Casino Night Wins Big!

By Kerri Neil Storm and Jackie Strzepek

Less than a month after the New Orleans Saints clenched their Super Bowl victory, another New Orleans-themed victory was claimed here in Philadelphia. The 4th Annual Big Deal Casino Night: Unmask the Possibilities, proved to be a wonderful evening filled with dancing, bidding, laughing, and gaming…and memories made to last.

This year’s event boasted more attendees than any other Casino Night event in the JLP’s history. We had an impressive silent auction listing and media representatives from Philadelphia Magazine, Philly.com, 6ABC, Philadelphia Inquirer, The Examiner, Around the Main Line, and Suburban News. 6ABC featured the story several times during their weekend newscast.

The evening began with a cocktail hour featuring an open bar and butlered hors d’oeurves service. Attendees perused and bid on the silent auction items displayed throughout the cocktail area. When the room could no longer contain the festivities, the doors to the ballroom burst open, and the music and gaming began, filling the tables and packing the dance floor. Former Philadelphia Eagles player Ike Reese served as the night’s Emcee and announced the live auction portion of the evening, filling the room with laughter.

The evening could not have been as successful without the help of so many fellow League members and friends, Philadelphia area museums, restaurants, retailers, and organizations. We cannot say thank you enough to all who donated their time and services to this cause – we could not have done it without you! A special thanks to our generous corporate sponsors Haverford Trust, Zone Communications, Reilly, Janiczek, McDevitt, P.C. and Connolly Bove Lodge & Hutz, LLP; and also to our King Sponsor, Sarah Lockard from Around the Mainline who so generously supported our event with her time and expertise.

Thank you to our fabulous committee and our Fundraising Council Director, Laura Snead. Together, we enjoyed many laughs, memories, and accomplished so much this past year. The JLP appreciates all of your energy, persistence, and hard work.

Forget Blackjack, My Money’s On the Provisionals’ Baskets!

By Leah Greenberg

The 2009-2010 Provisional Class “dealt in” to Casino Night this year! The Provisionals worked together within their Provisional Advisor Groups to create themed baskets and centerpieces for the Silent Auction at Casino Night. The Provisionals demonstrated great leadership in seeking donations and compiling creative baskets. Each provisional group was led by a provisional project chairwoman. These women helped to coordinate the group’s efforts in organizing the baskets.

The groups compiled three fantastic baskets including a Welcome Home Baby Basket, a Philly Sports Fanatic Basket, and a Get into the Swing of Things Golf Basket. The Provisionals who worked on the Welcome Home Baby Basket each personally donated to the basket. It includes a multitude of baby clothes, toys, Johnson & Johnson baby items, and a gift certificate to Scarlett Fiorella! The Philly Phanatic Basket group worked together to secure great donations including Flyers and Phillies Tickets, and sports gear for all the continued on page 2
President’s Perspective

By Samantha Soldan

After a winter of record-breaking snowfalls, I’m sure that most of you are as thrilled as I am that spring is finally here! Spring is a spectacular season of renewal and, of course, the ideal time to clear away household debris, open the windows to air everything out, and prepare the garden for its summer display. Just as this is the appointed time for us to get our households in order, the League goes through a similar cleansing process each spring. In a way, the members of the Finance Council are the Domestic Goddesses of the League.

There are two committees in the Finance Council: the Finance Committee and the Building Committee. Both of these committees are devoted to keeping our organization in tiptop shape so that we may better serve the community and our membership. Due to the central role that the Finance Council plays in the League, the Building Committee and Finance Committee are comprised of both Active and Sustaining members who work in concert, allowing our organization to operate smoothly. Moreover, these committees provide a wonderful opportunity for Actives to benefit from the experience, expertise, and camaraderie of the Sustaining members placed on the Finance and Building Committees.

At the heart of the Finance Council are our Treasurer, Jeannette Schlegel and Treasurer-Elect, Susan Henley. This year, Jeannette and Susan worked tirelessly to keep our operating costs in check, evaluate our insurance coverage, monitor our investments, keep tabs on committee budgets, and draft policies that will help our organization keep pace with the new IRS 990. Over the years, the JLP has successfully adhered to conservative budgeting practices to ensure the long-term solvency of our organization. The Finance Committee works on the subsequent year’s budget all winter long. At the Town-Hall GMM in March, the new budget was aired before the membership for questions and comments before it went before the Board for final approval.

The Building Committee, currently chaired by President-Elect Dianne Smith also plays an important role in keeping our proverbial and literal house in order. The members of this committee are the stewards of the building that houses our Thrift Shop and Headquarters. While there is much work to be done before we realize our vision of a fully-functioning headquarters, an ADA-compliant elevator was installed this year with support from a Community Development Block Grant administered by Lower Merion Township, bringing us closer to our goal. Importantly, Sustainer Sue Clark, spent the last two years developing a maintenance schedule for the building that will allow for more accurate budgeting and better protection of the building-our League’s largest investment.

I hope you all give in to your spring fever and enjoy the season. Oh, and by the way, while you are doing that spring-cleaning, please keep the Thrift Shop in mind. We are always appreciative of your donations and are now accepting women’s clothing and accessories for consignment. Remember that old rule of thumb- if you haven’t worn it in a year, bring it to the Thrift Shop! 🌸

Provisionals’ Baskets!

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Philadelphia Sports Teams. This basket has a retail value of over $600.00! Provisionals Liz Sysko and Erin Swinney spearheaded the solicitations for the golf basket securing golf lessons, golf rounds, and golf accessories. They worked together to contact local golf courses and didn’t take “no” for an answer!

In addition to the Casino Night Baskets, the Provisional Class conducted “Done In a Meeting Projects” at their meetings this year. One of the DIAMs was to help the Casino Night Committee create Mardi Gras themed centerpieces. These centerpieces turned out fabulously and added a little something extra to the Casino Night décor. 🎉

The Run for the Roses, Derby Day at Rembrandt’s

By Bertina Whytehead

Get ready for the running of the 136th Kentucky Derby. Join us to celebrate Derby day on May 1 at Rembrandt’s Restaurant located in Philadelphia’s Fairmount section, right by the Philadelphia Museum of Art. Indulge in Southern style cuisine, mint juleps, and the JLP’s signature cocktail, the JLPtini. Sing Derby songs and play Derby trivia while donning your biggest and brightest hat for the hat contest. Family and friends are welcome! Please check the website for more information and to R.S.V.P. for the event. 🌺
Remember childhood Saturday mornings watching cartoons in your pj’s while permitted to eat your cereal in—gasp!—the family room? Educational programming was in its nascent stages in the 70’s and 80’s, and cartoons were interrupted by Schoolhouse Rock commercials that sought to teach kids about math, science, grammar, and civics. Remember “Interplanet Janet,” “Naughty Number Nine,” and “Conjunction Junction?” Consider this article a variation on Schoolhouse Rock’s “I’m Just a Bill,” the episode that explained the U.S. legislative process to kids. How does a community or fundraising project in the Junior League of Philadelphia come into existence, get approved by leadership, become slated for a membership vote, and enacted by all of us? Each year the Board’s Development Council Director (think “development” of new projects) is charged with shepherding this process, demystified here. The first step in the process is led by the little-known but very important Project Research and Development (PRD) Committee. These unsung heroes, a small and hardworking group, have two major tasks each year: 1) design, distribute, and analyze results of two annual surveys asking for League members’ views on the specific committee of which they are a part and of the overall community and fundraising projects in which the League is engaged, and 2) devise new community and fundraising projects in which the League may participate in the future. The second step in the process involves an ad-hoc group called the Project Advisory Committee (PAC), made up of 10 voting members: the President, President-Elect, Treasurer, Community Council Director, Fundraising Council Director, Development Council Director, Placement Chair, PRD Chair, and two at-large members. The Project Advisory Committee convenes three times per year—in November, January, and February—with five tasks: 1) consider the results of the surveys conducted by the PRD Committee, 2) review Project Proposal Forms for existing community and fundraising projects and ask questions of those committees’ chairs about their views on the future viability and success of the project, 3) determine whether existing projects should be discontinued due to waning community or membership support or decreasing revenue for the League, 4) review new projects developed and proposed by the PRD Committee, and 5) vote to recom-
Personal opinions about leadership abound, and the official definition isn’t that clear. If one looks to Webster’s dictionary, leadership is defined as the “capacity to lead,” however what does that really mean? The presumed next step is to look up the meaning of lead, which is defined as the ability to guide or to direct. The former connotes an open, supportive environment while the latter seems more akin to micromanagement. I have always thought of leadership as the ability to inspire others to follow and for that reason, I was struck by a quote on leadership made by Edwin H. Friedman: “Leadership can be thought of as a capacity to define oneself to others in a way that clarifies and expands a vision of the future.” Serving in a leadership capacity within the JLP affords one the ability to increase her impact within the League and the communities we serve both today and in the future, in addition to honing leadership skills.

So how are potential leaders identified? The goal of Nominating is to identify qualified individuals for leadership positions within the League, ensuring that their capabilities are aligned with the needs of the organization. Leaders are identified through self-nomination; by other leaders within the League such as Council Directors or Committee Chairs; nominations by membership; and Committee nomination based upon experience with the Council and/or review of member skills and experience. The Nominating Committee has six guiding principles, to:

- Match the needs of the organization to the strengths of its members, in the determination of its Leadership, so as to foster the growth and development of the League
- Identify candidates who are capable of fulfilling the requirements of the position as laid out in the job description and who possess key leadership capabilities
- Ensure that the best qualified individual is slated, utilizing an objective evaluation process
- Acknowledge diversity in the acquisition of leadership skills (within and outside of the League; personal and professional etc.)
- Support the right of membership to pursue leadership positions while balancing the leadership needs of the League
- Educate the membership about the nominating process

Think about how you can increase your impact and further develop your leadership skills. Reach out to one of the members of the Nominating Committee to discuss potential leadership paths; the key leadership capabilities for the JLP; and the various job descriptions as well as to learn more about the nominating process. The members of the committee can be reached directly or you can send an email to nominating@jlphiladelphia.org.

Get Ready for a Taste [of Fall] Sensation on October 3, 2010!

By Elizabeth Kolb and Colleen Leahy

Spring is in the air and most League members are thinking about winding down the 2009-2010 year, but for the Taste of Fall (formerly known as Farm Fresh Fest) Committee, we can’t wait for October!

Picture a beautiful autumn Sunday afternoon filled with fresh and seasonal food experiences, local wine and beer tastings, cooking demonstrations, a mini farmer’s market, local artisans, and live music. The Taste of Fall Committee has been in development this year as we prepare for the inauguration of our first annual Taste of Fall fundraiser next October, which we expect will be a fantastic way to kick off the 2010-2011 League year! The event will take place on Sunday, October 3 from 1 to 5 p.m. at the beautiful grounds of The Wellness Community of Philadelphia in Fairmount Park, conveniently located just 1½ miles from City Line Avenue in Bala Cynwyd.

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Under the leadership of Co-Chairs Melissa Finnegan and Allison Lubert (who helped develop the idea last year when she was Co-Chair of the Project Research and Development (PRD) Committee), the Taste of Fall Committee has been busy since September of 2009 planning for a successful event next fall. The event is projected to attract approximately 300 Junior League members, along with their friends, family and other non-League members. Though the food and atmosphere of the day will cater to adults, Taste of Fall, unlike most other JLP fundraisers, will welcome families with children, as reflected in its family-friendly ticket price (approximately $40 for adults, $10 for kids, though still being determined) and activities provided for children—including face-painting, games and contests, children’s tastings, and children’s yoga—while parents socialize and enjoy the event.

Our host for the event, The Wellness Community, has a mission “to help people affected with cancer enhance their health and well-being” and is allowing us to hold Taste of Fall on their grounds at no charge. As most members know, The Wellness Community is already the League’s community partner for BOOST Camp, and their partnership with the Taste of Fall Committee has been a wonderful way to deepen and broaden our relationship with this wonderful community partner.

Thanks to our partnership with The Wellness Community, sage advice from Sustainer advisors Bev Galloway and Tricia Wellenbach, and the hard work of the 2009-2010 Committee, Taste of Fall is projected to raise as much as $12,000 in its first year. Proceeds from the event will support all League operations including, of course, our signature focus, Project GREEN: Using Nature to Nurture. So mark your calendar for October 3 and keep an eye out for more information!

2010 Annual Brunch

Come celebrate the 2009-2010 year with all your friends.
Enjoy a traditional brunch menu at the Union League of Philadelphia.
Cash Bar.

One GMM credit may be assigned to the 2009-2010 or 2010-2011 year.

Union League of Philadelphia
140 South Broad Street
Philadelphia, PA 19102-3003

Members will receive $2 off parking in the Union League garage.

Membership Recruitment Wants You!

The Provisional Course Committee has already started planning for the 2010-2011 year and we need the support of Actives and Sustainers in our recruitment efforts. Open Houses begin soon! Invite a friend, neighbor or colleague to get acquainted with the JLP, our mission, and the exceptional opportunities membership offers.

May 2 Home of Odile Gelinard, Chestnut Hill, PA, 1 p.m.
May 13 Plate Restaurant, Ardmore, PA, 6:30 p.m.
May 15 Home of Liz Naughton, Newtown Square, PA, 12 p.m.
May 20 Restaurant School, University City, PA, 7 p.m.
June 3 Mission Grill, Philadelphia, PA, 7 p.m.
June 9 Season 52, Cherry Hill, NJ, 7 p.m.

Additional Open House dates will be announced throughout the summer. Please check the JLP website for an Open House near you.
Welcome April with the merriment and spontaneity associated with All Fool’s Day. The dancer Judith Jamison reminds us that lightheartedness is a gift of opening up one’s heart to life. We are privileged to be able to experience our world through our senses, and this is a perfect month to focus on this. As the light of the day increases, experience the bursts of color as the grass gets greener, and the garden provides us with the colors and fragrances of spring flowers.

As you appreciate all that we have to experience, let us remember that we are part of a wonderful Junior League. Continue to jump in and volunteer to use your valuable skills and experiences to support each other and the JLP projects and events. As Sustainers and members of the Junior League of Philadelphia we have the privilege and responsibility to do so. Remember to support our biggest fundraiser – the Thrift Shop. You can do that in many ways including donations, securing donations from others, consignment, working in the Shop, making purchases, attending First Fridays, and spreading the word. If you have any questions, please contact our Sustainer champion of the Thrift Shop – Joyce Shenian.

Also, remember to thank those who make our JLP experience so worthwhile and enjoyable. I’d like to thank Nominating (Margie Patches, Beth Gadsden, Susan Arnold, Bobbie Cameron, Nancy Greytok, Betsy Mallon, Nancy Scarlato, Pam Stiner, and Suzanne VanderVeer) for putting together the 2010-2011 Sustainer Board and also thank those who have agreed to lead and serve us.

The Blossom Fund Committee (Margy Conlon, Stephanie Carr, Betsy Daly, Nancy Greytok, Susan Mease, Suzanne VanderVeer, and Jean Yost) recently published updated Blossom Fund Guidelines that are on the website, and thank you for all of your hard work.

The Sustainer Project secured Blossom Funds for SMART boards for the Paul V. Fly School. The project received generous donations from many of you for the Brrr Fund (purchasing warm clothing for the children), and more books have been secured. The committee is working on methods of turning the project over to the community.

So, you continue to make a difference and as you do, remember to experience it all through your senses. Enjoy the beauty of the WaterWorks at the Spring Membership meeting. Laugh and embrace the accomplishments of the Special Sustainers and the Sustainer of the Year. Share the delicious brunch and fun theatre trip with a Sustainer friend at the Hotel DuPont. Join in the merriment at the Sustainer Social while savoring the food and appreciating the quilt show at the Wayne Art Center.

Take time to explore the natural gifts that we have around us, and let your spirits soar.

Happy Spring!

Blossom Fund Update
The Blossom Fund Committee recently approved the request by the JLP Sustainer Community Service Project Committee for $8,000 to provide two Smart Boards for the Paul Fly School in Norristown.

Blossom Fund Guidelines and an application for requests are available on the JLP website.

Sustainer Volunteers Needed at the Thrift Shop
The League Thrift shop is still in need of volunteers. Please call Shop Manager Patty Franks at (610) 896-8828 if you have time to just stop in and work for a few hours.

The Shop also needs shopping bags – please remember to save your bags and drop them off at the Shop. Also, consignment is now available by appointment only. Please call Patty to schedule an appointment. Finally, If you are unable to drop off your donations, please call Joyce Shenian at (610) 353-7953 to arrange for a pick up.

Afternoon Brush-up Bridge
Afternoon Brush-up Bridge is now held the first Monday, second Friday, third Thursday and fourth Wednesday, 1 - 4 p.m., of each month. Call the individual hostess if interested in playing.

APRIL
5 - Suzanne VanderVeer (610) 525-7447
9 - Ginny Price (610) 355-1484
15 - Lorrie Pennell (610) 647-2881
28 - Ginny Price (610) 355-1484

MAY
3 - Suzanne VanderVeer (610) 525-7447
14 - Ginny Price (610) 355-1484
20 - Barbara Minsker (610)-525-1313
26 - Ginny Price (610) 355-1484
Many people ask me how I came up with the concept of AroundMainLine.com, Philly’s very first e-magazine. And, to this day I am not quite so sure myself. I was walking around the Devon Horse Show grounds on Memorial Day Weekend 2008, soaking in the fantastic culture and environment of one of my favorite summer Main Line traditions. It was then that I had an epiphany – the Main Line was missing an online resource that celebrated the great people, places, and events that make the western suburbs of Philly an awesome place to call home! So, in that instant my company was born in my hometown of Wayne. Once I hired my web designer, Vance Bell, we launched the website live on September 30, 2008.

My background before my career now, as an e-Publisher and CEO of AroundMainLine.com, Inc. was in magazine sales in a niche medical field—dietetics. Using the years of experience working with major ad agencies in New York and some of America’s biggest companies—and marketing managers—I started to see the early stages of transition away from print to online advertising. My clients were requesting—and expecting—much more of me than a print campaign could offer.

And, during those years, I formed a strong knowledge base of this exciting era of the “World Wide Web” to the point where I could form my own company.

Our tagline for AroundMainLine.com is ‘Living and Loving Philly’s Main Line,’ and I think that sums up our purpose and editorial focus to a tee. Each month, the site publishes articles on local businesses, events, entrepreneurs, charity events, and more, but what AML was Memorial Day weekend 2008, and what it has become today, is really something much different and exciting than I could have envisioned.

We have been fortunate to foster a live, growing audience of followers and fans via our Twitter and Facebook Fan pages. Social media is, hands down, the number one way we are connecting live with this awesome community of Main Liners and suburbanites 24-hours a day. Social media never sleeps, and in essence, neither does the company. In addition, AML is focused on developing strong relationships with local charities to offer organizations a pipeline to extend their name, market their events, and educate the community at-large about their mission and work. I was privileged to be contacted by the Junior League of Philadelphia a few months ago to assist in an online marketing and social media digital PR and marketing campaign for the 4th Annual Casino Night. It was exciting for me to see the live interaction and enthusiasm for the women of the League on Facebook and Twitter with each mention and promotion of this fine service organization.

Now in the spring of 2010, AroundMainLine.com is a constant source of inspiration and motivation for me to responsibly utilize the opportunity I have been given as a focus point of the exciting community I have called home for 35 years. We are connecting the Main Line one click at a time and I’m excited to see what new relationships and rewards the next 18 months will bring our company and our fans and followers.

Sustainer Spring Social

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Hotline Deadlines

June issue: April 25
July/August issue: May 25

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

April 7  Mission Credit Opportunity! Presentation by Productivity Expert - Neen James
April 14 Mission Credit Opportunity! Business Etiquette and Attire Training
April 24 Mission Credit Opportunity! Streambank Restoration at Greenland Nursery
April 26  Voting Meeting
April 28 Career Derailment: Moving Out or Moving Up, It Still Takes Work
May 1  Kentucky Derby Party
May 15 Mission Credit Opportunity! Streambank Restoration at Greenland Nursery
May 22 Annual Brunch

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

COMPUTER INSTRUCTION

Really, you CAN do this! Lessons customized to your needs. Enjoy seeing your family and friends on Skype...for free! Give me a call. League member. Jean MacFadyen (610) 363-0245.