



Business and
Professional
Women / St. Petersburg-
Pinellas

2022-2023

***Local Organization of the Year
Award Submission***

For the Local Organization illustrating the most well-rounded year of programs, community outreach, sound fiscal policies, and effective public relations.

PROGRAMS AND EVENTS

The programming goal of BPW/St. Petersburg-Pinellas (BPW/SPP) is to maintain a balance of speakers (mostly women) whose topics or life stories are geared towards working women and align with BPW's legislative platform (equality for all; economic equity, opportunity and self-sufficiency; safe workplace; healthcare; environment; and voting rights and access). We achieved our goal through four key settings: our monthly membership meetings, our annual Working Women's Forum (held during National Business Women's Week), our annual Unhappy Hour in observance of Equal Pay Day, and our Equality Day Tea. This multi-faceted approach allows us to reach more individuals because of the variety of locations, dates/time and durations. Our approach also allows us to involve more of our members in both delivering the programming and participating as attendees.

BPW/SPP meets on the first Thursday of each month. Guest speakers are invited to deliver a 20-25 minute keynote presentation during the 1-hour luncheon meetings. When scheduling presenters, the 1st Vice President/Programs Chair considers national monthly observances and commemorations, issues facing working women at the local and national levels, current affairs, and matters that concern members as community citizens. Many of these presentations have been designed to provide "educational opportunities to stimulate initiative, self-education, and/or retraining for current and potential members in order to provide new skills and adopt new attitudes." Overall, we aim for a speaker and topic to underscore one or more of BPW's three characteristic pillars—personal, professional, and political. Information about each of our speakers throughout the year is presented below.

Our diversity in programming offers something for everyone. In the past year, we've had local officials, women's health, arts, economic equity, and the Mayor of the City of St. Petersburg. Many attendees at our lunches come exclusively for the programming as it always offers an opportunity to learn, think, discover other points of view, and walk away with something you didn't have before.

Each year, BPW/SPP celebrated National Business Women's Week™ with a signature event. On October 19, 2022, our annual working women's forum, "Advocacy in Action," had a threefold purpose: fulfill BPW's mission to achieve equity for working women through advocacy, education and information; raise funds for the organization; and provide value for members. In addition to the forum's goals being met, the event was successful and innovative from start to finish—from planning to implementation, from sponsorship participation to effective promotion, from member engagement to community response.

The forum was held at The St. Petersburg Museum of History in downtown St. Petersburg, where more than 45 attendees enjoyed a networking reception prior to listening to an all-female panel that represented diverse voices. Dawn Hunter, JD., MPH, Southeastern Region Director, Network for Public Health Law, moderated the conversation among Shanell Rae, Ph.D., Director of Diversity and Inclusion, Tampa General Hospital; Marcia L. Avarado, PE, Structural Market Leader, WGI; and Kimberly Jackson, Executive Director, Strategic Policy Solutions.

Our twentieth annual Unhappy Hour for Equal Pay Day was held on March 14, 2023 at Webb City Cellar. This is an awareness program put on for the community at no charge to attendees. We received Proclamations from both Pinellas County and the City of St. Petersburg. City Council member, Gina Driscoll, a longtime friend of BPW/SPP presented the Proclamation from the City.

Finally, this year we were able to celebrate the Women's Suffrage Movement and the 19th Amendment. It was another unconventional **wine and charcuterie event** at the Hawthorne Bottle Shop. The Hawthorne Bottle Shop is a female owned local wine shop. This year's theme was a Madhatter Tea Party. Approximately 20 BPW members and their guests celebrated the addition of the 19th Amendment which granted women the right to vote.

All four programming initiatives reached both BPW members and non-members.

Our speakers at the monthly membership meetings can be found below.

June 2: Jim Nixon – “Turning Points” a History of LGBTQ+ Issues, Progress and Work Still to be Done



June is PRIDE month in St Petersburg and to kick it off, BPW welcomed Jim Nixon on Thursday, June 2nd. Jim is the Director of the Mayor’s Action Center and LGBTQ Liaison for the City of St. Petersburg. IN his role as the LGBTQ Liaison, he serves as an accessible and friendly ear to the city’s LGBTQ community and elevates LGBTQ-related concerns to the city executive and other city officials. He’s serving as both a spokesperson for the Mayor’s Office to the local LGBTQ demographic as well as a representative of LGBTQ interests to the leaders of St. Petersburg Government.

Jim has been a constant marketing force in the LGBTQ community throughout Tampa Bay. Nine years ago he began working on reorganizing a grassroots committee, the St. Pete LGBTQ Marketing Committee, to focus on marketing the Tampa Bay area as an LGBTQ vacation destination, which directly impacted the IGLTA 2017 Global Convention held in St. Petersburg in May 2017.

Over the past five years, he has worked on many initiatives making St. Petersburg an inclusive and welcoming city. He was able to modify the city’s Anti-Bullying policy to include sexual orientation, gender identity and gender expression in all youth-facing services. He assisted in the inclusion of LGBTQ Businesses in the Greenhouse SBE program and successfully navigated St. Pete’s Human Rights Campaign Municipal Equality Index resulting in the city receiving a perfect score every year.

He now comes to BPW to share a history of LGBTQ+ issues, progress, and work still to be done.



July 7: Michael Lundy - Gender and Racial Justice in Housing

Please join us on Thursday, July 7, 2022 as we welcome Michael Lundy, President and CEO of the City of St. Petersburg Housing Authority. Mr. Lundy is relatively new to the area having joined the St. Petersburg Housing Authority in 2020 after leaving a position in Birmingham, Alabama. He has over four (4) decades of experience in affordable housing management and real estate development. Most recently he is overseeing the redevelopment of Jordan Park in St. Petersburg, as well as several other projects, that you will hear more about on July 7.

Mr. Lundy is a strong advocate of education and housing programs which support social and economic independence. He also believes that affordable housing programs can help position low-income families to become self-sufficient through education training and employment opportunities.

We are excited that Mr. Lundy is able to join us in July to provide information about gender and racial justice in housing. Are there discrimination and economic inequities that makes it harder for women? Does housing instability have other negative impacts on women and minorities? Is there a correlation between housing and nutrition? Join us on Thursday, July 7 to have these and other housing questions answered by Michael Lundy, President and CEO of the St. Petersburg Housing Authority.



August 4: Personal Enrichment Through Mental Health Services (PEMHS) AND THE Crisis in Mental Health Related to COVID

Did you know that there was a Wellness Center being planned in Pinellas County, to assist with all aspects of mental health? Have you heard of the You Good campaign or Largo Strong? If not, you will want to join us for our August 4, 2022 luncheon meeting where we will welcome Maxine Booker, CEO of Personal Enrichment Through Mental Health Services, or more commonly known at PEMHS. Maxine will update us on the progress and the purpose of the new Wellness Center, and how PEMHS, and other community-based programs, will be assisted by a community-based Wellness Center. Maxine will also be providing an update about the continuing effects of COVID-19 and programs that PEMHS has in place to assist.



September 1: Kanika Jelks-Tomalin – Keys to Thriving in Work Transitions

We hope you will join us on Thursday, September 1 as we welcome longtime friend of BPW/St. Petersburg-Pinellas Dr. Kanika Tomalin. We often talk in BPW about women in transition. Kanika is the embodiment of what we mean when we talk about women in transition. Having started her career in journalism (print, TV and radio), she then moved into health care management, working for more than 13 years for Bayfront Health Systems. Due to her commitment to her community and her leadership style Kanika was then asked by Mayor Rick Kriseman to join him at City Hall as his Deputy Mayor (not to mention later adding on the City Administrator role), where she served for 8 years. Kanika has now made another transition into higher education as the Chief Operating Officer and Vice President for Strategy at Eckerd College in St. Petersburg, overseeing strategic services, operations and emergency management, technology services, sustainability efforts and the St. Pete Center for Civic Engagement and Social Impact.

Kanika received a degree in journalism from Florida A&M University, an MBA from the University of Miami and a Doctorate in Law and Policy from Northeastern University. She continues to be active within our community serving on several boards, as well as watching her 2 children grow and thrive as they continue into adulthood at their respective colleges.



October 6: Christie Bruner – Advocacy and the St. Petersburg Area Chamber of Commerce

Join us on Thursday, October 6 in advance of our Working Women's Forum on October 19, when we welcome Christie Bruner, new Vice President of Advocacy for the St. Petersburg Area Chamber of Commerce. While Christie's current position is recent, her experience is not as she has been an advocate her entire professional life.

Christie will provide an update on the Chamber's Benchmarking Trip to Austin, Texas, where the Chamber is taking 55 leaders, including Mayor Welch and several City Council members to learn from Austin professionals about rapid population growth, workplace development programming and much more. The goal of the trip is to bring back innovative ideas and strategic plans to St. Petersburg to implement as we build the future of our city together.

We hope you can join us for the exciting and informative program on Thursday, October 6, 2022.



November 3: Barry Burton – State of the County

We hope you will join us on Thursday, November 3, 2022 as we welcome for the first time Pinellas County Administrator, Barry Burton to our lunch meeting. Mr. Burton will provide an update on the state of the county. As the chief administrative officer for Pinellas County he will also provide information on the goals of the County, per the Strategic Plan.

Mr. Burton has many responsibilities, not the least of which includes building collaborative relationships with municipal and community partners. Has this been easier or harder now that one of Pinellas County's longest sitting Commissioners is now the Mayor of the City of St. Petersburg?

Mr. Burton also works with Development Review Services, Economic Development, Housing and Community Development, all of the things that have been in the news at many levels. Are there things we need to know?

Please join us on Thursday, November 3rd as we welcome Barry Burton, Pinellas County, County Administrator.



December 1: Katie McGill – Dress for Success

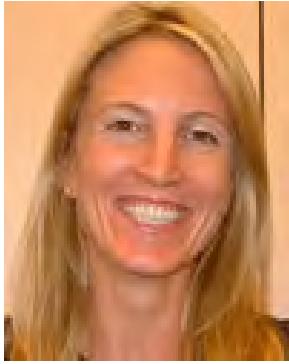
We look forward to welcoming Katie McGill, Executive Director for Dress for Success, on Thursday, December 1, 2022. If you don't know Dress for Success you will want to come to our program and when you do so, please consider bringing an item on the list below.

Katie has spent more than 20 years volunteering and helping the women in Tampa Bay. More than 35,000 women have been given an opportunity to get back on their feet and have a new outlook on life during Katie's time with Dress for Success, not only as the Executive Director but also as a volunteer.

Dress for Success' programs include a Professional Women's Group, which offers free networking and support for career success, and client tours of local businesses in the community to learn about their business practices.

Three boutiques serve the Tampa Bay community. Each client also has an opportunity to have the assistance of a personal stylist to assist with accessories, including handbags. Dress for Success clients also have access to the computer lab and may borrow a laptop to conduct job services or submit online applications.

Please join us on December 1 to hear more about this amazing organization.



January 5: Tara Newsome – The Times Have Found Us

The time has found us. *Thomas Paine, January 1776 – Common Sense: Addressed to the Inhabitants of America.*

Join us on January 5, 2023 as we welcome Professor Tara Newsom to BPW/St. Petersburg-Pinellas. Professor Newsom will speak on Thomas Paine’s *Common Sense*, “*The time hath found us*” and the relevance to today’s political climate, as well as our BPW/FL Public Policy Platform.

Professor Newsom is the founding Director of SPC’s Center for Civil Learning & Community Engagement, which is strategically designed to create diverse civic leadership through public service. She tells her students that she will do her best to encourage and cultivate their critical thinking skills and arm them with the tools to be successful, academically, and personally.

The time has found us.



February 2: Kenneth Welch - Mayor City of St. Petersburg

Please join us on Thursday, February 2, 2023 as we welcome St. Petersburg Mayor, Kenneth T. Welch. In his first appearance to BPW/St. Petersburg-Pinellas Mayor Welch will present his first State of the City address.

Ken is a lifelong resident and servant of St. Petersburg and Pinellas County, having grown up in the Gas Plant area and attending local public schools. Ken learned about service to our community from a long family history, including from his father, who was a city council

member.

A third generation St. Pete resident, Ken lives in St. Petersburg today with his wife of 30 years, Donna, and their two daughters.



March 2: Robin O’Dell – Women in the Arts

Please join us on Thursday, March 2, 2023 as we welcome Robin O’Dell, photographic curator and visual arts writer. Robin is the current Visual Arts Editor and writer for *The Artisan Magazine* and a freelance curator. Most recently Robin was the Curator of Collections for the Florida Museum of Photographic Arts after leaving her position at the Museum of Fine Arts. Have you ever wondered how a collection is curated? How do they find

the artwork? How do they find the collectors? Are women still underrepresented in the visual arts? Join us on March 2, 2023 as Robin O'Dell answers these and many other questions about women in the arts.



April 6: Denise Kelly – Housing Affordability and It's Role in Employee Recruitment

Please join us on Thursday, April 6 as we welcome Denise Kelly, a Certified Economic Developer/Urban Strategist to BPW/St. Petersburg-Pinellas. Kelly is with Stoneweg US, a real estate investment firm, in St. Petersburg, specializing in the acquisition and development of multifamily assets. Denise's areas of expertise include neighborhood and workforce development, commercial and mixed-use real estate development, business development, public-private-civic partnerships, and community revitalization utilizing Smart Growth strategies. We welcome her to BPW to discuss the connection between talent acquisition and housing affordability in St. Petersburg. One solution could be found in connecting apartment developments with our healthcare and education employers who need housing that is affordable for teachers, nurses, and other staff in these fields which tend to employ greater numbers of women.

Denise's career in commercial development included projects spanning Philadelphia, San Jose, San Francisco and Hawaii. Those projects, including Oakland's first LEED certified, mixed-use residential community designed using Smart Growth strategies and TOD incentives, and with both Tax and Bond affordable units, piqued an interest in Urban Planning. Through one of the largest Public Private Ventures in the country, she was honored to have served Navy and Marine Corps families through a partnership with the Department of Defense when military housing was privatized, and her company was awarded contracts in Hawaii, the Pacific Northwest and the Southeast. IN Hawaii, she and a small team transitioned more than 10K homes into the portfolio and subsequently built thousands more to replace WWII era housing.

Equality Day Tea

In 1920 the 19th Amendment to the Constitution was adopted and the women's suffrage movement ended.

19th Amendment

The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex.

Congress shall have power to enforce this article by appropriate legislation.

BPW/St. Petersburg-Pinellas celebrated its annual Equality Day with an unconventional **wine and charcuterie event** at the Hawthorne Bottle Shoppe, in St. Petersburg. The Hawthorn Bottle Shoppe is a female owned and operated local business in St. Petersburg. Approximately 20 BPW members and their guests, including St. Petersburg Area Chamber of Commerce President and CEO, Chris Steinocher, celebrated the addition of the 19th Amendment which granted women the right to vote. The Equality Day Tea Committee members included Jerri Evans, chair, and legislative chair; Kristin Smith, President; Lily Alcott, Janine Duffy, Membership Chair, and Nylma Laureano. The committee secured the venue and provided door prizes for tea participants.

Kristin Smith, BPW/SPP President, 2022-2023 welcomed one and all.

The BPW/SPP tea was memorable, fun, and informative and we look forward to celebrating again in 2024.



WORKING WOMEN'S FORUM – "Advocacy in Action"

Advocacy in Action! We talk a lot about advocacy at BPW but what does it really mean and how do you, as an individual, or as part of a team, advocate for yourself, your child, your organization? These and many other valuable questions were answered by our panelists and moderator at the annual Working Women's Forum. Committee Members: Michele Cavallo and Amanda Cummins, Co-Chairs; Kristin Smith, President; Sheila Barry-Oliver, Tami Simms, Christine Weigle, Amy Dinovo, Jerri Evans, Janine Duffy, Christie Bruner, and Nylma Laureano.

Our panelists and moderator were:



Dawn Hunter, JD., MPH, Southeastern Region Director,
Network for Public Health (Moderator)



Shanell Rae, Ph.D., Director of Diversity and Inclusion,
Tampa General Hospital



Marcia L. Avarado, PE, Structural Market Leader, WGI



Kimberly Jackson, ED, Strategic Policy Solutions



UNHAPPY HOUR FOR EQUAL PAY

On March 14, 2023, BPW/St. Petersburg-Pinellas held our 20th annual Unhappy Hour to mark Equal Pay Day, joining women’s organizations around the country in recognizing the ongoing issue of the wage gap. The day chosen annually as Equal Pay Day is symbolic, representing the day in the current calendar year that all women, on average, must work to, until they have finally earned the same amount that a man in a similar job would have earned in just the prior calendar year. At present, the average earnings for all women in the U.S. are roughly 83 cents for every dollar earned by a man, and the gap is even wider than that average for women of color. We recognize Equal Pay Day to continue to raise awareness of the wage gap, and the need to close it.

Our 20th annual Unhappy Hour took place at Webb City Cellars and was attended by ___ people in our community – a mix of women and men, BPW members and non-members. As in prior years, BPW did received proclamations from the City of St. Petersburg and from the Pinellas County Board of County Commissioners, declaring March 14 to be Equal Pay Day.

Our Unhappy Hour for Equal Pay Day event was attended by a reporter from the St. Pete Catalyst, the article can be found here [Inside St. Pete's push for equal pay • St Pete Catalyst](#).

Here are a few pictures from our event.



COMMUNITY OUTREACH

BPW/SPP continued and expanded our successful partnership with the St. Petersburg Area Chamber of Commerce, with many Chamber members attending our luncheon meetings, special events, and informal Meet Ups throughout the year. Our alliance not only allows Chamber members to attend our events, but allows our members, who might not be able to afford individual memberships to the Chamber, to participate in Chamber programs and events. Along with the Chamber, BPW/SPP created a small business program called SWAG (Successful Women's Advisory Group). We developed a mini grant program at BPW/SPP called "SOS" (Save Our Sisters) which is designed to help female entrepreneurs who are either BPW/SPP members or participants in the SWAG program.

We also continued what started last year as Member Meet Ups, but this year began marketing them more simply as BPW Meet Ups, to encourage more non-BPW members to attend and get to know us in informal settings. Once per month, members of our LO and non-members from the local community get together at various locations throughout the county for a more relaxed interaction without a specific agenda. We emphasize woman-owned locations and make the events fun and interactive.

FISCAL POLICY

BPW/SPP approaches running the LO as one would a business, setting goals, making action plans, setting policies, and using sound fiscal judgment in the creation of our budget and adherence to it throughout the year. We have a current IRS 501(c)6 designation and are current with SunBiz as well. We submit timely tax returns each year, and have successfully transitioned our bookkeeping duties from a longtime CPA who is retiring to a new CPA who has become an active BPW member over the past year.

Based on the program plans and the final actual financial results for our prior fiscal year, a budget was prepared by the Finance Committee and presented to

the membership for adoption in May. This budget includes support for our members to represent our LO at BPW/FL functions and also allows for scholarships for member dues for current LO members. We had positive cash flow for the year and are financially sound. The Executive Committee reviewed actual vs. budgeted income and expenses at each monthly EC meeting, and we had a separate audit committee review our books. The audit committee found no issues.

PUBLIC RELATIONS / TECHNOLOGY

BPW/St. Petersburg-Pinellas has developed an outstanding public relations plan that has significantly impacted their local community. BPW/St. Petersburg-Pinellas has successfully demonstrated a well-orchestrated public relations plan, which includes community involvement, media and business contacts, newsletters, and program promotion. BPW/St. Petersburg-Pinellas has proven its commitment to community involvement by partnering with local organizations and participating in community events. The organization has developed a strong relationship with its community by hosting and participating in events such as the Equality Day Tea, Annual Working Women's Forum and Unhappy Hour for Equal Pay Day.

BPW/St. Petersburg-Pinellas has been successful in building and maintaining a strong partnership with the St. Petersburg Area Chamber of Commerce. As a result of this partnership our events and initiatives are regularly featured in their community calendar, in their newsletters which are picked up by other online news sources extending the reach of our message as well as edifying our local organization as an authority on issues related to local business women.

BPW/St. Petersburg-Pinellas has an excellent newsletter that is distributed to its members and the community. The newsletter includes information about upcoming events, member achievements, and relevant news articles. Distributed each Tuesday, our newsletter is a quick read that keeps members and the community informed about BPW/St. Petersburg-Pinellas' activities and initiatives.

BPW/St. Petersburg-Pinellas has also demonstrated excellent program promotion. The organization has a robust social media presence and has used platforms such as Facebook, Twitter, and LinkedIn to promote their events and initiatives. BPW/St. Petersburg-Pinellas has also developed promotional materials, such as brochures and flyers, which are distributed throughout the community and at events.

BPW/SPP also makes extensive use of technology to advance our mission and promote our message. Over the past year, we have utilized a range of digital tools to enhance our outreach efforts and connect with our community in new and exciting ways. From the latest apps to website design, social media to electronic communication, we have demonstrated a commitment to staying on the cutting edge of technology and leveraging its power to achieve our goals.

One of our most significant achievements this year has been to maintain a website that is both informative and user-friendly. We have incorporated the latest design trends and best practices to create a site that is visually engaging and easy to navigate. Through our website, we are able to promote our events, share our message, and encourage people to get involved in our organization. Please visit www.BPWStPetePinellas.org to see for yourself.

In addition to our website, we have also been active on social media, using platforms like Facebook and Instagram to connect with our members and the broader community. By sharing news, updates, and engaging content, we have been able to build a strong online presence and attract new supporters to our cause. Utilizing tools like Doodle Polls, Google Forms and Microsoft Teams, our organization isn't afraid to use the latest tools we discover in our professional lives to support our efforts to fulfill our mission, even if they aren't always successful.

Overall, we believe that our organization has demonstrated an exceptional use of technology to advance our mission and promote our message. We are confident that our innovative approach has made a real difference in the lives of our members and the broader community.