



THE

LEAGUE LOOP

A PUBLICATION OF THE JUNIOR LEAGUE
OF NORTHERN VIRGINIA

WINTER 2015



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PRESIDENT'S PERSPECTIVE

"Do you want to know who you are? Don't ask. Act! Action will delineate and define you." - Thomas Jefferson

As the League year begins to wind down, it's a great time to reflect on the successes we've achieved thus far. The Enchanted Forest raised ample funds to support our community programs, the Kids Can hosted successful community events and kicked off a new physical activity program, the Leadership Development Committee provided inspirational trainings, and the Public Affairs and Advocacy Committee has put forth great recommendations to help us champion the issue of addressing childhood obesity in Northern Virginia.

The months ahead will see us continue this momentum, with additional funds coming in from what should be a wildly successful American Girl Fashion Show® and more community engagement through our spring health fair, monthly Kids Can events and more.

The spring also marks an important transition with incoming leaders. With a new board already in place and more appointed leaders to be named in the weeks ahead, we look forward to seeing what our current and future leaders can accomplish in the remaining months and years ahead.

Thank you all for your support of our activities and organization on the whole. We couldn't accomplish all of these amazing feats without you.

Best,

Whitney Richardson

Whitney Richardson

2014-15 President



ADVERTISING INFORMATION

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

<http://bit.ly/YvaEyo>

Phone: 703-442-4163 E-mail: info@jlnv.org

AD SPECIFICATIONS & RATES

	1 EDITION	4 EDITIONS	8 EDITIONS (2 YEARS)
1/6 page (business card)	\$22	\$79.20	\$140.80
1/4 page	\$35	\$126.00	\$224.00
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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.



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MEET THE 2015-2016 JLNV BOARD OF DIRECTORS

At the January General Membership Meeting, the membership approved the 2015-2016 Board of Directors slate put forward by the Nominating & Placements Committee. We look forward to seeing their leadership in action in the months ahead.

President: Bea Duque Long

President-Elect: Lori Ann Terjesen

Treasurer: Gretchen Ehle

Treasurer-Elect: Jhaymee Heinlein

Communications Council Director: Martha Hess

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Sustainer Representative: Alissa Redding

LEADERSHIP DEVELOPMENT AND TRAINING: DEFINING YOUR SOCIAL MEDIA STRATEGY RECAP

Xenia Ruiz, *Leadership Development and Training Committee Chair*

Women of the Junior League of Northern Virginia come from various backgrounds and industries, but we all have the same common goal in mind: We strive to develop our own potential as trained volunteers and community leaders. The Leadership Development and Training Committee wants to make sure that this goal is a reality for our members through our programs, resources and services.

The Leadership Development and Training Committee organized the “Defining Your Social Media Strategy” workshop, featuring the American Red Cross Director of Information Management and Situational Awareness Wendy Harman, in December. Harman also served as the director of social strategy at the Red Cross and was responsible for the organization’s national social media presence, including the listening program, social content and community engagement. She even helped teach President Obama how to tweet! Her workshop focused on using social media to expand one’s personal and organizational brand.

Harman’s discussion focused on harnessing social media to develop relationships with followers through content. When creating a social media account, whether for personal use or for organizational use, one must remember to always be genuine, authentic and create a personal connection with his or her audience.

As we approach the second half of the League year, the Leadership Development and Training Committee will continue to implement workshops and programs that will help members develop their potential for opportunities both inside and outside of the Junior League of Northern Virginia.

KIDS CAN HOSTS FIRST FAMILY FUN FESTIVAL

Wendy Riemann, *Kids Can Committee Chair*

The ladies of the Junior League of Northern Virginia (JLNV) hosted its first ever Friday Night Family Fun Festival at Embry Rucker in late October. The kids at Embry Rucker had an amazing time decorating pumpkins, and making and eating caramel apple slices, thanks to the Kids Can Committee, with assistance from Kids in the Kitchen (KITK) Committee.



The evening started out with playing games outside. Nearly every child came out of the shelter to participate. Following the candy corn races, each child painted his or her own pumpkin; for many it was their first time decorating a pumpkin. Keeping in line with the JLNV's new focus area of healthy eating, the KITK Committee led a demonstration on making caramel apple slices that the

children loved making – almost as much as eating them! And what party is complete without some bingo and prizes!? We played fruit and veggie bingo, so the kids (and some of the moms) could better learn the names and appearances of a wide range of healthy foods. Every child won a prize, which the JLNV ladies generously donated. (And all of the moms who played won a prize as well.)



This was a wonderful event that engaged entire families and put smiles on the faces of moms and kids alike. In addition, many of the kids loved having an extra opportunity to model their Halloween costumes at the party. Take a look at the photos and see how much fun was had by everyone – all thanks to a super group of volunteers!

We hope to host a similar event in the spring at Embry Rucker. In the meantime, the Kids Can Committee continues to be busy leading monthly self-esteem programs at both the AACH and Kate Hanley shelters, talking about positive thinking, trying new foods, eating healthy, and caring for others. Finally, the committee has launched a new swim camp program for the children at AACH in the spring to ensure all the children know this valuable life skill and good form of exercise. These new activities provide a great opportunity for the Kids Can Committee to reimagine the JLNV's relationship with existing partners, promote healthy eating and active living, and expose children to new experiences that they may not have had otherwise



NEWS FROM THE PUBLIC AFFAIRS AND ADVOCACY COMMITTEE

Whitney Stohr, *Public Affairs & Advocacy Committee Member*

In 2014, the Junior League of Northern Virginia (JLNV) established the Public Affairs and Advocacy Committee, under the Communications Council, and so embarked on the League's first ever concerted effort to publicly advocate on behalf of policies and programs related to JLNV's focus on childhood obesity.

Over the past six months, members of the Public Affairs and Advocacy Committee have successfully defined the role of JLNV's newest committee within the Communications Council and the broader League community. Led by chair Christina Fuerst, the committee has drafted, reviewed and finalized a policy brief and accompanying executive summary describing the policy justifications, opportunities and recommendations guiding League efforts to engage more fully in local, state and federal efforts that address the growing epidemic of childhood obesity. The committee is also considering guidelines to help JLNV incorporate practices that promote active and healthy living into League meetings, functions and fundraisers.

The JLNV aims to prepare children for success by addressing childhood obesity through the promotion of nutrition and physical activity education and by reducing the number of children impacted by obesity by empowering families to make healthier lifestyle choices. The committee's research has revealed numerous opportunities for JLNV to engage the local community and support ongoing efforts to combat childhood obesity in Northern Virginia. Continuing work by the Public Affairs and Advocacy Committee will help guide JLNV efforts to better address this emerging health epidemic, develop the League's reputation as a local expert in the field of childhood health and wellbeing, and increase the overall visibility of the League within the broader Northern Virginia community.

Please visit <http://www.jlnv.org/advocacy> to view the policy brief and executive summary.

Members of the Public Affairs and Advocacy Committee:

Christina Fuerst (*Chair*), Anita Molina, Megan Moskowitz and Whitney Stohr

THE AMERICAN GIRL FASHION SHOW®

Lourdes Garcia-Calderon,
American Girl Fashion Show® Chair



STYLES OF YESTERDAY & TODAY

Celebrate the experience of being a girl whether yesterday or today, through a colorful presentation of historical and contemporary fashions at the 2nd annual American Girl Fashion Show® presented by the Junior League of Northern Virginia.

LIGHTS

Light up her world with tickets to see The American Girl Fashion Show® on Saturday, March 14, and Sunday, March 15, at the Sheraton Pentagon City Hotel, 900 South Orme St., Arlington, VA 22204.

schedule

Saturday, March 14, 2015:

- 10 a.m. (tea and pastries),
- 1 p.m. (tea and finger sandwiches)
- 4 p.m. (tea and cookies)

Sunday, March 15, 2015

- 11 a.m. (tea and pastries)
- 2 p.m. (tea and finger sandwiches)

Tickets: With five shows hosted throughout the weekend, it's hard to pick just one! Ticket prices range from \$40-\$55 per show and can be purchased at <http://www.jlnv.org/americangirls-tickets>

CAMERA

Snap up these exclusive American Girl Fashion Show® opportunities, available for two days only.

ImageAmerican Girl Fashion Show® Exclusive

Souvenirs: We are proud to announce the American Girl Fashion Show® exclusive souvenir product.

Visit our eStore for a full listing of souvenirs by clicking here.

American Girl Fashion Show® souvenir products can only be found at an American Girl Fashion Show®.



Raffles: Luck of the draw . . . we mean doll! This raffle, featuring multiple full doll sets and more, is brought to you by American Girl Fashion Show® and the support of wonderful local businesses. We will host the drawing on Sunday, March 15, during our last show. Tickets are one for \$5 or six for \$25, and can be purchased here or at the event. You do not need to be present to win.

For event updates, visit us on Facebook or www.jlrv.org/americangirls. For more information, please call 703-442-4163 or email AmericanGirls@JLNV.org. Advance purchase of tickets is strongly suggested, and day of tickets cannot be guaranteed.


FASHION SHOW

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DAZZLING LIGHTS, HOLLIDAY FUN, AND COMMUNITY IMPACT: A WRAP UP OF THE 14TH ANNUAL *THE ENCHANTED FOREST*

Kelly Atkinson and Diana Welsh, *The Enchanted Forest* Committee Chair and Chair-Elect

The Junior League of Northern Virginia (JLNV) recently celebrated its 14th *The Enchanted Forest* raising funds for JLNV's community programs, including nutrition education programming; free school physicals and immunizations; backpacks for uninsured children; monthly arts, crafts and educational enrichment programs in area homeless shelters; and our partnerships with Girls on the Run, the Children's Science Center and FitArlington. This year's event, held Nov. 22-23, 2014, at The Westin Tyson's Corner was a dazzling delight for children and adults alike.

With the ribbon cutting, JLNV President Whitney Richardson and JLNV President-Elect Bea Duque Long kicked off the event along with Fairfax County Board of Supervisors Chairman Sharon Bulova, and local community partners such as the Children's Science Center, Cornerstones, HealthWorks and Northern Virginia Healthy Kids Coalition.



This year, the committee expanded on the momentum and success we had with our 13th annual *The Enchanted Forest* in 2013. We extended last year's popular Breakfast with Santa events to include a Brunch with Santa, with all three of these early morning events once again selling out. Additionally, we capitalized on the success of a very popular children's film and included a new event called Cocoa and *Sprinkles* Cupcakes with the Ice Princesses.

We held two seatings of this event, both of which sold out prior to the opening of *The Enchanted Forest*. This new event also allowed us to work with a new

partner, *Sprinkles Cupcakes* in Georgetown. We added Reindeer Games with Santa to our annual Milk and Cookies with Santa event. Children enjoyed playing Santa Bingo with Santa and ending the day with a story by the tree.



The Children's Science Center and Kids in the Holiday Kitchen continue to be an important part of our event by educating children on the science behind their hearts and a healthy, active lifestyle. In the evening, *The Enchanted Forest* was aglow for the Frosted Glitz Gala where attendees tried their luck at casino gaming, danced and raised additional funds in a live auction.

This year's event would not have been possible without the immense support of the community, members of the JLNV and our sponsors. Your support allowed us to raise approximately \$85,000 over the past six months.

OTHER HIGHLIGHTS INCLUDE:

108 Trees and two community wreaths were to raise more than \$18,000

32 Friends of the Forest brought in \$15,000

Members completed 1,059 volunteer hours over the TEF weekend

The live and silent auctions, which for the first time included items directly benefitting JLNV community programs such as JamPacks and Kids in the Kitchen, raised \$6,585.

Thanks to your generosity, the funds raised will be used for our community programs, which prepare children for success by addressing childhood obesity through the promotion of nutrition and physical activity education.

Please save the date for the 15th annual *The Enchanted Forest*, Nov. 21-22, 2015, at The Westin Tyson's Corner.

MEMBERSHIP RENEWAL

The Junior League of Northern Virginia (JLNV) Board of Directors invites you to renew your membership for the upcoming 2015-2016 League year. In doing so, you will continue to be an integral part of a vibrant organization that has been making a difference in Northern Virginia communities for more than 56 years. Join us as we advance our legacy of service, leadership and community impact.

As a member of the JLNV, you are part of a strong and continually growing membership from across the Northern Virginia area. **Together we are continuing to make a direct and significant impact on our community.** This year the Kids in the Kitchen Committee launched a number of new programs to promote healthy eating and active living, including a Little Market Explorers program at farmers markets in our service area. The Kids Can curriculum was transformed to better align with the League's new focus area and our shelter partners' needs, and we created a new enrichment program including swimming lessons for children at the Arlington-Alexandria Coalition for the Homeless shelter. For the first time, the JLNV will participate as an exhibitor and presenter at the 2015 Weight of the State Conference, Virginia's statewide conference on childhood obesity prevention strategies. We also continue **reaching out to the community to directly support community projects** through our Community Partnership grants.

Volunteering, while noble, is also meant to bring a personal sense of reward. In addition to the skills gained and the satisfaction of community impact, every year of membership in the League offers **opportunities to get to know and connect with other outstanding women across our region.** Members who have been in the League for many years will tell you they have made lifelong friends here!

Membership renewal is simple. Please utilize our website and pay your dues online. Go to www.jlnv.org > Login > eStore > Membership Renewal. Additionally, we ask that you please indicate your online acceptance of the JLNV Member Photo

Release form by simply adding this free item to your online cart during checkout. We want to continue to effectively promote the JLNV (e.g., post photos of JLNV members at events on our website or in The League Loop), but we want to ensure we have your permission to use your name and photographic likeness for our communication vehicles.

Please also indicate if you are requesting a membership status change. Status changes include a switch to Active Associate (Gold or Silver), Non-Resident Active, Sustainer or Non-Resident Sustainer. A member of the Membership Council will follow up with you within 30 days regarding your change in status.

Charitable contributions are critical to sustaining the League's numerous initiatives and projects. **When paying your dues, please consider including an additional charitable donation.** To maximize your donation, consider asking your employer to make a matching donation. Donations will be recognized in The League Loop and in the biennial report to the community.

Questions regarding your financial requirements or to inquire about a payment plan option should be directed to Office Manager Kathy Kovacs at info@jlnv.org. Questions regarding membership statuses can be directed to your Member Engagement Advisor or Membership Council Director Robin Robinson at membership@jlnv.org.

The 2015-2016 League year will bring new opportunities for members to pursue bold ideas and connect with fellow women passionate about voluntarism. Our success lies in the strength and enthusiasm each member brings to the organization, which can transform not only our members, but our League and our community. Please take a moment to renew your membership today and continue to be part of this amazing group of women building better communities.



WINTER RECIPE

Warm up this winter with Winter Vegetable Soup on page 106 of *What Can I Bring?*

Winter Vegetable Soup

5 medium carrots, peeled & sliced
5 medium potatoes, peeled & cubed
5 medium onions, chopped
2 leeks, trimmed & chopped
3/4 cup of butter
1/2 tablespoon of salt
1/2 tablespoon of pepper
5 tomatoes, chopped
1 package or 8oz of mushrooms, sliced
1 cup half-and-half*
2 tablespoons of parsley



Combine first seven ingredients. Cover with water (or broth) and bring to a boil in a large Dutch oven. Reduce heat and simmer 25 minutes or until vegetables are tender. Remove from heat.

Puree two-thirds of vegetable mixture in a food processor until smooth and return to pot. [Or use an immersion blender, leaving some of the soup chunky.]

Add tomatoes and mushrooms to soup. Simmer 15 minutes. Stir in half-and-half (or goat cheese) and cook until thoroughly heated. Serve hot.

Serves 6 to 8

***Tip from Mosaic Farmers market's Chef Lynn:** *Add goat cheese in place of half-and-half for a tangy, creamy variation*

2014-15 COMMUNITY ADVISORY BOARD

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M. Tracy Ault, *The Landmark Companies/Past JLNV President*

Judith Bradt, *Summit Insight*

Suzie Carmack, *Centerbeing Studio*

Ashleigh Dorfman, *Posh Productions*

Tricia Edwards, *Smithsonian Institution's Lemelson Center for the Study of Invention and Innovation*

Betsy Frantz, *Leadership Arlington/Past JLNV President*

Elizabeth Johnson, *MoeryLAI*

Paula Kennedy, *Girl Scouts Nation's Capital*

Joan Kickert, *Gannett Digital*

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Linda Patterson, *Lorton Community Activation Center*

Susan Scanlan, *Women's Research & Education Institute and National Council of Women's Organizations*

*Member Emeritus

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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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