Empowering You Health Fair Promotes Health and Wellness Education in Greater Philadelphia

By Elizabeth Moyer

The Junior League of Philadelphia, Inc. and Lankenau Medical Center joined together with various partners to host the inaugural Empowering You Health Fair on Saturday, April 6, 2013. The Empowering You Health Fair aimed to promote healthy living awareness and provide comprehensive wellness education to empower individuals to take charge of their health. Free and open to the public, the health fair offered exciting activities for adults and children, light refreshments, and giveaways. Highlights of the event included health screenings, wellness activities, partner tables that provided health and safety tips, and lectures on topics such as stress management, nutrition, and heart health. With over 100 people in attendance, the health fair was a resounding success, paving the way for the event to take place annually each spring.

Committee Chair Elizabeth Moyer said, “We are pleased with the turnout of the inaugural Empowering You Health Fair. Our goal of providing an interactive, wide range of content related to educating the community about health issues was an overwhelming success.”

Volunteers from Lankenau Medical Center provided health screenings to attendees for cholesterol, glucose, strokes, bone density, and body mass index. Other topics included bike safety, healthy food shopping, safe lifting, and oral health. They also distributed information on breast health and poison prevention. Attendees were excited to participate in the various wellness activities offered including Zumba®, yoga, and chair massages. Information was also distributed from various partners including Walgreens Pharmacy (do it yourself health), Lower Merion Fire Department (fire safety), Montgomery County Health Department (communicable diseases), SHARE Food Program, Inc., American Red Cross of Southeastern Pennsylvania (safety and emergency preparedness), Shanti Medical Spa at the Institute of Optimal Health, HealthMath LLC (self-managing stress), and Greener Partners (connecting communities through food, farm, and education).

continued on page 3
President’s Perspective

Dear JLP Members,

Throughout this year, the JLP Board of Directors and I have been guided by a quote from the author Robert Louis Stevenson, who said, “Don’t judge each day by the harvest you reap but by the seeds that you plant.”

Like our predecessors, we believe in the power of women volunteers collaborating towards a common goal. The seeds we plant result in visible changes to Philadelphia’s landscape, and together, we continue to spearhead community improvement and the development of women leaders.

As educated, goal-oriented women, we often judge our collective success by metric data and tangible results. We are by now familiar with statistics demonstrating that over 17 million American children are food insecure, and nearly one in three children in the Philadelphia region live in poverty and do not know when or where they will eat their next nutritious meal.

The Junior League’s response via our Apple a Day Healthy Living Initiative™ has been to F.E.E.D. the Philadelphia community by Facilitating increased access to fresh produce, Educating children and adults to experience the connection between healthy eating and healthy living through hands-on nutrition and exercise education programs, Empowering individuals to become advocates for their own health and wellbeing by providing free health and wellness screenings, and Distributing more than 3,500 pounds of fresh produce annually in areas classified as food deserts.

Our accomplishments for the 2012-2013 League year are as numerous as they are impressive. In accordance with our ambitious strategic plan, the JLP paved the way for greater visibility and community impact and began implementing a new public relations plan. We continued to foster relationships with our existing community partners and added the Simon Property Group (owners of the King of Prussia Mall®) to our growing list of corporate partners.

We executed two League-wide days of service with Greener Partners and the Philadelphia Orchard Project respectively and were instrumental in the establishment of the Farm Explorer™ Mobile Garden.

We have fulfilled a promise to our membership to increase our direct spending on community programs in addition to performing traditional volunteer service. The JLP earmarked $16,000 for the establishment of a hoop house at Hillside Farm in Media to increase fresh produce production and gifted an additional $5,500 to support community supported agriculture shares for 32 low-income families over a period of 26 weeks last winter. In October, the JLP fulfilled a promise to sponsor two community gardens in North and West Philadelphia in partnership with the Philadelphia Orchard Project at a total cost of $11,000. This year, we spent over $42,500 on Apple a Day related community grant programs and an additional $3,300 on Apple a Day community programming through our Empowering You Health Fair, Done in a Day, and SMITH Memorial Playground & Playhouse events.

Our Sustainers, furthermore, have been collaborating with the Vetri Foundation for Children’s Eatiquette program. I am deeply appreciative of our Sustainers’ efforts to support the JLP’s community programs through their volunteer efforts, making our Sustainer programs the envy of Leagues across the country.

With careful tending and cultivation of these first Apple a Day seeds, the JLP will continue to invest in our community’s progress. What will progress look like in the future? Children throughout our region will have increased access to healthy, nutritious meals, and individuals will obtain a better understanding of healthy living and how to advocate for their own wellbeing. Empty bellies will be filled with affordable and easily obtained fresh produce, and lives will be saved through the free preventative health screenings we will continue to provide through our partnership with Lankenau Medical Center. The satisfied smiles of children planting their first container garden during a Farm Explorer™ Mobile Garden demonstration or tasting a green smoothie for the first time will be rewards that no statistic could ever quantify. The true harvest will be the knowledge that our work has a value that transcends metrics.

It has been my great honor and privilege to serve as your President this year, and I thank you all for entrusting me with this responsibility. I owe a debt of gratitude to so many League members past and present.

Continued on page 3
President’s Perspective (continued)

First, I would like to thank this year’s Board of Directors, Management Council, and Nominating Committee for their leadership. Our Board, in particular, was faced with multiple obstacles, leadership changes at all levels, and tasked with ensuring the viability of a brand new initiative. Several also endured personal losses or illness. No matter how seemingly impossible the request I made of these talented women, they all worked as a team to make the JLP’s vision a reality.

If I could give an award to each and every one of these eight outstanding women leaders, I would, because they deserve to be recognized individually. Emily, Erin, Halley, Jeanne, Kate, Mary, Nancy, and Shauna, I thank you all for your wisdom, grace, guidance, and friendship this year.

I would also like to thank our Past Presidents, including Annamarie Hellebusch, who, back in 2001, was the first person to demonstrate for me how to be a gracious President. I will never forget her hospitality during my Provisional year. I have since learned to emulate other outstanding Past Presidents—women I am grateful to know and whose wisdom I value. I applaud the vision of Susan Mostek, Heidi Tirjan, Sam Soldan, Dianne Smith, and Jodi Kerr, the benefits of which will be readily apparent over the next few years. I would also like to thank Bobbie Cameron for her encouragement, Margie Patchés and Anne Samek Hopkins for their advice when I began my term, and the incomparable Sally Hillyer for planting seeds that bloom year after year.

I want to recognize the Capital Campaign Committee led by Elizabeth Farr and Jane Sagendorph and several other League members, including Betsy Mallon, who have served as mentors and inspired us all through their service and dedication. Betsy, along with Sustainer Chair-Elect Sharon McNamara and Past President Helen Weary, are working to preserve our League’s rich history and safeguard our archives while the Capital Campaign Committee is busily preparing for our future. These women continue to shape the JLP, ensuring its survival and longevity. I am, simply stated, in awe of you and your contributions to this organization.

Lastly, I would like to thank my husband, Jonathan, and our daughters, Alexandra and Juliet, for their unwavering support, understanding, and love. My family made countless sacrifices this year so that I could lead the JLP at a critical time in its history. Jon was the best “Junior League widower” possible, enduring many a late night caring for our children, escorting me to fundraisers and watching my purse, and of course, turning a blind eye to the increased credit card bills and rotisserie chicken dinners that accompany the Presidency. Most of all, he was always there to say that he was proud of the work the JLP was performing and that he believed wholeheartedly in our mission and in me. I could not ask for a better partner in life and in love.

It is with a heart full of pride and the promise of a better tomorrow that I complete my term of office. Now is not the time to rest on our laurels; however, instead, we must look ahead to the talented women who will carry the JLP forward. It is the time to create an eternal spring, a time when we focus our actions on planting more seeds for future generations to harvest.

At our Annual Dinner on May 21, we added the names of Halley Neboschick and Emily Schwarz to our growing list of future Past Presidents. Thank you, Halley, Emily, and our entire membership for all that you do, and most significantly, for all that is to come.

All the best,

Jennifer Morgan

Empowering You Health Fair (continued)

The health fair featured a three-part lecture series: Dealing with Positive and Negative Stress (Donna Shapiro, MA, Health Educator and Counselor at Lankenau Medical Center); Finding Your Nutritional Balance (Madelaine Saldivar, MD, Medical Director at Lankenau Clinical Care Center); and Listen To Your Heart—How To Prevent a Heart Attack or Stroke (Irving M. Herling, MD, Director, Clinical Cardiology at Lankenau Medical Center).

Attendees loved the super salad healthy cooking demonstration and smoothie bar from Whole Foods Market, as well as giveaways provided by our sponsors. One attendee said, “I’ve been to numerous health fairs, even facilitated and participated in some, and this is the best one I’ve been to. Excellent!”

“Partnering with the Junior League of Philadelphia has been an enlightening experience for Lankenau Community Health Services. We feel it has been a worthwhile partnership, and we look forward to continuing our partnership in the future,” said Lankenau Community Health Services Programs Coordinator Marsha Serock.
The New Apple a Day Healthy Living Initiative™ Logo: An Interview with the Brand Marketing & Public Relations Committee

JLP: How long did it take to have the logo created?
BMPR: Two hundred and forty (240) days. We began the bidding process on September 10, 2012, and received the finalized version of the logo on May 12, 2013.

JLP: Who should get credit for creating the new logo?
BMPR: That’s tough; so many people were involved. Members of our committee as well as the Management Council and Board of Directors were all instrumental in creating the logo; Halley Neboschick, Jennifer Morgan, and Jeanne Andronowitz were especially helpful. The graphic designers at Replica Creative are responsible for giving life to our vision.

JLP: Can you explain the process of creating a logo?
BMPR: Bids are solicited from graphic design firms, of which, one is selected based on quality and price. The firm then works to draft different versions of the logo. After a logo is identified as having potential, it is refined and taken to the Board for a vote. If the logo is not approved, the process is repeated until an acceptable version is identified. After a logo receives approval, we work with the graphic design team to perfect it.

JLP: How many different logos were considered?
BMPR: We went through six rounds of drafts and two Board votes. In total, we reviewed 12 distinct options.

JLP: How many times was the selected logo revised?
BMPR: After we settled on the conceptual idea of the current logo, we went through three rounds of revisions before the current version was created. We changed the colors of the tree, the shape of the leaves, and the appearance of the woman. We also streamlined the design to make it more impactful.

JLP: Now that it is finalized and revealed, what is the logo intended to communicate?
BMPR: The logo is intended to capture the joint essence of the JLP and the Apple a Day Healthy Living Initiative™. The apple tree represents our goal to address food insecurity. The woman and the trunk of the tree represent the feminine strength of the Junior League. She is intentionally forward-facing as we enter a new phase, head on, ready to create a positive impact on the health and wellness of adults and children in the Greater Philadelphia area.

Kids in the Kitchen Program: Predicting the Future by Creating It

By Meredith C. Schilling

For the past year, the inaugural Kids in the Kitchen (KITK) Committee undertook the ambitious task of developing a unique eight-week program and curriculum for the Junior League of Philadelphia. This year, devotion to curriculum development has been invaluable, and we now have a solid foundation from which to rollout our KITK program to the Greater Philadelphia community. The KITK program is a teaching tool designed to educate children about eating properly at a young age and will, in turn, assist children to establish a healthy lifestyle. Through the sensational efforts of the inaugural committee members, we are within sight of our mission to empower youths in grades K through 5 to make healthy lifestyle choices. The children are our future and the JLP’s KITK program is set to inspire a generation of healthy kids to grow up to be healthy adults.

Each week of the program features two nutrition lesson plans and/or fitness activities held on Mondays and Wednesdays and two cooking demonstrations held on Tuesdays and Thursdays. The curriculum is structured in such a way that children learn to understand nutritional information, prepare satisfying snacks using creative recipes, and engage in exercises and activities that are tailored for afterschool programs working with children. Our committee has skillfully developed a program of teaching that uses hands-on activities and cooking demonstrations so that children learn basic kitchen skills in a fun and interesting way. The achievement of the program goals will be measured through descriptive surveys, observational notes, and performance tasks.

On the horizon for the 2013-2014 KITK Committee are targeted demonstrations and testing of our programming before the eight-week curriculum implementation, finalization of arrangements with our first community partner, and gearing up to implement our very first eight-week program. Please join us in celebrating our efforts this year and in welcoming our future committee members as we set the JLP’s KITK program in motion.
Over 60 League Volunteers Dedicate the Hunting Park Orchard at Our Spring Day of Service

By Halley M. Neboschick

On Saturday, April 20, The Junior League of Philadelphia, Inc. held its first annual Spring Day of Service at Hunting Park with the Philadelphia Orchard Project (POP). Over 60 Provisionals and Actives—the largest number of volunteers POP has ever had at one event—were in attendance to improve the community park and dedicate the Hunting Park Orchard in North Philadelphia. The Hunting Park Orchard was sponsored with a $5,500 award from the League through the Apple a Day Healthy Living Initiative™ and donated to the Hunting Park community.

POP works with community-based groups and volunteers to plan and plant orchards filled with useful and edible plants. POP provides the plants, trees, and training. Community organizations own, maintain, and harvest the orchards, expanding community-based food production. Orchards are planted in formerly vacant lots, community gardens, schoolyards, and other spaces, almost exclusively in low-wealth neighborhoods where people lack access to fresh fruit.

Shauna Itri, JLP Director of Development, organized the Day of Service with Phil Forsyth, Executive Director of POP, in collaboration with 11 other local organizations including the Fairmount Park Conservancy, Hunting Park Garden Club, and Citizens Bank. The League has a long history working with the Fairmount Park Conservancy beginning with the Fairmount Water Works restoration and plans to schedule Done in a Day events with the conservancy in 2013-2014. Michael DiBerardinis, Deputy Mayor for Parks & Recreation, was on hand to thank the volunteers for helping to revitalize Hunting Park and making it a hub of activity for gardening, sports, and family gatherings.

Spring Day of Service by the numbers:
• 108 volunteers
• 13 participating local organizations
• 27 orchard trees planted
• 35 berry bushes planted
• 35 asparagus plants planted
• 2,000 sq. ft. of the 8,000 sq. ft. orchard was sheet mulched
• 10,000 lbs. of mulch distributed via tree dressing and flower beds
• 100 ft. of sidewalk edged
• 540 apples pressed for cider
• 50 strawberry plants distributed to children and community garden members

It is amazing what a community can do when we all work together! Additional event pictures are posted to the JLP's Facebook page.

JLP Participates in Simon Fashion NOW

By Shauna Itri

The Junior League of Philadelphia, Inc. was thrilled to be a partner in the Simon Fashion NOW event held at the King of Prussia Mall® on April 19 and 20, 2013. Active Sarah Ann Walters facilitated the creation of the partnership and served as an advocate for the JLP.

Simon Property Group, owner of the King of Prussia Mall®, holds this signature event at some if its premier malls throughout the nation. The two-day weekend event, which attracts up 3,000 shoppers, highlights the hottest retailers and trends in fashion and beauty.

Simon Fashion NOW components include: Runway Fashion Shows; Trends & Friends Night; VIP Parties; Style Stops; In-Store Events or Special Retailer Offers; Sponsor Activation Elements; and Community Design Wars.

Continued on page 8
2012-2013 Award Recipients

The JLP Board of Directors is proud to acknowledge the following members for their service to the League during the 2012-2013 year.

President’s Cup: Halley Neboschick
The President’s Cup Award is presented to an individual who served as an instrumental member of the Board of Directors and as an outstanding League leader. The President’s Cup Award is selected by the President and is bestowed on a Board member each year. This year’s President’s Cup honoree is Halley Neboschick, President-Elect and Chief Operating Officer.

Selecting this year’s recipient was a challenge due to the outstanding achievements and leadership of our 2012-2013 Board of Directors. This year’s recipient has accomplished more on behalf of the JLP and the community we serve in a few short years than many members accomplish in a lifetime. In the eloquent words of one of her colleagues on the Board of Directors, “Halley has juggled not one but two incredibly challenging and time-consuming leadership roles this year (on top of a full-time career and military service) with a big smile on her face that makes it look effortless. Halley is a delightful person to work with—intelligent, fun, and inspiring. She shows her appreciation for others’ efforts and encourages them in their work. She has handled this year’s leadership challenges with tact and skill, despite being faced with some very sensitive situations. She quickly stepped up to take on the President-Elect role when the League’s President stepped down, despite already being committed to serving as COO. She is an amazing role model and truly exemplifies what a Junior League leader should be.”

A cynic might suggest that as a member of the Board of Directors and the incoming President of our organization, Halley’s countless hours of service to the JLP are warranted and even expected. The fact is, Halley is a volunteer like the rest of us, and she volunteered to fill not one but two of our most demanding roles this year. At any point in the year, she could have announced that the workload and expectations were overwhelming or that her professional and personal life needed to take precedence over her League obligations, but she did not. Instead, she attacked and conquered her tasks with zeal and without complaint. Her love for the JLP is evident in everything she does.

Halley has worked closely with JLP President Jen Morgan by ensuring that the League’s new initiative and strategic position within the Philadelphia nonprofit community are secure. Our community partners have all praised her work ethic and drive as well as her cheerful and positive attitude. She represents the very best the JLP has to offer: enthusiasm, dedication, a can-do approach, flexibility, a desire to learn while simultaneously mentoring others, and a willingness to go above and beyond the call of duty in support of others.

Distinguished Service Award: Adrienne Amey Stretch
The President’s Distinguished Service Award is a new award designed to recognize a graduating Active (new Sustainer) for exemplary service to the JLP over the course of her tenure as an Active member. The President selects this award. The first recipient of the President’s Distinguished Service Award is Adrienne “Adie” Amey Stretch.

This year’s recipient joined the JLP in 2000 and has served in several leadership positions and on a variety of community service and membership related committees, often working behind the scenes to ensure the League’s smooth operations. She has been a dedicated member, overcoming any obstacles she faced during the course of her League career and has always been the first to volunteer assistance to another member or lend a sympathetic ear.

Many members might recall when Adie broke her ankle and was on crutches and yet still participated in a hands-on community service project with children at HELP Philadelphia. She is often the first to arrive at an event to set up and the last to leave, and she has worked diligently to problem solve issues on behalf of our membership. She delayed going Sustainer for two years in order to assist with the Centennial Gala Committee and to serve as this year’s VP of Membership Development. Her quiet, subdued leadership style has often resulted in her valuable contributions going unrecognized and underappreciated as she stepped back to allow others to seek the limelight.

Leader of the Year: Erin Bushnell
The Leader of the Year Award honors a member holding a leadership position within the League and recognizes her ability to motivate, inspire, and supervise other volunteers and staff. This year’s recipient is JLP Nominating Chair Erin Bushnell, who joined the League in 2003. Erin led the Nominating Committee during a year that began fraught with setbacks and extra demands on the committee’s time and resources.

Erin is cool, calm, and collected under pressure. She is respectful of others, leads by example, and is team-oriented. Both her committee and the JLP Board respect her for her knowledge, talents, and experience. Among her previous roles, she served as the VP of Membership for the Junior Leagues of Wilmington and Philadelphia. She is happy to consult and serve as a resource for other League members. Erin is an excellent mentor for her committee members, helping them understand how to slate the League’s leadership and the potential ramifications of their decisions.

The JLP Board was able to tap into Erin’s professional expertise as Vice President of Human Resources for a large firm this year, and she served as a volunteer consultant for our League’s HR needs. Due in large part to Erin’s exemplary leadership, our League is poised to embark on another highly successful year. Erin’s commitment to the JLP’s future success and to fulfilling our mission is further demonstrated by her acceptance of the 2013-2014 Chief Operating Officer role.

Honorable Mention: Mary Beth Horvath, Shauna Itri, and Maria Renee McKinney

Continued on page 7
Award Recipients (continued)

Volunteer of the Year: Bertina Whytehead

The Volunteer of the Year Award is bestowed upon a member who embodies the spirit of voluntarism and the mission of the JLP through her unflagging commitment to service. The enthusiasm and dedication of this year’s recipient are legendary. Bertina Whytehead is one of those warm, welcoming personalities whom everyone immediately recognizes.

Bertina joined the JLP in 2003 and has served on several membership and community committees in the past. She was a co-creator of the JLP University program with Past President Dianne Smith. As a former Placement Chair and EVT Chair, Bertina noticed a void in the League’s structure and offerings for Transfers—Transfers often felt isolated rather than engaged. She immediately leapt to action and took the Transfers under her wing by creating training and social opportunities for them. She initiated and developed a specialized training and social program and set a new standard for how the JLP can help members acclimate to the Philadelphia region. Throughout this League year, our Transfer members expressed how at home Bertina made them feel and how she helped them meet other members and navigate the League’s offerings.

In addition to serving as the Transfer Liaison, Bertina assisted in training the EVT and Placement Chairs and helped place the membership, even though it was not her assigned responsibility. She has volunteered at many of our community service and fundraising events throughout the year and earned a Golden Hanger Award for donating over $1,000 in quota to the Thrift Shop.

Honorable Mention: Nikki Allen, Aronté Bennett, Elizabeth Downey, Alexandra Powell, Beatrice Smith, and Adrienne Stark

Committee of the Year: Empowering You Health Fair

The Committee of the Year Award recognizes the outstanding achievements of a committee whose members exceeded expectations and promoted the JLP’s mission while providing a supportive training experience for our members. For their promotion of our mission and their excellent teamwork, this year’s Committee of the Year is the Empowering You Health Fair Committee led by Elizabeth Moyer and Devon Lump.

This year’s recipient committee developed and facilitated our inaugural Apple a Day Healthy Living Initiative™ related programming, kicking off our community service work for the next decade and beyond. The content provided at our first health fair was superb, and the event was seamlessly executed. The fair garnered praise from both exhibitors and attendees alike and provided a much-needed service to our community through the availability of preventative health screening and safety demonstrations. Unlike typical health fairs, which overemphasize vendors and products, the focus of the JLP’s Empowering You Health Fair was on preventative health education and empowering individuals to become advocates for their own health and wellbeing. It is always challenging having to blaze the trail for others, but this committee handled the task of creating new and different programming with grace and aplomb. This committee’s work provided a quality experience for our membership and the community, efforts that closely align with our mission.

Honorable Mention: American Girl Fashion Show, Nominating, and Placement

Provisional of the Year: Rebecca Calder

The Provisional year was not solely about completing requirements but learning what it means to be a member of the Junior League of Philadelphia. This year’s Provisional of the year is Rebecca Calder—a remarkable Provisional and an exceptional person.

Throughout the year she has demonstrated that she is a dedicated volunteer, a friend, a listener, and a leader. Her professionalism and outgoing nature made her an asset in planning events and completing service projects. Her initiative has driven her to not only participate in the majority of the League’s events but pushed her to create her own social events to get to know her fellow League members. Throughout her Provisional year, she was committed to philanthropy and cultivating strong relationships amongst Junior League members.

Honorable Mention: Jill Bronner, Patricia Flaherty-Fischette, and Lauren Toepel

Tracy Specter Awarded Susan B. Myers Award

It is the JLP Board of Directors’ great pleasure to announce Past JLP Board Member Tracey Specter as the recipient of the Susan B. Myers Leadership and Community Activism Award. The Susan B. Myers Award honors League members who have contributed to the community through outstanding achievements within the JLP and externally and reflects Susan’s ability to: Instill Passion for a Cause, Lead with a Clear Vision, and have Lasting Power and Determination. Tracey certainly embodies these ideals. Tracey, a self-professed “professional volunteer,” joined the JLP in 1986 and has been a fervent participant in JLP activities ever since. Tracey served in a variety of JLP leadership positions, including three terms on the Board of Directors.

Tracey’s community service has included terms on other nonprofit Boards of Directors, including the Philadelphia Zoo. She is currently the Vice President and Development Chair for the Perelman Jewish Day School. Tracey also serves on the Board of Trustees of the Jewish Federation of Greater Philadelphia and on the Advisory Council of the Center for Hunger-Free Communities in the School of Public Health of Drexel University.
The Trends & Friends event on Friday, April 19, which included style stops for demonstrations, trials, lead generation, sampling, and promotions, featured a silent auction benefitting the JLP. Items available at the silent auction included a Kenneth Cole handbag; gift certificates to the Melting Pot restaurant, Valley Forge Casino Resort, Crowne Plaza Philadelphia Valley Forge, Intimacy lingerie boutique, and Capital Grille; a high-quality piece of jewelry from Bailey Banks & Biddle; a one-of-a-kind oil on canvas painting from the Lilly Pulitzer Print Studio; a Kiehl’s Since 1851 healthy skin care party and products; and more. All of the proceeds from the silent auction supported the JLP’s mission and its Apple a Day Healthy Living Initiative™.

In addition to the silent auction, JLP members were invited to a “Sips and Sweets” event hosted by C. Wonder, a stylish shop in the King of Prussia Mall® which offers clothing, accessories, and home decor products. JLP members received 20 percent of all items in the store and 10 percent of the amount generated was donated to the JLP. Between the silent auction and the C. Wonder event, the JLP received net proceeds of approximately $3,000.

The event culminated on Saturday, April 20, 2013, when JLP President Jennifer Morgan and JLP member Jennifer Hall, served as guest judges in Simon Fashion NOW’s Community Design Wars, a fashion design competition featuring design students from Drexel University.

Many thanks to Co-Chairs Morgan Howard, Shauna Itri, and Beatrice Smith as well as members of the Ad Hoc Committee and JLP staff members Ruth Palmer and Debbie Quinn.

Greener Partners’ Farm Explorer™ Launch Celebration

By Shauna Itri

Nectar Restaurant and chef Patrick Feury hosted the launch celebration of Greener Partners’ Farm Explorer™ on Sunday, April 7, 2013, in Berwyn, Pennsylvania—two years ahead of schedule. Representatives from The Junior League of Philadelphia, Inc., Independence Blue Cross, and the community were all in attendance. After leaders from each of the organizations addressed the crowd, the Farm Explorer™ was unveiled. Children and adults then had the opportunity to experience the living, hands-on, mobile farm which includes garden beds and a kitchen. The Farm Explorer™ will now embark on an exciting journey to inspire school children throughout the greater Philadelphia region to eat and live healthier.

The purpose of the Farm Explorer™ is to bridge the gap between farms and school children across the region. Using this unique resource, Greener Partners, in conjunction with the Junior League and Independence Blue Cross, will be able to provide hands-on, authentic farming experiences and bring a fun, experiential curriculum about gardening, ecology, seasonal eating, and preparing simple, healthy recipes to schools, community events, and other public functions. The Farm Explorer™ is expected to reach nearly 40,000 students within the next two years, bringing nutrition education and healthy eating demonstrations directly to the community.

Simon Fashion NOW (continued)

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American Girl Fashion Show Rocks the Runway
By Mary Beth Horvath

The Junior League of Philadelphia, Inc. hosted its second annual American Girl Fashion Show® at The Desmond Hotel and Conference Center in Malvern, Pennsylvania, on March 2 and March 3, 2013. More than 900 guests attended the event, which included a plated lunch, dessert, raffle, and door prizes. Attendees who brought an American Girl® doll to the event had the opportunity to take them to the on-site doll salon as well as purchase souvenirs ranging from mini dolls and books to American Girl Fashion Show® t-shirts and berets.

The fun, educational, and engaging program showcased historical and contemporary fashions for girls and their American Girl® dolls. Approximately 180 young models from the local community participated in four shows over the weekend. The girls and dolls sported various types of outfits including historical clothing, daywear, sleepwear, and special occasion clothing resembling what American Girl® historical characters might have worn. Contemporary fashions, including My American Girl® and Bitty Baby®, were also highlighted during the program.

This year American Girl® Programs unveiled two new dolls: Caroline Abbott, representing the War of 1812, and Girl of the Year Saige Copeland of Albuquerque, New Mexico. Saige is a skilled horseback rider and has a passion for art, which leads her to raise money to protect the arts in her school. Both Caroline and Saige were featured in this year’s fashion show.

The hosts of the shows were NBC10 News Anchor Lori Wilson, former Miss Pennsylvania USA, Food and Lifestyle Educator Samantha Carrie Johnson, and 6ABC Action News Traffic and Weather Anchor Karen Rogers. In addition, Sarah and Maranatha Purring provided lively commentary throughout the show.

Area businesses, including DanceLine, Lilly Pulitzer, Main Line YMCA, Stella & Dot, Upper Merion Dance & Gymnastics Center, and many more generously supported the event by donating raffle items. Raffle items included a trip to the American Girl® Place New York, American Girl® dolls and accessories, and gift certificates and merchandise from area restaurants and businesses.

The American Girl Fashion Show® raised over $45,000 for the JLP’s mission, thanks to the efforts of this year’s dedicated committee led by Co-Chairs Mary Beth Horvath and Maria Renee McKinney. In addition, many Board, Management Council, Sustainer, Active, and Provisional members volunteered their time to make this event a huge success. Proceeds from the event are restricted to funding programs benefitting children aged 12 and younger.
**Electronic Voting is a Winner**

By Kate Farnham

The Junior League of Philadelphia, Inc. took an important step into the digital age this year with the implementation of online voting. After the membership voted to permit electronic voting at the April 2012 Voting Meeting, Webmistress Liz Downey and Parliamentarian Kate Farnham were charged with creating and implementing the new system last fall. An immediate need for electronic voting arose in September 2012 when the League membership had to unexpectedly elect a new President-Elect. Liz and Kate spent many hours creating and testing the first ballot, using willing Board members as guinea pigs. The first electronic vote occurred immediately after the September 2012 General Membership Meeting and went very smoothly. Members reported that the new system was easy to use and Liz found that setting up the voting became very easy.

The next use of online voting occurred for the 2013 Voting Meeting, which was possibly the shortest on record, since no time was needed to complete and collect paper ballots. Some confusion arose, particularly surrounding the Voting Meeting requirement. Attendance at the Voting Meeting will continue to be mandatory and members must vote electronically to complete the Voting Meeting requirement. The format of the meeting, however, will change to be more informational.

Electronic voting has also made it fast and easy for the Parliamentarian to tabulate votes. In past years, Parliamentarians were left sorting through hundreds of colored paper ballots and faxed-in absentee ballots after the Voting Meeting. The new voting system generates a spreadsheet that summarizes members’ names, voting dates and times, and ballot responses. The Parliamentarian can easily tailor the electronic ballot to collect and tabulate additional data, such as member status or multiple ballot questions. This also allows the results to be announced sooner. As incoming VP of Communications, Liz looks forward to working with the incoming Parliamentarian and Webmistress to further improve the process.

**Member Announcements**

Sean and Ashley Crandall welcomed Annabelle Margaret Crandall on March 13. She weighed 4 pounds, 15 ounces.

Rob and Emily Lambert welcomed twin girls, Avery Tully and Finley Ferguson, on May 2. Both girls weighed 6 pounds.

Scott and Sara Solow welcomed Ethan Samuel Solow on April 23. Ethan weighed 8 pounds, 1 ounce.

Jamie and Adrienne Amey Stretch welcomed Lucas on May 27. Lucas weighed 7.14 pounds and was 21.5 inches long.

**Welcome New Transfers**

Please help welcome these new Transfers to the JLP!

<table>
<thead>
<tr>
<th>Transfer In</th>
<th>From</th>
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</thead>
<tbody>
<tr>
<td>Hallie Ambler</td>
<td>S London, England</td>
</tr>
<tr>
<td>Katie Corbin</td>
<td>A Lehigh Valley, PA</td>
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<tr>
<td>Carla Crooks</td>
<td>A Houston, TX</td>
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<tr>
<td>Skelly Holmbeck</td>
<td>A Northern Virginia</td>
</tr>
<tr>
<td>Stephanie Lippincott</td>
<td>A Raleigh, NC</td>
</tr>
<tr>
<td>Kelly Myers</td>
<td>A Washington, DC</td>
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<tr>
<td>Katherine Murphy</td>
<td>A Houston, TX</td>
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<tr>
<td>Barbara Walrath</td>
<td>A Boston, MA</td>
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</tbody>
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Dear Fellow Sustainers,

It has been such a privilege for me to serve as your Chair this year. I have enjoyed the job thoroughly. We are all so fortunate to be surrounded by congenial women who have varied interests and endless capabilities. It is easier than ever to keep in touch with each other. We thank Beth Gadsden for being such a detail-oriented Hotline Editor and Gaby Thorne for her prompt distribution of our News Flash and e-Blasts.

We have had some new additions to our program this year. Robin Thomas created our Sustainer Directory with the help of Susan Mease. Now that our contact information is on the office computer, the directory can be updated yearly. The Croquet Luncheon instituted by Linda Dutton and Mary Burr will be back again next year by popular demand. In preparation for future renovation of our Headquarters, Helen Weary has paved the way for our archives to be permanently stored at the Historical Society of Pennsylvania. Betsy Mallon is doing a herculean job of preparing our materials for the move. Jane Sagendorph has shown us that supporting the Capital Campaign will result in our Headquarters providing a desirable location for even our largest meetings.

Our greatest revival this year was the Centennial BBB&B under the highly capable direction of Susan Arnold. An energetic committee and over 60 volunteers enabled us to showcase our city and League hospitality. Over $13,000 will be added to the Blossom Fund, overseen by Committee Chair Maureen Luke. The Sustainer Board has been researching suitable recipients for our hard-earned money. We want to fund a lasting contribution to the community that heightens League visibility.

Nancy Henry and Mary Tattersfield led the Sustainers Abroad trip through France on a memorable Viking River Cruise. Sustainers looking for a shorter trip toured the fabulous new Barnes Foundation through arrangements made by Lori Etherington and Susie Alexander. They also enjoyed the NYC award-winning musical, Once, thanks to the efforts of Barb Gord and Phyllis Scott.

We are grateful to Gretchen Cooney for enticing her husband, Gordon, to regale us with his story of defending a man who was unjustly condemned for murder and to Julia DeMoss who planned our lovely Spring Membership Meeting at Gulph Mills Golf Club. The Larks performed and Mary Tattersfield honored our Special Sustainers. The Executive Director of the Vetri Foundation for Children spoke about the Eatiquette project and efforts to promote healthy eating in schools. Nancy Scarlato and our hospitable hostesses provided elegant teas in March, and Alice Nacey and Wendy Bailey feted us at the Spring Social held at the beautiful Bryn Mawr Film Institute. Judy Moneta was a spectacular Hospitality Chair who made arrangements for four Board Meetings and three BBB&B dinner parties. Sustainer Representatives to Active Councils shared their knowledge and experience and Interest Group Chairs enabled all our activities to run smoothly.

The Nominating Committee, under the able leadership of Susan Mease, worked effectively to assemble an outstanding Board for 2013-2014. After speaking to members of Leagues throughout the country at BBB&B, I feel that our strong Sustainer Board is the key to our success. I am proud to turn over the gavel to Sharon McNamara, who has joined Susan Mostek, Susan VanAllen, and Deedie O’Donnell on this year’s hardworking Executive Committee. An exciting new year awaits us all.

With kind regards,

Nancy Hebard, Sustainer Chair
The Archives of the Junior League of Philadelphia

By Helen Weary

In 2009, a group of JLP Sustainers, led by Betsy Mallon, Historian, worked in the Junior League Headquarters to inventory the League’s archives, 100 years of our history. Boxes and boxes of memorabilia were organized, catalogued, and consolidated.

In early 2013, with the happy prospect of possible construction work on the second and third floors of the JLP Headquarters, Betsy Mallon, Helen Weary, and Jen Morgan had a conversation about where the League’s archives might be stored. Helen offered to contact the Historical Society of Pennsylvania (HSP) for their recommendations and they expressed interest in being the possible repository for early JLP papers.

In late February 2013, Betsy, Helen, Mary Hinds, and Sharon McNamara worked on the third floor, gathering old JLP Board minute books, JLP Annual Report/Directories, and JLP newsletters (Contact, Hotline, etc.) into separate archival boxes. They worked again in March and April to prepare for an HSP assessment of our early archives.

Our intent is to keep recent materials in our Headquarters and have the early materials accessible to all our members and anyone researching the JLP. There is a wealth of social service history imbedded in our collection. Having HSP involved will ensure that our materials are protected and available. We'll update you as we proceed.

Sustainer Executive Board Nominations

The Nominating Committee is delighted to present the slate for the 2013-2014 Sustainer Executive Board:

Chair: Sharon McNamara
Chair-Elect: Margie Patches
Treasurer: Cornelia Viera (1st year of 2-year term)
Recording Secretary: Susan Van Allen (2nd year of 2-year term)
Corresponding Secretary: Stephanie Carr

Margie Patches is a Philadelphia native who joined the Junior League of Philadelphia just a few years after graduating from Penn State. A Past President of the JLP, she has been a Sustainer for about 10 years. During that time, she's been a Board member chairing a number of different committees, including Sustainer Nominating, the Sustainer Socials, and Teas; she also spent a year as Parliamentarian. Outside the League, Margie is Chair of the Laurel House Luncheon and Fashion Show Committee and a member of Impact100 Philadelphia. Margie also served as a past Board member of Metropolitan Career Center. Margie's career work is in the pharmaceutical business; she is currently working in sales and marketing for Pfizer. A recent empty nester, she and her husband, Rod, enjoy visiting their kids, Matthew and Sarah, in New York City and Boston, respectively, and enjoy great food, wine, and travel.

Cornelia Viera is a native of Germany who transferred to the JLP in 2008 from the Junior League of Westchester-on-Hudson (Tarrytown, NY) where she was Assistant Treasurer and President-Elect after stints at the New York Junior League and the Junior League of Bronxville. As a member of the JLP, Cornelia has been Liaison to the Finance and Membership Councils and a member of various Community Councils. In her professional life, Cornelia was in International Commercial Banking with Deutsche Bank AG. She lives in Wallingford with her husband and three kids and is a stay at home mom.

Stephanie Carr joined the Junior League of Philadelphia as a Provisional member in 1989, transferred to the Junior League of Stamford-Norwalk in 1991, and transferred back to the JLP in 1993. She has been involved in numerous community projects, including the Water Works Restoration, Center for Literacy, Project Home, and BBB&B. She has also been Treasurer of the JLP as well as Sustainer Treasurer. She lives in Ardmore and enjoys playing bridge with her JLP friends.
Bed, Breakfast, Blossoms & Barnes

By Susan Arnold

The 2013 Bed, Breakfast, Blossoms & Barnes Committee recently celebrated the Centennial event and the “swan song” for BBB&B. Many dedicated JLP Sustainers enthusiastically devoted time to ensure that our out-of-town guests had an amazing time in Philadelphia. The three-day extravaganza kicked off on Wednesday evening with a cocktail dinner and welcome reception in Sustainer homes. Members and guests headed out early on Thursday morning with a behind-the-scenes VIP tour of the Philadelphia Flower Show. The event ended on Friday with a private tour of the Barnes Foundation, the most coveted ticket in town. In addition, guests were treated to scrumptious meals at the Liberty Ballroom at the Philadelphia Marriott Downtown and Merion Cricket Club.

Since the event’s inception in the late 1990’s, BBB&B has sold out every year and has raised over $150,000 for the JLP Sustainers’ Blossom Fund which has provided donations to many organizations throughout the Greater Philadelphia community. This year, in spite of a snow storm, the event generated close to $30,000 and netted over $13,000 to be added to the Blossom Fund for distribution to an organization which will be announced soon.

From the launch of BBB&B through today, there have been countless numbers of Sustainers who have graciously opened their homes to our out-of-town guests, prepared meals, or worked behind the scenes in preparation for BBB&B. To all the ladies who have enthusiastically devoted themselves and their time in support of Bed, Breakfast, Blossoms & Barnes… BRAVO!

Afternoon Bridge

By Susan Arnold

The Afternoon Bridge group is open to intermediate and advanced intermediate players. The group is focused on mastering the newest bridge conventions and enhancing skills. The new conventions used today have largely replaced the Goren rules of the past.

We look forward to welcoming and encouraging all interested intermediate bridge players to join one or both of the following groups:

- **Afternoon Bridge One**, chaired by Robin Thomas, meets from 1-4 p.m. on the first Monday and third Thursday of each month at members’ homes.
- **Afternoon Bridge Two**, chaired by Ginny Price, meets from 1-4 p.m. on the second Friday and the fourth Wednesday of each month at Dunwoody Village.

Please contact Robin at 610.527.2828 or Ginny at 610.355.1484 if you are interested in playing.

Evening Sustainers

By Beth Ramsey

We are planning an exciting year of fun events for the 2013-2014 Evening Sustainers. We will host a cooking or wine event in early fall, and in November, there will be an opportunity to participate in a service project. In January, we will meet for a white elephant exchange.

More information will follow. If you have any suggestions for programs, please contact either Deb Synder at 610.444.1290 or literarygal03@aol.com or Beth Ramsey at 484.380.2952 or seramsey5@gmail.com.
Winter and Spring: Seasons of Singing for the Larks

By Jill Franks

The Larks have had an active winter and spring, singing at Inglis House in Philadelphia, Rosemont Presbyterian Village, Dunwoody Village, Exton Senior Living Retirement Community, and many other venues. A highlight of the spring season was performing during the Sustainers’ Luncheon at Gulph Mills Golf Club on April 24.

On any given Wednesday morning throughout the year, one can find the Larks either rehearsing or trouping to facilities located in and around Philadelphia. Sharing a common love for music, the Larks spread joy to others through song and a strong camaraderie. The 16 member group is directed by Anjali Gallup-Diaz.

New voices are always welcome. Please contact Anjali Gallup-Diaz at cagallupdiaz@gmail.com, Jill Franks at jg29franks@yahoo.com, or Sustainer members Jill Acker, Joyce Cafiero, Ann Capers, Margy Conlon, Laura Gellrich, Holly Hudson, Anne Markle, Shirley Messina, Jill TenBroeck, or Suzanne VanderVeer if interested.

Thrift Shop News

By Joyce Shenian and Jennifer Morgan

The construction on the Thrift Shop’s rear façade is finally completed. Stop by to see all of the improvements and consider donating to the Shop when you clean out your winter closets. The donation process has changed over the past few years. Now, JLP members may donate out-of-season items year-round, and the shop will store the inventory for the appropriate season. No longer do you have to wait until October to give your winter clothing or March to give your spring items. Items should be clean and free from stains but do not need to be professionally dry-cleaned and pressed. Also, if you have a schedule conflict during the week and need to drop off your donations after 3 p.m. (but prior to 4:30 p.m.), please contact Patty Franks directly, and she will make special arrangements for JLP members to donate inventory later in the day. The Headquarters is used after the store closes by JLP members conducting League business, and the Shop staff has to ensure that the elevator hallway/inventory intake area is cleared of donations each evening. This means that the staff needs to be alerted if you need assistance later in the day so that they can process the donations quickly. Volunteering is also a great and fun way to support the League’s largest fundraiser. Please contact Joyce Shenian at 610.353.7853 for ways you can assist the Thrift Shop staff.

Welcome New Sustainers

Adrienne Amey Stretch
Jeanne Andronowitz
Marie Louise “Alex” Escher
Joann Falciani
Katherine Farnham
Nicole McElroy
Teresa Montano
Rachel Reavy
Deborah Riess
Amelia Warner

Garden Club

By Jane Acton

The Garden Club’s Flower Show in May 2012 was particularly interesting and challenging. The theme of the design classes was “Games People Play” and entrants were asked to interpret “My Turn” (children’s games), “Your Move” (indoor games), and “Our Ball” (outdoor games). The pictures for Outdoor Games depicted tennis, badminton, and croquet. Graham Boose was the winner for her colorful, artistic, and well-composed entry of croquet, complete with the stake and the flowers in the colors of the stake. Graham was the winner for most points for Design and Sandy Williams earned most points for Horticulture. Congratulations ladies!
explore winterthur inside & out...

ENCHANTED SUMMER DAY
Saturday, June 15 • 11:00 am–3:00 pm
Enjoy a daylong festival of music, games, and more in Enchanted Woods, our award-winning children’s garden. Rain or shine event. ††*

TERRIFIC TUESDAYS
July 2, 9, 16, 23, 30 and August 6, 13, 20, 27 • 10:00 am–3:00 pm
Escape the July heat! Come inside to explore the amazing world of art conservation!
In August, look for special activities in Enchanted Woods. †

TRUCK AND TRACTOR DAY
Saturday, October 5 • 10:00 am–4:00 pm
A special day filled with large equipment sure to delight the wheel-oriented kids in your household.
Rain or shine event. ††*

HANDS ON HISTORY CART
Saturdays, 1:00–3:00 pm
Visit the Hands on History Cart outside the Common Destinations maps exhibition to test your geography skills through puzzles, games, and more! ††

PRESCHOOL PACKS & ENCHANTED WOODS BACKPACKS
Filled with stories, puzzles, games, scavenger hunts, and more, these packs offer a great way to explore the Galleries and Enchanted Woods. †

For more information on upcoming programming, visit winterthur.org/familyfun.
Consider a family or grandparent membership for free access all year!

† Included with admission †† Members free *Children under 2 free
The Junior League of Philadelphia, Inc.  
27 West Lancaster Avenue  
Ardmore, PA 19003

Hotline Deadlines

**September issue: July 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: $25 for classified ads, $115 for business card-sized ads, $200 for 1/4 page ads, $300 for 1/2 page ads, and $525 for full-page ads. The dimensions for the ad sizes are: 8" x 10.5" full page • 5.25" x 8" half-page • 4" x 5.25" quarter-page. The Junior League of Philadelphia, Inc. is a 501(c)(3) organization.

Upcoming Events

**JULY**
- **20** Farm Explorer™ at Smith Memorial Playground & Playhouse

**SEPTEMBER**
- **7** Provisional Kickoff
- **9** General Membership Meeting

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