

REPORT TO THE COMMUNITY

2010-2011



Message from the President

2010-2011 League President, Karen Pelletier

"Hello, I'm Karen Pelletier. I'm President of Junior League. Nice to meet you."

Since taking over the gavel June 1, 2010, I said this sentence more times than I can remember – especially during Ladies Titan Tire Challenge – and oddly enough, each time the words struck me ... "What? I'm President of Junior League?"

I have to admit that being President of Junior League of Cedar Rapids was overwhelming, scary, humbling, exciting, fun, frustrating, liberating, and exhausting. But it was all good, which is testament to how League truly does make a difference in the lives of women – personally, professionally, and civically.

A big part of the 2010-11 year was the determination of an Issue Area under the umbrella of our Focus Area: women and children. I am proud to share with members of our community that Teen Development is the new Issue Area for JCLR for the foreseeable future. It is my hope that this defined Issue Area will be a time of renewal for JCLR. Members, commit to being dedicated to something bigger than yourself – something that isn't going to be fixed in a year, or two, or even three. Remember that much is expected of us in this community. We are today's standard bearer of those who, for nearly 80 years, sought and answered the needs of countless women and girls living in the margins of Cedar Rapids. Thankfully, JLCR is still



ready, willing, and able to meet that expectation. Every single time we paint a room, bead a bracelet, pack a suitcase, or buy a Butterbraids we stand in the gap for those who cannot.

So, as the 2010-11 League year comes to a close, what do I want to say? The answer is easy: "Fully embrace the Junior League mission of women building better communities." I cannot think of any volunteer goal more worthy of your dedication, your potential, your effort, your passion, and, eventually, your legacy. Be a lifelong member of this amazing organization that has served Cedar Rapids so admirably. The buildings, programs, and infrastructure JLCR has built are tangible reminders of the Junior League mission. I am sure that the JLCR members of 1937 who established Playtime Poppy would be amazed to know that the "Happy Little Ear of Corn" is still a vital part of growing up in Cedar Rapids more than 70 years later!

The expectations of JLCR are all around us. Embrace them. Meet them. Be willing to change a life ... and in the process you just might change yours too – because mine was. Being President this year was one of the most rewarding experiences of my life. I will take with me lasting life lessons and the realization that I am blessed to be alongside such an incredible mass of women with hearts wide open to give and give and give. Each one of us should never forget that without members, League would not be what it is today – a vital organization of women committed to changing this community – one child, one woman, and now one teenager at a time.

Duramed FUTURES Tour

Ladies Titan Tire Challenge

by Nicole Ridge



**2011 Winner
Kathleen Ekey**



One word can be used to describe the 2011 Ladies Titan Tire Challenge this June: FANTASTIC! In just its third year this event has made a name for itself in the Cedar Rapids community and the fan support showed with an attendance of almost 2700 people! More than 200 community volunteers also logged over 3500 hours for this one-of-a-kind Iowa event.

The 2011 Ladies Titan Tire Tournament week took place Tuesday, June 1st through Sunday, June 5th at Hunter's Ridge Golf Course in Marion. Tournament week went by in a blur as volunteers helped host 9 different events before the main tournament started Friday. Events began on Tuesday with a Free Junior Clinic. Volunteer Orientation took place at the Marriott and a "Meet the Pros" party was held at Theatre Cedar Rapids for sponsors and upcoming Pro-Am players. Wednesday's sunshine was perfect for the women's clinic and Cedar Rapids area Pro-am event. Thursday treated Titan Pro-am players to some of our more interesting Iowa June weather with cold, wind and a little rain. Fortunately both the morning and afternoon Pro-am events were still able to be played. Throw in two additional private clinics and the week was more than full! Once again, Titan Tire International treated attendees to a great display of their impressive farm implements and tires throughout Hunters Ridge Golf Course. From tee markers to flower boxes, more than 25 tractors and farm implements were on display. Many Titan Tire staff members were also on hand to help with Pro-Am events, serve as volunteers, enjoy tournament play, and of course present the trophy at Sunday's Winner Ceremony.

Official LPGA Futures tour play began Friday morning with the first round of 150 women professionals. Volunteers and Hunter's Ridge staff arrived early to make sure everything was ready. For the first time this year volunteer parking was available at the course and volunteers were elated! The close proximity helped volunteers arrive ready for their shifts carrying items such as umbrellas, chairs and much needed sunscreen. 85 degree temps and high winds treated the women to a difficult day of play. When the day ended, Kathleen Ekey had taken the first round lead with a 5-under score of 67. Ekey, 24, was a second-year pro from Ohio still looking for her first tour win and had a three shot lead.

Saturday's second round began uneventfully, but quickly turned interesting as lightening entered the area just after 10 am. Play was suspended and the LTTC committee quickly evacuated the course. While it seemed a little frenzied at the time, LPGA tour staff were pleased at the quickness with which players and volunteers were retrieved. After a 45 minute delay, play resumed and thankfully there were no other weather issues. At the end of the day, Kathleen Ekey was still in the lead with a 5 stroke advantage at 138. Ekey was trailed by Jane Rah, and Carling Coffing, and Leanne Bowditch, all tied for second at 143.

Sunday dawned sunny and warm for the Ladies Titan Tire Championship round. Committee members had a bounce in their step knowing the event had gone off without any major hiccups, and another LTTC champion was soon to be crowned. The crowd continued to grow and gave committee members shivers as it rounded the turn and followed the leaders toward the 18th hole. Hundreds gathered to see Kathleen Ekey sneak out her first LPGA Futures tour win. Ahead by just 1 stroke as she headed to 18, Ekey ended the round with a score of 77 for a one-under finish at 215. Jean Chua and Carling Coffing tied for second at an even-par 216.

These young women professionals are such positive role models for our children and our community, and to help them work towards their dream was fantastic. Sadly, the one downfall of this year's event was the monetary outcome. While sponsor support continued to be strong, the LTTC committee was not able to equal the level of funds raised in 2010. However, thanks to some larger in-kind donations and the committees' ability to lower several costs, the event was able to break even. Given the enjoyment of the community, sponsors, and the education of junior golf fans, JLCR is still proud to call the event a success! A huge thank you goes out to everyone who participated in the event this year.

FUNDRAISING

Butterfly Kisses

by Lori Pankey

From professional hairstyling from Neil Boudreaux Salon to a fabulous keepsake photo from Dan Kempf Photography and Disney Princesses from Glass Slipper, there was magic to be found everywhere at the 2011 at Butterfly Kisses. The father-daughter dance was held on Sunday, January 30th at the Cedar Rapids Country Club. There was something for the little girls to do around every corner. They could make crowns, wands and even their own flower corsages. DJ Bryan Lee provided amazing dance music that kept all the little girls going, dragging their special man along with them onto the dance floor. We had a visit from the Kennedy Cheerleaders and MoVment Dance Company to perform for the little ladies. This brought many oh and ahs. When they needed a break from the hubbub they could sit down for a "tea-party" and conversation. They could also get their make-up done and/or their faces painted to make it really special. The ladies were able to take home a picture of them and their special man and a fancy hand-made bow from Kathleen Rose Designs. We saw many smiles and heard many compliments about this year's events. The girls looked beautiful but exhausted in their princess gowns when they left. The committee members speculated whether the dads would be able to stay up until bedtime themselves! It was fun to see familiar faces of the girls and their special guys from previous years and exciting to see some new faces as well. All in all we are calling this year's event a huge success and definitely a day to remember. We look forward to seeing what 2012 brings!



Macaroni and Please

by Katie Goldberg

Junior League of Cedar Rapids held a new event called Macaroni and Please on November 13th & 14th and April 30th and May 1st, 2011 at Grant Wood AEA. This event offered multiple sessions where elementary school aged children had the opportunity to learn vital life skills, giving them knowledge and confidence in a fun and interactive setting. The event was focused on children ages 5 to 9, with a total of four sessions throughout each weekend to attend. Age appropriate skills were taught and practiced through fun, interactive "play stations."

We had a total of 82 kids attend our three sessions in the fall. We were able to raise a little over \$2,000 from the fundraiser, and we had 39 wonderful ladies volunteer at the event. The Playshop centered around teaching elementary aged children how to behave appropriately at such places as a birthday party, at the dinner table at home, at a school cafeteria, and at a restaurant. We also taught the kids how to set a table. The kids and volunteers had a great time and we received great feedback on the weekend!

Approximately 120 children attended the event in the spring, and there were six total play stations that each child visited throughout each session. Topics covered focused on money and banking, respecting yourself and how to handle bullying and teasing, phone etiquette, summer safety, positive body image, introducing yourself, and healthy snacks.



COMMUNITY IMPACT

Junior League of Cedar Rapids New Members Making a Difference! by Cristiane AbouAssaly

The membership development committee is excited to welcome nineteen phenomenal women into Junior League of Cedar Rapids! The new member class of 2010-2011 kicked off the year with Welcome Night in August 2010. We enjoyed a wonderful evening at Hunter's Ridge in Marion and the ladies listened to both active and sustainers talk about their experience as members of JLCR.



The committee decided to change things up and shorten the new member year. Instead of new members becoming active in April, they would become active in January. We felt it was important to engage our new members earlier on so they become more connected to the organization. It proved to be a great method, and all of the ladies bonded quickly.

We held a two-day new member retreat in October 2010. Both days were filled with activities, speakers and information about JLCR. The ladies were given an abundance of information about policies and procedures, leadership development, structure and requirements/commitments. Each new member received a packet filled with paperwork that they could refer to throughout the year. In addition, we held multiple monthly training sessions with the ladies.

The new members, with the guidance of the membership development committee chose the PHASE program as their new member project. The ladies did a fantastic job of fundraising through the sales of Butterbraids. Nearly \$2,200 was raised and half of the money was used to purchase Christmas presents for the children in the PHASE program in Independence, Iowa. New members not only fundraised, but they purchased, wrapped and delivered the presents to the teens on December 19, 2010. The PHASE program was a very successful program.



For the second half of the new member year, we switched from the PHASE program to the ELEVATE program. Elevate is a program that gives assistance to teens that are phasing out of the foster care system. Elevate provides all types of assistance, including a suitcase program and a mentorship program. The ladies were asked to use the remainder of the money raised to purchase both suitcases and items that can be used to help furnish a living space (Tupperware, sheets, towels, pots, pans, cups, silverware, etc). These items are placed inside a large suitcase that the teens can transport when necessary.



Both projects proved to be fruitful and the membership committee and new members truly enjoyed working with both the PHASE program and the ELEVATE program.

Upon activation to JLCR in January 2011, the ladies continued to work with the ELEVATE program. The membership committee worked well with our new member class of 2010-2011. We truly enjoyed getting to know these amazing women, and we know they will make excellent League members for years to come!

COMMUNITY IMPACT

Junior League of Cedar Rapids Launches the Ellen Douglas Williamson Society

Junior League of Cedar Rapids launched the Ellen Douglas Williamson Society, a planned giving society that recognizes those members who have provided for JLCR in their estate planning. The Society was named after the first Junior League of Cedar Rapids President. During the first year, 14 Charter Members were named to the Society:

Janis Altorfer	Hilery Livengood
Deana Berg	Julianne Smith
Kari Cooling	Cheryle Mitvasky
Nancy H. Evans	Ida Martin Sorensen
Marjorie Hahn Fletcher	Mindy Sorg
Shantelle Franzen	Karen Swanson
Mary Ann Kucera	Charity Tyler



Junior League Members Lending a Helping Hand in the Community

Every month throughout the Junior League year, members have the opportunity to spend a day working in conjunction with various non-profit organizations in the Cedar Rapids area. The following list includes some of the many projects Junior League of Cedar Rapids members participated in.

- Painted rooms at the foster care facility in Independence through Families Helping Families
- Volunteered for Friends of the Library with set up and tear down of their book sale
- Toiletry Drive
- Decorated windows in the Czech Village for their Holiday celebration
- Designed earrings with Gems of Hope
- Assisted the Arc with their annual Easter Egg Hunt
- Volunteered at Indian Creek Nature Center plant sale

SPECIAL THANKS

to our monetary fundraiser sponsors

Junge Lincoln Mercury	Chris Tyler	OPN Architects
Raining Rose, Inc.	Denny Goettel	RW Baird
Dave Berry Real Estate	United Fire Group	General Mills Foundation
Brian R. Berg Farm Bureau Insurance	General Mills Foundation	MediaCom
Frew Nations Group	AdTrack Corporation	Northwestern Mutual The Zach Group
Titan Tire	Skogman Companies	The Greater Cedar Rapids Community Foundation
City of Cedar Rapids	Stamats Communications	Rockwell Collins
Alliant Energy Foundation	Mercy Medical Center	Cedar Rapids Area Convention & Visitors Bureau
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Collins Community Credit Union	Trident Process Inc.	Farmers State Bank
Schimberg Company	Shuttleworth & Ingersoll	Cedar Rapids Bank & Trust
Thomas Anderson	Holmes Murphy	Guaranty Bank
Michele Boyer	Joshua Rice-Strellner Agency	Wells Fargo
	Kathleen Bass-Green Endeavors & Bass Barnes	United Way of East Central Iowa
	Crescent-Janko Masonic Foundation	University of Iowa Community Credit Union
	Eastern Iowa Carpet	Charu Chawla
	Nordstrom Direct	Merrill Lynch
	Witwer Trust	

STATEMENT OF FINANCIAL POSITION

ASSETS

Cash	\$	147,223
Prepaid Expenses		591
Investments		157,950
Certificate of Deposit		26,017
Equipment		0

TOTAL ASSETS \$ 331,781

LIABILITIES AND NET ASSETS

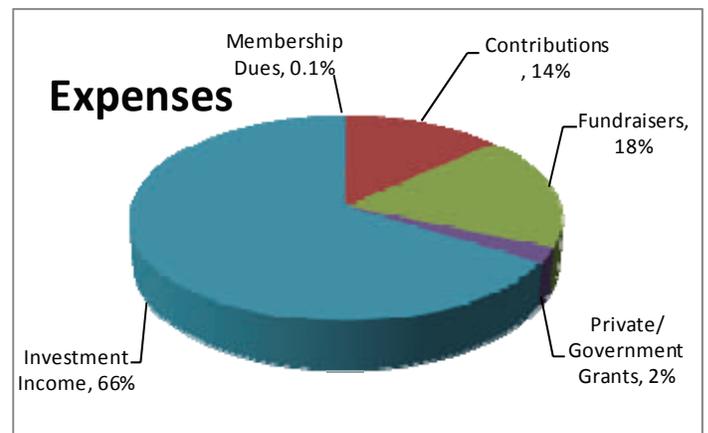
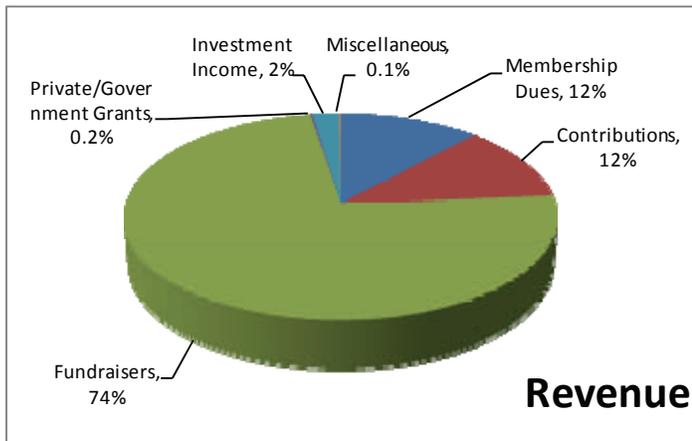
Liabilities

Deferred Revenue-Dues	\$	27,611
Deferred Revenue-Special Event		28,255
Total liabilities	<u>\$</u>	<u>55,866</u>

Net Assests

Unrestricted	\$	275,915
Total net assets	<u></u>	<u>275,915</u>

TOTAL LIABILITIES AND NET ASSETS \$ 331,781



LEADERSHIP



2010-2011 Board of Directors

President	Karen Pelletier
Sustainer President	Oline Stigers
President-elect, VP Planning	Kari Cooling
Vice President of Administration	Vanessa Rogers
Vice President of Finance	Kristin Roberts
Vice President of Membership	Jennifer Bleil
Vice President of Community	Joanna Nohr
Vice President of Marketing	Kati Davis
At Large	Emily Ernst

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Junior League of Cedar Rapids (JLCR) is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. JLCR reaches out to women of all races, religions and national origins who demonstrate an interest in and a commitment to voluntarism.



2010-2011

Report to the Community

 **A member of The Association
of Junior Leagues International Inc.**