

A PUBLICATION OF THE JUNIOR LEAGUE OF RALEIGH | FALL 2014

# the *Link*



**SPREE!**  
**CELEBRATES**  
*30 Years*

**2013-2014**

**ANNUAL REPORT**

**85th Anniversary**

**Spotlight - SAFEchild**



SAVE THE DATE  
to Celebrate



LEADERSHIP | SERVICE | COMMITMENT

## March 2015

- The City of Raleigh Museum, located on Fayetteville Street, will celebrate the Junior League of Raleigh with an exhibit throughout the month of March as they highlight Women's History Month. Museum admission is free. Join the Junior League of Raleigh for First Friday, March 6 for an informal gathering and/or plan to attend the ticketed Throwback Thursday evening reception on March 19.
- The March 10 General Membership Meeting at McKimmon Center will feature a 85th anniversary celebration. All current JLR members (Provisional, Active and Sustainers) and former members are invited, so gather your old Color Group, team, committee or Board, and join us!

## April 2015

- Join League members for the JLR week of service, April 18-25, for a variety of short term projects for all members to impact the community.

[www.jlraleigh.org](http://www.jlraleigh.org)



# CONTENT



## *In Every Issue*

President's Message	5
Agency Spotlight	19
Member Spotlight	20
Pink Pages	23



2014-2015 JLR Board Profiles	6
Annual Report	11
Donors 2013-2014	
Council Highlights	
Capital Campaign Donors	
2013-2014 Community Teams and SPREE! Sponsors	
The League of Extraordinary Mothers	20
SPREE!	26
A Shopping SPREE! Celebrating 30 Years	
Pearls of Delight from Bailey's Fine Jewelry	
The Silent Auction goes Digital	
Conscious Consumerism: Purchases with Principal	
Breast Cancer Awareness	32
Susan G. Komen for the Cure Founder Shares Words of Inspiration	
Agency Spotlight	34
SAFEchild: history of the League's signature program	
Annual Fund	37
Judicial Panel Informs, Connects	38



## Co-editors

Rhonda Beatty & Kathryn Poole

## Assistant editor

Kendra Allen

## Staff

Amanda Basham, Jennifer Blue-Smith, Alexandra Boddie, Brianna Brown, Molly Conti, Mary Katherine Crane, Amy Davis, Deidra Hudson, Pamela Saxman, Kimberly Spence, Tyshia Torres



The Junior League of Raleigh is an organization of women committed to promoting volunteerism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.

## Junior League of Raleigh

711 Hillsborough Street Raleigh, N.C. 27603

## Mailing Address

P.O. Box 26821  
Raleigh, N.C. 27611-6821

Phone: 919-787-7480

Voice mail: 919-787-1103

Fax: 919-787-9615

[jlraleigh.org](http://jlraleigh.org)

[facebook.com/JLofRaleigh](https://facebook.com/JLofRaleigh)

Twitter - @JrLeagueRaleigh

## Bargain Box

Phone: 919-833-7587

## Advertising

For advertising inquiries, contact [advertising@jlraleigh.org](mailto:advertising@jlraleigh.org) or Tania McLeod at 919-787-7480.

*the Link* is published three times a year.



## 2014-2015 BOARD OF DIRECTORS

Selené Brent  
Kathryn West  
Anne Strickland  
Marisa Bryant  
Lanier McRee  
Heather Beiza  
Mitzi Downing  
Julie Whitlock  
Lisa Coston Hall  
Katie Schottmiller  
Heather Wingfield  
Danita Morgan & Virginia Yopp

President  
President-elect  
Communications & Strategies VP  
Community VP  
Funding VP  
Membership VP  
Training VP  
Nominating Captain  
Secretary  
Treasurer  
Member-at-Large  
Sustaining Advisers

## COMMUNICATIONS & STRATEGIES COUNCIL

Kelsey McPherson  
Amanda Comeaux & Kristin Walker  
Rebecca Ayers & Jena Edelman  
Rhonda Beatty & Kathryn Poole  
Monika Johnson Hostler & Koren Townsend  
Alicia Frazee  
Jen Reel

eLink Captain  
Emerging Ideas Co-captains  
GRAPA Co-captains  
*the Link* Co-captains  
Public Relations Co-captains  
Social Media Captain  
Website Captain

## COMMUNITY COUNCIL

Gina Bowman & Danielle Shurman  
Astra Ball & Samantha Hatem  
Kelly Brown & Kathleen Franklin  
Langley Moretz & Debbie Pappas  
Natalia Dixon & Gracie King  
Amanda Eade & Kelli Anne Lane  
Amy Hanson  
Nina Argry & Chasta Hamilton Calhoun  
Angela Hatton & Jina Propst  
Emily Core & Jennifer O'Connor  
Jennifer Straw Olson

AventWest Children's Mentoring Co-captains  
Backpack Buddies Co-captains  
Boys & Girls Club Co-captains  
Chorus Co-captains  
Heritage Park Co-captains  
Helping Horse Captain  
Kids on the Block Co-captains  
Quick Impact Co-captains  
SAFEchild Co-captains  
StepUp Co-captains  
Sustaining Adviser

## FUNDING & DEVELOPMENT COUNCIL

Beth Farrell & Sarah White  
Laura Cole & Nikiann Gray  
Sandra Johnson & Leslie Young  
Juvon LeGare-Rivers & Kimberly Williams  
Lisa Qualls & Meghan Skirving Thelen  
Hailey Hamalainen & Chem Pecze  
Lucy Austin & Shirley O'Donnell  
Crystal Smith  
Emily Funderburk

Annual Fund Co-captains  
Bargain Box Co-captains  
Belk Fashion Forward Co-captains  
CCL Arrangements Co-captains  
Community Funding Co-captains  
Cookbook Co-captains  
A Shopping SPREE! Co-captains  
Treasurer-elect  
Sustaining Adviser

## MEMBERSHIP COUNCIL

Randi Ligon & Elizabeth O'Quinn  
Annie Chagachbarian & Katie Pallara  
Lucy Cornelius & Monique Fisscher Goldwater  
Kelly Di Domenico  
Jenni Kinlaw & Caroline Pendleton  
Ann Mailly  
Keri Eddins

Membership Development Co-captains  
Placement Co-captains  
Sustainer Co-captains  
Sustainer Transfer Captain  
Taking Care of Members Co-captains  
Transfer Captain  
Sustaining Adviser

## TRAINING COUNCIL

Sarah Schmidt & Jennifer Westcott  
Nichole Allen & Mary Beck Skinner  
Mariah Matheson & Gail Reid-Vestal  
Whitney van Haam  
Liz McLean & DeShelia Spann

Arrangements Co-captains  
Capital Leadership Initiative Co-captains  
Community Connect Co-captains  
Immediate Past President  
Training Co-captains

## NOMINATING

Tricia Ellen  
Morgan Tew  
Mary Paige Phillips  
Abby Seats  
Jessica Throneburg  
Jennifer Hoverstad  
Kim Keith  
Julie Ploscyca

First-year Nominating  
First-year Nominating  
First-year Nominating/Nominating Assistant  
First-year Nominating  
Second-year Nominating  
Second-year Nominating  
Second-year Nominating  
Second-year Nominating

## AD HOC and APPOINTED POSITIONS

Julia McCullough  
Elizabeth Merritt  
Lindsay Beth Gunter, Lauren Stump and  
Liz Riley-Young  
Brooke Schmidt  
Marsha Curtis & Stevie Miralia

Archive and Data Collection Task Force  
Funding  
Governance Research Task Force

President's Assistant  
President's Support Team



## PRESIDENT'S MESSAGE



I can hardly believe the holiday season is in full swing. It seems like just yesterday we were welcoming the largest Provisional class in the history of the Junior League of Raleigh through the doors of the Center for Community Leadership for their kick-off meeting. Now, the 30th annual A Shopping SPREE! is in history books along with two GMM's, one small group, a couple of book club gatherings, two Community Connect trainings, a judicial forum, the start of the 2014 Capital Leadership Initiative class and the numerous events and meetings our 42 placements have conducted thus far. Oh - and let us not forget the inspiring message from Nancy Brinker, former U.S. Ambassador and founder of the Susan G. Komen Foundation, who graciously honored us back in September. Whew! The Junior League of Raleigh has been busy.

Although this League year is moving at what seems like a rapid pace, I do hope that members will take time to enjoy the journey. The challenge I gave to you in the *eLink* back in June still stands. It is up to you to take advantage of the opportunities the League offers, to learn something new, and to meet someone new. The League is what you make of it, so you should take every step to make it YOUR organization. You are paying to be here so why not get your money's worth?

Jimmy Johnson said "The difference between ordinary and extraordinary is just that little extra." The little extra every League member gives back to the League really does make what we do extraordinary in our community. I would like to thank each one of you for the wonderful service you give to the League. The Junior League of Raleigh would not be able to boast of being a viable impactful organization to Raleigh for the past 85 years without extraordinary women like you who rise to meet each challenge and take it as an adventure. Your leadership service and commitment are invaluable to the League, our partners and the people that we serve.

As we move through the holiday season, please take the opportunity to relax with family and friends. Through all the hustle and bustle make sure you make time for yourself. We need you to remain energized and excited about your role in the Junior League. I thank you for what you have done and I thank you in advance for what you will do. There is still much work to be done.

My best to all of you,

Seleñe Brent





2014-2015

# JLR BOARD PROFILES

By Amanda Basham & Jennifer Blue-Smith



SELEÑE BRENT  
PRESIDENT

While there is much you already know about your 2014-2015 Junior League of Raleigh President, there is likely much you do not know. You probably already know that she is an IT Project Manager at Cisco and a humble go-getter. But did you know that Seleñe was a member of 4H Honor Club? Did you know that she played the cymbals in the high school band and that she would love to live in Hawaii? Did you know that Seleñe starts each day reading Bible verses from an app on her phone? Did you know that Seleñe raised her cousin? Did you know that she has a hard time saying no? (Well...you probably knew that!)

One of Seleñe's goals this year is to increase diversity in the League. Her long-term goal in the JLR is to out-serve our league's longest serving active member, Sandy Page. When she has a rare smidgen of free time, Seleñe's guilty pleasure is watching Western movies.

*What natural gift would you most like to possess?* A photographic memory.

*What do you believe would be the greatest of misfortunes?* Never having a true friend.

*What qualities do you most admire in a person?* Humor, thoughtfulness and good judgment.

*What are your favorite names?* Jonathan and Alexis.

*Who are your real-life heroes?* My parents and grandparents.

*What do you most despise?* People who cause others to suffer because of their color, race, religion, sex or any other characteristic.

*What kind of friend would you like to be?* Available to those who need me even when I think I'm too busy.

*What is your present state of mind?* I feel good!

*What is your motto?* Do unto others as you would have them do unto you.

Kathryn is an avid reader. She has a running list of all the books she's read since 1997 and she had Maya Angelou as a professor at Wake Forest University. She loves the outdoors on a beautiful day, and she would love to learn how to play a musical instrument. She's Kathryn West, President-elect. Following in her family's footsteps, Kathryn is a third-generation Realtor and she's been in the League since 1999. She enjoys traveling and trying new Triangle restaurants. Originally from Greensboro, Kathryn has one dog and is an aunt to three.

*If you could change one thing about yourself, what would it be?* My license incorrectly lists that I am 5'10" and it would be fantastic to really be that tall!

*If you could change one thing about your family, what would it be?* Add a husband!

*What is your motto?* "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Maya Angelou

and

"My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor and some style." Maya Angelou



# 2014-2015 BOARD PROFILES



ANNE STRICKLAND  
COMMUNICATIONS  
AND STRATEGIES  
VICE PRESIDENT

With a background in communications and marketing, Anne is well-suited to her position as Communications and Strategies VP. From Middletown, Maryland, Anne came down south when she was very young with her father's transfer to a new IBM office. She attended Appalachian State University and later earned her masters from North Carolina State University. She is married to her humorous, patient and compassionate husband, Drew, and appreciates sunny afternoons spent with him and their dog, Tucker, especially when they are on the water fishing. Her slow days are rare, however, because Anne possess that unforgivable trait we all know so well—the inability to say “no.”

*What is your greatest fear?* Letting someone down. I'm a people pleaser by trade.

*Who is your favorite superhero of fiction?* Superwoman, of course.

*What is your motto?* Never let success get to your head, and never let failure get to your heart.



HEATHER BEIZA  
MEMBERSHIP VICE  
PRESIDENT

Heather is a Fayetteville, North Carolina native and has been active in the League for seven years. She is married to her husband, Mario, who just so happens to be the love of her life. However, her Chihuahua, Gizmo, runs a close second. Heather also appreciates friends who are great listeners. With her role as an office manager at David Polhemus, DDS, it is only fitting that Heather's motto is: “Always stay positive and remember to smile!”

*Who is your favorite hero of fiction?* Maria from “The Sound of Music.”

*Who is your favorite real-life hero?* My father. He passed away six years ago, but he always made his family his number one priority.

*If you could change one thing about yourself, what would it be?* I would love for my entire family—including my parents and siblings—to all live under the same roof with me, Mario and Gizmo. I know ... it sounds crazy.



LANIER MCREE  
FUNDING VICE  
PRESIDENT

Active for seven years and from Jackson, Mississippi, Lanier is a natural for the role of Funding VP. She works as a fiscal analyst at the North Carolina General Assembly and is also a licensed real estate broker. She is an alumna of Davidson College, the London School of Economics and Duke University. When she is not spending her time fostering dogs, Lanier enjoys running, riding horses and yes—attending JLR meetings!

*What is the trait you most deplore in yourself?* Impatience.

*If you could choose what to come back as, what would it be?* A river otter. They have the most fun swimming and doing flips. They look like they are always having a blast!

*What living person do you admire most?* I will be cliché and say my mother. She is the most amazing, strong and smart woman; I am impressed by her every day.



# 2014-2015 BOARD PROFILES



MARISA BRYANT  
COMMUNITY  
VICE PRESIDENT

Hailing from the bustling metropolis of Reidsville, North Carolina, Marisa, active for eight years, is the loving mother of two young children and a despiser of cable news. She previously spent her days at Elon College, UNC-Chapel Hill and has experience fundraising in the nonprofit sector. She is happiest when she takes that first sip of coffee in the morning or when she arrives at her favorite Asheville restaurant—Salsas—and finds that there is no wait. Marisa is a quick walker and refuses to mosey along.

*What is the quality you most like in a man?* I've always been so confused by this question. Why would I have different standards for people based on their gender? For a man or a woman, compassion is my favorite quality.

*What do you consider the most over-rated virtue?* The quest for perfectionism; this seems to be the new expectation for women. Life is messy and short. Embrace it!

*If you could choose what to come back as, what would it be?* I feel pretty good about having one shot at this life, and I look forward to going somewhere much, much better when it's over.



KATIE SCHOTTMILLER  
TREASURER

From Ohio to California to North Carolina, Katie's goal this year as Treasurer is to set a balanced budget and increase member awareness of our finances. A take-out junkie who loves to organize, her husband, Jeff, can be found cooking in the kitchen while she tries her hand at "table-scaping." A mother of three, she enjoys sleeping, mindless TV, wine, reading, playing Bridge and occasionally running.

*If you were having a dinner party, what would you serve?* Takeout! I do not like to cook.

*If a friend needs help with something they could call on you for help with...* Organizing anything - closet, pantry, photos, attic. Bring it on!

*What is the trait you most deplore in yourself?* I hold grudges. I really need to let things go.



LISA COSTON HALL  
SECRETARY

After growing up in Greensboro, North Carolina and attending North Carolina State University, Lisa's tenure with the JLR began in 1994. Lisa says she is excited about working with all areas of the League and helping coordinate an 85th anniversary observance that celebrates and furthers the League's community impact.

A former newspaper reporter and editor, she currently works at NCSU. A fan of over-the-top TV, she enjoys exercising and reading. She and her husband, Stuart, have two children; step-daughter Allison (15) and son, Riley (6).

*Is there a scene from a movie or book that resonates with you, makes you laugh every time, or inspires you?* Forrest Gump - the scene where Forrest stands at Jenny's grave and tells her they buried her under her favorite tree... I cry every time. I can't even stand to talk about it.

*Who are your favorite writers?* Mystery writers like Michael Connelly (I interviewed him on the phone once, which was cool) and Elizabeth George.

*Who are your real-life heroes?* People who work daily to make things better for the abused, disabled, underprivileged or critically ill.



# 2014-2015 BOARD PROFILES



HEATHER WINGFIELD  
MEMBER-AT-LARGE

This year marks six years in the JLR for Heather, who hails from Somerset, Pennsylvania. You can find Heather rooting for any sports team from Pittsburgh, especially the Steelers, or chasing her son, Charlie.

Heather attended Carnegie Mellon University and earned her BS in Cognitive Science and Human Computer Interaction, she currently works as an information architect for Fidelity Investments. When she is not cooking, decorating or reading, Heather spends time with her husband, Joe, their son and a dachshund, named Pepper.

*Is there a blog or magazine that you have to read regularly?* I read "Go Fug Yourself," "The Pioneer Woman," and "The Skimm."

*What is your current state of mind?* Happy, as long as my family is healthy, has a roof over our heads and food to eat; I don't believe I have any other excuse to be anything other than happy!

*If you could change one thing about your family, what would it be?* I really wish we could skip the terrible twos right now.



JULIE WHITLOCK  
NOMINATING  
CAPTAIN

A subscriber to People Magazine since 1992, Julie can be found cuddled on the couch reading every Friday. Originally from Columbia, South Carolina, Julie has been in the League for seven years and works for Lenovo. She attended the University of South Carolina and the USC Darla Moore School of Business, earning a Master of Human Resources.

Julie is excited about being involved in a potential governance change and recognizing members for their leadership through various awards. Julie has been married to Justin for seven years and they have a daughter, Devon (6), and two sons, Tyler (3) and Jackson (15). She enjoys cooking, eating, spending time with friends and family, and binge-watching TV dramas.

*Favorite recipe to cook for someone else or when company is coming?* The most common request I get from company is for me to make my pasta salad.

*What do you consider your greatest achievement?* My children. While they're still young, I continue to be amazed at what wonderful people they are becoming. *Who are your heroes in real life?* No question - my mother. Barely speaking the language and having little education, she came to this country during the 1960s and built a business with my father and raised three daughters.



MITZI DOWNING  
TRAINING VICE  
PRESIDENT

All the way from Amarillo, Texas, Mitzi is a professor at North Carolina State University. After six years in the League, Mitzi says she is excited about working with a great team of committed ladies that want to serve JLR and the community.

Mitzi can be found reading, running, taking yoga and Pilates classes, participating in chili cook-offs, as well as chasing after her son, Noah. She is married to Clay and has two pets: Scout, a dog, and Lola, a guinea pig.

*Is there a scene from a movie or book that resonates with you, makes you laugh every time, or inspires you?* How to Lose a Guy in 10 Days: The Bullshit card game scene is one of my favorites.

*What re-fuels or energizes you?* Rainy days with nothing to do but watch movies with my family (pets included).

*If you could change one thing about yourself, what would it be?* I'd love to be three inches taller.



# 2014-2015 BOARD PROFILES



DANITA MORGAN  
SUSTAINING  
ADVISER

Originally from Rutherfordton, North Carolina, Danita has been involved in the League since 1989. Refueled by napping, walking and spending time with friends, Danita is your friend to call if you need something edited or if you need help fundraising. She attended UNC-Chapel Hill and currently works for Habitat Wake. She and her husband Chris have four pets: Charlie Scot (dog), Lennie, Davis and Tyler (cats).

*Favorite recipe to cook for someone else or when company is coming?* Caramel Cake.

*If I didn't live in Raleigh, I would live...* in Blowing Rock.

*What do you most value in your friends?* Loyalty.

*Who is your favorite hero of fiction?* Maria von Trapp and Jimmy Chitwood.



VIRGINIA YOPP  
BOARD ADVISER

Active in the league for 15 years, Virginia is excited about the chance to engage in the board's energy and enthusiasm this year. Even though she has served in many different capacities throughout her tenure in the League, including League President from 2008-2009, she is excited to learn from the many talented women.

Growing up in Florence, South Carolina, she came to Raleigh to attend Campbell University. In 2012, Virginia was recognized by Triangle Business Journal with a "40 under 40" Leadership Award. She is married to her husband, David, and they have a son, "Little" David, who is 12 years old. She enjoys spending time at the beach, boating, golfing, volunteering and reading a good book.

*Is there a blog or magazine that you have to read regularly?* Garden and Gun magazine.

*What is your favorite recipe to cook for someone else or when company is coming?* Beef tenderloin with a mushroom port sauce.

*What do you consider your greatest achievement?* Being a mother.

*What is your motto?* Let go and let God.



# ANNUAL REPORT

It was a privilege and honor to serve the Junior League of Raleigh as president for the 2013-2014 fiscal year. My theme was Empowering Women, Effecting Change, and I challenged our membership to explore what empowered them in their work in the League. There is no doubt the change that our League has made on our community, but my hope is that each member recognized how her work impacted that change.

Perhaps the biggest accomplishment of the year was the completion of the Capital Campaign to support the work of our Center for Community Leadership. When the campaign was re-launched in spring 2013, only 18 percent of members had given, but by the completion of the campaign in December 2013, members had participated in record numbers with more than 55 percent making gifts and pledges. The most significant gifts to the Campaign were made by families in honor of some of most accomplished and beloved past presidents: Julia Daniels, Margie Johnson and Dianne Davidian. And, I was so proud to have 100 percent participation by our Board of Directors and Leadership Council. At completion, the Capital Campaign totaled more than \$1.5 million.

Our Strategic Plan had been created and adopted in spring 2013, so its message of Engagement=Members\*Community Connections (or  $E=mc^2$ ) was prevalent throughout the League. From our community placements to our training for members and the community, the Junior League of Raleigh made an impact throughout Wake County, with out-of-the-box thinking and creativity encouraged. Our work with promising youth continues to be a driving force, and more than 200 members served our community directly. The change we effect by providing volunteers is paramount to the 10 organizations with whom we partner, and the countless other groups we serve through our Quick Impact team. For serving our members, we offered new options for noon-time meetings, brought back training focused for members and continued tweaking the online placement process.

*"There is no doubt the change that our League has made on our community, but my hope is that each member recognized how her work impacted that change."*

When I look back on the 2013-2014 league year, the memories that will burn the brightest were the chances to see our members doing what they do best: working hard and having fun. Our Empowered Women are Effecting Change in our community and world. Thank you for the honor of serving you.

With gratitude,



Whitney von Haam





# DONORS: 2013-2014

## Community Friend

Paige Asady  
Barbara S. Ayers  
Astra R. Barnes  
Melissa Barrentine Martin  
Nancy Benninger  
Lindsay Beth Gunter  
Brooke Bitler  
Ashleigh E. Black  
Shanah Eve Fuerst Black  
Tracey F. Boddie  
Shayla K. Bradshaw in honor of 2013 Inaugural Ball Team  
Chris L. Brandt  
Lauren N. Brennan  
Nancy Bromhal in honor of Anita Blomme Pinther  
Linda Brown Douglas  
Marisa M. Bryant  
Francine C. Calogero  
Ashley H. Campbell in honor of Maeve Goff  
Morgan Cates Tew  
Jeanne G. Clay  
Christina Coffey in honor of Pat Wilkins  
Laura R. Cole  
Michelle Cook  
Abigail S. Corpening  
Sarah S. Cranfill  
Mary Snow E. Crawley in honor of Sandy Page  
Meredith L. Cross  
Rae Marie H. Czuhai  
Sarah Dalonzo-Baker  
Ashley E. Davis  
Carolyn H. Dickens  
Sara Dickinson  
Margaret R. Douglas  
Kristine E. Duboy  
C. Marie Duncan  
Melissa G. Duncan  
Michelle J. Evans  
Elizabeth P. Farrell  
Liz C. Fentress  
Andrea O. Fox  
Emily Funderburk  
K. Maeve Gardner in honor of Barbara Peele Goff  
Leslie A. Garofolo  
Kelly T. Gold  
Katherine Anne Hamlin  
Samantha T. Hatem  
Anna W. Hattaway  
Jennie J. Hayman in honor of Chancy Kapp  
Donna Heffring  
Larry Y. Hines in memory of Mike Bolton  
Wines for Humanity  
Eleanor W. Hunter  
LaRinda L. Huntley-Kaplan  
Sarah B. Jacks  
Pamela J. Jamison  
Marti Q. Jenkins  
Susan D. Johnson

Gloria B. Johnson  
Michele J. Jonczak  
Mary June Jones in honor of Jennie Hayman  
Jennifer W. Jones  
Melissa Kilfoy  
Ashley W. King  
Cayt M. Kirkman  
Kelly A. Knapp  
Christy L. Knight in honor of Nina Argiry  
Christina M. Kochuba  
Tricia F. Kolb  
Susan M. Krause in honor of Pat Wilkins  
Lanier McRee  
Llewellyn Leggett  
Gayle Levinson  
Stacie Y. Lindley  
Melissa J. Linn  
Julia G. Lisella in honor of Lillian Taylor  
Jennifer D. Maier  
Candace Mallard  
Talmadge Mangum  
Alicia Markham  
Julia McCullough  
Adria L. McGlamery  
Elizabeth Merritt  
Leslie L. Mize  
Tatum M. Moise  
Langley K. Moretz  
Fenita T. Morris-Shepard  
Kimberly W. Nabors in honor of Adria Walker  
Molly Shepherd Nichols  
Caroline E. Nickel  
Laura A. Niver Jones in honor of Peter M. Jones  
Sandy W. Page in memory of Sarah Williamson  
Debra Pappas in memory of Sally Young's father-in-law and Holly  
Laird's father  
Eve S. Pedersen  
Laura J. Pendleton  
Bethany C. Perkins  
Evette D. Pettus  
Kathryn B. Poole  
Melanie H. Rankin in honor of Danita Morgan  
Violet B. Rhinehart in memory of Marge Rutherford  
Catherine D. Rideout  
Elizabeth K. Riley-Young  
Lisa M. Roberts  
Liza L. Roney in honor of Mary Brent Wright, Virginia Yopp, Emily  
Funderburk and Shayla Bradshaw  
Ruffles Clement  
Molly C. Sanders  
Liz C. Sankey-Reilly in honor of Jean Sankey  
Graham Satsky in honor of Heather Thompson  
Leslie S. Scheve  
Katie D. Schottmiller in memory of Barbara T. Duncan  
Liz C. Skvarla in honor of Amelia Harrison  
Cornelia H. Shaw  
Peggy D. Simpson in memory of Gayle C. Robbins  
Lindsey C. Simmons  
Yolanda A. Sinclair



# DONORS: 2013-2014

Laura C. Smith  
Christina M. Spillars  
Jane S. Steele in memory of Sarah Denny Williamson  
Anna E. G. Stark  
Kathryn E. Stover  
Anne R. Strickland  
Kristin D. Stroud  
Angela D. Sutton in honor of Trip Sutton  
Carol Tatum  
Meredith D. Taylor in memory of Betty Starnes  
Joan E. Taylor  
Meghan S. Thelen  
Katherine K. Thomas  
Cristi L. Thompson  
Marte T. Thompson  
Triangle Tycoons Investment Club in honor of Marge Rutherford  
Triangle Tycoons Investment Club in memory of Norwell M. Langhorne Jr.  
Alyson F. Tuck  
Krystal M. Twiford  
Karla Valas  
Paige A. Van Lenten  
Whitney von Haam  
Kristen B. Walker in honor of Glenn Walker  
Kristin L. Walker  
Ivy B. West  
Katherine R. White in honor of Jeanne Clay  
Katherine A. Whitmore  
Stephanie R. Williams  
Barbara S. Williams  
Kate D. Wisz  
Julie Wood in honor of Virginia Yopp  
Rosemary A. York in honor of Edwina Shaw  
Leslie B. Young  
Antonia Zimmer in honor of Emmy Zimmer

## Community Supporter

Ashley L. Anderson  
Blanche R. Bacon in memory of Juliette Newcomb  
Mary W. Baggett  
Bank of America Matching Gifts  
Patti Benedict  
Audrey W. Black in honor of Sally Badger  
Bonnie F. Cerwin  
Carroll S. Clancy  
Gretchen N. Clifton  
Martha U. Crampton  
Charlotte C. Crossland  
Julia J. Daniels in honor of Margie Johnson  
Jan M. Floyd  
Mary Susan K. Fulghum  
Linda B. Grew in honor of Marion Johnson Church  
Lynnann Guastella  
Macy M. Hamm in honor of Nancy Hamm  
Allison R. Hajj  
Pam A. Hemmelgarn  
Mrs. Judy Hill

Chancy M. Kapp in honor of Linda Brown Douglas, Walker Mabe, Coco Davis and Tracy Phalen Lathan  
Beth Lowery  
Linda Nunnallee in honor of Mary Brent Wright  
Lucile A. McKee  
Neill McLeod  
Lorrinda S. Michieka  
Tracy M. Mitchell  
Juliet B. Moore  
Frances D. Morisey  
Virginia G. Parker  
Ann Permar  
Courtney B. Phillips  
Hilaire C. Pickett  
Anita Blomme Pinther  
Ann Permar in memory of Lisa Permar Ham  
Sydnor C. Presnell  
Shelley D. Scanlon  
Diane Schabinger  
Kelly Perry Shoaff  
Anne M. Wall  
Julie Y. Whitlock  
Mary Lillie Wilkins in memory of Mary W. Talton  
Barbara A. Williams  
Elizabeth A. Woodrome  
Millie Wooten  
Mary Brent Wright  
Virginia L. Yopp in honor of the 2012-13 Board & IB Team  
Julia Young Kirkpatrick

## Community Advocate

Sondra Rivers-Kobler  
Deborah Thompson in honor of Greg and Samantha Hatem  
Triangle United Way  
Flo B. Winston

## Community Leader

Belk, Inc.  
William Trent Ragland Jr.





# COUNCIL HIGHLIGHTS

## COMMUNITY

- Aventura Children's Mentoring - restructured team to double the nights JLR volunteers are present
- Backpack Buddies - increased children served per week from 30 to 65, and received grants from Empire Eats, RTI and CapTrust to support program
- Boys & Girls Club - completed more than 600 volunteer hours, including the spring carnival
- Chorus - sang their way through 20 performances
- Girls on the Run - logged more than 260 volunteer hours at numerous running events
- Helping Horse - completed 585 volunteer hours, and met the needs of Helping Horse by providing volunteers on Sunday and Monday nights
- Heritage Park - provided weekly tutoring and mentoring for children at the Heritage Park Learning Center
- Kids on the Block - reached more than 1,000 children through nine puppet performances
- Quick Impact - logged more than 700 volunteer hours for more than 50 nonprofits
- SAFEchild - With the help of many Junior League teams and members, donated more than 125 fleece blankets for the Advocacy Center
- StepUp - completed 386 shifts equating to 770 volunteer hours

## COMMUNICATIONS & STRATEGIES

- Engaged = Membership \* Community Connections
  - Expanded use of social and traditional media
    - Spotlighted members and their impact on the community in *the Link* and on Facebook
    - Engaged with bloggers to promote Fashion Forward
    - Reached out to local press to cover community events
- Broadened government relations awareness efforts
  - Partnered with the community teams to invite elected officials to co-volunteer at community placements
- Optimized use of digital media
  - Developed a plan and laid foundation for website redesign
  - Deployed weekly *eLink* newsletters with updated template
  - Created the *pinkLink* for Sustainers and E=mc2 infographic

## FUNDING & DEVELOPMENT

- Finished the membership portion of the Capital Campaign, raising more than \$1 million from members, and completing the Campaign with a total of more than \$1.5 million.
- Achieved 100 percent participation of the Board and Leadership Council in the Capital Campaign
- Raised member participation in the Campaign from 18 percent to 55 percent
- Met revenue goals with record-breaking special events at A Shopping SPREE!
- Surpassed revenue goals by more than 165 percent for Fashion Forward event, in conjunction with Belk
- Received \$8,000 in grants through efforts of the Community Funding team

## MEMBERSHIP

- Trained 140 Provisional members in two classes who planned seven special events for our community partners
- Hosted 20 TCOM events and responded to 117 requests to support members
- Confirmed 725 members with in-League and community placements and hosted a very successful First-year active social
- Welcomed and trained 49 Transfer members
- Hosted five Sustainer events and donated more than \$1,500 in gift cards to local agencies in need

## TRAINING

- Hosted five exciting training events geared to our members
- Graduated the fifth class of the Capital Leadership and celebrated the AJLI award
- Held the inaugural Empowering Women of the Community Conference, as well as an additional five training events for community agencies
- Listened to member needs and offered new GMM options, including lunch time Small Group Meetings, and a hybrid GMM at the Center for Community Leadership, saving members money



# CAPITAL CAMPAIGN DONORS

## The Capitol Dome Society \$250,000+

Julia and Frank Daniels  
The City of Oaks Society \$100,000+  
Betty Blackwell and Vartan Davidian in honor of  
Dianne Davidian  
Margery and Earl Johnson

## The Woodburn Guild \$50,000+

Genworth Foundation  
Poyner Spruill LLP  
Mary Brent and Bob Wright

## The Blount Street Circle \$25,000+

Baker Roofing Company  
Son Legacy Fund  
Susan and Mark Bowers  
Capital Community Foundation Inc.  
Nancy Dameron  
Jan and Alex Floyd  
Juliette F. Newcomb in memory of Mrs. James Fulghum  
Jennie and Wilson Hayman  
The Kenneth B. and Martha B. Howard Foundation  
North State Bank  
George Smedes Poyner Foundation Inc.  
Anna and William Trent Ragland Jr.  
WakeMed Health & Hospitals  
Flo and Charles Winston

## The Smallwood Society \$15,000+

Blanche and Zack Bacon  
Audrey Wall Black  
Fran and Tim Buckley  
Marion Johnson Church  
Tim and Carroll Clancy in memory of Alice Poe Yates  
Andrea and Neil Fox  
Greer and Chuck Lysaght  
Lyn Maness  
Anne and George Ramsay  
Graham and Keith Satsky  
Natalie Judd Schoeny and Family  
Laurie and Sam Sugg  
The Container Store  
Whitney and Eric von Haam  
Pat and John Wilkins

## The Williamson Society \$10,000+

Billie and Jerry Alphin in honor of Megg Rader  
Anette and Frederick Anderson  
Bank of America  
Bell Family Foundation in memory of Jane McNair Bell  
The Blanchard Fund in memory of Bernard Blanchard  
Branch Banking and Trust Company  
Perrin and Jeffrey Burton

Valerie and David Cozart  
First Citizens Bank  
Jill and Roland Gammon  
Samantha and Greg Hatem  
Donna and Peter Heffring  
Martha Council Leak  
Walker and John Mabe  
Sara Jo A. Manning in memory of Virginia Brinkley Howison  
Sara and Andrew May  
Danita Morgan and Chris White  
Mary and Bill Moss  
Barbara and Ken O'Herron  
Virginia and Monty Parker  
Melissa A. Peden  
Eloise and Todd Robinson  
Ann Vallentyne Walker  
The White Family in honor of Ann Geoghegan White

## The Hillsborough Society \$5,000+

A.E. Finley Foundation  
Elizabeth Purrington Alley in memory of Nella Grimes  
Purrington and in honor of Suzanne Townsend  
Purrington  
Carole and Cloyce Anders  
Jodie and Justin Bandholz  
Carol and Bob Bilbro  
Gretchen N. Clifton  
Linda and Ken Douglas  
Margaret and Rans Douglas  
Tricia and Andy Ellen  
William C. Ethridge Foundation Inc.  
Sarah Wesley Fox and Craig Wheaton  
Lindsay Beth and Daniel Gunter  
Anna and Alexander Hattaway  
Mary Laraine "Larry" Young Hines  
Barbara A. Jackson  
Neill McLeod in memory of Christine McLeod and Dorothy  
Dillon Mann  
Cornelia A. McPherson  
Frances and John Morisey  
Lori and James Niver  
Megg and Robert Rader  
Katie and Jeff Schottmiller  
Blair Smallman  
Nora Hutton Shepard in honor of Mrs. Robert Bowden  
Shepard  
Diane and Clark Smith  
Marian and Billy Troxler  
Susan and Jay Vick  
Wells Fargo  
Kathryn and Murray Williams  
Sarah D. Williamson  
Virginia and David Yopp



# CAPITAL CAMPAIGN DONORS

## The Barrett Drive Circle \$2,500+

Katharine and Wally Andrew  
Stacy and Joe Arch  
Mary Esther and Stanly Baker  
Wynn and Gino Bettinsoli  
Dorothea and Geff Bitler  
Selene H. Brent  
Gé Brogden  
Sally Burlington  
Parker and W. Davidson Call  
Francine and Steve Calogero  
Ashley and Russell Campbell  
Bonnie and Robert Cerwin  
Christina L. Coffey  
Commercial Mechanical Systems  
Sandra and Lawrence Davis  
Toni and Ben Davis  
Anna Lee and James Dorsett  
Keri and Hal Eddins  
Lori and Harrison Edwards  
Sara Huddleston  
Beth and Kevin Farrell  
Lisa Marie and David Ferrell  
Alison and Ian Ford  
Barbara Freedman  
Mary Susan Fulghum in memory of Annie Louise Wilkerson  
Maeve and John Gardner  
Linda and Rob Grew  
Jennifer A. Gwazdauskas  
Sandy and Wade Hargrove  
Ann and Jake Harris  
Wendie and Keith Hill  
Anne and Lee Hogewood  
Chancy and Keith Kapp  
Michelle Lilly  
Julia and Brian Kirkpatrick  
Michelle Lilly  
Marriott Procter Little  
Walker and Rose Long in honor of Becky Williams Long Hobgood  
Beth Lowery  
Melissa and Chris Matton  
Elizabeth and John Merritt  
Susan and Scott McAllister  
Cindy and Jim McEnery  
Lanier T. McRee  
Alene and Charlie Mercer  
Tracy Mitchell  
Linda H. Nunnallee  
Mollie and Greg Owen  
Debbie and Bill Pappas  
Marcia C. Pennefather  
Ashley and Sterling Perkinson  
Kayce C. Petty  
Margaret H. Pettyjohn  
Pat and Charles Poe in memory of Elizabeth Shigley Poe

Jessica and Randy Proctor  
Melanie and Bill Rankin  
Catherine and Will Rideout  
Sondra Rivers-Kobler  
Susan and Charles Rouse  
Caroline and Vann Russell  
Leslie and John Silverstein  
Heather Slinkard  
Blair and Steve Smallman  
Jane S. Smith  
Bettie Sousa  
Jane R. Stikeleather  
Kathy and Bill Teague/Ohio National Financial Services  
Julie M. Tew  
Morgan and Bradley Tew  
Marla and Ed Turlington  
Meg and George Venters  
Carol and Thomas Wagoner  
Nancy and Michael Weddington  
Rosemary and Smedes York  
Carolyn and Charles Younger

## The 711 Club - \$1,050+

Jenny Cobb Adams  
Mary Ann and Jeff Akin  
Alfred Williams & Company  
Hilary S. Allen  
Nichole and Randy Allen  
Nancy and Jack Andrews  
Nancy B. Ange  
Nina and Paul Argiry  
Tricia and Barry Arnett  
Andrea C. Arnold  
Charlene and Garland Askew  
Merritt Atkins  
Lucy and Richard Austin  
Jennifer J. Austin  
Rebecca and Chris Ayers  
Henrietta and Richa  
Courtney L. Bell  
Patti and Kevin Benedict  
Natasha Ben-Kamara  
Laura and Warren Bingham  
Shanah and Jamie Black  
Ashleigh and Peyton Black  
Lee and Jim Black  
Eleanor E. Blackwell



# CAPITAL CAMPAIGN DONORS

## The 711 Club - \$1,050+

Stephanie and John Blackwood  
Mary M. Blake  
Frances Bobbie  
Harriett and Bo Bobbitt  
Mary Charles W. Boyette  
Shayla and Davis Bradshaw  
Vanessa Braganza  
Katherine and Johnny Bratton  
Doug and Gay Bray  
Nancy and Terry Brenneman  
Laura and Josh Brewer  
Sandy and Cameron Bridger  
Katie Brindell  
Nancy and Bo Bromhal  
Kate and André Brown  
Jocelyn and Joe Brummett  
Marisa and Josh Bryant  
Debbie and Julian Bunn in memory of  
Martha Britt Bunn  
Wendy and John Burkard  
Catie Burnette  
Copie and James Cain  
Caroline and Brad Carr  
Jean and Michael Carter  
Sherri and Robb Cass  
Ann S. Cathcart  
Elizabeth Chamblee  
Matt and Gina Chapin  
Janet and Wes Chesson  
Janet Chiavetta  
Marianna and Bobby Clampett  
Carroll and Tim Clancy  
Becky Clark  
Laura R. Cole  
Melinda Cook  
Emily and John Cooper  
Blair E. Coppedge  
Lisa and Stuart Hall  
Martha and Gregory Crampton  
Sally Wood Creech  
Jan and Jay Crutiss  
Marsha and Shawn Curtis  
Rae Marie and Daniel Czuhai  
Julia Graham Daniels  
Janet and Steve Darnell  
Debbie and John Day  
Mollie and James Day  
Marion and Bill Deerhake  
Susan Galyen Deihl  
Cheryl and Robert Dell'Oso  
Patricia and Peter Denz  
Anne deRosset  
Theresa and Al Dew  
Susan and John Deyton  
Kelly F. Di Domenico

Caitlin Dillon  
Kim and Stephen Dittmann  
Ruth Dobson-Torres and Victor Torres  
Amy B. Domyan  
Paige and Douglas Donnal  
Mika Drew  
Melissa Duncan  
Patricia and Roger Edwards  
Mishew S. Edwards  
Helen A. Ellington in memory of Helen  
Arendell  
Tanya S. Eney  
Jean English  
Lynn Eschenbacher  
Helen Wolfe Evans  
Peggy and Jim Fain  
Jocelyn A. Fina  
Ginger and Edward Finley  
Andrea and Scott Flor  
Christina W. Floyd  
Frances G. Fontaine  
Genevieve and Bill Francis  
Emily Pittman Funderburk  
Bobbie Furr  
Katie and Rich Gillespie  
Thomasina Gore  
Kelly Gold  
The Goodman Family  
Jennifer Gottsegen  
Angela Grant  
Carrie and Jason Gray  
Mary Catherine and Martin Green  
Anna and John Griffin  
Paula R. Gupton Page  
Josie Rawl Hall  
Esther S. Hall  
Sharon Hall  
Hailey and Eric Hamalainen  
Jane and Will Hamlin  
Jennifer and Brandon Hammond  
Liz and Ron Hamner  
Julie and Billy Hampton  
Suzanne Hardeman Jenkins  
Julie and Stan Hardesty  
Amelia and Cecil Harrison  
Angela C. Hatton  
Amelia Hayes  
Cynthia and Chris Hemme  
B.T. Henderson II Family Fund  
Peggy and Carl Hibbert  
Debbie and Ty Highsmith  
Wendy Hill  
Alyssa and Travis Hockaday  
Gentry and Brad Hoffman  
Kristen Hoffman

Amy Holcomb  
Kathryn Holding  
Donna K. Hovis  
Shirley and Peter Howsam  
Judy and Mike Hoyt  
Claire A. Hunter  
Christine B. Hutchens  
Nancy and Fred Hutchison  
Caroline and Michael Ives  
Boo and Jay Jefferson  
Beth and Clauston Jenkins  
Jerilyn Jennings  
Ginger Jernigan  
Gloria and Jerry Johnson  
Mary June and Henry Jones  
Josey and Todd Kasper  
Michelle H. Keaton-Barrow  
Matthew and Kim Keith  
Kathleen Tanner Kennedy and Bob Kennedy  
Kathleen Tanner Kennedy and Bob Ken-  
nedy  
Caroline Hunt Kesler  
Meredith L. Keyes and Kurt Bland  
Lindsey M. Kinnaird  
Christy L. Knight  
Christina and James Kochuba  
Tricia and Erich Kolb  
Holly and Michael Laird  
Nancy B. Lake in memory of Marion De-  
Noyer Ball  
Mary K. and West Lawson  
Gayle and Alan Levinson  
Mary Lillie and Charles Wilkins  
Nancy and Edward Lilly  
Julie Garrison Lisella  
Menefee B. Little  
Dawn and Henry Lowder  
Roseann Lowe  
Kelly Lundin  
Robin and Ned Mangum  
Peggy and Isaac Manly  
Beth Dixon Marks  
Mary and Joe Martin  
Melissa Barrentine Martin and Bobby  
Martin  
Jane and Jamie Martinez  
Perri S. Mathews  
Miranda E. Mays  
Erin M. McCauley  
Beth and Abbot McClintic  
Nancy and Jeff McClure  
Julia and Joel McCullough  
Barbara H. McDonald  
Ginny and Dick McKay  
Lucile Aycock McKee  
Emily McKnight



# CAPITAL CAMPAIGN DONORS

## The 711 Club - \$1,050+

Tania McLeod  
 Ashley S. McMillan  
 Rachel and Jason Mersey  
 Lorrinda S. Michieka  
 Siobhan and Press Millen  
 Helen W. Miller  
 Mary L. Mitchell  
 Leslie and Jon Mize  
 Megan and Monte Montgomery  
 Juliet B. Moore  
 Martha Davis Moore  
 Langley and Drew Moretz  
 Alicia and Tyler Morris  
 Martha T. Namie  
 Lindsay and Moe Newsom  
 Susan and Chuck Nichols  
 Margaret and Gilliam Nicholson  
 Shirley O'Donnell  
 Jennifer and Chris Olson  
 Elizabeth and Jason O'Quinn  
 Gaye and Edwin Orr  
 Sandy and Winston Page  
 Jane Paksoy  
 Ashley and Chadwick Parker  
 Laura Pendleton  
 Bethany and Ed Perkins  
 Ann Permar in memory of Lisa Permar  
 Ham  
 Mary Paige and Jonathan Phillips  
 Gretchen and Hans Piechottka  
 Monica and Keith Pigues  
 Anita and George Pinther  
 Margie Pipkin  
 Julie F. Ploscyca  
 Katie and Justin Pollara  
 Kathryn and Ruffin Poole  
 Marilyn and John Poole  
 Mary Ann and Greg Poole  
 Nikki and Bryan Powell  
 Sydnor and Lacy Presnell  
 Katherine and Stephen Pretzer  
 Charlotte and Ward Purrington  
 Lee and Garland Radford  
 Adora P. Ragsdale  
 Ragan and Billy Ramsey  
 Leslie Rand-Pickett  
 Claire and Wallace Renfrow  
 Gail Reid-Vestal  
 Kristin G. Replogle  
 Ju Ju and Lewis Rich  
 Mary Adelaide and Mike Riddick  
 Laura M. Ridgeway  
 Michele and Charlie Roach  
 Beth and Steve Robinson  
 Melissa L. Rollman

Liza and Joseph Roney  
 Marjorie and Richard Rutherford  
 Shelley Scanlon  
 Nancy H. Scheunemann  
 Brooke and Mark Schmidt  
 Abby Seats  
 Cornelia Hunt Shaw  
 Katherine and Haynes Sherron  
 Danielle and Ryan Shuirmann  
 Stacey and Chris Simpson  
 Susan and Kevin Sink  
 Mary Beck and Chris Skinner  
 Liz and John Skvarla  
 Heather M. Slinkard  
 Small Kane Webster Conley  
 Architects, PA  
 Bonnie and Roger Smith  
 Eve and Sherwood Smith  
 Kathy and Alton Smith  
 Lee and Willis Smith in memory of  
 Adele Hardison Smith  
 Nancy and Brian Sobus  
 DeShelia A. Spann  
 Margie and Rocky Springer  
 Karin Stephens  
 Harriett Stephenson  
 Anne B. Stewart  
 Kari and Jerry Stoltz  
 Caroline Corriher Stresemann  
 Anne and Drew Strickland  
 Lauren and John Stump  
 Angela and Trip Sutton  
 Steve Swayne  
 Jennifer and Jay Taylor  
 Meredith and Matthew Taylor  
 Katherine and Will Teague  
 Jayne and Shan Teel  
 Betsy and Benjamin Thomas  
 Catherine L. Thomas  
 Elizabeth R. Thomas  
 Heather and Bruce Thompson  
 Mary Nell and Scott Thompson  
 Carol and George Thornhill  
 Jessica and Andrew Throneburg  
 Kellie Tolin  
 Melanie C. Turner  
 Sara and Fraser Van Asch  
 Ronica VanGelder  
 Lisa and Rick Van Genderen  
 Charity Van Horn  
 Paige and David Van Lenten  
 Lisa and Rob Vanderberry  
 Cristen Vaughn  
 Lee and Bobby Veit  
 Erd Venable

Nicky and George Venters Jr.  
 Caroline and Marshall Wall  
 Emily Walser  
 Marty and Benjamin Weathers  
 Anna T. Webb  
 Wendy Webster and Bill Young  
 Kathryn E. West  
 Michelle and Ken Whichard  
 Katherine White and Tom Urquhart  
 Mary Kee White  
 Nancy White  
 Sarah White  
 Elizabeth A. Wicker  
 A. Hope Williams  
 Vachelle D. Willis  
 Elisabeth H. Wise  
 Kate and Dave Wisz  
 Elaine and Fred Wood  
 Julie Wood and Matthew Busch  
 Lytle B. Wooten  
 Jane Hunt Worley  
 Sherry and Tom Worth  
 Parker and Rob Wright  
 Margaret H. Wynne  
 Leslie and Steve Yates  
 Melanie L. York  
 Maura C. Zarnik

Fall 18 | 2014

## JUNIOR LEAGUE OF RALEIGH Strategic Plan

The strategic plan sets the direction for the JLR for the next three years. The plan is intended to provide guidelines and put in place strategies that will contribute to the long-term holistic success of the JLR, our members and the community we serve.

Last revision | 2013

Next revision | 2015

$$E = mc^2$$

Engaged = Membership x Community Connections

## GOALS

### COMMUNICATIONS & STRATEGIES



Effectively communicate the JLR story with the community of large, internal members and external partners, emphasizing the good work the League does.

### COMMUNITY



Increase the focus on JLR's dedication and commitment to community involvement.

### FUNDING & DEVELOPMENT



Develop a strategic funding development plan to support the programs and community agencies the League supports while planning for a long-term healthy financial position.

### MEMBERSHIP



Enhance the overall JLR membership experience and increase member engagement, satisfaction and retention throughout the membership lifecycle.

### TRAINING



Enhance the member experience by providing training that will equip JLR membership with the skills and experiences necessary to effectively serve the community.

## STRATEGIES

### 1) Strengthen public relations efforts

### 2) Expand the use of social media and technology

### 3) Communicate using varied methods

### 4) Develop a speakers bureau

### 1) Educate members on JLR's financial position, funding resources, beneficiaries and update donation process

### 2) Identify new funding sources and evaluate successful fundraisers

### 3) Increase corporate sponsorships

### 1) Provide meaningful and flexible volunteer opportunities

### 2) Plan, promote and support social events that increase member involvement and connection to the League

### 3) Encourage retention and diversity

### 1) Maximize the impact of the CCL and the Capital Leadership Initiative

### 2) Ensure training that is relevant to members

### 3) Provide members more opportunities to learn from each other

### 4) Optimize the Provisional process



# 2013-2014 Community Teams & SPREE! Sponsors

## 2013-2014 Community Teams

AventWest Children's Mentoring  
BackPack Buddies  
Boys & Girls Club  
Chorus  
Girls on the Run  
Heritage Park  
Helping Horse  
Kids on the Block  
Quick Impact  
SAFEchild  
StepUp Ministry

## 2013-2014 SPREE! Sponsors

### Grand Benefactor

Belk  
Wells Fargo  
First Citizens Bank

### Benefactor

Prudential York Simpson Underwood Realty  
Ravenscroft School  
Rex Goliath Wine Company  
St. David's School

### Advocate

Campbell University  
American Pool Service  
St. Francis of Assisi Church

### Supporter

BDO USA, LLP  
BJ's Membership Club, Garner  
Deloitte  
Grant Thornton LLP  
Poyner Spruill LLP  
Red Hat

### Friend

Blanche Bacon  
Nancy W. Bromhal  
Bank of America  
Custom Brick and Supply Company  
CE Rental  
Commercial Properties, Inc.  
Custom Brick and Supply Company  
First Tennessee Bank  
Highsmith Insurance Agency  
Anne N. Hogewood, Esq.  
Moore & Johnson Agency  
Shirley W. O'Donnell  
Ragsdale Liggett PLLC  
Mary H. Stevenson  
Whitney von Haam  
Wake Stone Corporation  
Katherine H. Walker  
Kathryn E. West  
Sarah L. White  
Parker W. Wright  
Smedes York





# THE LEAGUE OF EXTRAORDINARY MOTHERS

BY AMY - AUTHOR OF  
SOMEBODYS PARENTS.COM

I knew for several years I wanted to join the Junior League of Raleigh. Having grown up in the Triangle, I knew the League's impact in the area. As a former TV news reporter I had covered several JLR events. I had friends active in the League. I wanted to be a part of this group of women who seemed to touch so many parts of our community. I was out of the news business, working in public relations and I knew it was the right time.

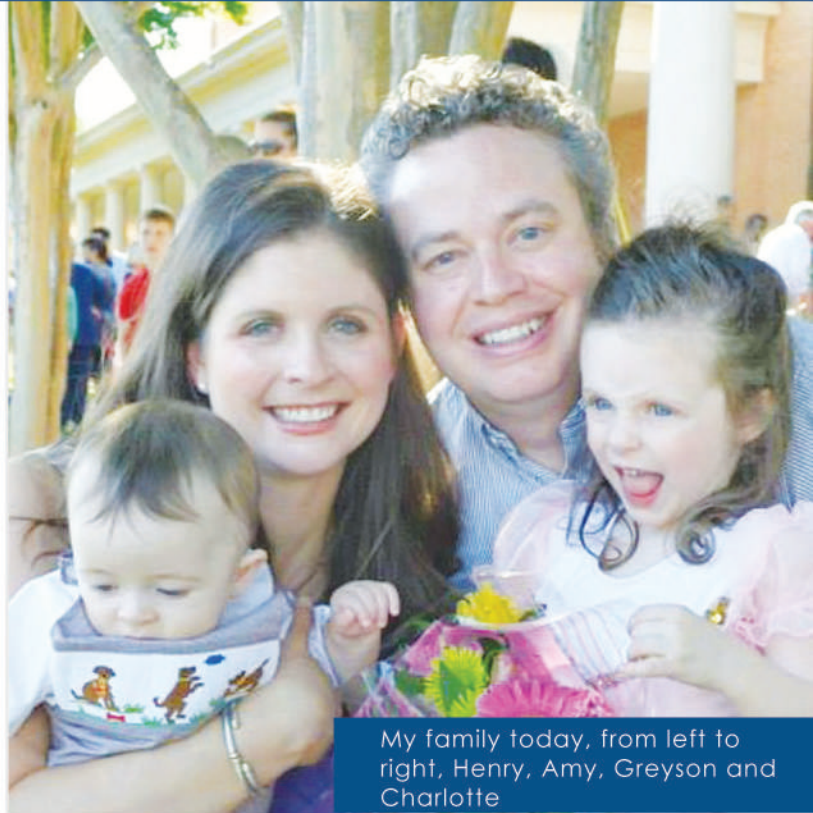
Except for one thing, I was pregnant with my second child.  
*Ooph!*

I sat packed shoulder to shoulder with my fellow Provisionals in the fall 2013 Provisional Class meeting last year. I listened to the schedule of meetings. I learned about opportunities to volunteer and got so excited. Oh - and I got so nauseous and so tired. My due date was the day of one of the Provisional projects, only a week after SPREE! I heard things like "working shifts," "set-up" and "breakdown." Manual labor at eight and a half months pregnant? Extensive project planning with a three-year-old and a newborn? What had I gotten myself into?

I thought about it for a minute. I couldn't imagine that a decades-old organization of women didn't have a woman or hundreds of women pregnant when they were in their Provisional year, on the Board, planning an inauguration or generally empowering leaders and effecting change. I was right. Mothers have been raising their families and leading the League since the beginning.

Gail Reid-Vestal has been active in the League for 13 years. During that time she raised her children, 23-year-old Brooke and 20-year-old Zachary. Reid-Vestal said through the years, she was able to focus on her career and her family while still serving because members can adjust their League schedules.

Fall 20 | 🌱 2014



My family today, from left to right, Henry, Amy, Greyson and Charlotte

She said, "The League is very flexible and can accommodate most schedules. When I needed more flexibility I signed up for Quick Impact and Overactive. This allowed me to serve the League and meet my other responsibilities."

It was important for Reid-Vestal to show her kids the value and impact of volunteerism, and JLR was the perfect way to do that. "As children they were taught that not everyone is as fortunate as we are as a family, and that giving back to our community is a small way to show our gratitude," she said. Reid-Vestal remembers how Brooke and Zachary would fill the family's Bargain Box basket with their clothes when they got too small. As adults, she still has a standing date with her daughter for SPREE! each year.



Gail & Brooke



# EXTRAORDINARY



Lauren, Jack, Katie and Meredith Schottmiller.

Katie Schottmiller, JLR's Treasurer, is raising her family while serving on the Board. She says her children, seven-year-old Lauren, four-year-old Meredith and six-month-old Jack are SPREE! babies after spending many years on the SPREE! committee. Schottmiller said her kids understand that much of the work JLR does help children in need. "They know I volunteer to help these children because if not me, then who? I'm thrilled when I see this willingness to serve manifest itself in their actions. They love helping me select items to fulfill Angel Tree wishes each year," Schottmiller said. We celebrated Lauren's last birthday by asking for Backpack Buddies donations in lieu of gifts - her idea. I'm thankful they believe in what the Junior League does and I'm hopeful they turn today's small actions into lifelong commitments to serving others."

Schottmiller said having a supportive spouse and planning in advance is key as well. Her husband Jeff has had League meeting reminders on his calendar for 12 years.

She added that other mothers in the League are an inspiration. "I've also been lucky enough to have

tremendous mentors through the years. I watch how these women accomplish so much and if I can mirror 10 percent of that, I consider it a success," Schottmiller said.

Reid-Vestal and Schottmiller's advice for new mothers in the League is same. Speak up! Reid-Vestal said, "Ask for help. The League is willing to work with you, but they can't help if they don't know help is needed."

Schottmiller added, "I find that I rarely see my children at League events or meetings because someone is always willing to pick them up or show them around and ensure they are taken care of if I'm not available at that moment. Don't shy away from volunteering because you're a new mom. Use it as an outlet to do something different."

So, that's what I did. I made the decision to join the League and I wasn't going to let being a mother with young children hold me back from what I wanted to accomplish in my Provisional year. I spoke up. Turns out, I was not alone. Four women in my Color Group, including one of our captains, were expecting! We all made it work.



# MOTHERS



Melissa Humble with Heston,  
Amy Davis with Henry.

I received advice from my Color Group leaders. I expressed my concerns to training leaders and we made a plan. I scheduled my SPREE! shift for a time that I could manage being 38 weeks pregnant. SPREE! committee leaders let me tear tickets and take money instead of set-up or break-down, for which I was very grateful. It was lovely talking with Sustainers at the ticket table as they came into SPREE! Several saw me in my condition and reminisced about their own time having new babies as League members.

I scheduled my Bargain Box shift to be the first time out of the house by myself after the baby was born. My son was just two and a half weeks old when I was sorting clothes with members of my Provisional class. A friend in my Color Group made sure my task was covered while I quickly ran upstairs for a phone call to check in with Daddy. We all know there is no phone reception downstairs at the Bargain Box. I asked for help and another member helped me.

I wanted to do my Provisional project during maternity leave. It worked perfectly to be part of the StepUp Ministries Christmas Party. The baby was a month old by then, and I just had to plan for it and get help. I am forever grateful that I joined the League while pregnant. It was wonderful when I had my baby and my Color Group cooked us a delicious dinner. I was able to repay the favor in the coming months with all the other little League babies born by helping with dinner for their families.

I want to do more, not just for me, but to show my children the value of giving back to the community where they are growing up. As a mom, that means sometimes saying, "Wait! Help me!" A good example would be writing this article. I'll need to send an email to the Link team saying, "I promise the article on motherhood is coming by the deadline! I'm a little delayed because my almost four-year-old is trying to sabotage the laptop and my 11-month-old just took off his diaper in the crib! Sorry!"





# Pink Pages

Sustainers

From your Sustainer Co-captains

We are honored to serve as the Sustainer Co-captains during this special year that commemorates the 85th anniversary of the Junior League of Raleigh. Journey with us back in time through the 2014 - 15 editions of *the LINK*, which will spotlight Sustaining members throughout the League's history. We are truly amazed at the breadth and depth of fantastic Sustainers who have served as innovative pioneers in the League, the community and in business.

Now back to the present! We have an exciting calendar planned of social and community service opportunities for the 2014 - 15 year. We hope that you will join us. 85 years and still sustaining!

*Lucy Cornelius and Monique Fisscher-Goldwater*  
Sustainer Co-captains



Photo Credit Koren Townsend



# Pink Pages



## Virginia Parker

Junior League of Raleigh

President, 2001-2002

*by Molly Conti*

The Junior League of Raleigh has Mommy Dot—a founding member of the Junior League of Greensboro—to thank for encouraging her granddaughter Virginia Parker to join the League. Virginia actually joined the League in Greensboro so that Mommy Dot could sponsor her, and then transferred her membership to Raleigh. Virginia then went on to serve as the Junior League of Raleigh's President from 2001-2002.

Parker's career in sales, in addition to her longtime commitment to volunteerism and various leadership roles during college, made for an easy transition to serving on the League board, first as chair of fundraising and later vice president of fundraising. When she joined the executive committee she "saw the influence in the community it afforded in regards to making the League an effective organization," Parker said. It was then that she realized she wanted to someday lead the organization, so she lent her efforts to many different aspects of the League in order to get a well-rounded experience.

As president, Parker's theme was Symphony of Service. "The key message was that it took a 'symphony' of volunteers - working together, but each playing her very individual and important part - for the organization to succeed as a whole. Everyone's part was important. Everyone's part was valued," Parker said. To encourage the idea that everyone's part was important, Parker focused on the creation of a taskforce to build comradery for League members who volunteered in community placements, who sometimes felt left out in comparison to members who were assigned to in-League placements. The team concept for all placements was created as a result.

Under Parker's leadership, the League established the Community Learning Center at Halifax Court, which was the result of much hard work and cooperation with community leaders and elected officials.

Parker gives her husband a lot of credit for helping her balance work and family-life with League duties. And says she couldn't have done it without the support of her executive committee. She is still friends with each of them today.

Parker's fondest memory of her time as President was the General Membership Meeting in which the League honored those affected by the terrorist attacks on Sept. 11, 2001. Her first GMM of the year was scheduled for Sept. 11, 2001 but never took place. Parker and Megg Rader (President-elect) organized a subsequent GMM to honor League members who were affected by 9/11, both in Raleigh and nationally. Representatives from local first responder agencies attended and were recognized, as well as every League who lost a member during the 9/11 attack. "It was a very impactful event that touched the hearts of every woman and man crowded into that banquet room that night. I was very proud of our League," Parker remembered.

Parker is still a member of the Junior League of Raleigh because of her admiration and respect for the League. She emphasizes how important it is for the League to remain a strong role in the community, and looks forward to helping the League continue to do so.



# Barbara C. Freedman

Junior League of Raleigh  
President, 1992-1993

by Molly Conti

Barbara Freedman is not a native to Raleigh, but was impressed by the impact she saw the League have on her adopted hometown and decided to join in 1983. She knew the League was doing important work in the community and she wanted to be a part of it.



This decision to give back to Raleigh through the League led to her eventual role as the 1992-1993 Junior League of Raleigh President. Freedman credits the women who served before her as her inspiration, as well as her fellow League members. She said, "League members are so smart, so committed, and so capable—it was 95 percent fun."

Freedman, who was not employed during her active years, had two small children to raise in addition to her president's duties. Her husband was a large source of support for her during her time as president, as he believed in the League's mission and supported his wife's dedication to her role. He even referred to himself as the First Husband of the Junior League of Raleigh.

During Freedman's time as president, the League was establishing its signature project, SAFEchild, which involved a great amount of research, organization and funding. It was a time of transition for the League in terms of focus and placement and involved a great deal of communication and cooperation between the League and the community. This included the continuous review of "the effectiveness of our governance, training, projects and public relations. We wanted to make a big impact in the community and we wanted to be sure the results were known throughout the community."

Freedman was president during Governor Hunt's third inaugural ball -one of her fondest League memories. She remembers that Governor Hunt "had been out of office for eight years, and there was a tremendous response to his re-election. We had a fabulous event, the first NOT at Reynolds Coliseum, with a huge crowd and wonderful entertainment. The chance to address the crowd assembled in Memorial Auditorium was the highlight of my year."

Since this was before everyone had email, there were only two publications used to communicate within the League and with the community. The internally distributed monthly Miniprints kept members up to date on meetings, membership requirements, meeting locations and more. "It was published on legal sheets, mimeographed on both sides, folded in half and mailed from headquarters. The printing and the postage expenses just about killed us, but the newssheet (the official Junior League generic term for this publication) was essential," said Freedman. The community-oriented magazine, Community Connections, was published six times a year and contained news about upcoming League events. It is similar to our *the Link*.

Freedman remembers that their GMMs were more like today's board meetings—"The treasurer gave a report at each meeting. The budget was approved, new members admitted and projects approved at the appropriate time in the League year. Sometimes, project votes were controversial and there was heated debate about whether a project was an appropriate place for League funds. At one time, there had been a speaker or a short program at each GMM, but these were mostly gone by the 90s. There just wasn't enough time." Freedman is still a member of the Junior League of Raleigh because she believes that it is still the best nonprofit organization in the city. She is proud of the work that the League accomplished in the 90s, and is proud to be a Sustainer today.



# A Shopping **SPREE!** Celebrating 30 Years

by Kendra L. Allen



In 1985, the Junior League of Raleigh presented a "Shopping Mart" at the Mission Valley Inn. Thirty years later, the League celebrated its pearl anniversary with more than 170 exhibitors from all reaches of the United States participating in an event at the Raleigh Convention Center that saw more than 12,300 shoppers in attendance from the Denim and Pearls Preview Party on Wednesday to Family Day on Sunday. My, how things have changed!

"We wanted to increase attendance and revenue this year, as well as celebrate our 30th Annual A Shopping SPREE!" said SPREE! Co-captain, Lucy Austin. "To do that, we brought back performing groups, introduced Family Day on Sunday and increased at-the-door pricing. We also wanted to help promote the League at SPREE!, so Team MDC manned a table in front of the You're Invited Back Cafe' to promote and answer questions about the League."



# SPREE!



To highlight the 30th anniversary, the SPREE! committee used a logo and color scheme that represented colors used in prior years. In addition, they commemorated the special event with a limited edition cloisonné ornament that was available for purchase.

And did you wonder why the Preview Party had a Denim and Pearls theme with special pearl giveaways from Bailey's Fine Jewelry? Tradition states that 30th anniversaries call for gifts of pearls.

"I love it!" exclaimed Junior League of Raleigh president, Selene Brent. "Denim and pearls—people are more relaxed for shopping."

For such a big year, the SPREE! committee did not disappoint. They worked hard to promote SPREE! across more and varied media outlets and increased the number of exhibitors from 2013 by 10 percent. One of their goals was to provide lively entertainment throughout the four days of shopping, which included performances by several local school ensembles, the Kidznotes Orchestra, Theatre in the Park's A Christmas Carol dance ensemble, Carolina Dance Foundation, Stage Door Dance Productions, the JLR Chorus, author Sharyn McCrumb, and Meredith College's Bath Tub Ring. The popular Mr. Potato Head Band entertained shoppers at the Preview Party.

SPREE! 2014 also brought with it some changes to the exhibit hall floor.

"We wanted to create a centralized venue for all our special events, silent auction, Family Day, and of course our cafe'. We received positive feedback from shoppers, exhibitors and league members on the new arrangement," said Austin of the layout change from previous years.

Shoppers also found a new area of SPREE! called Corner Shoppes. According to Austin, this was a concept targeted toward exhibitors who are just starting out and cannot afford a 10x10 ft. booth or who do not have the inventory of product on hand to justify a full booth. The new corner section was a success with the entire area selling out and offering shoppers a look at up-and-coming exhibitors.

Looking back on the many months of planning and work leading up to long hours spent making sure SPREE! ran smoothly, Austin said that the numerous compliments from exhibitors were some of her favorite moments. The SPREE! team can also boast a record-setting Saturday with more than 4,000 shoppers making their way down the escalators.

As for what the next 30 years will hold for SPREE!, Austin and Co-captain Shirley O'Donnell have a shared vision. "We hope to see more use of technology to promote and run SPREE! for an ever-increasing number of shoppers and exhibitors."



# SPREE!

## Denim & Pearls **PREVIEW PARTY**

*presented by*  
**BAILEY'S FINE JEWELRY,  
WAKEMED HEALTH AND HOSPITALS  
AND WELLS FARGO**

Thanks to Bailey's Fine Jewelry, several lucky Preview Gala attendees walked away with new pearls on Wednesday night.



No Family Day event would be complete with a visit from Santa Claus to welcome the season for holiday shopping. He stopped by to spread cheer to Ellen O'Connor and Jennifer Lumpkin in the SPREE! volunteer office.



Volunteers Trimble Adams, Lauren Golden and Katrina Hilsman-Williams greeted the very first SPREE! shoppers at the Preview Gala.



A photograph of two women smiling at the camera. The woman on the left has blonde hair and is wearing a black and white patterned dress with a bright orange scarf. The woman on the right has blonde hair and is wearing a black blazer over a black dress, with a pearl necklace and a bracelet. They are both holding pink shopping bags. In the background, other people are visible, some holding pink bags with 'She SPI' written on them. The setting appears to be an indoor event space with warm lighting.

# SPREE!

## *Pearls of Delight* from Bailey's Fine Jewelry

by Kendra L. Allen

"I love it!" exclaimed Junior League of Raleigh president, Selene Brent. "Denim and pearls—people are more relaxed for shopping."

"Denim and Pearls" attendees were invited to reach in and pick out an oyster shell from a silver bucket on the Bailey's Fine Jewelry counter at the Preview Gala. Each shell offered the chance to win a free piece of pearl jewelry courtesy of Bailey's. Would there be shrugs of "aww, shucks!" with empty shells or cheers of delight with a pearl found in a special shell? While most were unlucky in their pick, Teresa Hoffman won a beautiful David Yurman bracelet, her choice from among the pieces donated. "I brought her here as a birthday present," said Marcie Gordon, who joined Hoffman in celebrating her new bracelet. "She's my baby sister." Other pieces winners could choose from included necklaces and earrings.



# SPREE!

## THE SILENT AUCTION GOES DIGITAL

by Kendra L. Allen

The Silent Auction at the Preview Gala went digital this year, going to a completely online format. The new auction platform allowed participants to register accounts, bid on items and continue to track their bids while they shopped among the exhibits, ate delicious food and enjoyed the music. When participants registered, they could set maximum bid values, ensuring that the automatic bidding feature did not exceed limits on how much they wanted to spend. Along with pre-set limits, users could also register their credit card information for easy check-out at the end of the night. For Silent Auction organizers, they could control the window of time that the auction platform was live in keeping with the structure and programming associated with the gala. In addition, the platform allowed organizers to send messages to participants throughout the live bidding window.

By enhancing auction technology, SPREE! hoped to make the process of placing bids, communicating information to participants and accepting payments as seamless as possible for everyone involved -- organizers and participants. In the past, the auction included a sea of clipboards and periodic announcements over the microphone to gala attendees. For Rebekah Laney, Silent Auction co-chair,

table displays advertising the auction items worked together in a tight, uniform way with concise information and consistent representations -- something Laney appreciated from a graphic and visual perspective.

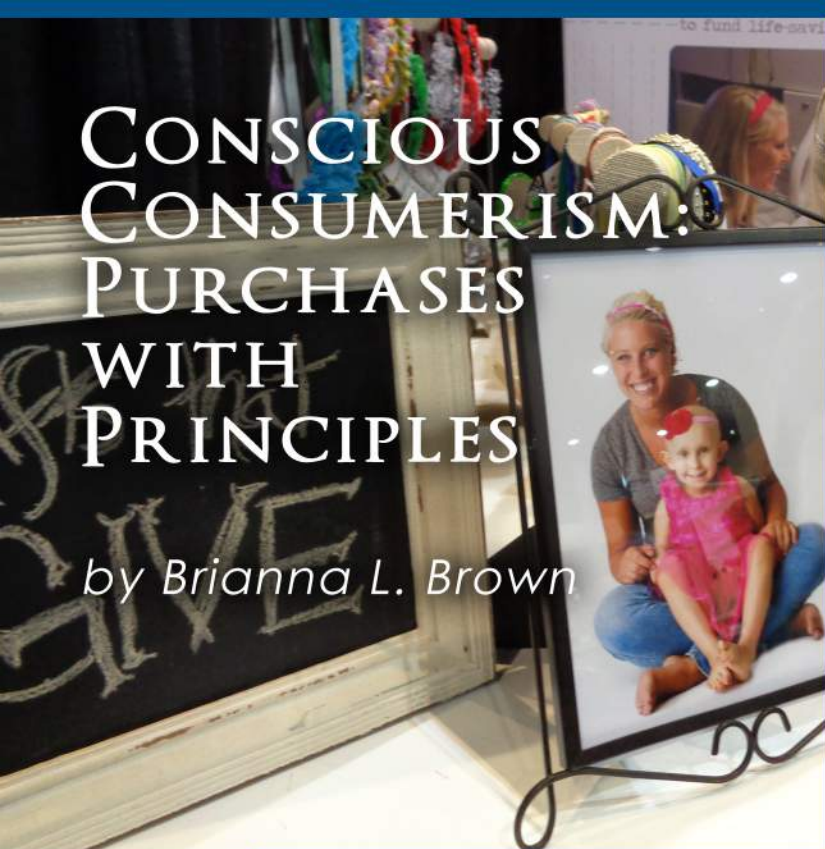
Laney also emphasized how hard the Silent Auction committee had worked in preparation for the night's culmination of bids and purchases. "We reached out to over 800 businesses," said Laney. Their reach goal for items donated was \$35,000; instead, they flew above the mark and hit the \$50,000 mark. Total dollars raised have yet to be finalized, but the committee was able to present 205 packages for bidding and a special raffle during SPREE! regular shopping hours that featured an additional estimated 50 items.

If you would like to offer brief feedback regarding the electronic bidding used for the Silent Auction at the Preview Party, you may send remarks to [jlrspreesilentauction@gmail.com](mailto:jlrspreesilentauction@gmail.com).



# CONSCIOUS CONSUMERISM: PURCHASES WITH PRINCIPLES

by Brianna L. Brown



Headbands of Hope founder Jessica Ekstrom found her passion while volunteering with the Make-A-Wish Foundation. Today, she hopes others will join her in fighting childhood cancer by purchasing gifts that give.

In a world that all too often fosters negativity and pessimism, there is at least one growing trend that is truly positive: the trend toward conscious consumerism. Consumers in the United States are showing increasing concern about where the products they buy come from and how those products are made. There is no greater evidence of this trend than the success of brands like TOMS, whose One for One mission has taken the world market by storm. And luckily for us, JLR members didn't have to look too hard to find evidence of this trend right here in Raleigh: a number of the booths featured at A Shopping SPREE! allowed shoppers to invest in an additional cause while also supporting the JLR and its community endeavors.

## HALF UNITED

Founded by brother-sister duo Carmin and Christian Black, HALF UNITED takes "fighting" hunger to a whole new level. According to marketing director Michael Ussery, the bullet casings used in HALF UNITED's jewelry represent the bold aggression needed to truly combat worldwide hunger. While he acknowledges that some find the symbolism jarring at first, Ussery says that most people appreciate the brand's assertive, hard-line stance against what is, unfortunately, one of the world's deadliest killers. Inspired by the works of their mother (a designer) and father (a pastor), Carmin and Christian decided to use their jewelry sales to fund local, grassroots organizations in Wilmington, North Carolina; Cambodia; Fiji and Madagascar. Like their partner organization TOMS, Ussery said HALF UNITED is dedicated to "fulfilling a basic need through a give-back brand," providing SPREE! shoppers another chance to feel good about our Christmas shopping. To learn more and purchase HALF UNITED merchandise, visit [halfunited.com](http://halfunited.com)

## lin9

Using the simple, powerful moniker lin9, this local organization draws immediate attention to the statistical number of women who will be diagnosed with breast cancer. As survivor Krystal Barnes explained, lin9's goal is to support breast cancer patients undergoing treatment at UNC and Rex Hospitals in any way possible, offering everything from grocery store trips to gas cards. These little things can add up to a great financial burden because even when you have cancer, life still happens. This year, lin9 is literally turning one woman's trash into another woman's treasure in a unique approach to raising funds. Now available for purchase, lin9 pink trash bins are approved by the City of Raleigh, Town of Wake Forest and Waste Industries. All profits from trash bin purchases will go to breast cancer patients at the UNC Lineberger Comprehensive Cancer Center and Rex Hospital. To learn more and purchase lin9 merchandise, visit [lin9.com](http://lin9.com)

## Pickled Pink

If you missed the pickled watermelon, cucumbers and jalapenos at the Pickled Pink booth, don't worry--you can still make an online order. Although the company has only been in business for 16 months, you can also find Pickled Pink products at select retailers in 34 states. Local retailers include NOFO market and A Southern Season. Running the alliterative tagline "Pickled for a Purpose," Pickled Pink supports Hunter's Hotline, a family nonprofit foundation in Huntsville, Alabama, that offers confidential hotlines that allow students to call in anonymous tips regarding suspicious or unsafe activity, including bullying, drug and alcohol abuse, or other concerns weighing heavily on young lives. This cause is near and dear to the heart of Pickled Pink owner Jim Lawlor, who lost his 16-year old son to a prescription drug overdose. Luckily for SPREE! shoppers, supporting this worthy cause couldn't taste any sweeter!

To learn more and purchase Pickled Pink merchandise, visit [pickledpinkfoods.com](http://pickledpinkfoods.com)

## Headbands of Hope

When Jessica Ekstrom was a junior in college in 2012, she spent some time volunteering with the Make-A-Wish Foundation. In her work, she met countless little girls who had lost their hair to their treatments--little girls who only wanted to feel pretty again. Knowing that wigs could be itchy, uncomfortable and expensive, Jessica started making headbands, adding rhinestones, feathers, chiffon--anything that would allow these girls to feel feminine without having to wear wigs. Now, Ekstrom sells headbands in styles varying from knitted wraps to couture and diamonds. With every headband purchased, Ekstrom said, "one is given to a girl with cancer and \$1 is donated to fund life-saving childhood cancer research." When asked why she thinks her business model has taken off so successfully, Ekstrom responded, "It's unfortunate that so many [people] have a connection to this cause, but this gives everyone an opportunity to be a part of it." To that end, she even offers personalization to the donation aspect of her program: donors get to choose the partner organization they'd like their dollar to benefit. To learn more and purchase Headbands of Hope merchandise, visit [headbandsofhope.org](http://headbandsofhope.org)



# Susan G. Komen for the Cure founder shares words of inspiration

by Kendra L. Allen

Breast cancer. Worldwide, it is the leading cancer among women and the second most common cancer overall. In 2012, breast cancer accounted for nearly 25 percent of cancers. In 2014, it is estimated that 232,030 women and men will be diagnosed with breast cancer in the United States alone.

The numbers may be staggering, but Nancy G. Brinker, founder and chair for Global Strategy for Susan G. Komen for the Cure, has made it her mission to face breast cancer with unabashed resolve. On Sept. 30, Brinker brought her message of advocacy and mission to the Junior League of Raleigh in a special speaking engagement organized by Team Training in partnership with Bank of America.

"I just want to tell you quickly...the Junior League is one of the most extraordinary organizations in the world," Brinker began. "My sister was a very proud member of the Junior League in Peoria, [Illinois]. She carried with such pride her work in the League...We owe you a huge debt of gratitude...I don't think we would have been able to succeed without your [League] teaching us." To this point, Brinker noted the League's education in setting outcome expectations, volunteer training and planning.

## *Founder and Visionary*

"It's been an amazing service, and I've loved doing it," Brinker said of the work she's done since founding Susan G. Komen for the Cure in 1982. Her sister, Susan G. Komen, discovered that she had breast cancer at the age of 33. "[At the time], you couldn't say 'breast' out loud," Brinker commented. Shortly after her sister's death at 36, she began her uphill fight to change that mentality.

Fall 32 | 2014



Susan G. Komen founder Nancy Brinker was greeted by JLR members.

"We went to anybody who would help us," Brinker said. "It was our ability to reach out into the community ... build partnerships." Brinker recalled how often the door has been shut in her face by individuals and organizations. The American Cancer Society turned her down flat. A bra manufacturer refused to add a tag to their bras that promoted breast examinations and mammograms. In a culture where newspapers shied away from printing the words "breast cancer" and support groups were few and far between, Brinker knew she had a challenge, but that didn't stop her. She fought to push her message. "We worked hard at gaining credibility at raising money. We had to wake up people in America to the size and enormity of the problem." That's where the pink ribbon came in—cause-related marketing.





"It took almost 10 years to get the kind of sponsors we have today," Brinker said. "New Balance was one of our very first." Part of the challenge, Brinker noted, was that women weren't instrumental in making decisions because women weren't in the executive suite. They weren't part of the decision-making process. Today, Brinker's meetings and conversations are very different.

In 1983, Brinker founded the Susan G. Komen Race for the Cure. Today, it is the world's largest and most successful education and fundraising event for breast cancer. Brinker spoke directly to a Race for the Cure event held in Egypt which boasted 7,000 runners of the Jewish, Muslim and Christian faiths. "We saw the palpable need for what we were doing ... how women really do bond." The mayor of Jerusalem had never seen so much unity. "People were walking hand-in-hand peaceably ... we became friends because we have the same disease."

The organization that Brinker fought so hard to see succeed has not only brought awareness to countries like Egypt, but around the world. It also has invested more than \$2.2 billion dollars in breast cancer research, education, treatment and screening. "Now, we're really focused on genetics," Brinker said. The organization has been collaborating with other institutions, offering funding for research in three-year increments. These institutions are given the support they need to run clinical trials and are held accountable by their peers. The intent is to have a laser-like focus on what can be studied and learned. "We don't believe we can do things overnight," Brinker noted. However, the message was clear that a lot can be accomplished with time and effort.

### *Diplomat and Ambassador*

From 2001-2003, Brinker served as U.S. Ambassador to the Republic of Hungary. Following that service, she was the U.S. Chief of Protocol from 2007-2009. In that position, she was responsible for overseeing all protocol matters for visiting heads of state and presidential travel abroad.

Commenting on her experiences in international relations, Brinker said, "What you learn is that people really are all alike." America is such a big country, and what one finds is that for someone visiting, it can be mindboggling. So for her job in the Protocol Office, Brinker planned trips from Florida to Oregon, helping ambassadors see the nation. "The job was amazing. I was lucky to have gotten to do the service I did."

In 2009, President Barack Obama honored Brinker with the Presidential Medal of Freedom - the nation's highest civilian honor - for her work to bring the fight against breast cancer into mainstream culture. That same year, Brinker was named as the Goodwill Ambassador for Cancer Control for the United Nations' World Health Organization. Today, she is a lifetime member of the Council on Foreign Relations and has received numerous honors and accolades for her global work and efforts to bring cancer to the forefront of the world health focus.

### *Praise and Appreciation*

Julia Jones Daniels was one of many individuals in attendance to listen to Brinker's message. Her sister died from cancer at the age of 48. Unfortunately, Daniels knows all too well Brinker's recollection of how cancer conversations used to be. Her sister knew she was hurting, but she just kept going. It wasn't typical to go to a doctor every time you hurt; cancer just wasn't something that was talked about. For Daniels, hearing Brinker speak openly and honestly was amazing. "For some of us, it feels like progress in a few short years," Daniels said.

Diane Whitmore was affected by the opportunity to hear Brinker speak about her journey. "It was enlightening to hear about the challenges she overcame and the individuals in leadership positions she was able to engage in that journey ... to recognize that it isn't a sprint; it's a marathon."

"Without one woman having a goal and continuing to overcome the many objections she heard throughout the process, and the fact that her efforts have supported life for women and several of my friends who have gone through the disease and are survivors—I don't know if I can put it into words. It's just so amazing but amazing doesn't give it justice—her impact on women's lives and personally in my small circle of friends and family," commented Whitmore.

As the event concluded, Brinker thanked everyone for the opportunity to speak. She made her way down the center aisle, taking a moment to stop, bend down and greet a woman who had lost her hair to chemotherapy treatments. She leaned in, grasped her hand and offered words of encouragement, telling her to keep fighting. It is, after all, what she does—encourage others to join her in the fight against breast cancer.





# SAFEchild: The history behind the creation of the League's signature program

by Molly Conti

Former SAFEchild co-captains Anita Pinther (far left) and Christy Knight (far right) during a SAFEchild event.

In anticipation of the upcoming 85th Anniversary of the Junior League of Raleigh, *the Link* will profile the past 85 years in the League starting with the present day and working back to 1930, when the Junior Guild was accepted into membership in the Association of Junior Leagues of America. This fall 2014 edition of *the Link* will focus on the 2000s and 1990s in League history.



I was fortunate enough to spend some time in the basement of the CCL with Julia McCullough, a member of the Archive and Data Collection taskforce, who has cataloged hundreds of pictures and documents from March 4, 1930, to today. In the basement I found a number of Community Connections, *MiniPrints* (the League's publications prior to *the Link*) and annual reports that together tell the story of the creation and execution of the League's signature project in the 1990s—SAFEchild.

As a first-year Active, I was already aware of SAFEchild as an established and successful organization. What I was less aware of was the great amount of time and energy that went into the creation of SAFEchild. It is an excellent reminder for not only Provisional members and first-year Actives, but longer standing members as well, of what the Junior League is all about; the good that occurs when a group of smart, strong women work together towards a common goal.

In the fall of 1991, Sandy Page was the League's President. For more than a year, the League had been working on a new effort, still within the mission of promoting volunteerism in the community, but this time focusing on a specific issue to funnel energy and resources into the community. The League's Community Research and Project Development began surveying membership from late 1989 until 1991 to determine what the signature project would be. Among the options were child abuse, homelessness, infant mortality, literacy and women's health. Child abuse was ranked first by an overwhelming majority of members and in May 1991 was voted as the official project in which to develop a signature program.

What followed was more than a year of research and planning to determine the community's needs, in coordination with approximately 20 representatives from 15 different agencies, including social workers, doctors, psychologists, county and state government representatives and nonprofit agencies. A resource center was even set up in the living room at headquarters.

The results further cemented the great need in the community: for every 39 children in the county there was a report of abuse or neglect, and within the preceding five years in Wake county (1986-1991) the rate of child abuse had risen 100 percent. The children removed from abusive homes were sent to the 151 foster homes in the county that were overflowing and as a result, many children were not actually removed from abusive situations.

By this time the 1992-1993 League President, Barbara Freedman, had taken office. An intense schedule was employed to mold the project from just that—a project—to an eventually independent 501(c)3 agency, up and running by the end of 1992. An administrative office was established, a name was selected, an executive director was hired, nonprofit status application was filed and the agency was staffed with volunteers. This was no small feat, and involved not only countless hours by the League's steering committee, chaired by League member Rachel Smith, but coordination and cooperation with funding as well as with Wake County. The child abuse prevention project would receive a majority of the League's funding over the following three years, approximately \$350,000, and included all of the profit from A Shopping SPREE! in October 1992. It was the first year in which all SPREE! profits went toward funding the project.

Every *Community Connection* magazine and *Miniprints* newsletter from 1989-1993 referenced the progress of the agency in some aspect, from announcing that office space was found, to a call for donations of office and children's furniture, to an update on the incorporation of the agency as a 501(c)3.

It was in the spring of 1993 that the agency's first executive director, Marjorie Menestres, was hired. She is still with the agency today.

Quick Impact team with blankets for SAFEchild.







"I often wonder what fragile families would do if there was no SAFEchild. The answer is incredibly simple yet painful ... families would be stuck in negative parenting styles and children would needlessly suffer the trauma of abuse," Menestres said.

"For 85 years the Junior League has been making a positive difference in Wake County as evidenced by the many programs they have started and support, especially SAFEchild."

Through the 21 years of becoming a rich resource for families, SAFEchild has grown and now implements nine programs using home, group, school and center-based strategies that integrate evidence-informed/ evidence-based practices to achieve outcomes that positively impacts parent child relationships, assures child well-being and safety, promotes healthy development, enhances a sense of social and family support, and contributes to community safety.

In 1999 SAFEchild outgrew its original home on Kidd Road and conducted a capital campaign that allowed for the purchase of its headquarters on West Morgan Street.

The Kidd Road facility that SAFEchild rents now houses SAFEchild's Advocacy Center. In 2010, SAFEchild stepped forward to fill a critical gap; this time to provide primary and tertiary levels of prevention and intervention for victimized children and the community by establishing the SAFEchild Advocacy Center. The Center is guided by an evidenced-based model of providing child medical evaluations all in one location for children ages birth to 17 who are victims of child sexual and physical abuse. Center services include a diagnostic interview that ascertains the facts of the child's victimization, a comprehensive medical exam, and mental health and case management services that assure each child's safety and optimal health.

The agency's great success today is due to the work of Menestres, her amazing staff, an army of volunteers and the League's continued support. However, it is important for us to remember the devotion of our League colleagues who created SAFEchild 20 years ago. Without these women, SAFEchild would not exist. Their perseverance, dedication and determination to work together to create something so important to so many children and families in Wake county makes me proud to be a member of the Junior League of Raleigh. You should feel proud, too.



# My Grown-Up Christmas List

## (or How to Give a Gift That Makes an Impact)

By Beth Farrell, Co-Captain Annual Fund

As a young girl, nothing said Christmas was around the corner like receiving the endless supply of thick catalogs. Hours would be spent marking pages and composing (and editing) the perfect list of things that would make me happy. If Santa would only bring me that Easy Bake Oven or super cool Lite Bright, then life would be complete.

Fast forward to after entering the working world as a bright-eyed early 20-something. As the stores would fill with all the latest, greatest, shiniest and brightest, the list of gifts I would buy and give those I love grew. Nothing could say, "I love you" like the perfect gift (or ten.) I bought into the holiday hype, and suffered from the stress that comes along like a perfectly tied bow.

Now the holidays seem to come around a little quicker each year. And, I've learned that this year's awesome present will end up as a donation to the Bargain Box in time to meet next year's quota. It's easy to get caught up in the hustle of buying into the holiday hype. Stores make a huge profit on capitalizing on our emotions and desire to give the perfect gift. They know the magical environment they create by putting out decorations and playing "Let it Snow" long before the first trick-or-treater knocks on a door.

Instead of buying more, maybe we should think about ways to utilize our resources to make a true impact. What better gift to give your friend, or to recognize an outstanding League leader, than to make a donation in their name to support JLR?

By giving to the Junior League of Raleigh's Annual Fund, you can honor your friendship and make a difference. Gifts in support of the Junior League help to ensure that the lights stay on at the Center for Community Leadership; that we can have valuable professional staff to make operations run smoothly; and that JLR continues to make a positive impact in our community.

Giving to the Annual Fund couldn't be easier! Just go to [www.jlraleigh.org](http://www.jlraleigh.org) and click the "Donate Now" button at the top of the page. A few simple clicks and a little information, and you'll be able to give a tax deductible gift. And, the impact of our collective giving can help make the world a little brighter.



Giving to the  
Annual Fund  
couldn't be easier  
Just go to  
[www.jlraleigh.org](http://www.jlraleigh.org)  
and click the  
"Donate Now"  
button at the  
top of the page.

*We* **MAKE A LIVING**  
**BY WHAT WE GET, BUT WE**  
*make a life*  
**BY WHAT WE GIVE**

★ Fall 37 | 🌱 2014

WINSTON CHURCHILL



# JUDICIAL PANEL INFORMS, CONNECTS

*By Kendra L. Allen and Jessica Kozma Proctor*

The Junior League of Raleigh's Government Relations and Public Affairs team (GRAPA), hosted a reception and panel for our local judicial candidates on Oct. 8 at the Center for Community Leadership. The event was free and open to the public allowing the community to hear voices seldom heard outside chambers and connect voters to a branch of government that impacts our lives daily, yet remains invisible to most.

The nine-member GRAPA team welcomed 20 North Carolina Supreme Court, Court of Appeals and Tenth Judicial District candidates as well as campaign representatives and roughly 100 guests, including many from the community.

Attendees included North Carolina Supreme Court candidates Ola M. Lewis, a representative for Chief Justice Mark Martin, Robin Hudson, Eric L. Levinson, Robert N. Hunter Jr., Cheri Beasley and Michael L. Robinson. Candidates for the North Carolina Court of Appeals appearing on the panel included Bill Southern, Lucy N. Inman, a representative for candidate Mark Davis, and a representative for candidate Paul Holcombe. Candidates from the Tenth Judicial District included Ronnie Ansley, Louis Meyer III, Charles Gilliam and Craig Croom.

"We wanted to encourage member and community participation and engagement in the political process," GRAPA Co-captain Rebecca Ayers said. "We were so pleased that so many candidates participated, including some who even rescheduled other events to make the Junior League of Raleigh's panel a priority.

Past President Whitney von Haam, who serves as executive director of the Wake County Bar Association and, not incidentally, moderated the event, said the face-to-face interaction between guests and candidates was a welcome and unique opportunity.



"I believe with these types of events, the most important thing that the audience gets to take away is seeing the different personalities of each of the candidates," von Haam said. "Hearing more than 'I am so-and-so and I approved this message,' can really make the difference between candidates. The time that we had both before the panel discussion and afterward, getting to meet and talk to the candidates individually really helps people make informed decisions."

Many candidates commented on their own community service work, the importance of community involvement, and gave examples of how those experiences have shaped their careers. North Carolina Supreme Court candidate Ola Lewis said, "Judges should be an integral part of the fabric of our community."

This panel, the second of its kind for GRAPA, may very well become an election year event for the League. Ayers praised von Haam for her skillful moderation.

"The panel not only allowed attendees an opportunity to meet the candidates; it also allowed our elected judges an opportunity to witness the commitment the League has to the community," said Ayers.



# Count on Kathryn!

*Top 7% of Berkshire Hathaway HomeServices Realtors Nationwide*



## Kathryn West

Third Generation Realtor

Berkshire Hathaway HomeServices  
York Simpson Underwood



919.601.1331

[KATHRYN.WEST@BHHSYSU.COM](mailto:KATHRYN.WEST@BHHSYSU.COM)

[WWW.KATHRYNWEST.BHHSYSU.COM](http://WWW.KATHRYNWEST.BHHSYSU.COM)

*Active League Member Since 1999*



A MEMBER OF THE FRANCHISE SYSTEM OF BHH AFFILIATES, LLC



## Shop or donate to the Bargain Box

401 Woodburn Road, Raleigh

919-833-7587 • Monday - Saturday 10 a.m. - 6 p.m.

*Community donation drop-off hours: 10:30 a.m. - 4 p.m.*

**25%  
OFF**

your next  
Purchase

*Excludes Designer items*

*Valid until 5/31/2015*

[www.BargainBoxRaleigh.org](http://www.BargainBoxRaleigh.org)



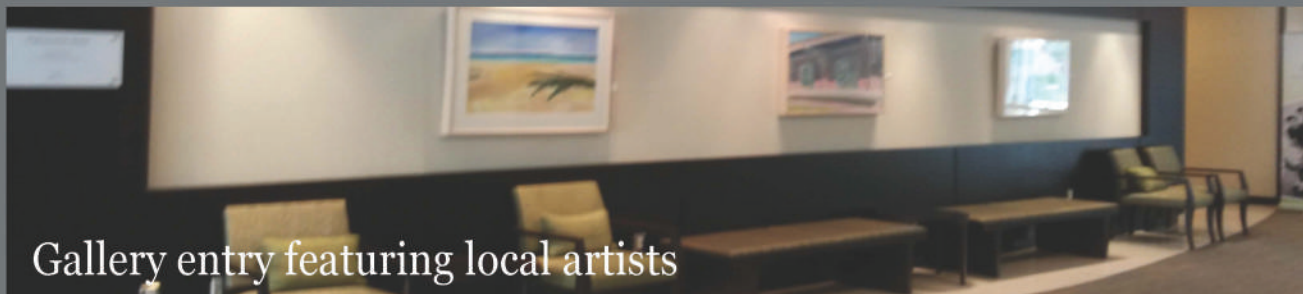
JLRBargainBox



# DISCOVER THE CENTER FOR COMMUNITY LEADERSHIP



Seating for 120-180



Gallery entry featuring local artists



Use your  
own caterer!

Convenient Downtown Raleigh Location | Ample Parking | On-Site Security | Multiple Meeting Rooms, Large and Small | Wireless Access Professional Boardroom Suite | Integrated Audio/Visual | Work Space

The Junior League of Raleigh is proud to welcome you to our Center for Community Leadership. Available for rental at low hourly rates, our facility features a multitude of meeting rooms for crowds large and small. Basic setup is included; no additional fees for tables and chairs. Secure facility, with sinks, refrigeration and work space. A/V and secure WiFi network enabled.

Visit [http://bit.ly/JLR\\_Facility](http://bit.ly/JLR_Facility) or [www.jlraleigh.org](http://www.jlraleigh.org). Hourly rates as low as \$75. Facility available for corporate meetings, training sessions, parties & events. Receive 10% one-day discount given when this card is mentioned or presented. Offer valid 1/1/2015 – 3/31/15 only. Only one discount per individual, company or organization. This offer is not valid on previous rentals.



711 Hillsborough Street  
Raleigh, NC 27603  
[adminrental@jlraleigh.org](mailto:adminrental@jlraleigh.org)  
919-787-7480

