

Lori Beck Mattox

Class of 1978

Lori Beck Mattox is a member of Clearwater Central Catholic's class of 1978. After CCC, Lori went on to the University of Florida where she earned a Bachelor's in Advertising in 1981. From 1981 to 1983, she worked in the Retail Advertising Department of the *Clearwater Sun Newspaper*.

Lori, a generous supporter of CCC since 1998, is a mother to six CCC alumni. She has dedicated her time to raising and supporting her eight children, while volunteering at Our Lady of Lourdes and CCC. As an active volunteer parent for 17 years, Lori supported more programs than one can count including Marauder athletics, the annual gala, and drama.

In 2007, Lori started SportsKatz, a corporate imaging apparel company and website featuring girls' sports apparel and CCC spirit wear. SportsKatz is a premium rated Amazon Seller and has continued to thrive over the past eleven years.

In addition to her business, Lori spent her time supporting various projects throughout the Diocese of St. Petersburg. In 2007, Lori received the first Diocese of Saint Petersburg Catholic Foundation Leadership Award honoring exemplary temporal and spiritual support to Catholic School education. In 2013, she was awarded the Diocese of St. Petersburg's "St. Jude the Apostle Medal" for distinguished and outstanding service. From 1995 to 2013, Lori served as chairman of the Our Lady of Lourdes Annual Fall Festival. In 2013, Lori also received a Certificate of Recognition from the Dunedin City Commission for raising \$1.9 million for the Our Lady of Lourdes Fall Festival.

Lori served as the School Advisory Board President at Clearwater Central Catholic from 2000 to 2006 and served as an active board member on CCC's Advisory Council from 2013 to 2015. She is a Central Catholic Fund Legacy Donor and is recognized as a Legacy Benefactor for her cumulative donations to CCC. At the class of 2015's Baccalaureate Mass, Lori and her husband Jeff were presented with the Sisters of Notre Dame Distinguished Service Award for their many years of service and generous support of CCC.

Lori's dedication to her family, her business, and Clearwater Central Catholic showcase why she represents our value of Embodying Respect and is recognized as a Distinguished Alumnus.