

# Philadelphia Hotline

*Women building better communities*®

The Junior League of Philadelphia • Celebrating 99 Years of Volunteer Service: Looking Back and Moving Forward • November 2010

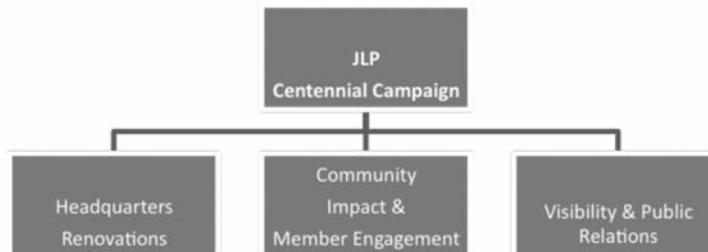
## President's Report

Dianne Smith, President

I am very pleased to bring to you the results of the Feasibility Study, which began in November of 2009 and was completed in June of 2010. The purpose of the study was to determine the likelihood of raising \$2.5 million for renovations to our Headquarters, establishment of an endowment for Headquarters maintenance, and funding for a Centennial project. On July 28, 2010, our consulting firm delivered their *Feasibility Study Report* to the Board of Directors, with the *primary conclusion that the JLP is not ready to embark upon a \$2.5 million campaign for the proposed purposes at this time. Given the challenges and opportunities outlined in the Report, it is recommended that the League embark on a \$1 million comprehensive campaign commencing in September 2011.*



Recognizing the import of the JLP's Centennial in 2011-2012, the primary recommendation of the *Report* was to generate funding for three distinct, but integrated, initiatives:



- **Headquarters Renovations:** Addressing urgent building repairs and smaller-scale renovations designed to support membership activities and to increase community visibility, impact, and programming; 10 percent of funds would be allocated toward an endowment for building maintenance
- **Community Impact and Member Engagement:** Embracing a cohesive and manageable series of projects coalescing around a pinnacle community project in celebration of the Centennial
- **Visibility and Public Relations:** Advancing the League's public relations program to improve internal and external communications and visibility

The feasibility study also revealed a number of opportunities and challenges that the Junior League of Philadelphia needs to address. In order to be successful in the future and to better position the JLP to celebrate our Centennial, the *Report* recommended the following "Key Takeaways" for the Board of Directors to consider:

- Capitalize on the fact that the JLP is successful at training women, providing leadership opportunities and community service, and offering a vehicle for building friendships.
- Use 2010-2011 to reposition the JLP for success and elevate the League's role, impact, and visibility in the community.
- Institute two-way, open, and transparent communication among membership.

Though the consultants recommended a substantially smaller goal and elongated timetable than was initially proposed, their conclusion was that much of our membership will be reassured and pleased because these refinements align more closely with the JLP's mission and reflect a more realistic sense of our fundraising capacity. The Board is very excited by the opportunities that exist for the League if these recommendations are adopted and carried out by the membership. Even with these changes, this will not be an easy campaign for us as there are significant obstacles to overcome, but with strong leadership, focus, and hard work these goals are achievable and, if achieved, will elevate the JLP's role, impact, and visibility in the region. For a more comprehensive summary of the *Report*, please refer to the Information tab of our website. 

# Important information concerning changes to Ways & Means Credit buyout option

By Jennifer Morgan

Effective January 1, 2011, the cost to buy out each Ways & Means Credit will rise from the current level of \$18 per hour to \$21 per hour. Each year, The Independent Sector, a collaborative group of nonprofit organizations and agencies, reviews, approves, and recommends a suggested dollar valuation for the equivalent cost of a volunteer hour. At our September Meeting, the JLP Management Council approved a motion to bring the JLP's valuation in line with the current national rate. In the future, the JLP Management Council will review the national rate on an annual basis.

The change in valuation applies only to the buyout option. The remainder of the Ways & Means menu is unchanged, and may be found on the JLP website under the Member Requirements page.

For further information, please contact Jennifer Morgan, [jagutmaker@aol.com](mailto:jagutmaker@aol.com), 215.280.6341. 

## Thank you for such a successful first Taste of Fall fundraiser!



By Meredith Carter & Bonnie Duncan

More than 450 people attended the Junior League of Philadelphia's first annual **Taste of Fall**, making the fundraiser one of the best-attended in recent years. Attendees enjoyed the beautiful fall weather while strolling around the pristine grounds of The Wellness Community of Philadelphia while listening to the Back2Life Trio, who set the ambiance for the event with excellent musical entertainment.

Everyone enjoyed delicious tastings from some of the Delaware Valley's best restaurants including Pub & Kitchen, Maggiano's, Bacchus Catering, Jack's Firehouse, Elevation Burger, Zake's Café, and Ekta Indian Cuisine. The beverage tastings included Chaddsford Winery, Karamoor Vineyard, Brave Spirits, Yards, Yuengling, and Milk Boy. After enjoying culinary samples, attendees made their way over to the raffle table, and dozens of winners were sent home with amazing prizes ranging from gift baskets from Lilly Pulitzer and Bean's Beauty to sports memorabilia, restaurant gift cards, personal training sessions and much, much more!

The children enjoyed activities including face painting, yoga with The Yoga Garden, pumpkin painting with the HIP Kids Committee, temporary tattoos, and ceramics painting with Color Me Mine.

We were also fortunate to feature a number of unique local vendors to sell their wares including Sweet Freedom Bakery, Duncan's Farm, Ali's Wagon, Iced by Betsy, book author Lisa Montgomery, and Freeman's Auction House.

We are still in the process of tallying the final numbers for **Taste of Fall**, but we know already that the event surpassed its goal of \$15,700 and raised approximately \$17,000 to support the League's operations and community programming! Thank you to everyone who sponsored, attended, advertised, and solicited donations to make this event as successful as it was, and we hope to see you again next year! 



JLP President Dianne Smith and friends enjoy Taste of Fall



Painted pumpkins from the Taste of Fall fundraiser

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Sunday 12 – 4 p.m.

## BOOST Camp Committee Kicks Off the Year with October event, Fall Fest

By Olivia Tarbox

The BOOST Camp Committee kicked off the 2010-2011 year with our first event, Fall Fest, on October 10 at The Wellness Community of Philadelphia. The children participated in a yoga class geared for children and observed a cooking course that taught them about healthy eating. Everyone then had a chance to get their hands dirty making fruit smoothies and "gorp." Each child also enjoyed decorating a recipe booklet featuring recipes for healthy snacks that they took home at the end of the event. Good food and fun was had by all!

The BOOST Camp Committee is looking forward to a year filled with great events in which we will build on the foundations and relationships that were established by the 2009-2010 BOOST Camp Committee in their inaugural year. Together with The Wellness Community of Philadelphia, we invite all children ages six to 15 who have close relatives with cancer to participate in activities that promote team-building, positive self-esteem, and outdoor education at our free events. The events will be held on the second Sunday of each month through May from 1 to 4 p.m. at The Wellness Community of Philadelphia in Fairmount Park ([www.twcp.org](http://www.twcp.org)).

We encourage you to spread the word to your friends, family, and co-workers about this wonderful program designed for an often-overlooked group of children. Stay tuned throughout the year for more information about our upcoming events! 



BOOST Camp participants enjoying yoga for children on the porch at The Wellness Community of Philadelphia.

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## Family Fitness Day at SMITH *The Kids' Play Place in the Park*

By Laura Bahnck



Children participated in a yoga lesson on the front lawn with Kimberly Garrison, a Certified Personal Trainer.

On September 18, the HIP Kids Summer Committee hosted a Family Fitness Day at SMITH *The Kids' Play Place in the Park*. Activities included an obstacle course, nutrition activities, and a yoga lesson on the front lawn with Kimberly Garrison, a Certified Personal Trainer. The HIP Kids Committee is committed to creating opportunities for children to be healthy, imaginative, and playful at SMITH. More than one hundred families enjoyed running through the obstacle course and leaping like frogs during the yoga session. They also learned about making healthy eating choices and planning well balanced meals.

The HIP Kids Winter Committee will continue with events on the following Saturday mornings: November 20, January 8, March 12, April 2, May 14, and June 11. 

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## Provisional Social Night

By Ashley Allphin

The Provisional Course Committee hosted its first social for the 2010-2011 League year on the evening of Saturday, September 11. The Provisionals and their advisors, who earlier that day attended the Provisional Course Kick-Off meeting at the Union League, attended a movie at the Pearl Theatre on Temple University's main campus.

Following the screening of "Going the Distance" starring Drew Barrymore, the ladies gathered for dinner and drinks at Mixto, a popular Cuban restaurant, located on 11th and Pine Streets in the heart of Philadelphia's Antique Row. The newest JLP members munched on plantain chips, guacamole, and black bean soup while chatting and becoming better acquainted. The trendy two-story restaurant was the perfect spot to make new friends and share some exceptional food.

Provisional Mary Akhimien stated, "The JLP social was a great way to meet other Provisionals and connect with a great group of women. I am looking forward to the next event!" Added Provisional Noelle Luccioni, "The movie choice was perfect and everyone I met was just so nice and welcoming! I can't wait to get together again!" 

# JLP welcomes its largest provisional class to date

By Julie Ermentrout

On Saturday, September 11, the Provisional Course Committee welcomed the largest Provisional Class in JLP history, with 95 of the 140 new members attending the Kick-Off meeting at the Union League in Philadelphia. **Provisional Advisor Katie Hartigan** spoke highly of the new members noting, "We had an amazing turnout this year and are thrilled to have so many interesting and involved women joining the League. The 2010-2011 Provisional class is an enthusiastic group who will help lead the JLP into our centennial year and beyond!"

Upon arrival, the excited Provisionals received Junior League of Philadelphia shirts, a Project GREEN reusable grocery bag, and were treated to a delicious buffet breakfast. **Provisional Chair Ashley Allphin**, who emphasized her excitement for the upcoming year, greeted the new class and introduced the Provisional Advisors.

Throughout the morning, various presenters, including JLP **President Dianne Smith**, shared important information about the benefits of being a member of the JLP and, on a grander scale, of AJLI. **Sustainer Chair Bobbie Cameron** spoke of the wonderful friends she has made in the League and encouraged the new members to make the most of their Junior League experience.

**Provisional McKenzie Wessen** came to the event feeling both nervous and excited, but quickly felt at ease among her Advisor and fellow Provisionals. "I think the Kick-Off meeting was the ultimate icebreaker." Wessen added "Initially, it was surprising and maybe a little nerve-racking to see so many other women, but this quickly changed to excitement as we had a chance to mingle with our Provisional group and coordinate our commitments and activities for the next few months."

As the event drew to a close, Ashley Allphin once again highlighted the many upcoming training and social opportunities that are available to these new members. The event was a complete success, and the JLP is thrilled to welcome this wonderful (and large!) class of new members! 

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## League volunteers show off their green thumbs while helping the environment

By Drea Brooks-Tarity

The Green Volunteer Corps (GVC) Committee kicked off the 2010–2011 JLP year on Saturday, September 18 at Fairmount Park's Meadow Lake. Over 20 League members, along with volunteers from Lockheed Martin, the Temple Chapter of the Golden Key International Honour Society, and Morgan Stanley worked with Fairmount Park staff to clear invasive species and plant rose mallow in the Park system's FDR Park in South Philadelphia.

Volunteers rolled up their sleeves and dug in for a morning of hard work and sunshine, wielding shovels, rakes, and clippers to clear away overgrown brush and invasive plant life. The reclaimed wetlands were once the location of a concrete swimming pool that was eventually abandoned by the City due to repeat flooding. The pool was removed over a decade ago, making room for the wetlands that are now home to many species of birds and wildlife, including snapping turtles that thrive in their natural habitat.

Thanks to the commitment of the volunteers, thirty rose mallows were planted in an area once overgrown with weeds and several bags of trash were collected and removed from FDR Park. The morning was a success and the Junior League reconfirmed its commitment to environmental sustainability by helping to preserve a critically important and fragile ecosystem.

GVC's next volunteer day is **November 6** from 9 a.m. to 12 p.m. at Fairmount Park's Greenland Nursery. For further information and sign-up, please visit the JLP website. 



Volunteers at FDR Park in Fairmount Park learning how to appropriately plant greenery near the wetlands.

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## Family Harvest Day at Linvilla Orchards

By Regina Colantonio



On Saturday, September 25, the Member Enrichment and Recruitment Committee kicked off the League year with the JLP's Second Annual Family Harvest Day at Linvilla Orchards in Media, PA. League members and their families celebrated the start of the fall season with Linvilla's Apple Festival and enjoyed a private hayride through the extensive orchards. While the highlights of the day for the children were the impressive playground, elaborate face painting and costumed characters, the adults could not get enough of Linvilla's homemade apple treats, including apple pies, apple cider doughnuts and even apple butter. The day offered League members a perfect way to socialize with friends and families and savor delicious autumn dishes. 

JLP members and friends enjoy a fall hayride during the Family Harvest Day at Linvilla Orchards

# Sustainer News

## Sustainer Chair's Perspective

By Bobbie Cameron



Many years ago, I received a hand-made invitation to a dinner. It featured a picture from a Martha Stewart cookbook but instead of Martha presenting a mouthwatering Thanksgiving turkey (or maybe it was a pie) to a tableful of hungry guests, my very clever friend, business partner, and fellow Sustainer, **Marcie Reber**, had copied a photo of herself and pasted her own face over Martha's face.

This made me think about how things have changed in just 20 years. Today, Marcie could just Photoshop herself into that scene, but it probably would not be as funny. When we joined the League, the standard mode of League communication was by mail or phone—landline, not cell. Thank-you notes were handwritten not electronic (but I sure wish I had the latter back when I was President!). We R.S.V.P.'d by hand, not with a click of the mouse, and we stayed in touch with letters and phone calls, not Facebook and Twitter.

There are pros and cons for both the old and the new. I still like getting mail, but I think the last time I read or wrote a letter myself was for Christmas or a birthday. I love that I am able to reconnect

with long lost friends via Facebook and take photo after photo of my grandnephew while erasing those in which I look particularly fat and old. Yet, I still have not mastered uploading said photos to my computer or a website.

But one thing remains constant: We are all thankful for our wonderful members like **Pam Crutchfield** who once again opened her lovely home for the Fall Sustainer Board meeting and the hardworking Hospitality Committee of **Deb Snyder (Chair)**, **Jan Lawton**, **Kathy Luisi**, **Didi Rieger** and **Mary Tattersfield**. There's **Nancy Greytok** and **Schuy Wood**, our fun and fabulous Fall Membership Meeting Co-Chairs, and **Virginia Mulligan**, **Betsy Price** and **Pat Suplee** who see that we are theatrical! We have behind-the-scene volunteers too like **Gaby Thorne** and **Sally Forester** who keep us up-to-date with e-blasts and **Melissa Nichols** and **Susan Van Allen**, our terrific *Hotline* co-chairs. And, how thankful are we for Ruth Palmer, our Office Administrator? She's as dedicated to the JLP as any member, and we are lucky to have her.

I am thankful to be a member of an organization that has adapted and changed with the times. We are an organization that is able to expand its horizons while upholding the principles of its founding members; to see into the future while preserving the traditions of the past.

Happy Thanksgiving, "The fourth Thursday of November, a day when no one diets. Why else would they call it Thanksgiving?"  
—Erma Bombeck. 📖

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## Afternoon Brush-up Bridge

Afternoon Brush-up Bridge is held at the below hostess homes (except where noted) on the first Monday, second Friday, third Thursday and fourth Wednesday, 1-4 p.m., of each month. If you are interested in playing, please call the individual hostess.

### NOVEMBER

- 1 Lisa Twitmyer 610.687.3677
- 12 Dunwoody Village, Ginny Price (Coordinator) 610.355.1484
- 18 Barbara Minsker 610.525.1313
- 24 Dunwoody Village, Ginny Price (Coordinator) 610.355.1484

### DECEMBER

- 6 Lorrie Pennell 610.647.2881
- 10 Dunwoody Village, Ginny Price (Coordinator) 610.355.1484
- 16 Bonnie Hamm 610.356.4277
- 22 Dunwoody Village, Ginny Price (Coordinator) 610.355.1484

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## Morning Bridge Club

The Sustainers' Morning Bridge Club meets in members' homes every other Tuesday at 10:30 a.m. and plays until 3 p.m. (we are considering starting at 1 p.m. and playing until 4 p.m.) Please call **Sara Ann Boenning** at 610.525.6488 if interested. We need new members!

Upcoming Morning Bridge Club dates:

- November 9
- November 23
- December 7

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## Sustainer Cooking Klatch

The Sustainer Cooking Klatch will have its monthly meeting at 12 noon on **Thursday, November 11**. The luncheon theme for this month is "Flavors of Autumn" to be held at the home of our hostess **Jane Harrington**. Members are kindly requested to R.S.V.P to Jane at 610.640.4528, on or before November 4. 📖

# Sustainer Done in a Day (DIAD) opportunity

Monday, November 15, 4-7:30 p.m., Ronald McDonald House, 3925 Chestnut Street, Philadelphia

The JLP Sustainers will host a dinner for families/guests of the Ronald McDonald House at 39th and Chestnut Streets in Philadelphia on Monday, November 15 from 4 to 7:30 p.m. **Beth Maggio** will lead this Sustainer DIAD project and is looking for 14 volunteers to join her in making lasagna as well as purchasing salad ingredients, bread/rolls and dessert. This is a fun and very rewarding evening. If you are interested in participating in this DIAD or have any questions, please email Beth at [bethmaggio@comcast.net](mailto:bethmaggio@comcast.net) or call 484.580.8261.

Beth will contact the first 14 volunteers who sign up for this project to discuss the menu, delegate meal assignments, and provide additional details for this project. Thanks! 📌

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## Bookmarks

On Thursday, **November 18** at 7:30 p.m. BOOKMARKS members will gather at **Mary Tattersfield's** home to discuss **Cost**, a book written by Roxana Robinson. **Cost** is an engrossing tale of a patrician's family life unraveling during a summer in Maine. The discussion will be led by **Ann Tyler**. If you would like to attend, please respond to Mary at [mmtatters@verizon.net](mailto:mmtatters@verizon.net). After a month off in December, BOOKMARKS will meet on January 20 to discuss the world's most famous book of horror fiction, Mary Shelley's **Frankenstein**. Details to follow. For further information, please contact **Karen Miller**, [kmsmiller@aol.com](mailto:kmsmiller@aol.com). 📌

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# JLP University

By Bertina Whytehead

The winter holiday season is rapidly approaching, and to date, the Education & Volunteer Training (EVT) Committee completed four JLP University courses during our inaugural fall semester. Three classes remain before the holiday break and are available for registration on the JLP website. JLP active and Provisional members will earn one credit per JLP University class attended.

Course Descriptions for fall 2010:

Come learn more about the process for Nominating, including the required skills and experience for various levels of leadership within the JLP. Explore the leadership paths of fellow League members. Members who are interested in pursuing a leadership position in the future will learn about the different levels and responsibilities of leadership positions within the League. JLP Nominating Chair **Jeanne Andronowitz** will present the JLP Career Path training on **November 7** at 6:30 p.m. at The Shipley School. Contact **Bertina Whytehead** at [b\\_whytehead@hotmail.com](mailto:b_whytehead@hotmail.com) if you have any questions.

If you are a writer or journalist, why not try your hand at grant writing? Rebekah Sassi, Director of Institutional Advancement at the Walnut Street Theatre will lead Grant Writing: Never Send a Funding Proposal to FedEx Via UPS. This overview of grant writing will answer basic questions about how to identify opportunities and craft winning proposals. The course will review the glossary of grant language, using the narrative to get to the heart of the need, and creating a basic budget. This class will occur on **November 16** at 6:30 p.m. on the Drexel University campus. Contact **Heather MacClintok** at [hmacclintok@gmail.com](mailto:hmacclintok@gmail.com) if you have any questions.

If you are interested in learning more about marketing and public relations, Alice Bast, Founder and President of the National Foundation for Celiac Awareness, will present Marketing and Communications: The art of storytelling in writing, orally, and digitally. This class will occur on **November 17** at 6:30 p.m. on the Drexel University campus in Philadelphia. Contact **Lisa O'Connor** at [loconnor@ksea.com](mailto:loconnor@ksea.com) if you have any questions.

R.S.V.P. on the JLP website. If you cannot attend the training session for which you are registered, it is imperative that you notify the event coordinator so that another member may attend. Space is limited. [J](#)



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January issue: **November 25**

February issue: **December 26**

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

- November 6** Fairmount Park Greenland Nursery Restoration
- November 6** DIAD Philabundance
- November 10-13** Open House General Membership Meetings, JLP Headquarters
- November 14** BOOST Camp Event
- November 16** JLP University: Grant Writing
- November 17** JLP University: Marketing and Communication, "The art of storytelling"
- November 20** HIP Kids Winter Event

More details about all of these events and more can be found on the JLP website calendar: [www.JLPhiladelphia.org](http://www.JLPhiladelphia.org).

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