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THE

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LEAGUE LOOP

A PUBLICATION OF THE JUNIOR LEAGUE  
OF NORTHERN VIRGINIA

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SUMMER 2014



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## PRESIDENT'S PERSPECTIVE

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*"The future belongs to those who prepare for it today."* - Malcolm X

As we wrap up the first quarter of the 2014-15 Junior League year, we're beginning to see the formation of what the rest of the year can become. The Strategic Advisory Planning Committee is busy working with committee chairs to figure out what exciting activities and initiatives the Junior League of Northern Virginia will tackle in the months ahead. You can read about some of them in the pages that follow.

The new arena our League is targeting is advocacy. The Advocacy and Public Affairs (APA) Committee was formed to build on the research conducted by the Issue-Based Community Impact team during the 2013-14 League year. The membership will learn more about advocacy from the APA committee and topic area experts at upcoming General Membership Meetings.

We also continue to look for new ways to reach the community through current and new partners. The Community Partnership Committee is hosting a networking breakfast in September to educate organizations on the JLNV's grant program to encourage a variety of applications. If you know an organization that may be interested, please contact [communitypartnerships@jlnv.org](mailto:communitypartnerships@jlnv.org).

Of course, we can't continue to grow this organization without a strong membership base. If you know a woman who may be interested in the JLNV, the community programs or training opportunities, please invite them to attend one of our upcoming recruitment events. Check [JLNV.org/calendar](http://JLNV.org/calendar) regularly for new dates.

Thanks for all you do to make the JLNV a successful, forward-moving organization.

Best,



**Whitney Richardson**

2014-15 President



## ADVERTISING INFORMATION

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Are you interested in advertising in the League Loop? Visit:

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Phone: 703-442-4163 E-mail: [info@jlnv.org](mailto:info@jlnv.org)

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1/3 page	\$57	\$205.20	\$364.80
1/2 page	\$82	\$295.20	\$524.80
2/3 page	\$99	\$356.40	\$633.60
Full page	\$150	\$540.00	\$960.00

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



## IN THIS ISSUE |

**CHARTING A PATH FORWARD:  
JLNV'S 2014-2017 STRATEGIC VISION | 2**

**JLNV'S NEWEST COMMITTEE:  
ADVOCACY AND PUBLIC AFFAIRS | 3**

**COMMUNITY PARTNERSHIP  
GRANT APPLICATION | 4**

**KIDS IN THE KITCHEN | 5**

**THE ENCHANTED FOREST | 7**

**JAMPACKS | 10**

**AMERICAN GIRL FASHION SHOW | 11**

**MEMBER HIGHLIGHT:  
ALYIA SMITH-PARKER | 12**

**RECRUITMENT | 13**

**SUMMER RECIPE | 14**

## CHARTING A PATH FORWARD: JLNV'S 2014-2017 STRATEGIC VISION

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**Ashley Doliber**, *Strategic Advisory Planning Chair*

This June kicked off the season of swimsuits and suntans, summer blockbusters and sleep away camps – but it also marked the start of a new League year. With a new year comes new goals, new projects and new possibilities. To capture these opportunities in a considered, comprehensive framework, the JLNV Board of Directors adopted the 2014-17 Strategic Plan.

The updated Strategic Plan reflects the major overhaul undertaken last year to update and maintain a streamlined, attractive and member-friendly document that will reflect and guide the League's activities in the coming months and years. The Strategic Plan was prepared by the Planning Council's Strategic Advisory Planning Committee at the direction of the Board in close collaboration with all League committees. This living document serves as the critical foundation for the projects and programs that advance our mission every day. It's reviewed and revised annually to best reflect our community's needs and member involvement.

### ***The Strategic Plan is based on three overarching goals:***

- Develop a financially strong, sustainable organization with diverse revenue sources.
- Increase our community impact through effective community programming.
- Cultivate an engaged community organization that promotes lifelong membership and learning.

With these goals in place, we are positioned to chart a path that demonstrates our commitment to enhancing the JLNV's community impact and cultivating a dynamic, engaged membership. The plan also reflects the League's efforts to capture and apply important metrics, as well as to incorporate a stronger focus on brand awareness through increased communications.

With each project we undertake, we must consider how to foster positive change throughout Northern Virginia. We encourage you to take a look at the 2014-17 Strategic Plan and consider how you can contribute to JLNV's strategic goals. The Strategic Plan can be found at <http://www.jlnv.org/diversity-and-inclusion>. We welcome your feedback. If you are interested in learning more about the strategic planning process or the Strategic Advisory Planning Committee, please contact us at [strategicplanning@jlnv.org](mailto:strategicplanning@jlnv.org).

## JLNV'S NEWEST COMMITTEE: ADVOCACY AND PUBLIC AFFAIRS

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**Christina Fuerst**, *Advocacy and Public Affairs Chair*

Over the past year, the Junior League of Northern Virginia (JLNV) has narrowed its focus area to combating childhood obesity in Northern Virginia. In order to identify policy issues that align with our new focus area, as well as to expand awareness of the League's programs to the community, the JLNV created the Advocacy and Public Affairs (APA) Committee. This committee will build on the work done by the 2013-14 Issue Based Community Impact Ad Hoc Committee. During this League year, the committee plans to identify policy issues that focus on childhood obesity, nutrition and physical activity. Once these policies are identified, the committee will focus on areas to advocate for within the Northern Virginia community. The committee will identify collaborative partnerships with individuals and organizations within the community to raise awareness of the League's programs and policy agenda. Additionally, the committee will seek legislative and regulatory proposals that align with our policy priorities for the JLNV to advocate for in Northern Virginia.

## EXPANDING COMMUNITY OUTREACH WITH COMMUNITY PARTNERSHIP GRANTS

**Kelly Bousquet**, *Community Partnership Chair*

The Junior League of Northern Virginia (JLNV) is committed to preparing children for success by combating childhood obesity through increased nutritional and physical activity education. Through the Community Partnership program, the JLNV will award grants of funds and/or volunteer hours to support Northern Virginia community programs in the City of Alexandria, and Arlington, Fairfax, Loudoun and Prince William counties. The JLNV seeks to support innovative projects and programs that will measurably improve the lives of children in our community by empowering them to make healthy food and lifestyle choices. This year's grant awards will range from \$1,500 to \$3,000. Our members may also be available to provide up to 100 volunteer hours in support of small projects. The JLNV Community Partnership application and more detailed information about the program can be found on the JLNV website at <http://www.jlnv.org/collaborate-with-jlnv>.

The table below highlights the approximate timeline for the Community Partnership application process. If you have any questions regarding the process, please contact the Community Partnership Committee at [communitypartnership@jlnv.org](mailto:communitypartnership@jlnv.org) or call the JLNV office at 703-442-4163.

2014-15 COMMUNITY PARTNERSHIP TIMELINE	
September 2014	Networking event for potential community partners and existing community partners
October 10, 2014	Deadline for applications from community organizations for 2015-16 League year
November 2014 – January 2015	JLNV representatives review applications and meet with agency/community organizations as applicable
January 2015	Partnership recommendations presented to JLNV Board
February 2015	Grant awards announced to applicants
May 2015	Grants awarded at the JLNV's Celebration of Service event
June 2015	Volunteer hours and funds available for 2015-16 League year

## NEW ACTIVITIES FOR KIDS IN THE KITCHEN PROGRAM

**Celia Anderson**, *Kids in the Kitchen Chair*

The Junior League's Kids in the Kitchen (KITK) program is an initiative from the Association of Junior Leagues International that directly supports JLNV's focus area of childhood obesity and nutrition. This year, KITK has launched three new endeavors to further our work in the community: the Market Explorers at the Cascades Farmers Market, Arcadia Center for Sustainable Food and Agriculture partnership, and the Laurel Learning Center at Cornerstones' pilot program.



**Market Explorers at the Cascades Farmers Market** in Sterling, Va., teaches children where their food comes from, and includes exercise and mini nutrition lessons. At the farmers market, Junior League of Northern Virginia (JLNV) volunteers engage children in a tour of the market, where they seek out different stations that require physical

activity or nutrition trivia to earn stamps on their Market Explorer "passport." The final station is KITK booth where they participate in a hands-on healthy cooking demonstration using fresh produce and in-season ingredients that can be found at the market. The children leave with their completed "passport," newly created healthy snack and the recipe so they can replicate it at home.

JLNV awarded the **Arcadia Center for Sustainable Food and Agriculture** in Alexandria, Va., volunteer hours to assist with farm upkeep and scholarship money to support their Farm Camp program at our



2014 Celebration of Service. Arcadia Farm hosts a farm camp during the summer where campers discover where their food comes from through hands-on farming, cooking and eating experiences. During June and July, JLVN volunteers worked with Arcadia's education director to prepare the farm for campers. Volunteers pulled weeds, worked the soil, prepared planting beds and many other labor-intensive activities that would ready the farm for the next wave of campers.



The **Laurel Learning Center at Cornerstones** in Reston, Va., is another recipient of JLVN volunteer hours and funding. The program provides childcare for up to 135 children of diverse cultural and socio-economic

backgrounds. As part of a pilot program, KITK works with parents of pre-school-aged children to facilitate discussions about nutrition, the importance of family meals together and how quick meals do not have to be fast food. Sessions include nutrition lessons on topics such as meal planning, understanding nutrition labels, the importance of family dining, being a healthy role model and getting children involved in the kitchen. KITK volunteers also lead the parents in a hands-on cooking demonstration to give them healthy recipe ideas, show them how to incorporate fresh and seasonal vegetables in their cooking, and illustrate multiple ways to use ingredients and leftovers into meals, which will save them time and money.

With these programs in full swing, we are preparing to initiate our fall and winter programs and look forward to a successful League year.

## THE ENCHANTED FOREST: CELEBRATING 13 YEARS OF SUCCESS

**Kelly Atkinson, *The Enchanted Forest Chair***



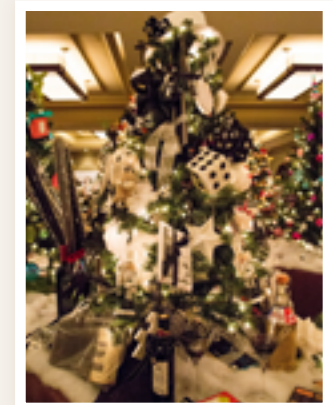
The Enchanted Forest (TEF), the Junior League of Northern Virginia's annual fall fundraiser, will take place Nov. 22-23, 2014 at The Westin, Tysons Corner, Va.

Planning for TEF 2014 officially began in May when the committee set goals for this year's event. 2014 TEF goals include expanding our repertoire of performers for the main stage, adding new vendors to the Holiday Marketplace, increasing marketing opportunities to raise awareness about the Junior League of Northern Virginia (JLVN), and sharing the mission with new donors.

The League needs your help raising funds to support the JLVN mission and community programs as well as annual grant recipients. Supporting TEF with your attendance and donations will help make TEF 2014 the best event yet and provide us with the resources we need to make an impact in our community:

- \$100 provides one Kids in the Kitchen event on healthy eating and lifestyle choices
- \$250 provides backpacks and school supplies for 25 homeless and other children in need
- \$500 provides back-to-school physicals and immunizations for 50 uninsured children

**Parents and Teachers:** The TEF Committee is looking for contacts within Northern Virginia schools, both public and private. In order to



broaden our reach, we are hoping 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@jlnv.org](mailto:tefmarketing@jlnv.org).



**Children's Events:** We have exciting main stage performers this year, including Mr. Knick Knack and perennial favorites such as The Great Zucchini, Groovy Nate, Ukulele Phil and the Hulu Kids, and Pirate Magic. Additionally, we are offering new Premium Events,

which are sure to be a hit! Based on the wildly successful "Breakfast with Santa" in 2013, we're adding the option for "Brunch with Santa" on Saturday, Nov. 22. We're also adding "Cocoa and Cupcakes with the Ice Princesses." Tickets for these events, as well as others such as the Gingerbread House Workshops, are now available online at <http://www.jlnv.org/the-enchanted-forest>. If you have any questions about the children's events, please contact Katherine Segersten at [tefchildrensevents@jlnv.org](mailto:tefchildrensevents@jlnv.org).

**Donate to The Enchanted Forest and JLNv:** If you or your company has connections to event tickets, jewelry, timeshares, gift cards or personal service establishments, please consider donating to our live and silent auctions! Please contact TEF Contributions Chair Chirsty Grimste at [tefcontributions@jlnv.org](mailto:tefcontributions@jlnv.org) for more information on how you can help!

**Friends of the Forest:** The TEF Committee is offering you the opportunity to be part of the elite Friends of the Forest donor group. Your valuable contribution of \$500 will directly and significantly further the Northern Virginia community and the JLNv's mission. You will receive many exciting benefits, including tickets to The Enchanted Forest and the gala, a personal invitation to an exclusive "Friends of the Forest Brunch" VIP event prior to the gala, as well as additional post-

TEF events. Space is limited, so please contact TEF Friends of the Forest Chair Ivy Dastur at [teffriendsoftheforest@jlnv.org](mailto:teffriendsoftheforest@jlnv.org). Payment plans are available.

**Gala:** On Saturday, Nov. 22, TEF will once again host its annual gala. Evening highlights include casino games, ShutterBooth photos, cocktails at an open bar, heavy hors d'oeuvres, dancing and live and silent Auctions. A limited number of rooms will be available at The Westin for \$89. Please contact TEF Gala Chair Lisa Olden at [tefgala@jlnv.org](mailto:tefgala@jlnv.org) for more information.

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

**Thank you to our Sponsors!**



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## MORE THAN 500 JAMPACKS COMPLETED TO GET KIDS READY FOR SCHOOL

**Maria Hutchinson**, *Education and Enrichment, Jampacks Lead*

For the 21st consecutive year, Junior League of Northern Virginia (JLNV) members helped prepare local children to go back to school with its annual JamPacks program. The program kicked off by stuffing 100 backpacks for the July 26 HealthWorks health fair in Leesburg, Va., followed by activities to stuff an additional 400. A focus on securing backpack donations – the most expensive back-to-school item - allowed the JLNV to allocate a greater funds toward really “cool” supplies, such as those displaying favorite characters, colors and rock stars.

Continuing on last year’s success, the JLNV partnered once again with an Associate of Junior Leagues International’s approved vendor, Dollar Days, to purchase bulk items. This partnership provides the benefit of free shipping, tax exemption, a 5 percent discount on all purchases, a 2 percent rebate on all purchases and the lowest price on every item purchased. The additional savings allowed the JLNV to buy many items below cost and really “jam” the packs full. Individuals can order directly from a registry on the Dollar Days website partnership, and items are sent directly to the JamPacks headquarters for the packing parties. JLNV is able to update our list regularly to ensure that we’re only collecting items that we need the most.

JLNV also utilized an Amazon Wish List to allow individuals to select exciting items such as Angry Birds, Hello Kitty and Spiderman backpacks. Although Dollar Days provide access to the lower-priced bulk items, Amazon provides the



option of introducing several specialty character items that kids really want. Between the two sites, there was something for all shoppers to choose from.

This year, backpacks were stuffed with spiral notebooks, composition notebooks, pens, pencils, markers, scissors, pencil boxes, rulers and folders. Students were also treated to a JLNV pedometer to encourage them to “Get Fit, Don’t Sit.” Each backpack also included a flyer, in both English and Spanish, to encourage kids and their families to get more activity and be healthy.

## AMERICAN GIRL FASHION SHOW® READY FOR A SECOND SPECTACULAR RUN

**Lourdes Garcia-Calderon**, *American Girl Fashion Show Chair*

On March 14-15, 2015, the Junior League of Northern Virginia will host its second American Girl Fashion Show®. This fun-filled event is an opportunity to celebrate the “Styles of Yesterday and Today.” Attendees will enjoy light refreshments, while local girls will walk the runway wearing the historical and contemporary fashions of American Girl® dolls.



The event, hosted at the Sheraton Pentagon City hotel, will feature a marketplace where attendees can purchase American Girl® and American Girl Fashion Show® exclusive merchandise as well as a VIP runway for photo opportunities. Amazing VIP packages will also be available to allow friends and families to celebrate together.

Help spread the word about the American Girl Fashion Show® through Facebook at [facebook.com/AGFSJLNV](https://www.facebook.com/AGFSJLNV). Tickets for the 2015 shows will be available in December - just in time for the holiday giving season. Model registration for size 6X and 10 runway models will also begin in December.



## MEMBER SPOTLIGHT ON: ALYIA SMITH-PARKER

*Katherine Faherty, Print Marketing Chair*



**Alyia Smith-Parker** is an incredibly dedicated volunteer and leader. A native of Pittsburgh, Alyia joined the Junior League soon after moving to Northern Virginia in an effort to make new friends in the area, learn more about the needs facing her community and opportunities to make a difference. During 2013-14, her first active year with the League, Alyia served on the Issue-Based Community Impact Ad Hoc

Committee and as chair of the Kids in the Kitchen Committee. This year, she's serving on the Board of Directors as the Community Council Director and as Community Council liaison to the Advocacy and Public Affairs Committee.

These are roles for which Alyia is perfectly suited. Outside of the League, Alyia works as an anti-hunger program and policy associate at D.C. Hunger Solutions, an initiative of the Food Research and Action Center, where she engages in research, advocacy, policy and educational activities to increase participation in child nutrition programs. Along with her work, Alyia serves on numerous local advisory boards focused on improving school health and wellness. She also completed the prestigious Leadership Fairfax Program this summer. This League year, Alyia is most excited to work with her council to develop meaningful volunteer opportunities with the League's new community partners and to reimagine relationships with existing community partners to help promote child health and wellness.

She also credits the League's members with making the Junior League of Northern Virginia a great organization. "Their spirit, passion and experience inspire me to be a better leader, advocate and friend," she states. Alyia is currently planning her wedding to her fiancé, Greg. They live in Alexandria, Va., with her dog, Riley. The League is looking forward to seeing what Alyia and the Community Council accomplish this League year.

## BUILDING MEMBERSHIP WITH A VARIETY OF RECRUITMENT ACTIVITIES

*Brianne Powers, Membership Engagement Chair*

Recruiting women from throughout the Northern Virginia, Maryland and the District of Columbia area with a commitment to voluntarism, an interest in enacting change and who are eager to make a significant impact on their communities is critical to the success and longevity of the Junior League of Northern Virginia (JLNV). The recruitment leads on the Membership Engagement Committee are continuously looking for ways to encourage as many women as possible to join the JLNV Provisional program throughout the year. During the past League year, JLNV introduced a new Provisional program with the opportunity for new members to join at three points throughout the year. This year, the recruitment leads are focusing on new and exciting ways to recruit new members.

Traditionally, JLNV has held events such as happy hours or coffee and conversation dates to allow potential new members to meet with current members and other prospective members and gain answers to their questions about the JLNV. JLNV board members are regularly in attendance at each of these events to bring their unique perspectives. There was also a great turnout at the JLNV's "Behind-the-Scenes" recruitment event at The Enchanted Forest (TEF), which demonstrated that using our JLNV events as recruitment opportunities was the perfect way to engage potential new members. The recruitment leads plan to continue this successful event at this year's TEF event.

New recruitment events for this year include quarterly open houses at JLNV headquarters, where prospective new members will receive a more formal introduction to the League, and "Done in a Meeting" events that incorporate informational sessions with one of our community programs.

For additional information on upcoming recruitment events or the Provisional program, visit the JLNV calendar ([jlnv.org/calendar](http://jlnv.org/calendar)) or contact [join@jlnv.org](mailto:join@jlnv.org).

## SUMMER RECIPE

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Looking to make use of the abundance of summer squash and zucchini in your garden or at your local grocery store? Try this delicious summer recipe from *What Can I Bring?*

### Zucchini Enchiladas, Serves 8



1 dozen large corn tortillas  
Vegetable oil  
1 pound lean ground beef  
1 yellow onion, minced  
2 tablespoons vegetable oil  
4 cups grated zucchini  
1 small can green or ripe olives, drained and chopped  
2 teaspoons crushed garlic  
1 tablespoon ground cumin  
Salt and pepper to taste  
2 1/3-3 cups (10 to 12 oz.) shredded Monterey Jack cheese, divided  
3 7oz cans commercial enchilada sauce

- Fry tortillas in hot oil 2 minutes (they should still be pliable); drain on paper towels.
- Cook beef and onion in 2 tablespoons hot oil in skillet over medium heat 10 minutes; drain. Add zucchini and next 4 ingredients to beef mixture; cook 5 minutes. Add 2 cups cheese, stirring well.
- Spoon beef mixture evenly on tortillas; roll up tortillas, and place seam side down in a 9x13-inch baking dish. Pour enchilada sauce over top and sprinkle with remaining cheese.
- Bake at 350 degrees for 15 minutes.

Prepared enchiladas may be refrigerated before baking. Increase baking time to 30 minutes.

## 2014-15 COMMUNITY ADVISORY BOARD

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\*Member Emeritus



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.

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