



HOTLINE

Philadelphia

The Junior League of Philadelphia • Celebrating 96 Years of Volunteer Service: Looking Back and Moving Forward • February 2009

Let the Good Times Roll!!!

By Annie Martinez

The Junior League of Philadelphia will host its third annual Casino Night Gala on **Friday, February 20, 2009**, at 7:00 p.m. at the Crystal Tea Room in Center City, Philadelphia. This year's theme is **The Big Deal – Green Tie Gala**. This gala is black tie optional, but party-goers are encouraged to come dressed in festive green attire.

The Casino Night Committee has worked hard to plan an exciting night that includes a silent auction, a live auction emceed by Bill Henley and Lori Wilson of NBC 10 News, Vegas-style gambling, two live bands, a cocktail hour and gourmet buffet dinner, plenty of drinks, and fabulous swag bags!!! The night will also include an impressive assortment of auction items and prizes for our casino winners, including Phillies tickets, restaurant gift certificates, personal training sessions, autographed Philadelphia Eagles paraphernalia, a slot machine and so much more! This year's High Roller Room will be sponsored by Rain Vodka and will feature a variety of specialty drinks.

We hope that everyone – Provisionals, Actives, Sustainers, and their friends and family – will join us for what will be a fabulous evening to benefit the JLP's new signature focus: Outdoor Academics - teaching children, families and the community to be good stewards of their health and the environment by reconnecting them with nature. After raising an impressive \$46,000 last year for the JLP and its literacy projects, we are confident that this year we can build on this success.

Tickets are \$125 per person, which includes cocktail hour, buffet dinner, open bar, and \$100 in casino chips. VIP Tickets are also available for \$175 per person and include unlimited access to the High Roller Room, cocktail hour, buffet dinner, premium open bar, and \$300 in casino chips. Ways & Means credits are available to JLP members: 2 credits for tickets, or 3 credits for VIP tickets.

Tickets can be purchased online with a credit card at www.JLPhiladelphia.org. If you would like to purchase your tickets by mail, please send a check payable to: The Junior League of Philadelphia, Inc., 27 West Lancaster Ave., Ardmore, PA 19003.

Any JLP member (with the exception of the Board or Casino Night Committee) who brings in a corporate sponsor will also benefit:

- \$500 corporate sponsor gets you an upgrade to a VIP ticket
- \$1000 sponsor gets you 1 free VIP ticket
- \$5000 sponsor gets you 2 free VIP tickets

Individuals and families may also make a donation to support Casino Night and the JLP's signature focus programs. Individual donation levels are as follows:

- Royal Straights: \$500
- Kings & Queens: \$300-499
- Full House: \$200-299
- Aces: \$100-\$199
- Wild Cards: \$1 to \$99

Questions? Check out the Casino Night FAQ page on the JLP website. You may also contact the Casino Night Committee Chairs Amy Clark, amyhclark@gmail.com or Annie Ford, anne.e.ford@hotmail.com. 



At last year's Casino Night, Jess Rosen celebrates her win at the Blackjack table.

Provisional Fundraiser: Shopping Event at Suburban Square in Ardmore

The provisional class is planning a shopping event at the Suburban Square shopping center in Ardmore, PA on **February 7, 2009**. JLP Provisionals will be selling tickets for \$20 each which will entitle shoppers to exciting discounts at some of the retailers in the Suburban Square shopping center. Lilly Pulitzer has already agreed to participate!! The proceeds from the fundraiser will go to support the JLP's Community Projects. Check the website for more details and information on purchasing a ticket! 

The Junior League of Philadelphia, Inc. 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.



President's Perspective

By Heidi Tirjan

There is a cruel paradox in charity and voluntarism that financial support for a good cause is hardest to raise when times are tough and needs are greatest. One of the great things about the way the Junior League of Philadelphia conducts fundraising is that we don't rely on telethons and mass mailings for contributions. While many great institutions utilize these methods, when money is tight, donations dry up and programs get cut. Sadly, these are such times.

Fortunately, we at the JLP have a different approach that allows us to be successful and conduct our community programs precisely when they are most required by our community. That advantage comes from event and sales based fundraising, where contributors get something tangible for their money in addition to their altruistic self-fulfillment. Maybe we give a little more to support the cause, but we also get some sort of immediate satisfaction.

February is a big month for us in fundraising. We start off with the Chili Cook-off for Cookbook sales on January 31st (close enough). Then we hold the Provisional fundraiser at Suburban Square on February 7th. Casino Night, our biggest event-based fundraiser of the year, is February 20th.

Of course, the Thrift Shop is our largest fundraising program and it has seen record breaking months, in spite of the otherwise gloomy retail environment. The donation from the Dianne Beloff store in September, (thanks to Patty Franks, Thrift Shop Manager), gave us a huge boost in sales. The Thrift Shop committee and staff has participated in Main Line First Fridays, bringing in more sales, and the committee, (thanks to Crystal Blanco, Thrift Shop Assistant Manager), has been trained to operate the Thrift Shop on their own each Sunday, adding dollars directly to our bottom line. The Thrift Shop generates cash in good times and bad, without asking for direct contributions. When funding gets thin, as in times like these, the Thrift Shop keeps chugging along and providing the resources our community programs need.

Even in challenging times, we understand the importance of constantly looking ahead to improving our current programs, fundraisers, and facilities. Of course it is clear that the current state of the economy will increase the amount of time necessary to accomplish some longer-term improvement projects. Before the downturn, I had created a JLP Headquarters Capital Campaign Ad-Hoc committee to address the need of renovating our 2nd and 3rd floors of the building as well as creating a building endowment. This committee has interviewed consultants to start the first phase of the Capital Campaign, a feasibility study. I am confident that all of you will provide philanthropic support for this--- when the time is right.

In the meantime, I encourage you to support our current fundraisers in place for this year. Please attend the great events this month and don't forget to shop at the Thrift Shop! 

Ladies Night Out

By Bertina Whytehead

Join the Placement Committee for a night of miniature golf. On **March 13th, 2009** meet at City Line Sports Center, 7900 City Line Avenue, Philadelphia, PA (phone: 215-879-3536). Join JLP members for a night of miniature golf and refreshments. Tee Time 7:00pm, Cost is \$12.00 per person. Sign up on the JLP website under social events. If paying by check make it payable to the Junior League of Philadelphia. 

Medals-4-Mettle DIAD - Mission Credit Opportunity

On Saturday, **March 14th**, we will be assembling medals for the organization Medals-4-Mettle. The event will take place from 9:00am-12:00pm at Krista Vaughan's home in Wynnewood, PA. The medals will be distributed by Medals-4-Mettle to patients in area hospitals for achieving milestones in their treatment. For more information and sign-up, please check the JLP website. 

Board of Directors

- Heidi Tirjan, *President*
- Samantha Soldan, *President-Elect*
- Elizabeth Haussman, *Secretary*
- Carol Brecht, *Treasurer*
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- Betsy Mallon, *Sustainer Chair*
- Pam Maimone, *Sustainer Chair-Elect*
- Susan Mostek, *Immediate Past President*

February JLP Headquarters Open House

February 4th 6:30 -8:30 PM

February 7th 9:30 - 11:30 AM

at JLP Headquarters
27 W. Lancaster Avenue
Ardmore, PA 19003 

Editor: Amy Shively
Sustainer Editors: Annamarie Hellebusch, Debbie Vozzo
Office (610) 645-9696
Office Fax (610) 645-0996
www.JLPhiladelphia.org
JLP Thrift Shop (610) 896-8828
Hours: Monday – Saturday 10 a.m. – 5 p.m.
Sunday 12 p.m. – 4 p.m.

Thrift Shop

By Patty Franks



The Shop has continued to be busy through the month of January. The Thrift Shop Committee has dedicated themselves to continuing to keep the Shop open on Sundays. The public is responding well and seem to love it. The extra day allows for working people to shop on a more leisurely day.

The membership also seems to be grateful for the extra day for shifts as Saturdays fill up so quickly. Two members can fill a shift from 12-1 or two from 1-4. Quota can also be done on Sundays if you arrive before 3p.m. to give sufficient time to complete it. We are not taking donations on that day.

The committee also uses the extra time and volunteers on Sunday to straighten and organize the Shop so it looks wonderful.

The Sunday openings have proven to be very successful. We will be open every Sunday through May except for April 12 and May 24th.

The Thrift Shop is in need of donated shopping bags. Please bring all your extra bags to the Shop. JL

Fun with Mimosas and Make-up

By Stephanie Ingersoll

On Sunday, December 7th, the Project Fundraising committee planned a "Mimosas and Makeup" fundraising event at Saks Fifth Avenue. All of our attendees had a fabulous time getting makeup consultations, meeting with a psychic, holiday shopping, and enjoying cocktails and light bites! We had nearly 100 people attend and raised over \$2,000 for the Junior League of Philadelphia. Saks Fifth Avenue donated a portion of sales back to the League in addition to giving all attendees a goody bag. Overall it was a very successful fundraiser, and everyone had a blast! JL



A Day at Philabundance

On Saturday October 25, 2008, 19 JLP members provided a helping hand at the Berks Street location of Philabundance. Their mission is to work to end hunger and malnutrition in the Delaware Valley by acquiring food and distributing it through organizations serving people in need. Our volunteer efforts for the morning included sorting over 8,000 pounds of food for distribution to soup kitchens and food banks across the region as well as crafting cards for holiday boxes for senior citizens. Philabundance is always in need of food donations such as peanut butter, tuna fish and cereal. If you would like to find out more about Philabundance or research additional volunteer opportunities you can visit their website at www.philabundance.org. JL

Support the Junior League when you shop at Grower's Flowers!

Before you send your loved ones flowers for Valentine's Day be sure to click through the Grower's Flowers link on the Junior League website. A portion of all sales will be donated back to the Junior League. <http://www.jlphiladelphia.org/?nd=giveback>

Are You an Expert Willing to Share with Others?

Attention all JLP members! Do you have an expertise/advice you are longing to share with the membership? Here's your chance! The EVT committee is hosting a week of workshops featuring the talents of our members called "Meet the Experts!" So if you work or have experience in any of the following fields and would like to be one of our panel of experts, please email **Tammy Gray**, tamettag@gmail.com, give a brief description of your specialty and contact information.

Workshops will focus on: Personal Finance, Fitness, Cooking, Women and children health, Scrapbooking/Crafting, Style/Fashion, Real Estate, Etiquette, Home décor.

Workshops will take place during the **third week of March** at various locations. If you are interested in hosting a training event in your home or place of business, please email tamettag@gmail.com, and let us know! 

DIAD Recap: HELP Philadelphia

By Jeanette Danvers

The JLP provided Thanksgiving bags on November 22 to the women and children of HELP Philadelphia, which is located in West Philadelphia. HELP Philadelphia is a non-profit agency devoted to building self-sufficiency among low-income families through the acquisition and/or enhancement of key skills necessary for independent living, such as personal self-esteem, parenting, employment,

education, and health care. During the DIAD event, the JLP members made and distributed fifty bags filled with the essentials to make a Thanksgiving dinner for the women and their families. The DIAD committee decided to use reusable bags this year instead of the baskets in order to promote a better environment for all. Finally, the DIAD committee hopes to continue this tradition with the families of HELP Philadelphia. 

Tea and Cocktails with Kay Unger

By Stephanie Ingersoll

On October 2nd, Van Cleve Collection and the JLP hosted a day of fun with Kay Unger as a special guest. They hosted an afternoon tea and a cocktail hour with a portion of proceeds benefiting the JLP. The Project Fundraising Committee raised \$700 from this event. 



Kay Unger and Project Fundraising Committee member, Diane Olive.

The Junior League of Philadelphia Presents
The Big Deal Casino Night:

Green Tie Gala

In support of The Junior League of Philadelphia's community projects.

Friday, February 20, 2009
7 o'clock in the evening

The Crystal Tea Room
Wanamaker Building
Philadelphia



-  Vegas Style Gaming, Dinner, Dancing, Silent and Live Auction
-  Invitation to follow
-  More information and tickets available at www.JLPhiladelphia.org

VIP Room Sponsored by



All Actives, Sustainers and Provisionals

Save the Date

The LARKS join with the Chester County Choir

At the Concert Hall of the
Lang Music Building
Swarthmore College
Sunday, March 8, 2009 at 3 p.m.
Call your friends....
bring your kids....Come.



Sustainer News

By Betsy Mallon

Sustainer Chair's Perspective

February is the second month of the Gregorian calendar. It was named after Februaia, the Roman festival of purification. Originally, February was the last month of the Roman calendar.

Although February has many highlights for me including my husband Jay's birthday, President's Day weekend when I have an extra day off and Valentine's Day, I generally don't like the month. Yes, there is much to be grateful for but it's usually cold, dark, dull and sometimes icy!

However, there is another highlight of the month to mention...our **Neighborhood Teas!!!**

Co-chairs **Janney Ryan** and **Maree Regan** have put together a delightful array of locations for this annual event. Many thanks to the hostesses who have opened up their homes for us to gather together to see old friends and meet new ones, munch tea sandwiches, cookies and lots of other goodies while enjoying a warm cup of tea. You can go to **Pam Stiner's** home in Malvern, **Linda Dutton** in Berwyn, **Anne Sly** in St. Davids, **Annamarie Hellebusch** in Wyndmoor or **Mary Cloud Hollingshead** in Clarksboro, NJ. Details and directions are included in the January mailing – look for the polka dot paper!

In addition, the Sustainer Project is getting support from the Evening Sustainers this month. There will be a **Poncho Party** the first week of **February at 6 pm** (check e-line and website for date and location). The Evening Sustainers will meet for drinks, dinner and then get down to work, and chatter, making adorable no-sew

ponchos for the little girls at the Paul Fly School. Thanks to Pat Suplee for passing along the poncho idea!

This month we also find our Sustainer Project expanding with its new emphasis, the "Reading Project" at the Paul V. Fly School. Coordinated by **Deedie O'Donnell**, volunteers will be reading to a class during story time, assisting a child who could benefit from a little individual attention, helping children who are trying to learn English as a second language, encouraging a struggling reader or writer. If you are interested and haven't already reached out to Deedie to volunteer, please contact her! Volunteers are also needed to help with the Reading Olympics – a Montgomery County Project.

Last but not least...another highlight in February is **The Big Deal Casino Night: Green Tie Gala**. This is the Active JLP member's largest fundraiser benefiting our League's projects. I hope you will join Jay and me along with many other Sustainers at **7 p.m. on Friday, February 20, 2009** at The Crystal Tea Room in Philadelphia for a fun evening including dinner, dancing, silent and live auctions...oh...and Vegas-style gambling...don't miss it!

Well....I guess there are plenty of opportunities for warmth and fun this month....and let the ice remain in our glasses and not on the ground!

Afternoon Brush-up Bridge

FEBRUARY

2nd Afternoon Bridge (1-4PM) **Marge Devlin** (610) 647-4122

19th Afternoon Bridge (1-4 PM) **Linda Dutton** (610) 296-3137

MARCH

2nd Afternoon Bridge (1-4PM) **Suzanne VanderVeer** (610) 525-7447

19th Afternoon Bridge (1-4PM) **Ann Vaughan** (610) 293-0870

APRIL

6th Afternoon Bridge (1-4PM) **Deedie O'Donnell** (610) 353-6672

16th Afternoon Bridge (1-4PM) **Judy Whalen** (610) 525-2536

The JLP Garden Club Invites You!

Jenny Rose Corey, Director of The Landscape Arboretum of Temple University at Ambler, will speak on Women in Horticulture

Monday, February 23rd at 10:00 AM

Beaumont Retirement Community Auditorium

601 North Ithan Avenue

Bryn Mawr, PA 19010

Please respond to JLP Garden Club Hostess Sue Rice at (610) 525-6825 or BrewsterRice@Comcast.net

Sustainer Project – Poncho Planning Session



Mickey Cooper, Judy Ruse, Marge Devlin and Lisa Twitmyer take apart a child's fleece poncho to discover how to make "no sew" ponchos for the Paul V. Fly school girls.

Sustainer Project – The Poncho Party

Join us at 6 pm on **Thursday, February 5th** for drinks and dinner including a FAITH BASED SALAD (you bring an ingredient for a salad – we will provide lettuce, greens, dressings ~ be creative). We will then get down to work and chatter, making adorable no-sew ponchos for the little girls at the Paul V. Fly School. Details will be sent via email and posted on the calendar at www.jlphiladelphia.org, or call **Sally Forester** at 215-923-6160 for information with your RSVP. 

Sustainer New York Theater Trip - Final Curtain Call!

Tony Award Winning Revival-South Pacific

Wednesday, April 15, 2009

2:00 PM Matinee, Shopping and Lunch

To reserve your space send \$195 (made out to JLP) to **Anne Sly**, 526 Hilaire Rd. St Davids, PA 19087. Please include name, address, phone and email. Total cost of \$195 per person will include transportation from Radnor, lunch at Josephina, theater tickets, and refreshments on the return trip. Limited to 42 Sustainers with a wait list. For further information please contact: **Marianne McClatchy** 610-355-1976 or **Anne Sly** 610-687-8973. 

Evening Sustainers - Save the Dates

CEZANNE & BEYOND

March 20, 2009 at 6 p.m.

Have dinner and take a tour at the Philadelphia Museum of Art. Join the Evening Sustainers for this special night at the Museum. \$58.00 per person.

"Ship of Dreams"

Saturday, April 4, 2009 from 3-9 p.m.

Laurel Hill Cemetery commemorates the solemn anniversary of the sinking of the "Ship of Dreams." Take a walking tour of Laurel Hill Cemetery, where we visit the burial places of the Titanic passengers. The tour and presentation is capped off by a sumptuous feast that replicates the one served aboard Titanic on that final, fateful day – wine included. Early registration suggested. Call Laurel Hill at 215-228-8200 - \$75.00 per person.

Questions on the above - Contact **Cynthia Adams** at 215-627-6363 

Reminder: Sustainer of the Year Award – (She’s the One!)

Think about it!-You must have observed and admired a sustainer who demonstrates outstanding qualities of leadership and participation in one of your committees or perhaps as a leader in a community endeavor! She is probably a woman who unselfishly gives of her time when needed and says an enthusiastic “yes” to a commitment, large or small. She could be a “doer” in either subtle or easily recognizable deeds for whatever the job entails. Maybe she’s the one! There are plenty of sustainers who may deserve the

award for representing the best of us!

Be sure to look for your Sustainer of the Year nominating form which was included in your January mailing packet, or be on the lookout for handouts at various sustainer meetings. Please mail to **Pam Crutchfield**, 134 Piqua Circle, Berwyn, PA 19312, by March 1st, 2009. The award will be presented at the April Sustainer Luncheon. Be sure to mark your calendar to be there to congratulate the winner! 

Looking Forward to the BBB&B Festivities

By Jeanette Danvers

Many, many thanks to all of you who are hosting guests, driving, cooking and helping organize this 9th edition of BBB&B. We are full and can’t take any more people at any activity unless there are last minute cancellations. Special kudos to **Sally Forester, Marge Devlin, Deedie O’Donnell** and **Sue Rice** who have gone “above & beyond” in their efforts to answer all sorts of questions and find housing for all these people and keep track of all this.... Now think very positive thoughts for the weather for **March 4-6, 2009**. 

Sustainer Project

By Judy Ruse

February is known as a time to reflect on love. As we know, love comes in many different forms - from romantic love to national patriotism. During this past year while working on the Sustainer Project, Marge and I have also seen many forms of love and commitment. The time, energy and generosity of our volunteers have been remarkable. The Paul Fly School staff and faculty’s commitment and concern for their students are so impressive. It has served to further encourage Marge and me to continue our efforts to help.

The Junior League has a mission and long tradition of helping mothers and children in need. It goes back to our roots in the New York City tenements in the early 1900s. We have found it humbling to witness these strong efforts today unchanged over so many years. Our volunteers are juggling jobs, family and many other commitments. However, time and energy are given cheerfully to promote our current project.

Sustainers who aren’t as mobile as they would like are busy knitting sweaters. Neighbors, friends and family have also been recruited to knit. The needles and yarn are flying! **Mary Hinds** is setting a personal record to see how many sweaters she can produce during business travel. Warm children are the goal.

Younger sustainers are donating their children’s out grown books. Our enthusiastic “hatters” are getting ready to learn to make girl’s ponchos. Our shoppers have done a wonderful job of “thrift-fully” spending the Blossom Fund donation. **Lisa Twitmyer** has spent countless hours organizing and tracking our purchases. Community connections are being used to locate community partners to help collect children’s books. The list of tireless volunteers goes on and on.

As Victoria Velazquez, the Paul Fly principal, repeats so many times – “You ladies are awesome”! Marge and I couldn’t agree more. The Junior League in action is an awesome sight... 

Sustainer Teas

Wednesday, February 11, 2009

At the homes of:

Pam Stiner – 3:30 - 5:30 p.m.
1654 Hollyhock Circle, Malvern, PA

Linda Dutton – 3:30 - 5:30 p.m.
564 Woodlea Lane, Berwyn, PA

Anne Sly – 3:30 - 5:30 p.m.
526 Hilaire Road, St. Davids, PA

Annamarie Hellebusch – 3:30 - 5:30 p.m.
7961 Ardmore Avenue, Wyndmoor, PA

Mary Cloud Hollingshead – 1:00 - 3:00 p.m.
356 Kings Highway, Clarksboro, NJ



The Junior League of Philadelphia, Inc
27 West Lancaster Avenue
Ardmore, PA 19003
Return Service Requested

Hotline Deadlines

April issue: February 25th

May issue: March 25th

The Hotline is eager to accept your articles and story suggestions. Please feel free to contact us with your articles and proposals to make this newsletter better.

To publish the Hotline in a timely manner, articles are to be submitted via email at Hotline@JLPhiladelphia.org. Each article must have a byline and a headline.

Remember, the Hotline also accepts advertising: \$15 for classified ads, \$40 for business card-sized ads, \$60 for ¼ page ads, \$125 for ½ page ads, and \$225 for full-page ads. The dimensions for the ad sizes are: 8"x10.5" full page • 5.25"x8" half-page • 4"x5.25" quarter-page.

Upcoming Dates

FEBRUARY

- 4 JLP HQ Open House
- 7 JLP HQ Open House
- 7 Suburban Square Shopping Affair
- 10 RESPECT Nature Club Mission Credit Opportunity
- 20 Casino Night

MARCH

- 13 Ladies Night Out – Miniature Golf
- 18 General Membership Meeting

More details about all of these events and more can be found on the JLP website calendar: www.JLPhiladelphia.org.

APRIL

- 2 Placement Fair
- 20 Mandatory Voting Meeting

MAY

- 2 Family Picnic Social Event
- 14 Annual Dinner

PARIS FOR RENT

Stunning 1BR Left Bank apartment near Louvre and Musee d'Orsay available for weekly rentals. Elegant, luminous, cheerful, sleeps 4. For information contact Wendy Crowley (Pasadena League) 626 395 7877 or email davenportdad@earthlink.net