS

**Lighthouse 5k and Fun Run:** Brittany Brooks, Hillary Lipps, Monica Miles, Erin Winters

**Egg Your Yard:** Cara Seifart, Madison Onderdonk, Brittany Brooks

**Annual Gala:** Alyssa Benincosa, Nikki Pontello, Alexis McDaniel, Sarah Duffy Smith

**Feel the Wheels:** Sammy Washburn, Heather Draper, Sarah Duffy Smith



# Looking Ahead

*Save the Date*



## CHRISTMAS PARADE

Be sure to give us a wave! JSL will be walking in the annual St. Augustine Christmas Parade on Saturday, December 2nd. Last year brought us the “J S eLves” and this year... a Gingerbread Village!!



## ANNUAL 5K

Ready. Set. GO! Our Annual 5K and Fun Run will be hosted at the St. Augustine Lighthouse on Saturday, February 17th. Note our new time of an 8AM start! The 9AM Fun Run is a true treat for the little runners!

Don't miss the awards ceremony following the race on the gorgeous Lighthouse grounds.

## WINE AND CHEESE

Our annual provisional Wine and Cheese event will take place on Saturday, February 3rd, at the beautiful home of Christine Chapman. We look forward to welcoming our 2024 provisional class!

