



THE

LEAGUE LOOP

A PUBLICATION OF THE JUNIOR LEAGUE
OF NORTHERN VIRGINIA

SPRING 2015



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president@jlnv.org

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secretary@jlnv.org

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presidentsassistant@jlnv.org

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treasurer@jlnv.org

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treasurer-elect@jlnv.org

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parliamentarian@jlnv.org

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nominating@jlnv.org

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sustainerrep@jlnv.org

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communications@jlnv.org

Community Council Director

Alyia Gaskins

community@jlnv.org

Fund Development Council Director

Stephany Smith

funddevelopment@jlnv.org

Membership Council Director

Robin Robinson

membership@jlnv.org

Planning Council Director

Kristie Pichler

planning@jlnv.org

PRESIDENT'S PERSPECTIVE

As the League year comes to a close, it's time to look back on the accomplishments of the last 12 months. We established a new community program, welcomed more than 100 women into our organization, and held two successful fundraisers—all of which you can read about in the following pages.

One of the major tasks Leagues across the United States, Canada, Mexico and England have helped to accomplish this year is the creation of a new reaching out statement. At the 2015 Annual Conference in Los Angeles, the Association of Junior Leagues International (AJLI) unveiled the final results of a long process that began at the 2013 Annual Conference following an advisory resolution to review AJLI's previous 40-year-old statement.

Through the work of a dedicated task force, as well as work groups and discussions at AJLI conferences through the last two years, the original statement — "Junior Leagues reach out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism" — was revised to following:

Our Commitment to Diversity and Inclusion

The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

This will now appear on AJLI's website to encourage participation in Junior Leagues by all women who share our dedication to AJLI's mission. Those interested in learning more about the process and next steps can visit the member section of the AJLI website (https://www.ajli.org/?nd=2014_diversity_inclusion_next_steps).

Those interested in learning more about AJLI and its training opportunities should consider attending a future Organizational Development Institute (ODI). Be sure to check out testimonials from this past year's attendees as confirmation of the meaningful education and networking opportunities they provide to help strengthen your leadership skills and Leagues on the whole.

I hope you have learned as much from this League year as I have about becoming a stronger community leader and the dedication of this League to impacting the community. I hope to hear of many more successes from next year's leadership team and the members hard at work to make Northern Virginia a better, stronger community.

Best,



Whitney Richardson

2014-15 President



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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.



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**2015-2016 JLVN BOARD OF DIRECTORS
EMPOWERED TO CONNECT MEMBERS AND
IMPACT COMMUNITY CHANGE**

Jennifer Williston, *Nominating & Placements Chair 2014-2015*

In June 2015, the 2015-2016 JLVN Board of Directors will take the helm with more than 95 combined years of Junior League experience. The average board member has at least seven years Junior League experience, and the group combines experience from both in the Junior League of Northern Virginia and other Junior Leagues across the country such as the Junior League of Annapolis, Maryland; Long Beach, California; Philadelphia; and Wilmington, Delaware. Many board members have extensive volunteer experience serving on local community boards, and some are returning for their second or third stint of service on the JLVN Board.

President Beatrice (Bea) Duque Long leads this group of impressive women after serving as the President-Elect in 2014-15 and working closely with the Community Advisory Board. Originally a transfer from the Junior League of Long Beach and a native of Colombia, Bea has served the Junior League of Northern Virginia since 2008. Her past JLVN roles include Planning Council director, chair of the Kids in the Kitchen and Community Partnership committees, a member of the Issue Based Community Impact Committee, and various committee positions including Finance Council and the Nominating and Placements Committee. Professionally, Bea works in the field of health policy and advocacy for the National Epilepsy Foundation.

President-Elect Lori Ann Terjesen is a former Community Council director and has been instrumental in JLVN's work with the Children's Science Center (CSC). Lori Ann currently serves as CSC's director of education and has leveraged her extensive museum background to design and implement numerous successful hands-on activities and mobile exhibits. She earned a doctorate in art history and museum studies from Case Western Reserve University and received her master of arts

degree in museum studies from Seton Hall University, as well as a post-baccalaureate certificate in nonprofit organization management.

Treasurer Gretchen Ehle has served on the JLVN Board twice before serving as Treasurer-Elect — once as parliamentarian and once as the Nominating and Placements Committee chair. Professionally, Gretchen serves as the Vice President of Global Connect for the Meridian International Center.

Gretchen's work on the Finance Council is supported by Treasurer-Elect Jhaymee "JW" Heinlein. — a JLVN member since 2007 who is a manager with Deloitte Consulting, focused on business transformation for healthcare providers. In addition to her work with JLVN, in her spare time, JW is a member of the Psychiatric Rehabilitation Services (PRS, Inc.) board of directors and is a former board member of CrisisLink.

Rounding out the council director positions are Martha Hess, Communications Council director; Celia Anderson, Community Council director; Kelly Cruz, Fund Development Council director; Jennifer Bell, Membership Council director; and Kimberly Beach, Planning Council director. Kelly and Kimberly are returning to the Board of Directors after serving as the secretary and parliamentarian, respectively, on the 2014-15 Board. Martha and Jennifer are both first-time board members who have extensive experience in their designated councils and joined the JLVN as transfers from other Leagues. Another first-time board member, Celia has stepped up to lead and further develop JLVN's community programs after spending the 2014-15 year creating innovative programming and activities as the chair of the Kids in the Kitchen Committee.

Rounding out the Board of Directors are Secretary Stephany Smith, who most recently served two terms as the Fund Development Council director; parliamentarian Kelly Atkinson, who tirelessly chaired The Enchanted Forest fundraiser in back-to-back years; Nominating and Placements Committee chair Elizabeth Ross, and Sustainer Representative Alyssa Redding. A member of JLVN for eight years, Elizabeth is already hard at work on the League's Placements for 2015-16, and Alyssa is joining the Board of Directors after serving

a three-year appointment as the JLNV representative to the Fairfax County Community Action Advisory Board.

Charged to empower, connect and change, the 2015-16 Board of Directors are poised to advance a legacy of service, leadership and community impact.

The Full Slate of Leaders for the 2015-2016 League Year:

President: **Beatriz (Bea) Duque Long**

President-Elect: **Lori Ann Terjesen***

Treasurer: **Gretchen Ehle**

Treasurer-Elect: **Jhaymee (“JW”) Heinlein***

Communications Council Director: **Martha Hess**

Community Council Director: **Celia Anderson**

Fund Development Council Director: **Kelly Cruz**

Membership Council Director: **Jennifer Bell**

Planning Council Director: **Kimberly Beach**

Secretary: **Stephany Smith**

Parliamentarian: **Kelly Atkinson**

Nominating and Placement Chair: **Elizabeth Ross**

Nominating and Placement Chair-Elect: **Brianne Powers** (*will serve on 2016-17 Board of Directors*)

Sustainer Representative: **Alissa Redding**

*Service will continue into 2016-2017 League year

WEIGHT OF THE STATE

Alyia Gaskins, Community Council Director 2014-2015

In April, six members traveled to Richmond, Va., to represent the Junior League of Northern Virginia (JLNV) at the fourth Weight of the State conference on childhood obesity. This conference, which is sponsored by the Virginia Foundation for Healthy Youth and Prevention Connections, brings national, state and local experts together to highlight best practices for reducing childhood obesity and promoting healthy, active lifestyles.

Attending the conference provided an opportunity to raise the visibility of the JLNV and network with other organizations both in Northern Virginia and across the state. Additionally, interactive workshops and sessions offered a forum for members to increase their understanding of the prevalence of childhood obesity, the consequences of poor health, and innovative solutions. This knowledge will be critical as the League continues to develop new programs and partnerships in this focus area.

The conference also offered opportunities for League members to practice their leadership skills, which is core to our mission of developing the potential of women and training our volunteers. The six JLNV members moderated panel discussions on creating healthy eating and active living communities, the connections between childhood hunger and childhood obesity, and the importance of community collaborations and partnerships.

One of the highlights of the conference was meeting the First Lady of Virginia, Dorothy McAuliffe, and hearing her passion for ensuring that all children in the Commonwealth have access to healthy food.

Another memorable moment occurred when Dr. Janine A. Rethy, a community medicine physician in Leesburg, Va., thanked the JLNV in front of a room of more than 60 people for our role in developing a healthy eating and active living program at HealthWorks for Northern Virginia.

Attending the Weight of the State conference was a great experience. All of the members who attended look forward to sharing their experience and ideas to help strengthen the League’s community impact.

KIDS CAN LEADS SWIM CAMP

Wendy Reimann, *Kids Can Committee Chair 2014-2015*

Swimming is an important life skill, yet not everyone knows how! Many of the children in the Arlington-Alexandria Coalition for the Homeless (AACH) shelter – now named Bridges to Independence – were lacking that skill, so seeking to fulfill a need, the Kids Can Committee set out to establish a program where these children could learn to swim in a safe, fun environment. A new partnership between the Junior League of Northern Virginia (JLNV), Arlington Parks and Recreation and the shelter was established, and a six-week SWIM CAMP was born.

SWIM CAMP is a win-win-win because we were able to develop a new partnership, build upon our current shelter relationship, and expand our new focus area with both a new and existing partner.

Starting at the end of February and running through March, eight children – ranging in age from four to 15 – from the shelter partnered up with JLNV volunteers at a local Arlington pool to learn how to swim from a certified Parks and Recreation swimming instructor.



Each child made amazing progress over the six weeks – blowing bubbles, swimming freestyle, jumping into the deep end, and so forth. JLNV volunteers saw the confidence and abilities of these new swimmers grow each week and felt the children's clinging grips on them soften as the weeks went on.

The program was such a success that there's hope by all parties for another SWIM CAMP later this year. Thanks to all the volunteers for making the inaugural SWIM CAMP such a fun, rewarding success!



AMERICAN GIRL FASHION SHOW®: 2ND ANNUAL EVENT A SUCCESS

*Melissa Ann Norton, American Girl Fashion Show
Committee Chair 2015-2016*

We had an absolutely fabulous, fun weekend March 14-15 and, most important, raised FUNDS to support our League. Thank you all for your help in making our 2nd annual American Girl Fashion Show® a success!

We hosted 164 models and their families, and more than 900 guests to raise \$63,000! Would like to send a big thank you to our committee members for making the show run smoothly. Our raffle and merchandise sales raised more than \$22,000. Our guests were treated to light refreshments, proper tea, an educational program about history and fashion, and a celebration of the experience of being a girl.



*We will be reliving all of the fun again next year!
Looking for opportunities to help?*

SPONSORSHIPS

Have an interest in expanding and developing new community partners? We are looking for local businesses and corporations to underwrite our event, and sponsor models, tables, rooms, etc. If you can help or know someone else who can, please let us know.

MODELS

Have an interest in making our model hunt more successful? We are looking for little American Girls, sizes 6x-10. Interested parties can fill out our interest form here to be added to our list for updates on model registration events and dates.

TICKETS

Have a knack for selling? We need to sell out all shows to meet our goals and raise the most money possible for our League. Share our Facebook page www.facebook.com/JLNVAGFS, talk up the event, and send people our way!

*For questions or more information,
please email us at agfs@jlnv.org*

Thank you for making our five shows fabulous and fun!



A CALL TO ACTION:

DEVELOPING THE POTENTIAL OF JLVN MEMBERS

JLVN Participates in the AJLI Organizational Development Institute

Jennifer Williston, *Nominating & Placements Chair 2014-2015*

Each year the Junior League of Northern Virginia (JLVN) participates in the Association of Junior Leagues International's (AJLI) Organizational Development Institute (ODI). This unique training opportunity builds the knowledge of League members who manage the League's key functions and gives members the chance to learn more about best practices, from financial integrity to impacting the community to member engagement. As a part of our goal of developing the potential of women, this year the JLVN was pleased to send three delegates on partial scholarships to ODI training events:

- Lisa Flach-Fulcher, treasurer, attended the Building Internal Capacity track in October in Kansas City, Missouri.
- Kelly Cruz, secretary and incoming Fund Development Council Director, and Jhaymee "JW" Heinlein, incoming Treasurer-Elect, attended the ODI training in February in Grapevine, Texas.

All three ODI delegates came home with rave reviews about the ODI program. Lisa indicated she learned a tremendous amount about financial management for the League with an eye toward management of the Finance Council and maximizing the financial impact upon the community. She came home with many ideas for revising JLVN's financial policies and procedures, and tools to help her find information to assist her work with the League.

JW also attended a session on building internal capacity and was impressed with Vicki Clark's speech on "Moving Toward Diversity, Inclusion, and Cultural Competence," which covered AJLI's strategy on encouraging Leagues to focus on building more inclusive environments, regardless of race, gender, age and sexual orientation. She was thrilled to hear JLVN included as a case study on incorporating diversity and inclusion into

its long-term strategic planning. JW also came home with a renewed appreciation for risk management and hopes JLVN will consider developing a comprehensive risk management plan to cover all different types of aspects of events planning, operations and governance.

Kelly, who attended the fund development track, returned home with a newfound focus on the connection between the money and the mission (fundraising and community programming). She hopes a focus on this connection will empower League members and enable the Fund Development council to be more strategic in its planning.

All three delegates strongly recommend future and current League leaders attend ODI for not only the fantastic information, but also for the networking opportunities with other Leagues.

Kelly noted, "While it was an aggressive schedule, ODI was an opportunity for future leaders to share best practices. With one weekend dedicated strictly to learning about how the League's function, it is a great way to collaborate with other women who also want to better serve the League, its members and the community."

Similarly, JW said, "ODI is the perfect example of the Junior League mission in action. It is a wonderful opportunity for Junior Leaguers to strengthen their skills in fund development, strategic planning and operations. Plus, you'll have the opportunity to network with other Leagues, meet staff from AJLI, and share best practices".

Because of ODI's widespread popularity, this year JLVN has established a third date for the leadership training. Wendy Riemann will be attending the spring ODI May 29-31 in Charlotte, North Carolina. Scholarships to attend will be available again in the 2015-16 League year once next year's dates are announced.



COMMUNITY PARTNERSHIP: EXPANDING OUR OUTREACH

Brittany Mihalich, *Community Partnership Committee
Member, 2014-2015*

The Community Partnership committee is pleased to announce the upcoming grant award recipients for the 2015-2016 League year. At the Celebration of Service event in May, the Junior League of Northern Virginia (JLNV) will present awards of funds and/or hours to:

- Arcadia Farm Camp
- Arlington County Department of Parks and Recreation
- Boys & Girls Clubs of Greater Washington
- Child and Family Network Centers
- Girls on the Run
- Higher Horizons
- The House, Inc. Student Leadership Center

The League is excited to continue ongoing partnership with Arcadia Farm Camp and Girls on the Run, and looks forward to forging relationships with our new partners.

Last September, the committee kicked off its inaugural networking event at the Tysons-Pimmit Regional Library. The event drew a dozen local organizations eager to hear about the grant application process and how the JLNV awards funds and hours to support local programs that prepare children for success by addressing childhood obesity through the promotion of nutrition and physical activity education. In addition to a lightly catered breakfast, potential partners had the opportunity to pose questions regarding the grant write-up process pertaining to the JLNV's requirements. Of the five event attendees that applied for grants with the JLNV, all five have been selected to receive awards for the 2015-2016 League year.

The Community Partnership committee looks forward to continuing its tradition of advancing outreach in the years ahead. As the JLNV develops and expands its impact on combating area childhood obesity, the committee looks forward to sharing the vision for building healthy children and communities.

MEMBERSHIP: RE-CAP OF THIS YEAR'S EVENTS

Robin Robinson, *Membership Council, Director, 2014-2015*

Having an engaged membership is essential for any organization to thrive. Without a strong membership base, the Junior League of Northern Virginia (JLNV) would be unable to do many of the great things we do each and every League year. Members are a major source of funding for the organization, and their manpower is essential for volunteer hours and the day-to-day maintenance of the organization.

With that in mind, the Membership Engagement Committee worked hard this year to grow the JLNV.

To start off, the recruitment team held a variety of events throughout the year to answer questions and share the Junior League experience. These events ranged from widely attended open houses at the JLNV headquarters to informal coffee chats and happy hours. A behind-the-scenes look at The Enchanted Forest served as a special recruitment event that allowed potential new members to get a sneak peek at the Forest and learn more about this annual fundraiser. Throughout the year, 46 potential new members came out to meet the women of the Junior League and learn more about our organization.

But recruitment is one part of the puzzle. Once women sign up, it's time to teach them about the JLNV and integrate them into the membership. That's where our Provisional Integration team came in. This team worked with more than 110 women across three provisional classes regarding their membership in the JLNV. Our Provisional Integration leads attended six provisional training sessions, hosted by the Leadership Development and Training Committee, answered hundreds of questions, and tracked thousands of requirement hours for these Provisionals as they made their way through the accelerated Provisional program toward graduation.

Through the hard work of both the recruitment and

Provisional Integration teams, the JLV was able to bring to welcome new members into the League and guide them toward successful membership. These new members will be the future leaders of the JLV, and we're excited to see all they contribute to our League.

SAVE THE DATE FOR THE ENCHANTED FOREST 2015

Kelly Atkinson, *TEF Chair 2014-2015* &
Diana Welsh, *TEF Chair-Elect*

It is hard to believe, but the Junior League of Northern Virginia (JLV) will be celebrating its 15th annual The Enchanted Forest on Nov. 21-22, 2015! Over the past 14 years, this event has raised more than \$1 million. Your generous support of this event has allowed the JLV to address urgent needs in the Northern Virginia region and expand partnerships with local nonprofits through its grants program. The Enchanted Forest has become a part of many families' holiday plans, and we hope to continue that tradition in the years to come. We look forward to seeing you, your family and your friends in November. Please follow us on Facebook (<https://www.facebook.com/JLVNTEF>) for exclusive news and details for #tef2015!



BEING SAVVY WHEN GIVING BACK

Lori Ann Terjesen, *Member-at-Large, Finance Council 2014-2015*

What do you look for when choosing to donate to a charitable organization? Certainly mission, goods and services provided to the community, and credibility rank high on any donor's list, but do you ever check the organization's Form 990? What information can a Form 990 provide a savvy donor? The Finance Council has compiled the following information to assist you when choosing to give back to the community.

What is the Form 990?

Taken in conjunction with an annual report (report to the community) and/or other programmatic information, a Form 990 provides a brief, yet concise, snapshot of an organization's financial status.

Why Do Organizations File a Form 990?

Tax-exempt nonprofits do not pay federal taxes. They are required, however, to file a Form 990 — an informational form — with the IRS for every fiscal year of operation. The form is a public document, which allows the public and the IRS to evaluate nonprofits and how they operate.

Where Can Donors Access an Organization's Form 990?

Form 990s, including the Junior League of Northern Virginia's, are available from a few sources, including the organization's main office itself. Nonprofit organizations are required to make their Form 990s available to the general public. Two organizations that do a good job of collection and publishing 990 forms are: GuideStar (www.guidestar.org), which offers a free search option after registering, and the Foundation Center (www.foundationcenter.org), by way of its 990 Finder feature.

What If an Organization Has Not Filed?

If you're having trouble finding any IRS forms for a particular organization, consider that a number of nonprofits are exempt from filing any type of return. Exempt organizations include:

- Organizations with gross receipts less than \$25,000 for the fiscal years before 2007;

- Faith-based organizations;
- Subsidiaries of other nonprofits;
- Nonprofits that have not received tax-exempt status;
- Religious schools; and
- Missions or missionary organizations.

Stay informed! You can access the JLN's Form 990 here through GuideStar.

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this publication was designed by  p_schultz@hotmail.com 571-230-9378

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

1420 Spring Hill Road, Ste. 600
McLean, VA 22102

Tel: 703-442-4163

Fax: 703-761-4139

info@jlnv.org

Keep up with us at:

<http://www.jlnv.org>

Twitter: @jlnv

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