



THE
LEAGUE LOOP

A PUBLICATION OF THE JUNIOR LEAGUE
OF NORTHERN VIRGINIA

SUMMER 2013



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PRESIDENT'S PERSPECTIVE

The 2013-2014 League Year is off to a wonderful start. We welcomed 50 new Provisional members to the summer class. More than 70 members attended JL101, our first League-wide event on June 1. Our members have filled 500 backpacks full of school supplies for JamPacks, helping to ensure that underserved children throughout our community have a bright future when they start school. We have a new partnership with Girls on the Run, and there is excitement building around our upcoming events, The Enchanted Forest, the Governor's Ball, and the American Girl Fashion Show.

This League year will also see the development of new programs and activities for our members to engage with the Northern Virginia community to help combat childhood obesity. It's a critical concern facing many communities around the country as statistics are released every day on the long-term impact this issue will have on healthcare and the economy. It presents an exciting, yet challenging, opportunity as the League seeks to engage with partners and donors on this issue.

Our current leadership theme is authenticity. I have read a few different definitions of authenticity, but most certainly agree that authenticity is something "you know when you see it" and something that's granted by others. In other words—someone else determines whether what they see in you is "real" or not. Part of being seen as "real" is the feeling that a person cares about someone else. With those things in mind, I am proud to lead an organization whose authenticity is expressed in our mission and modeled every day by our members: to promote voluntarism, to develop the potential of women, and to improve our community through the effective action and leadership of trained volunteers.



Candice Bennett
President 2013-2014



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Thank you for advertising with the Junior League of Northern Virginia. Your support is greatly appreciated.



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A STRATEGIC MAKEOVER: REDESIGNING JLNV'S 2013-2016 GOALS

Bea Duque Long, Planning Council Director

While many Northern Virginians are enjoying the dog days of summer, JLNV members are spending their days preparing for the League year. Debunking the idea that members take the summer off, the JLNV Board of Directors met in June to vote on the adoption of the redesigned 2013-2016 Strategic Plan and the 2013-2014 Annual Plan. We are proud of the Strategic Plan's engaging new look.

The Strategic Plan underwent a full remodel over the course of the last League year. The Planning Council's Strategic Advisory Planning Committee logged countless hours seeking guidance from League leaders and working alongside other committees to overhaul JLNV's Strategic Plan into a streamlined, attractive, and user-friendly document that would both reflect and guide the direction the League is taking in the coming months and years.

The revised Strategic Plan was designed to help members better navigate their path in the League whether as an Active member, leader, or supportive Sustainer. It also speaks clearly to the priorities of the League within our organization and within our community, recognizing our continued work in identifying a defined focus area to enhance community impact and reflect the changes to our membership engagement initiatives. Additionally, the 2013-2016 Strategic Plan displays JLNV's renewed emphasis on capturing and applying metrics in building a financially strong, diversified organization. Underlying each of JLNV's strategic goals is the central objective to incorporate a stronger focus on brand awareness, which requires effective internal and external communications.

As members, we often find ourselves busily working on all the programs and projects that keep our League running and forget to step back and take a look at all the great work we are doing in the context of the larger picture. However, our

volunteer work directly and collectively impacts a greater vision in building better communities throughout Northern Virginia.

Whether you are a member, chair, supporter or community partner, we encourage you to take a look at the 2013-2016 **Strategic Plan** and consider how you can contribute to JLNV's strategic goals. (Pressed for time? Check out the easily digestible **Strategic Outline**.) While it plans out three years, the Strategic Plan is a living document that is reviewed annually to reflect community needs and member involvement. Share your feedback and join the conversation. If you're interested in learning more about the Strategic Advisory Planning Committee, contact us at strategicplanning@jlnv.org.



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2013 THE ENCHANTED FOREST KICK-OFF

Kelly Atkinson & Caroline Simms

2013 Co-chairs, The Enchanted Forest Committee



The Enchanted Forest (TEF) is JLVN's largest annual fundraiser. This year's holiday extravaganza will take place November 23-24, 2013 at The Westin, Tysons Corner, VA.

The TEF Committee officially kicked off TEF 2013 this past May resulting in subcommittee leads and committee members reaching out to performers, donors and JLVN League members. The response has been overwhelming, and we have received a

number of tree donations (exciting theme-based mini-trees for silent auction), additional items for the live and silent auctions, Friends of the Forest donations and corporate donations. The TEF Committee has embraced this year's League Theme: "Cultivate. Collaborate. Change." We are expanding our outreach into the community to bring exciting and new changes to this year's event. Please see below for ways you can help make TEF 2013 the best year yet and spread our message throughout the community.

Parents and Teachers: The TEF Committee is looking for contacts within Northern Virginia public and private schools to broaden our reach. We hope to partner with local schools to place TEF marketing materials in the backpacks of school children. If you have any contacts with principals, teachers, or PTAs, please contact Caroline Simms at tefmarketing@jlvn.org.

Main Stage Performers: We have secured new main stage performers this year, including Oh Susannah and The Great Zucchini. These groups are very active in Northern Virginia, and we look forward to having them as part of TEF this year. Past performers including Ukulele Phil and the Hulu Kids, Pirate Magic, the Maple School of Irish Dance and Adagio Ballet will also return, but we still need main stage performers throughout

the TEF weekend. If you or someone you know would be willing to participate, please contact Katherine Segersten at tefchildrensevents@jlvn.org.

Christmas Tree Donation: Do you have a gently used pre-lit 4' or 7' tree taking up space in your house? If so, the TEF Trees Committee will collect these items and use them in our Enchanted Forest. Contact TEF Trees Chair Kathryn Kovacs (teftrees@jlvn.org) to arrange a pick up.

Donate to The Enchanted Forest and JLVN: If you or your company has connections to event tickets, gift cards or personal service establishments, please consider donating to our live and online auction. Contact TEF Contributions Chair Ivy Dastur (tefcontributions@jlvn.org) for more information.

Friends of the Forest: The Enchanted Forest has an elite opportunity for you to be a Friend of the Forest. Your valuable contribution of \$500 will directly and significantly impact the Northern Virginia Community and the JLVN's mission to prepare the children of Northern Virginia for success. Benefits include participating as a judge in the VIP Forest judging event, an invitation to an exclusive Friends of the Forest Brunch, tickets to the 13th Annual Gala and general admission to The Enchanted Forest and recognition in online print and publicity. Space is limited, so please contact TEF Friends of the Forest Chair Rachel Berkey (teffriendoftheforest@jlvn.org).

Gala: On Saturday November 23, 2013, we will once again have our annual TEF Gala. Join us for the Mistletoe Masquerade Ball. Evening highlights include casino games, ShutterBooth photos, cocktails (open bar), heavy hors d'oeuvres, dancing and live and silent auctions. Rooms are available at The Westin for \$89 per night. Please contact Ali Patty at tefgala@jlvn.org for more information.

Vendors and Logistics: Do you know someone who would be a great vendor at our Holiday Marketplace? If so, please contact Diana Welsh at tefvendors@jlvn.org and we would be happy to reach out to them about participating!

We thank you for your continued support and welcome any ideas and feedback you may have. Here is to another successful year!

CHILDREN'S SCIENCE CENTER – FROM CONCEPT TO REALITY



The Junior League of Northern Virginia's (JLNV) President's theme this year is "Cultivate. Collaborate. Change." This sentiment is precisely what the JLNV has done with the Children's Science Center over the years. Our relationship began as a collaboration to develop a children's museum focused on science, technology, engineering and math (STEM) in Northern Virginia. The initial memorandum of understanding (MOU) provided capital funding and JLNV volunteer hours to the Children's Science Center as they began their journey toward a full-scale museum.

Over the years, the JLNV and the Children's Science Center's relationship has matured and the museum's programming has grown. In the beginning, the JLNV had a Children's Science Center Partnership Committee (CSCPC) that organized and led the Center's educational programming—Museum Without Walls (MWOW). In addition, the CSCPC chair also held a seat on the museum's Board of Directors. This year, the relationship continued to develop: the dissolution of the CSCPC resulted in the assignment of six JLNV volunteers on an In-Community Placement. One thing that has not changed is the presence of a JLNV member on the Children's Science Center Board who is responsible for continually cultivating the relationship between the two organizations.



In addition to the changing relationship, MWOW programming has also evolved over the years. What began as small, craft-based programming at local fairs and festivals serving a few hundred visitors has grown into multi-faceted, hands-on education that takes place in multiple venues and serves thousands of visitors each year. Mobile Labs are one component of this growth. Debuting in January 2012, Mobile Labs Family Science Nights quickly became a hot commodity. During the 2012-2013 school year, the available Mobile Labs for the year were booked before the first month of school was completed. This year, Mobile Labs has continued to grow and has been re-engineered through collaboration between JLNV and Children's Science Center members. This new programming will be seen at 40 schools this year, and is expected to serve twice as many visitors as last year's programming.

What is next in the relationship between these two organizations? Only time will tell. The current MOU expires in 2015, but it is doubtful this will be the end of the relationship. At a minimum, JLNV members and the Northern Virginia community will be able to enjoy visiting the Children's Science Center when the physical building opens its doors.



REACH OUT AND READ-A PARTNERSHIP WITH HEALTHWORKS FOR NORTHERN VIRGINIA

The Junior League of Northern Virginia (JLNV) has partnered with HealthWorks for Northern Virginia to implement the Reach Out and Read Program. HealthWorks for Northern Virginia is a nonprofit that provides medical, dental and behavioral health care to anyone in need regardless of age or ability to pay, whether or not they have insurance. HealthWorks focuses on serving low-income families that face significant socio-economic, language and cultural barriers to obtaining health care. Reach Out and Read is a national program that builds on the unique relationship between parents and medical providers to promote early literacy and school readiness in pediatric exam rooms nationwide by giving new, developmentally-appropriate and carefully selected books to children and advice to parents about the importance of reading aloud. The program begins to develop critical early reading skills in children at the 6-month checkup and continues through age 5, with a special emphasis on children growing up in low-income communities.

JLNV's participation in the Reach Out and Read program with HealthWorks of Northern Virginia is in full swing. We endowed HealthWorks with a \$5000 grant to start a program that provides books for patients between the ages of 6 months and 5 years when they come to the clinic for a well visit. These books are divided among three offices: Leesburg, Sterling and Herndon. They are shelved and catalogued by age, language and title



for easy access for the doctors. The books are approximately 70 percent bilingual (Spanish/English) and 30 percent in English to best meet the demographic needs of the community served. Books will be continuously replenished as they are used and will be important “icebreakers” for

the patients and their families. In addition, clinical staff will use the books as diagnostic tools when working with patients.

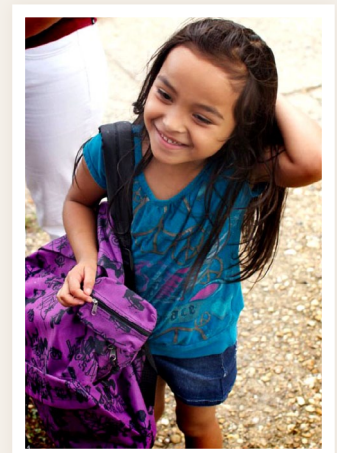
The League is also hoping to collect some “gently used” children’s books from JLNV members and the community to put in the waiting rooms for the siblings who accompany patients. We hope to ‘reach out’ through community service hours by spending some time reading to and with children in the waiting rooms.

MISSION ACCOMPLISHED - 500 BACKPACKS FOR KIDS IN NEED

Through the JamPacks program, the Junior League of Northern Virginia (JLNV) spent summer 2013 gearing up to prepare local children for back to school. JamPacks, now in its 20th year, contain backpacks, pencils, binders, pens, erasers, and other essential school supplies. League members “jam pack” every backpack for the region’s underserved school age children to have the required supplies to begin the school year.

The JamPacks program kicked-off on June 1 at JL101 with the donation of 20 backpacks, and members in attendance stuffed 100 backpacks with school supplies. The 2013 goal for JamPacks was to provide 500 backpacks (150 more than any other year) to children around the region.

The 2013 JamPacks “stuffing party” was held on July 14 with 24 volunteers and the remaining 400 backpacks are now ready to be distributed. The League is proud to be able to provide such an important item for local Northern Virginia children and to have reached our goal of 500 backpacks on the 20th anniversary of this program.



COMMUNITY PARTNERSHIP PROGRAM APPLICATION ANNOUNCEMENT

The Junior League of Northern Virginia (JLNV) Community Partnership Committee is pleased to announce the opening of our 2014-2015 Community Partnership Program applications. Every year, the JLNV awards grants to local community organizations that share our focus of preparing children for success.

Through the Community Partnership Program, the JLNV awards grants of funds and / or volunteer hours to support Northern Virginia community programs in Alexandria, Arlington, Fairfax County, and Loudoun County. The JLNV's community partnership support varies in size each year, contingent upon the financial and volunteer resources available. For the 2014-2015 year, the grant awards will range from \$1,500 - \$3,000. In addition, community partners may also be provided with volunteers (up to 100 hours) to support selected projects. The community partnership term for the coming year is from June 2014 – May 2015. While the League may support a community partnership for multiple years, organizations must reapply every year.

The number of grants awarded and their dollar value is based on the success of our fundraising efforts. Last year the Grants Committee received 12 applications from 10 non-profit organizations and awarded seven grants totaling \$17,500 and 175 volunteer hours. Past recipients include the Children's Science Center, Girls on the Run, HealthWorks of Northern Virginia and Loudoun County 4-H.

In 2014-2015, the JLNV would like to support innovative projects and programs that will measurably improve the lives of children in our community. In particular, the JLNV is focused on supporting programs that ensure access to preventive care and empower children to make healthy food and lifestyle choices. We hope that this, in turn, will help

reverse the growth of childhood obesity and its associated health issues. Moreover, the JLNV would like to partner with like-minded organizations. We encourage JLNV members and individuals in the community to take an active role in identifying our future partners.

2014-2015 COMMUNITY PARTNERSHIP TIMELINE

October 4, 2013: Applications from community organizations for 2014-2015 League year due.

October – January: JLNV representatives review applications and meet with agency/community organizations as applicable.

January 2014: Community Partnership Committee presents recommendations to JLNV Board.

February 2014: Grant awards announced to applicants.

May 2014: Grants awarded at the JLNV's Celebration of Service event.

June 2014: Volunteer hours and funds available for 2014-2015 League year.

If you have any questions, please contact the Community Partnership Committee at communitypartnership@jlnv.org or call the JLNV office at 703-442-4163.

PROVISIONAL CLASS PROGRAM RESTRUCTURE

Northern Virginia is home to many recent transplants. Often, women new to our area look for ways to become involved in their new community. The Junior League of Northern Virginia (JLNV) strives to connect with as many of these women as possible. In doing so, the JLNV has introduced a new Provisional Program for the 2013 – 2014 League year. New JLNV members, or Provisionals, now have the opportunity to join the JLNV at three different entry points— at the end of May, September, or January. For the past several years, Provisionals were required to join the JLNV in either the summer class or the fall class and were required to complete a year-long new member program. Now, each six- or eight- week Provisional Program will consist of two training events planned by the Leadership Development Committee, a placement on an Active committee, and a placement in a Regional Small Group with other Provisional, Active and Transfer Members.

Our summer 2013 Provisional Class includes 52 women committed to voluntarism and an interest in affecting change on the Northern Virginia community.

Interested in joining us or know someone who might be? We are currently accepting applications for the incoming Provisional class. Applications are due August 31, 2013. **Apply here.**



SPOTLIGHT ON WHITNEY RICHARDSON: A JLNV LEADER AND TRUE TEAM PLAYER



*President-elect
Whitney Richardson*

Working hard, playing hard and being a team-player all come naturally to Junior League of Northern Virginia (JLNV) President-elect Whitney Richardson. A true Northern Virginian, she is a graduate of James W. Robinson Secondary School, where she played lacrosse. After high school, Whitney furthered her passion for lacrosse and writing at the University of Missouri-Columbia, graduating with degrees in English and Journalism ultimately returning “back home” to Northern Virginia to start her career in communications. As an editor with Active Interest Media’s Home Buyer Publications division, she serves as the head editor of “Country’s Best Cabins,” a bimonthly home and design magazine focused on small, rustic homes. Residing in Herndon, VA, with Todd, her husband of almost six years, their two-year-old daughter, Bailey, and two cats, Harp and Guinness, Whitney is in constant motion (though she “still misses getting beaten up on a nearly weekly basis every spring and fall” as a lacrosse player).

Following in her mother’s footsteps, Whitney joined our JLNV “team” to fulfill her civic duty in ways she enjoyed so much throughout high school and college. As a new Active, she began by working with the Communications Council, eventually becoming the Communications Council Director. Growing personally and professionally along with the JLNV, Whitney continued to embrace leadership positions resulting in her 2013-2014 role as JLNV President-elect. During this League year, Whitney will wear many hats serving as a de facto member of all JLNV committees, managing the Community Advisory

Board and serving as the liaison to the regional area under the Associations of Junior Leagues International, Inc. Always up for working with others, she feels that collaboration is one of the reasons the League is so successful and leaves women “re-energized and motivated.”

When asked to reflect on her favorite memory with JLNv, Whitney recalls a time she felt in awe of her wonderful JLNv peers: when she helped to unveil the newly redesigned website that had all the bells and whistles of a major corporate site, including a members-only page and e-commerce function, growing the League into a 21st century organization. Whitney reflected that “it was exciting and rewarding to be able to work on a project of that magnitude and to see it so well-received by members following their persistence for upgrades. I was ready for a bombardment of questions and concerns; instead, I received a standing ovation.” She said that was a feeling she would never forget. For new members Whitney suggests, “you get out of the League what you put into it.” New members should not hesitate to try something new or get involved. “The more involved you become, the more connections you make and the more clearly you can see how all the various facets of the League work together to create this organization and all of the various programs it supports.”

Whitney Richardson: avid boater, loving wife and mother, fierce lacrosse player. This true team player is our Junior League of Northern Virginia President-elect. She leads this organization with a passion that began at an early age and with a focus on council unity and team play. She is sure to make a difference and leave a legacy as an exceptional and powerful leader in the JLNv.

INTRODUCING THE 2013-2014 ISSUE BASED COMMUNITY IMPACT AD HOC COMMITTEE

During the past year, the Issue Based Community Impact (IBCI) Ad Hoc Committee has researched community needs and member interests in an effort to help move our League toward the IBCI model recommended by the Association of Junior Leagues International, Inc. (AJLI). The IBCI model gauges community need and evaluates how each League can have the greatest impact in its community by creating projects and programs that specifically target a focus area. This approach allows the League to create maximum impact within the community by focusing efforts toward a specific goal. It also provides League members a concrete and consistent message to deliver to the community, potential members, our partners and sponsors.

In April 2013, the Junior League of Northern Virginia (JLNv) voted to adopt the following areas corresponding to the IBCI model: a topic area of Preparing Children for Success, an issue area of Health and Wellness, and a focus area of Addressing Childhood Obesity.

Since introducing the IBCI Ad Hoc Committee to our League last fall, the committee’s membership and makeup has changed to better provide the expertise and commitment required of such a specialized research effort. We are proud to “reintroduce” the 2013-2014 Issue Based Community Impact Ad Hoc Committee:

SHARON D. BALLARD



Sharon is in her first Active year with the JLNv. With a background in clinical healthcare and a graduate degree from the University of Georgia, Sharon is the Director of the Workforce Support and Development Division at the National Institutes of Health. **Click to read more.**

TAMARA BAPTISTE



Tamara, a member of the Junior League of Washington for five years, joined the JLNv as a transfer in 2011. She is an engineering project manager by profession and passionate about science, technology, engineering, and mathematics and seeing children reach their full potential. **Click to read more.**

JERI LYNN KIRSCHNER



Jeri, a member of the JLNv since 2007, led the League's efforts to expand our children's nutrition program Kids in the Kitchen. Jeri is the Federal Health Liaison for Orion Health, the world's leading provider of health information exchange and healthcare integration solutions. Beginning her healthcare career 20 years ago as a practice administrator, she now specializes in healthcare policy and marketing. **Click to read more.**

BEATRIZ DUQUE LONG



In her sixth year with the JLNv, Beatriz is currently the Planning Council Director. Beatriz has a background in health policy and government affairs, community outreach and partnership development and communications strategy development. She is currently the Director of Health Policy and Advocacy at the Epilepsy Foundation leading legislative and regulatory advocacy activities at the federal and state level. **Click here to read more.**

ERICA MCCANTS



Erica McCants has served in leadership roles within the JLNv for the past nine years. She is a Past President and current Chair of the American Girl Doll Committee. A graduate of the 2011 class of Leadership Arlington, her business and management experience is in the transportation industry with UPS. **Click to read more.**

EMILY OEHLER



Emily Oehler is a Strategy & Organization consultant at Booz Allen Hamilton focusing on strategic communications and change management. Additionally, she is a certified association executive. She transferred to the JLNv in 1994 – eventually serving on every council for more than a decade and becoming the President in 2007. **Click to read more.**

ALICE “ALI” PATTY, MSH



Ali serves as a Senior Program Manager for Community Health Initiatives with Community Benefit at Kaiser Permanente. Ali has experience in obesity prevention through her combined eight years of service in Florida at the local and state level. Locally, she focused on community engagement, and health behavior change program development, implementation and evaluation. **Click to read more.**

HOLLY REILLY



Holly Kenworthy Reilly has been a member of JLVN since 2004 and is currently serving as the Planning Council Director. Holly just finished a stint on the HealthWorks Community Advisory Board and is a JLVN representative to the Northern Virginia Healthy Kids Coalition. She has also been a long-time Board member of the radio systems technology firm Geoloc Corporation. Holly is a former Foreign Service officer whose service took her around the world. **Click to read more.**

ELIZABETH M. ROSS



Elizabeth has been a member of the JLVN since 2006. Elizabeth is an Associate Attorney at Lieblich & Grimes, P.C. practicing in all areas of family law in Northern Virginia, including litigation and collaborative divorce. She volunteers for the Loudoun County Bar Association's Law Camp program, the Virginia Women Attorney Association Loudoun Chapter, and as a pro bono attorney for Legal Services of Northern Virginia. **Click to read more.**

XENIA RUIZ



Xenia Ruiz is a Policy Analyst and Project Coordinator at the Center for Medicare Advocacy, Inc. in Washington, D.C., where she works on health policy and advocacy on behalf of consumers, beneficiaries and their families. Prior to joining the Center, she served as Political and Finance Director for Congresswoman Kathy Castor. She began her career organizing communities on issues and policies including immigration reform, voting rights, and LGBT rights in her home state of Florida. **Click to read more.**

STEPHANY JILL SMITH



Stephany is in her third Active Year with the JLVN. She is currently serving as the Fund Development Council Director. Stephany is a practicing clinical Dental Hygienist in McLean, Va. and has practiced preventative dentistry since 2001. She is a community dental volunteer providing preventative dental services to lower socio-economic families via several programs. **Click to read more.**

ALYIA SMITH-PARKER, MPH



Alyia joined the JLVN as a Provisional in the fall of 2012 and currently serves as the Kids in the Kitchen Committee Chair and is a member of the Leadership and Development Committee. Dedicated to ending hunger and improving the health and well-being of children, Alyia is the Anti-Hunger Program and Policy Associate at D.C. Hunger Solutions. **Click to read more.**

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**A SPECIAL SUMMER TREAT:
BEST EVER BLUEBERRY COBLER**

Best Ever Blueberry Cobbler (page 258)
Serves 6

3 cups fresh blueberries
3 Tablespoons sugar
1/3 cup orange juice
1/2 cup unsalted butter,
softened
1/2 cup sugar
1 large egg
1/2 teaspoon vanilla extract
2/3 cup all-purpose flour
1/4 teaspoon baking powder
Pinch of salt



Preheat oven to 375 degrees.

Toss together first 3 ingredients in an 8 x 8 x 2 baking dish.

Beat butter and 1/2 cup of sugar at medium speed with an electric mixer until light and fluffy. Add egg and vanilla, beating until smooth. Gradually add flour, baking powder, and salt, beating at low speed. Drop batter in small clumps over blueberry mixture, covering as much surface as possible.

Bake at 375 degrees for 35 to 40 minutes or until crust is golden brown and filling is bubbly. Let cool briefly on a wire rack.

Serve warm with whipped cream or vanilla ice cream.

Purchase your copy of *What Can I Bring? Today.*

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The Junior League of Northern Virginia (JLNV) is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Junior League of Northern Virginia

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JUNIOR LEAGUE OF NORTHERN VIRGINIA
Women building better communities®