

# The Jax USA Pageant Post

Volume 2, No. 2

Northeast Florida's Premier Local Miss USA Preliminary

July - November 2012

## ASHLEY CONLEY MAKES THE TOP 16 IN THE FINALS OF THE MISS FLORIDA USA PAGEANT



**Miss Jax USA in State Competition**

In July, seventy-three contestants from all over the State of Florida came together in Hollywood, Florida at the Bailey Concert Hall to compete for the title of Miss Florida USA 2013, the official state preliminary to the Miss USA Pageant.

The contestants participated in interviews (7/12/12) and preliminary competition (7/13/12), but only the Top 16 finalists competed in the Finals Competition on July 14th, 2012.

Representing Jacksonville, as Miss Jacksonville USA 2013, was Ashley Conley, a college student with a goal to become a dermatologist, currently working with the Clerk of Courts at the Clay County Courthouse. Ashley made our city proud with her impressive fitness in swimsuit, her adorable personality in interview, and her grace and poise in her stunning pastel peach evening gown. She thoroughly enjoyed the pageant week and met endless new friends that she will keep in touch with for years to come.

It was exciting when Ashley was called out at the first of the Top 16 finalists and competed throughout the televised finals. Although she did not capture the state crown this time around, Ashley represented Jacksonville extremely well and hopes to compete again in the future for this title.

The road to the Miss Florida USA Pageant and Miss Florida Teen USA Pageant starts here in the Jacksonville USA Pageant, like it did for Ashley. The next Jax USA competition is February 23, 2013 at the Wilson Center for the Arts on the South Campus of FSCJ. Spread the word to all potential contestants so that Jacksonville will again make its mark at the state competition next year!

## THE MISS FLORIDA TEEN USA PAGEANT IS A SUCCESS FOR ELISE LOBB, MISS JAX TEEN USA

On October 19th, 2012, Elise Lobb and seventy teen contestants checked into the Courtyard Marriott, the host hotel for the Miss Florida Teen USA Pageant, as young hopefuls desiring to obtain the coveted state title. Soon after check-in, Elise immediately participated in an orientation meeting, rehearsals, and the official interview competition. The following day, October 20th, 2012, she competed in the preliminary pageant with all of her competitors in swimsuit and gown. Later that Saturday night she enjoyed a fun dinner with friends, family, and fellow local titleholders to blow off a little steam.

Jacksonville's representative, Elise Lobb, is a student at Providence School, a ranked golfer here in North Florida, and an accomplished model. Elise made our City of Jacksonville proud with her amazing fitness in swimsuit, her charming personality in interview, and her extreme beauty in her stunning ballet-pink custom evening gown from Regalia Magnificent Apparel. In the Finals on Sunday, October 21st, 2012, it was a thrill as Elise Lobb was initially called out as a Top 16 Finalist and competed in all phases of the Finals competition. She excelled in all areas of competition, and was eventually called out in the Top 5! After a final review by the Judges, the results were:

4th Runner Up – Elise Lobb, Miss Jacksonville Teen USA\*  
3rd Runner Up – Rachel Gibbons, Miss Manalapan Teen USA  
2nd Runner Up – Olivia Caputo, Miss Lake Eola Teen USA  
1st Runner Up – Jourdan Thayer, Miss Sarasota Teen USA  
Miss Florida Teen USA 2013, Brianne Bailey  
(Miss Ft. Lauderdale Beach Teen USA)

Congratulations to Elise on this fine showing at the state pageant! The very next day on Monday, Elise and her golf team went to Gainesville and won the Regional championship in golf.....but that is another article.



**Miss Jax Teen USA in State Competition**

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Yes, we are finally on Twitter!  
Follow us at:

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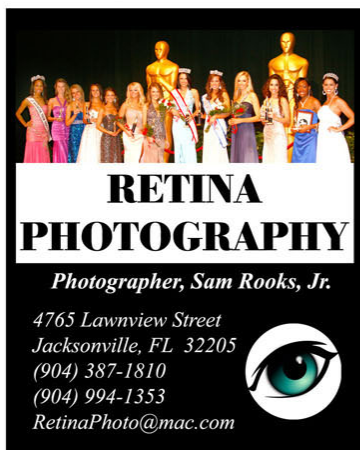
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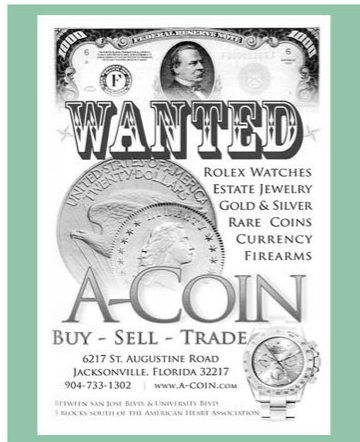




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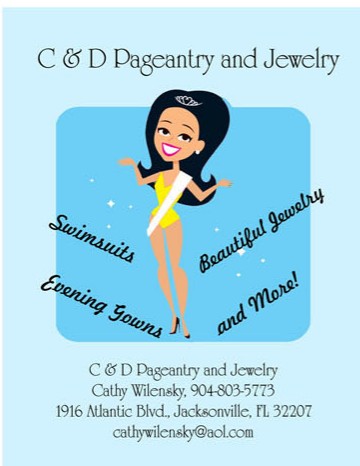
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## Jax USA Titleholders Honored with Resolutions From City Council

Thanks to the efforts of City Councilwoman Kimberly Daniels and her assistant, Ricky Anderson, Jax USA titleholders Ashley Conley and Elise Lobb received beautiful framed Resolutions on August 15th, 2012 from the Jacksonville City Council, recognizing them on winning their local titles, on their appearances and activities within the community, and on their endeavors to win their respective state pageants. They were supported by their family, friends, directors, and Jax USA Little Sisters, Ciara and Kayden. This is a very special recognition for our titleholders and it is such a highlight of their year when they get to give a brief speech about their accomplishments to the entire City Council at a televised meeting. These honors are greatly appreciated and will be an incredibly special memento to keep for a lifetime!



## The University Club Hosts A “Cocktails For A Cause” Event To Benefit The North Florida Scholarship Organization, Inc.

The 3rd Annual "Cocktails For A Cause" benefitting the North Florida Scholarship Organization, Inc. was held September 14th, 2012 at the University Club atop the Riverplace Tower on the 27th Floor. High above Jacksonville, the guests of the reception got a beautiful view of the City and the St. Johns River. This event was made possible by its benefactor, P. J. Apol, who has sponsored this event for three years in a row. The guests enjoyed wonderful snacks and a DVD movie of our pageant and the titleholders' activities so far for the year (Feb. - August 2012).



At the reception were the Jacksonville USA Titleholders, Ashley Conley - Miss Jacksonville USA 2013, and Elise Lobb - Miss Jacksonville Teen USA 2013. They both gave speeches about what they were up to and thanked everyone for coming and supporting the NFSO and its scholarship endeavors. The event was filled with lots of young ladies that served as Jax USA Little Sisters during the year: Ciara, Kayden, Kathryn, Amberly, and Olivia. A pageant sponsor in attendance was Cathy Wilensky, owner of C&D Pageantry, a fabulous local gown and swimsuit shop for pageants. A visiting titleholder, Elizabeth Gonzalez, Miss Nassau County, was the luckiest winner of the night, winning about a half-dozen prizes with her tickets for the "White Ticket" drawing. The grand prize winner for the event was Robert Eubanks who walked away with a stunning gold and diamond tennis bracelet from A-Coin and Stamp Gallery (another Jax USA Pageant sponsor).

The event was a success and it raised more money than the two previous years, so each year for this reception proves to be more and more beneficial for the NFSO and its scholarship raising efforts. It is hoped that such will continue to grow every year, and that everyone will join us next time on November 8th, 2013 for the 4th Annual "Cocktails For A Cause" benefitting the North Florida Scholarship Organization, Inc.

## IMPORTANT DATES!

**12/19/12 - The Miss Universe Pageant, Las Vegas, NV**  
**12/31/12 - Gator Bowl Parade**  
**2/1/13 - Deadline to enter the next Miss & Teen Jacksonville USA Pageant**  
**2/23/13 - THE 2014 MISS & TEEN JACKSONVILLE USA PAGEANT**



MISS JAX USA ON THE WJXT MORNING SHOW

On July 2nd, our very own Miss Jacksonville USA, Ashley Conley, was asked to appear on the Morning Show on WJXT Channel 4, the Local Station! She was interviewed by Nikki Kimbelton about her preparation for the upcoming Miss Florida USA Pageant which was coming up just about a week after that interview. Ashley was asked about numerous topics including winning her local pageant, preparation for the state competition, what her pageant fears were, her platform, and her appearances and activities as a titleholder. Answering like a pro, Ashley gave wonderful responses and showed she was ready for the interview competition at the state pageant. WJXT Channel 4 is the local station that airs the Miss Florida USA and Miss Florida Teen USA pageants in the North Florida area. Thanks WJXT for having Ashley on TV!



Pageantry Magazine Rocks!

We LOVE Pageantry Magazine here at the Jax USA Pageant! Thanks "PM" for honoring our titleholders and Pageantry Spirit Award winners in your Summer 2012 and Fall 2012 editions. Not only did they run several pictures from our pageant, but did a cool half-page article on the pageant too! The Jax USA pageant is a part of the Directors' Program at Pageantry Magazine, and we are proud to continue to be affiliated with Pageantry Magazine! If you ever get a subscription from them, tell them Cammie Sanders at the Miss & Teen Jacksonville USA Pageant sent you. Visit [www.pageantrymagazine.com](http://www.pageantrymagazine.com).

114 PAGEANTRY

2013 MISS JACKSONVILLE USA PAGEANTS

**JAX OF ALL TRADES:** (L-R) Miss Florida Teen USA 2012 Sydney Martinez, Miss Jacksonville USA 2013 Ashley Conley, Miss Jacksonville Teen USA 2013 Elise Lobb, and Miss Jacksonville Teen USA 2012 Emily Cunard celebrate a successful competition.

The 2013 Miss Jacksonville USA and Miss Jacksonville Teen USA pageants were held at the Wilson Center on the South Campus of FSCJ and were sponsored and presented by the North Florida Scholarship Organization. These competitions were official preliminary pageants for the Miss Florida USA and Miss Florida Teen USA competitions.

The pageants had a fun sports theme—"Jacksonville's Championship of Pageantry". Contestants performed in front of a festive goal post, decorative megaphones, and large letters that spelled out "JAX USA" in red, white, and blue. The opening number included 12 dancers from the Scott Jones School of Dance, Miss Jacksonville Teen USA 2012 Emily Cunard, and her Jax USA Little Sister, Ciara Sanders.

The Miss and Teen contestants competed in the categories of Interview, Swimsuit, and Evening Gown, and the event was highlighted with performances including a vocal performance from FSCJ Professor Hansford Joiner, several dance performances by the Scott Jones Dancers, and a solo en pointe by Anjelica Jones. There was even a ceremony to crown new Jacksonville USA Little Sisters: Ciara Sanders, Kayden Sanders, Olivia Overstreet, and Jady Hamilton. The emcees included past Miss Jax USA, 2010 Miranda Weber and Tess Wilensky, who held the title of National American Miss Teen in 2009.

All contestants, regardless of the results, won various gifts/prizes. The new Miss Jacksonville USA 2013 received a significant prize package valued around \$4,000, which included her new crown, banner, trophy, flowers, entry to the state pageant, and a \$1,000 scholarship. Miss Jacksonville Teen USA 2013 also received a prize package worth more than \$3,500, including a crown, banner, trophy, flowers, entry to the state pageant, and a \$250 scholarship.

At the end of the competition, Ashley Conley was crowned Miss Jacksonville USA 2013 and the title of Miss Jacksonville Teen USA 2013 went to two-time Pageantry and PromTime model Elise Lobb. Additional awards were presented during the pageant as well.

The newly crowned Miss Jacksonville USA 2013, Ashley Conley, is an 18-year-old freshman at St. Johns River State College. The new Miss Jacksonville Teen USA 2013 winner, Elise Lobb, is a 17-year-old junior at Providence School.

MISS JACKSONVILLE USA

Miss Jacksonville USA \_\_\_\_\_ Ashley Conley

Miss Jacksonville Teen USA \_\_\_\_\_ Elise Lobb



Queen of Jax - Miss Jacksonville Teen USA 2012 Emily Cunard (L) and Jacksonville USA Little Sister Ciara Sanders (R) congratulate Arianna Hamilton (C) on her Pageantry Spirit Award.



Florida's Finest - Brittany Bureau receives the Pageantry Spirit Award from Miss Jacksonville USA 2009 Kimyata Perry (L) and Miss Florida Teen USA 2012 Sydney Martinez (R).



MISS JACKSONVILLE USA & MISS JACKSONVILLE TEEN USA PAGEANTS

c/o North Florida Scholarship Organization, Inc.  
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## It is not too early to get signed up for our next Jax USA Pageant!

We are already accepting applications from prospective contestants for our 2014 Jax USA competition, to be held on February 23rd, 2013 at FSCJ's Wilson Center! This year it will be a one day rehearsal and pageant. All of the competitions (swimsuit, gown, on-stage question) will all take place on the stage that day. Special discounts on the entry fee for early sign-ups! Visit our website and click on the yellow post-it note or click on the "Contestant Paperwork" button. You could be our next titleholder!



## PAGEANT NEWS!



4/9/12 - Opening of the Beaches Parade - Participants: Elise, Kathryn, Amberly, Jadyn, Ciara, & Jillian! No one rained on their parade.



4/9/12 - Ashley emcees the Miss Daytona Beach USA Pageant and passes on her prior title.

5/16/12 - Elise and Amberly at a Fundraiser held at Chick-Fil-A



5/5/12 - On Cinco De Mayo, Ashley appeared at the Jax Zoo for the "Wild for Williams Syndrome Awareness Walk"



6/3/12 - Jax USA Little Sisters Ciara & Kayden, cheer on Miss FL USA, Karina in the Miss USA Pageant



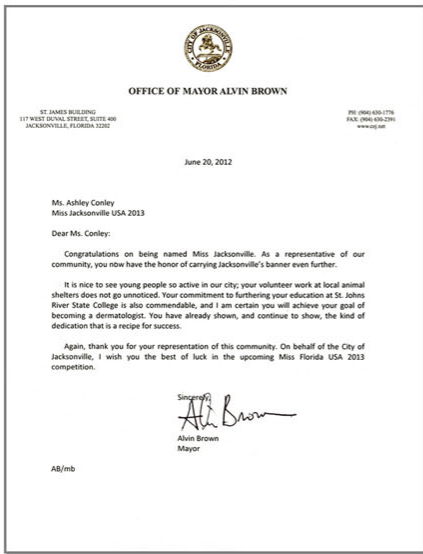
June 8 - 9, 2012: Ashley travels to the Tel-Air Studios in Hollywood, Florida to attend the seminar for the Miss Florida USA Pageant. Also that weekend she participated in the pre-taping segments for the pageant and was a part of the swimsuit shoot!



6/21/12: Shrine Night at the Suns Game, Kevin Sanders sang the National Anthem, and appearances were made by Elise, and her little sisters, Amberly, Ciara, & Kayden.



# Here's Some More Pageant News For You!



Ashley receives a letter of congratulations from Mayor Alvin Brown and he commends her on her accomplishments! THANKS MAYOR!



6/14/12: Elise at Jax Naval Air Station



9/14/12: The Jax USA Little Sisters were on parade at the "Cocktails For a Cause" benefit held at the University Club for the NFSO



Sept. 7 and 8, 2012 - Elise made her way to South Florida for the seminar and pretaping segments for the Miss Florida Teen USA Pageant. For her video taping, she went to the Miami Zoo, held a snake, rode a camel, and had a blast!



**AVEDA INSTITUTES FLORIDA**

The Jax USA Pageant welcomes a new sponsor: AVEDA! All contestants and judges will receive goody bags from them!

**FIND THE JACKSONVILLE USA PAGEANT ONLINE!**



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Follow us on Twitter: <https://twitter.com/JaxUSAPageant>



See photos and videos of our pageant activities all year long!



8/15/12: After the City Council Resolutions were presented to Ashley and Elise, they enjoyed an impromptu photo shoot at the Landing (thanks Trish!!)



9/22/12 - Ashley struts her stuff at the Morocco Shrine Fashion Show.



10/12/12: At UNF's First Hockey Game to "drop the puck"!



9/28/12: Community Helper Day with Jaxson DeVille

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10/13/12  
Elise helped unload 960 pumpkins at the St. John the Divine's pumpkin patch! She got to meet former Jaguars Kicker Mike Hollis too!!



10/15/12  
Elise served food at the No Dough Dinner to benefit to USO.



October 2012,  
Elise and her golf team won the District and the Regional competitions in golf. Now on to the State Competition!

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## HIGHLIGHTS FROM THE 2013 MISS FLORIDA TEEN USA PAGEANT

*\* Photos by Cammie Sanders, Candace Dickens, Tel-Air/Flickr, Don Seidman*



Checking In



The teen contestants enjoy a Dominos pizza & pajama party on Friday night.



Ready for interview!



Jacksonville USA Little Sisters, Amberly, Ciara, and Kayden, introduce themselves onstage!



Surrounded by lots of friends and supporters!



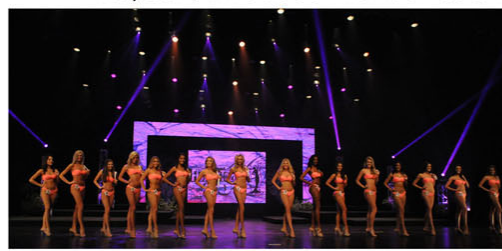
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Onstage Question



Super Swimsuit



The Top 16 come out for their line up after the swimsuit competition.



Glamorous In Gown



Yay! Called out in Top 5!



Here's the Top 5 - who will it be?



Final Top 5 banter



4th Runner Up! Way to go!



The fabulous Top 5 of the Miss FL Teen USA Pageant!

## HIGHLIGHTS FROM THE 2013 MISS FLORIDA USA PAGEANT

*\* Photos by Cammie Sanders, Tel-Air/Flickr, Don Seidman*



Press Day: Ashley and contestants smile for the media! Ash is in the front row, 3rd from the right, in orange.



Ashley successfully completes her interview.



Preliminary Night Swimsuit Lineup



Top 16! Time for the onstage question.



Backstage with lots of new friends.



Opening Number, Ladies in Red



Capturing a glimpse of Ashley



Sister queen Elise and Little Sisters Ciara & Kayden



As a Top 16 Finalist, Ashley and the other competitors strut their stuff in identical swimsuits.



Gorgeous in her gown from C&D Pageantry



Ashley with the new Miss FL USA, Michelle Aguirre



Team Jacksonville USA with FL USA Director, Mary Lou Gravitt