

MACARONI AND PLEASE - THANK YOU!

The Macaroni and Please, A Lifeskills Playshop, successfully completed our first weekend fundraiser!

We had a total of 82 kids attend our three sessions on Saturday and Sunday, November 13th & 14th at Grant Wood AEA. 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 have been receiving great feedback on the weekend! Our next Playshop will be in April 2011 and there will be more information to follow soon. Please send any feedback regarding our



first Playshop weekend to Katie Harms kharms@opnarchitects.com or Katie Goldberg goldbergkm@gmail.com. We look forward to having an equally successful event in the spring!

Letter from JCLR President Karen Pelletier

The other day I had a sweet conversation with my son, Noah that went something like this:



Pelletier

Mommy: Bye, bye, honey. See you in a little bit. I'm off to a Junior League meeting, but I'll be back soon.
Noah: Junior League? Why do you go there all the time?
Mommy: Well, first, I don't go there all the time (perhaps to a 5-year old I do!), but Junior League is a group of women who work together to do good things for children and mommies that are not as blessed as we are.
Noah: So, it's a good thing? Junior League?
Mommy: Yes, darlin', it's a very good thing.

A rather simplistic explanation to ensure Noah understood, but one that, quite frankly, gets to the heart of what we are ... women building better communities. And we've been doing that in Cedar Rapids for more than 75 years! (Well, you haven't

been doing it for 75 years, but League has been doing it for 75 years – although some days, I tell ya it can sure feel like it! And the buildings, programs, and infrastructure we have built is a tangible testament to the JLCR mission. Never forget that without you, League would not be what it is today – a vital organization of women committed to changing this community – one child, one teenager, one woman at a time. Because not a day goes by that I don't realize how blessed I am to be alongside such an incredible mass of women with hearts wide open to give and give and give. And if even a 5-year old boy can realize that we're "a good thing," then we truly are.

Now, if Martha would just put us on her list!

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ODI DRAWS ROADMAP OF THE FUTURE

Kathy Buckner and I visited Houston, Texas to attend the fall session of Organizational Development Institute. The three day conference was filled with valuable information. The focus was the Roadmap of the Future for the Association of Junior Leagues International and how to better protect and enhance the mission of Junior League while creating lasting community change. The breakout sessions supplied a lot of fuel for idea generation to bring back to the ranch aka Junior League Cedar Rapids.



Buckner



Wahlert

Recruiting

One of the breakout sessions that really resonated with us was about how we market Junior League to our prospective members. We found the information to be highly valuable for our future Junior League recruits and also how we share about the legacy of Junior League. When you get right down to it, Junior League is a 110 year old women’s movement that teaches and develops a skill set within women. Junior League teaches women to be philanthropists, business and economic development coordinators and civic and community leaders. We engage women to practice these skills and the outcome is community impact. When women feel part of

something larger and see the impact that we create in the community it makes us want to be involved and support an organization. Junior League is a strong and effective catalyst in our community and we have a lot to be proud of. One League, One Mission, One Membership.

Communication

Communication is key to bringing it all back home and achieving the mission of Junior League. Whether your focus is Community Impact, Membership Development, Fund Development or Nominating we can use the same basic principle of strategy, tactic and key message in all the tracks. How do we communicate to plan, how to engage your members and how to evaluate your success? How do we communicate how to develop our members and our leaders? How do we create a League that attracts and grows lifelong members and creates a career path for each member? How do we communicate how to develop a fund development plan that ties directly to the mission? How do we communicate the critical importance of slating women who can govern and lead the League effectively? As we ask these questions in our respective tracks

we all can use the same basic principle of strategy, tactic and key message to communicate.

Change and Transition

ODI provided so much information about so many different aspects of Junior League but one of the last items that we learned you can apply to so many different things whether it is Junior League, work or life in general, so we leave you with this: It isn’t the change that does you in, it’s the transitions. Change is not the same as transition; change is situational. Transition is the psychological process people go through. Change is not immediate; we have to manage expectations. It is critical to present change by explaining the purpose for the proposed change by communicating it clearly in terms that relate to moving the mission forward.

Thank you for the opportunity to attend the Fall ODI; we feel much honored to represent our Cedar Rapids Junior League.

Kathy Buckner and Laurie Wahlert

Communication is key to bringing it all back home and achieving the mission of Junior League.

Kathy Buckner and Laurie Wahlert

SUSTAINER'S CORNER

Reflecting on my years in League

As I reflect on my years as an active member in Junior League I immediately remember my favorite placements and enjoyable project hours.



Fair

I viewed project hours as windows of opportunity to make an impact on the community. I fondly recall working monthly shifts at the Science Station gift shop during elementary school field trips. It was fun to hear the children's excited chatter about the exhibits they had seen. It was very rewarding to know that our service created an entity that positively impacted the children of our community.

Another fabulous project experience was co-chairing the children's section at Celebration of the Arts at Brucemore. It was a great way to showcase JLCR in the community during this fun family event every Father's Day.

One of my favorite placements was the committee for "Shopper's Showcase". For several years I

co-chaired the retailers of this vibrant shopping experience. I looked forward to this event every year, not just for the amazing vendors but also because it was a successful fundraiser year after year.

The most memorable experience from my years with League was co-chairing the Heart & Home Walk with Dawn Schuettpelez. The walk was held to raise money for the Madge Phillips Center, which has been a valuable resource for our community. It showed the community what Junior League does best- improve the community through the effective action and leadership of trained volunteers.

This is what I value most from my League experience: Making great connections, invaluable training, lifetime friendships, giving back to the community and supporting our mission because that is what Junior League is all about. Thank you JLCR.

Sharon Fair

SUSTAINER HOLIDAY EVENTS 2010



All sustainers are cordially invited to attend one or both of The Junior League of Cedar Rapids 2010 Sustainer Holiday Parties.

The first will be Coffee, Pastries, and Conversation, Tuesday, December 9, 10:00 a.m. - 12:00 p.m., at the home of Kay Jackson, 144 Guildford SE, in Cedar Rapids.

The second will be Evening Cocktail Party and Conversation, Thursday, December 16, 5:00 p.m. - 7:00 p.m., at the home of Barb Fulton, 512 Knollwood Dr. SE, in Cedar Rapids.

Please RSVP to the JLCR office at 319-364-7892 no later than December 6 for Kay's and December 13 for Barb's.

We also invite you to consider making a holiday donation to the JLCR Endowment Fund at one of the events.

Come reconnect with old friends and celebrate the up-coming holidays together!

THE “NEW” EDUCATION AND TRAINING PROGRAM

Upcoming Training Events

This year Karen Pelletier, President 2010-2011, came to me with a vision for a new Education and Training program to replace the pre-GMM lectures that had often caused membership minds to wander.



Murray

Karen’s vision was filled with shiny new learning opportunities taught by our membership and sprinkled throughout the year in small-group settings. Sounds like an idyllic holiday wonderland right? Well fortunately for you, Karen’s vision is real—and it’s the gift that keeps on giving. When members teach others their skills and hobbies in intimate settings, our league as a whole becomes more enriched, talented, compassionate, and [insert your own version of “better” here], and in the process we strengthen our volunteer and leadership skills to more effectively help our community. The new program serves a core tenet of Junior League in an interesting and fun way.

Like stockings hanging over a hearth, the fall E&T sessions have been small gifts from our talented members to League. Members have learned about servant leadership, personal investing, business etiquette, computer skills, children’s holiday crafts, AJLI, translating League skills into a resume, our strategic plan, and more. We have also had the opportunity to renew and strengthen our relationships with our valued sustaining members. What better gift than to learn from some experienced sustainers who have so positively affected our community through their years of League service?

Probable Sessions Include:

- ✦ **Yoga 101**
- ✦ **Organic Gardening**
- ✦ **Positive Parenting Skills**
- ✦ **Greek Cooking Class**
- ✦ **CPR for Infants and Children**
- ✦ **How to Read Financial Statements**
- ✦ **Event Planning**

- And More...**

It is my hope for the New Year that League continues to explore more enriching opportunities that will keep our membership growing and evolving. Keep an eye on your weekly news blast and the AJLI calendar for 2011 Education and Training opportunities.

Happy Holidays to all,

Megan Murray
Education and Training Chair
2010-2011.



NEW MEMBER REPORT

New Member Report

The Membership Recruitment, Development and Retention committee has been hard at work this League year! We are excited to announce that we have 20 fabulous ladies in this year's new member class. We are pleased with the caliber of women that are joining our organization. They are enthusiastic, intelligent and will make an excellent fit to JLCR when they become active members in January.



AbouAssaly

The new members have taken the Four Oaks PHASE program in Independence and turned it into their project. Recently, they raised nearly \$2,200 from Butter Braid sales and will use half of the money to purchase Christmas presents for the teens that live in the PHASE program. The new members, along with the Membership committee, will shop, wrap and deliver presents on Saturday, December 18 at 11 a.m. Please consider joining them on December 18 and help celebrate the holidays with the PHASE program teens! Beginning in January, the new members will begin renovating and redecorating the girls' group room in Independence. The rest of their proceeds from Butter Braids will go towards the girls' group room.

Currently, we are asking that active members volunteer to become a mentor to one of the 20 new members. For information or to sign up, please contact Cristiane AbouAssaly: aboucrew@msn.com by December 17. Since the ladies will become active members in January, it is important that we welcome and include them in our programs, projects, fundraisers and social events.

We are truly blessed to have these 20 wonderful women enter our organization. They are the future of JLCR and will continue to learn and thrive as we work together to carry on the mission and visions of the Junior League of Cedar Rapids for years to come!

Cristiane AbouAssaly



PHASE program girls room hallway after some major housekeeping by JLCR members—note the new paint, bulletin boards and curtains!



JLCR volunteers Joanna Nohr, Nicole Ridge, Missy Dennis, Maria Sanchez-Masi and Mindy Sorg add finishing touches to a PHASE program hallway.

JLCR LAUNCHES PLANNED GIVING SOCIETY



Junior League of Cedar Rapids has officially launched a planned giving society, the **Ellen Douglas Williamson Society**, named after JLCR's first president. Ellen Douglas Williamson started an organization that we have all benefitted from. Think about the experiences, friendships and skills you have gained for being a member of JLCR. Now is the time to pay it forward and allow for future Junior Leaguers to have those same experiences. Making a planned gift to JLCR is a meaningful gift that will allow future women to experience the mission of JLCR.

We have received an overwhelming response from our Active and Sustaining members who have already made a planned gift to JLCR, or those who

are interested in learning more about doing so. Thank you! We had a kick-off event in September at Cedar Rapids Country Club in which all Actives and Sustaining members were invited to, in order to learn more about this Society.

If you were unable to attend and would like to learn more about being a Charter Member, please contact Kari Cooling at

kcooling@holmesmurphy.com or 319-360-5715.

Think about the experiences, friendships and skills you have gained for being a member of JLCR.

Now is the time to pay it forward and allow for future Junior Leaguers to have those same experiences.



ABOVE AND BEYOND

JLCR members recognize fellow Leaguers who have shown extraordinary commitment to JLCR:

PLANNING COUNCIL

- **Ann Oleson** has been absolutely fabulous during this strategic planning process---what a go getter!!
- A HUGE thank you to the **The Board** for their involvement and commitment to the strategic planning meetings, their review and input was invaluable. We have a great plan and an amazing way to implement it

COMMUNITY COUNCIL

- Thanks to **Katie Goldberg** for her hard work getting the Healthy Bake Sale scheduled at Rockwell Collins!
- Thanks to the **JLCR members** who helped bake and staff the Healthy Bake Sale!
- Thanks to the **Membership Committee** for facilitating such an awesome collaboration & getting new members involved in our project!
- Thanks to the **Membership Committee** for having so many awesome ideas for connecting new members to our mini projects!
- Thanks to **Emily Ernst & Missy Dennis** for such an amazing DIAD opportunity at the PHASE Program, which has turned into a larger project, and thanks to **Mindy Sorg** for being the first to realize that it could be more than a DIAD.

Finance Council

- Shout out to **Megan Moran** and **Cally Murray** for stepping up to Chair Special Events/Food & Beverage for the 2011 LTTC – they will be great!! THANK YOU!
- A huge thank you to **Karen Pelletier, Kari Cooling, Mindy Sorg** and **Ashley Felder** for pulling together the Ellen Douglas Williamson Society kick off.
- **Charity Tyler** and **Ashley Felder** for their great start on sponsorship for LTTC. We are ahead of where we are last year already and they have some great things in the works! KUDOS!!
- Thank you **Kathy Crosby** for eagerly stepping up as the fundraiser liaison for the marketing committee of LTTC.
- Thank you **Christine Young** for taking on the marketing chair position for LTTC.
- Thank you **Katie Goldberg, Kati Harms** and the **Macaroni & Cheese Committee** for making this event **FANTASTIC!!** Looking forward to the spring!

MEMBERSHIP COUNCIL

- **Charity Tyler, Andrea McVay** and **Jenn Bleil** have been awesome to work with for the nominating changes. Their vision and direction of this committee moving forward are extremely exciting!
- Thank you to those members who spoke at the New Member Retreat: **Karen Pelletier, Maria Sanchez-**

Masi and Jenn Bleil.

- Thank you to **Kari Cooling** for your expertise in by-law changes for the Nominating & Placement Changes.
- Thank you to the **Membership Committee** for such a wonderful job with the New Member retreat! The event was successful and we hope to welcome 22 new members into League in January 2011.
- **Kari Cooling** and **Jenn Higgins** for their insight and assistance with regard to Nominating Manual

ADMINISTRATION COUNCIL

- Congratulations to **Trisha Fortune** for her successful nomination of three JLCR ladies for this year's 40 Under 40 class (**Jenn Higgins-Bleil, Kristin Roberts** and **Laurie Wahlert**)
- Thank you to **Office Manager, Tina**, for all of her hard work on the 2010-11 Handbook and thank you to **Kari Cooling** for her assistance in editing the Handbook.

BOARD MEETING MINUTES: NOVEMBER 2010

Minutes from the JLCR Board Meeting Tuesday, Nov. 3, 2010

The Board meeting began at 6:01 p.m. at The Bridge. Present were: Kari Cooling, Kati Davis, Emily Ernst, Jennifer Higgins, Joanna Nohr, Karen Pelletier, Kristin Roberts, Vanessa Solesbee, and guests Tamara Lyman and Molly Baynes

Consent Agenda

The consent agenda was approved as written.

President's Report

Karen asked the board to lead by example and make a donation, at whatever level is comfortable, to the Annual Fund.

On November 16, AJLI board member Subha Lembach (JL of Columbus, Ohio) will be coming to Cedar Rapids to give a presentation at the November GMM on the new AJLI road map (strategic plan). Subha will also attend the "Community Partner Dialogue" on November 16 (10:30 a.m. at the CR Chamber), at which JLCR will announce its issue area. Immediately following the issue announcement at the Chamber, there will be a board luncheon at Zins (approximately 11:30 a.m.). All board members are encouraged to attend both events, if possible. Actives and sustainers will be invited to attend the issue announcement. Subha's trip expenses will be covered by AJLI.

The board discussed the best way to "package" the issue of teen development while acknowledging that the JLCR's focus is women and children. The board also discussed how best to organize the issue announcement on 11/16 and how to engage attending organizations. Joanna suggested

having a sign-up sheet so that we can record information from organizations that attend. Karen asked Joanna to make sure that either she (Joanna) or Stephanie Rex attend the announcement. Any thoughts, suggestions or concerns about the announcement should be sent to Kari.

Kati will send out a press release after next Tuesday's community dialogue that announces JLCR's issue and next steps.

Community Council

Two motions were brought forth by the Community Council.

The DIAD committee would like to have a toiletry drive at the November GMM for the Crossroads Mission. Ernst moved that members receive one project hour for \$20 worth of items donated, up to one hour. The motion passed with 6 ayes, 1 abstention and 0 nays.

Joanna said that there plans in the works to hold a second healthy bake sale. She moved that members receive one project hour for each dozen items baked with maximum of two per member. The motion passed with 7 ayes, 0 nays, and 0 abstentions.

Planning Council

The board reviewed the informational handout on Action Learning Teams (ALTs) that was distributed with the November board packet. Kari recommended that JLCR move forward with participation in an ALT. and recommended participation in either ALT "A" or ALT "B".

Planning Council moved that JLCR apply for an Action Learning Team. The motion passed with 7 ayes, 0 nays and

0 abstentions.

ALT "A" was selected as JLCR's first choice and ALT "B" was selected as JLCR's second choice.

Kari also reported that she adjusted the bylaws to align with the new Nomination manual (e.g. replacing Nominating/Placement Committee with Nominating Committee, where appropriate). Charity Tyler, Andrea McVey and Kari reviewed the bylaw changes. Proposed bylaw changes will go out in the email blast next week.

Kari also reported that JLCR will pay its 2010-2011 Cedar Rapids Chamber membership dues. Information on benefits of Chamber membership will be distributed to members. Joanna and Jenn will also write and article on the benefits of Chamber membership for the next issue of IMPACT.

Finance Council

Kristin called for a vote to ratify the email vote on whether members could receive an hour of fundraising time for attending the Macaroni & Please session on November 10. The motion passed with 7 ayes, 0 nays and 0 abstentions.

Kristin presented a board proposal from the Finance Council regarding the JLCR's Operations Account. Currently, the JLCR general checking account has a balance of \$21,697.46. The anticipated costs for the rest of the calendar year are \$5,125, while the expected income from both new member dues (\$650) and donations, ranging anywhere from \$250 to potentially \$5,000 over the course of the next few

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BOARD MEETING MINUTES: NOVEMBER 2010

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months. The Finance Counsel recommends that \$11,000 be transferred from the general checking account to the community savings account. This will leave the general checking account with a balance of \$10,697.46 and will grow the community savings account from \$60,447.95 to \$71,477.95. This transfer will allow JLCR to continue to operate at a comfortable finance balance while also boosting the community savings account – allowing JLCR to take another step forward in the Save, Plan, Spend philosophy.

The Finance Council moved to transfer \$11,000 from the general checking account to the community savings account. The motion passed with 7 ayes, 0 nays and 0 abstentions. The account will be monitored regularly to ensure there aren't any cash flow issues.

Kristin presented a second board proposal from the Finance Committee. During the November Board meeting it was asked if the interest earned from the Endowment account should be pulled over earlier in the 10-11 JLCR year. The initial thought was to wait until the end of the fiscal year as it allows the VP of the Finance and President to see if the Support budget has balanced. If the Support budget balances, the thought was there was no need to draw the interest earned. It could instead be reinvested into the principal, allowing the endowment to grow further.

To complicate the issue of whether or not JLCR should draw from its interest and use it toward the operations budget, the next issue raised concerned whether or not the endowment

needs to support the Support budget or the Community budget.

The JLCR Endowment Procedures state: *“At this time, there is only one situation in which the Endowment would appropriately disburse funds. Per JLCR’s Investment Policy, under certain conditions, a small percentage of the Endowment’s investment income from any given year can be contributed to JLCR’s operating budget to help fund community and administrative programs for the following fiscal year. Once a year, the VP Finance is responsible for reviewing the Endowment’s current financial conditions and recommending a course of action to the Board, as dictated by the Investment Policy. If a disbursement from the Endowment should occur, the VP Finance and Endowment Chair contact Merrill Lynch and arrange a distribution.”*

According to the Endowment Procedures, interest earned from the endowment could be: 1) reinvested into the principal, 2) put forth to either the Support or the Community budget now enacted with the Save, Plan, Spend philosophy.

Recommendations

1) The Finance Council recommends that \$2,660 earned from last year’s Endowment be used to balance the Support budget as already presented to and approved by the board and general membership in FY2010.

The budget has been approved and needs to be followed through with as approved by the general membership.

If the Support budget ends the year in the black, the appropriate amount of net income will be

transferred to the Community Savings Account; therefore, being applied to the Community budget, and following the Save, Plan, Spend Philosophy enacted this past year.

2) It is recommended the JLCR keep its current, flexible policy concerning the endowment funds, allowing the President Elect to have the ability to use endowment interest to offset the expenses of either the Support or Community budget, as well as be able to reinvent the entire interest earned back into the principal should she, the Endowment Chair and the VP of Finance feel it is necessary to continue to grow the fund.

The Finance Council moved to accept both recommendations related to the endowment. The motion passed with 7 ayes, 0 nays, and 0 abstentions. Karen asked that future president Elects know that the best case scenario is not to draw from the endowment.

Karen brought an issue up for the board discussion due to some concern about the growing account balance in light of our JLCR’s Save, Plan, Spend philosophy. Karen asked Kristin and the Finance Council to bring a proposal to the board that outlines how JLCR can best steward the funds in all of our accounts. Additionally, Standing Rule 7.1.e. states that “Within one year after JLCR’s internal accounting records have been finalized for any fiscal year, the JLCR board shall allocate a minimum of 10 percent of any remaining net income for that fiscal year to the JLCR endowment account. The board at their discretion shall distribute the balance of the remaining net income to any appropriate JLCR

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HEART TO HEART, SOCIAL CLUBS, UPDATES

Share your big life events with your friends in Junior League.

Wedding? New baby?

The Social Committee would like to congratulate you.

Have you lost a loved one?
Struggling with an illness?

We'd like to send our sympathies and support. Please take the time to complete our "Heart to Heart" forms available at all general membership meetings, or e-mail a committee member with your news.

CALENDAR

DECEMBER 2010

- 7 Board Meeting
- 9 Sustainers Holiday Party 10 am
- 16 Sustainers Holiday Party 5 pm
- 20 Reaching Personal Fitness 12 pm
Goals—Megan Murray

JANUARY 2011

- 2 Board Meeting
- 16 Leadership Retreat
- 18 GMM
- 30 Butterfly Kisses

FEBRUARY 2011

- 1 Board Meeting
- 15 GMM

MARCH 2011

- 1 Board Meeting
- 15 GMM

BOARD MEETING MINUTES: NOVEMBER 2010

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financial account.”

Key questions up for board discussion include:

- ✦ How big do we let the Community Support budget get before we tap into it?
- ✦ What is or long range financial plan?
- ✦ How are we going to earn our money in the future?
- ✦ How much, if any, should the board contribute to the endowment?

The board agreed to table discussion of this issue until December.

Kristin asked if there would be an endowment mailing this year as there was not one last League year. Karen said that she would put the endowment mailing on her to do list and would talk with Susan Ovel.

Finance Council Concerns:
People are not signed up for

Macaroni & Please (~200 spaces available). Volunteers are lacking as well.

Finance review: Support income is up 50% from last month (new member dues and Heart to Heart grant came in) and outstanding income is down 10%. There was some discussion about how to thank those that give to the Annual Fund and/or Endowment. Kati will ask Tascha to think about how a thank you in IMPACT would work.

Administration is at 31% of their annual budget five months and into year and website is at nearly 50% of their annual budget.

Expenses are up \$2,500. Community Outreach and Fundraising are up 18% from Macaroni & Please; Community Outreach expenses are up \$7,500 due to training expenses (ODI and AJLI) and Macaroni & Please expenses. On the balance sheet, neither the Endowment line item nor CD line item has been adjusted. The endowment is over \$142,000 and the CD is over \$85,000. Butterfly Kisses is set for

January 30, 2011.

Other Business

No other business.

Adjournment

The meeting adjourned at 7:40 p.m.

*Respectfully submitted,
Vanessa Solesbee,
VP Administration*

TALBOTS

When you buy a gift card at Talbots, 10 percent of the purchase goes back to the League of your choice! These gift cards may only be purchased online at www.talbotsgivesback.com/ AJLI, but they may be redeemed in any Talbots store, through their catalogs or online at Talbots.com.

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IMPACT COMMITTEE:

Kymm Barnes
Holly Berecz
Jessica McAllister
Tascha Keetel, Chair

Junior League of Cedar Rapids (JLCR) 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. JLCR reaches out to women of all races, religions and national origins who demonstrate an interest in and a commitment to voluntarism.

MEMBERSHIP NUMBERS

Active: 84
Emeritus: 16
Sustainers: 206

HEARTFELT THANKS



myfsbonline.com
FARMERS STATE BANK
Member FDIC

We would like to thank the
Alliant Energy Foundation for their grant for the
Junior League of Cedar Rapids Heart to Heart Program.

This supports the printing of this newsletter.

Farmers State Bank has signed on as a 2010-2011 corporate
sponsor at the benefactor level.

We are deeply appreciative of this donation.