

Message from our President-Elect

What a fantastic year it has been!

The Junior League of Ann Arbor entered the 21st century with the integration of Digital Cheetah in every aspect of League life, advanced a fund development plan that will clear the way for a more secure financial future, trained members through a myriad of methods and topics from civic leadership to attaining life balance, and partnered with three community organizations to: increase the social capital of underserved teenagers through Girls Group, literacy among homeless children utilizing SOS, and the confidence of both girls and moms in combating relational aggression through our UCCF collaboration of Strong Moms, Strong Girls. There are so many reasons to be proud of our volunteer work!

Additionally, League efforts begun this year that will continue through summer and fall are: branding the League through the selection of a focused issue that meets community needs and the interest of our members, utilizing even more Digital Cheetah capabilities to maximize efficiency in League work, and beginning to implement the use of social media for recruiting and engaging members and the public at large.

As we look to the future and direct the Ann Arbor League toward these exciting endeavors, it is propitious that the Association of Junior Leagues International is also concentrating its efforts to secure the collective future of Leagues, by creating a roadmap that we may use as we see fit.

Below is an abridged synopsis of AJLI's Roadmap for the Future, including the type of information and resources they are accumulating for the benefit of all Leagues (taken from ajli.org):

"AJLI's road to transformation began several years ago with an internal analysis of membership data and quantitative research among current, resigned and prospective members. The information told a story of declining membership in numerous Leagues and

growing issues among members about the quality of the membership experience.

The world is a vastly different and more complicated place than it was 109 years ago. The nature of voluntarism, women's leadership and community service have changed dramatically over the past 50 years in particular and The Junior League hasn't kept pace, resulting in an outdated and undifferentiated value proposition.

The competitive landscape in which we operate also has become increasingly crowded, offering potential members many more options for impacting local communities and developing women through voluntarism.

The roadmap:

- refines and tailors recommendations based on dialogue and experimentation
- outlines guidelines and tools for implementation

The final roadmap will be a system of options and choices that Leagues can adopt depending upon their interest and need.

What is our future? Ultimately, these recommendations boil down to a clearer, unique role for The Junior League around civic leadership development in our quest to truly be:

The Junior League:
Women around the world as catalysts for
lasting community change."

I am so looking forward to starting another year - meeting and working side by side with our fabulous members. Thank you for your dedication to improving the lives of one another and the members of our community, through the effective leadership of trained volunteers!

Shannon Campbell
Incoming President

SOS Committee

The SOS Committee had a very busy and productive year and the team at SOS is very appreciative of our continued partnership. Here is an overview of a few of the key activities over the last several months.

For the second year in a row, the SOS Committee set-up and facilitated the Children's Book and Activity Area (CBAA) at the SOS Food Distribution Center in Ypsilanti. Thanks to the wonderful volunteers of the League, we were able to provide monthly CBAA sessions that allowed children to read with our volunteers while their families waited for food distribution. Thanks to generous donations from Borders, we were able to provide new or gently used books to all the children who visited, and even provided wrapped gifts during the December session.

The Play, Learn, Grow Group (PLG) at Time for Tots session was a big success! We had a total of four families this year with up to 10 children at a session. The families enjoyed activities from coloring like Michelangelo to water coloring beautiful sun catchers. Moms joined into the fun and seemed to really have a great bonding time with their children. Every Monday the kids would say during the day, "It's Monday, PLG is tonight!" We feel that is a true testament to the success of this program and can't wait for next year's sessions. The project ended last week with a dinner, play time and a presentation to the Moms of a packet of "recipe cards" for the Moms to create the recipes of the items we made during the session.

During the SOS Personal Needs Drive, we collected just under \$500 worth of much needed supplies. SOS was thrilled to receive all of the personal hygiene and baby items.

Many thanks to all the volunteers from the League who participated in these and other SOS activities throughout the year!

Heather Lee

Actives that will be transitioning to Sustainer for 2010-2011

For many League members, transitioning from Active to Sustainer status marks not the end of their commitment to their Leagues and the communities they serve but rather a "new beginning." The sustaining members of the Junior League are our rock and foundation and we welcome the following nine ladies to our amazing sustaining group.

Jan Lutz – joined the JL in 1989. Jan served as President for the South Bend, Fort Wayne and Ann Arbor Leagues. Thank you Jan for your 20 years of service!!

Kim Scartelli – joined the JL in 1998. Kim is also a former JLAA President.

Kim Lyon – joined the JL in 1999

Amy McNulty – joined the JL in 2000

Lori Sheldon – joined the JL in 2000

Andrea Woodruff – joined the JL in 2000

April Savage – joined the JL in 2001

Leesa Tobin – joined the JL in 2001

Natasha Cotton-Gordon – joined the JL in 2002

Thank you Ladies for your many years of commitment and service to the Junior League!

Congratulations!

Kim Lyon – Sustainer Liaison



**JUNIOR LEAGUE OF
ANN ARBOR, INC.**

Women building better communities®

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Live Like a Millionaire Raffle Tickets are still available!

We have sold over \$8,000 and distributed over \$10,000 worth of tickets so we are doing GREAT but we have a ways to go to reach our goal of meeting and exceeding last year's achievements of over \$11,000!

You can either purchase them now which will give you time to sell them or you can purchase them on the evening of May 11th at the JLAA Annual Awards Dinner for yourselves!

Ticket stubs must be returned by that night to go into the drawing and money must be paid in order for tickets to count towards the drawing too!

Please email or call Jen Parker if you have any questions and would like to purchase more tickets: jennieparker@comcast.net / 734.657.0031

Please don't forget - 100% of your ticket purchases go towards your annual fund raising requirement!

THANKS A MILLION from the Live Like a Millionaire Raffle Committee!

Jen Parker

Live Like a Millionaire Chair

Girls Group

Each month this year, the Girls Group Committee has put together an event with the Girls Group. April's program was held on Friday, April 16 and the subject was "Know Your Rights". This interactive session focused on educating the girls about their rights and how to handle the situation if they encounter police officers. JLAA Member Delphia Simpson and Kim Moore, a local attorney, played "Alex Trebek" in a game where the girls competed to answer questions in 4 categories: Domestic Violence Law, Landlord/Tenant Law, Know Your Rights and Juvenile Law.

The girls were grouped into three teams, and each team was given a bell to ring if they knew the answer to the question. The girls were very engaged and the judges often had a difficult time deciding which team had rung their bell first! Point values were assigned to each question, with the harder questions worth more points. The members of the team with the most points at the end won colorful prize bags filled with candy, stickers and pencils. The program was a fun event with lots of noise and laughter. Those who attended, including Girls Group Committee members, learned something new about their rights!

Michelle Eleby

Girls' Group Chair

Strong Moms Strong Girls

It's been several months since our last update and it's been incredible on what has happened during the past several months.

We have continued with the workshops and still are receiving much continued interest. We had to cancel one workshop in Jan due to lack of interest but this was for the 6th-7th grade and since there has not been much publicity out there for this age group, it was get the interest like we do from the 4th-6th grades. We were able to get the SMSG workshops into the elementary weekly folders which helped increase interest and awareness. We are still trying to seek other avenues to have the middle schools more aware of these workshops. We still have our May and July workshops left for the 2009-2010 year.

We have not had many community presentations this year but have had a few school presentations. Burns Park is wrapping up the end of their three part series and Wines Elementary will be having theirs next week.

We had a wonderful time with the Junior League-Lehigh Valley. Four ladies came in and we had a nice social gathering at Karen Rothstein's house with a few members of the JLAA. We were able to converse about their league and what they were wanting in terms of SMSG. They are so enthusiastic about the program. They met with the UCCF before the social gathering, where Sharon Gold-Steinberg trained them on the community presentations and all the power points involved. On Saturday, the ladies met with another UCCF/ SMSG representative as well as Allison Kohtz, Karen Rothstein, and Monica Williams who gave them insight on community presentations and what we have gone through. They were also given a presentation on how the UCCF conducts their mother/daughter workshops. The ladies attended the 4th-5th grade mother/daughter workshop afterwards. I cannot begin to tell you the excitement they felt about the whole weekend and how informative it was to them.

I received an email a week ago from Donna who is the chair of the SMSG program at Le-High and they have already concluded one community presentation and were looking forward to their first mother/daughter workshop the next weekend.

In March, we had key note speaker Dr. Lyn Mikel Brown, co-creator of Hardy Girls Healthy Women of

Maine. The weekend events began on Thursday night with a lecture from Dr. Lyn Mikel Brown and Sharon Gold-Steinberg at the Neutral Zone on "Packaging Girlhood". Parents and Daughters in grade 8 – 12 throughout the community were invited to attend the event. The Packaging Girlhood lecture highlighted Dr. Browns research on how the media and marketers dictate what girls should look like, enjoy, become and consume and what parents and girls can do to counteract the constant barrage of media messages that encourage accessorizing over academics; sex appeal over sports and fashion over friends. Approximately 50 people were in attendance and culminated in a lively question and answer session.

Thank you to the JLAA for providing desserts and refreshments and the support by your attendance. The second of the two events took place Friday, March 19th at University of Michigan's – East Hall. The daylong seminar entitled Strong Mentors Strong Girls Cultivating Hardiness Zones specialized in equipping community mentors, i.e. Teachers, School Counselors, Principals, Youth Group Leaders and Social Workers with the skills to help girls in grades 4 – 12 address issues of Relational Aggression. Sixty-eight people attended the daylong seminar with 5 of our own Junior League members in attendance!

The Key Focus areas of the seminar included training on how to empower girls and young women to decrease Relation Aggression. Based on all the evaluations from the seminar it was very informative to that in attendance and most indicated they would use the knowledge they gained to help girls our community; they also noted it was a fabulous networking event for all those in attendance.



A big thank you goes out to Stacey Bodner who was the social event planner for the weekend and helped make it a success.

Strong Moms Strong Girls (con't)

Also, it was the grant money we had received from the Knight Foundation that made this all possible. SMSG has become one of the JLAA signature projects that we are still so passionate about and have realized that there is so much more that can be done with continuing with the collaboration with the UCCF/SMSG program. This has been validated by the vote on April 13th, approving SMSG for a 5th year!!!!!! Although, the JLAA will not contribute anymore funds towards this program, it has been realized that we can help continue with the partnership to ensure a long-term sustainability with strategic planning. Next year's goals for the JLAA/SMSG committee will consist of the following: We will continue to help co-facilitate the Friendship workshops, School consultations, market and present community presentations, assist UCCF with discussion groups for mothers, assist with event planning of SMSG fundraising events, and recruit JLAA members to serve on a SMSG Advisory board.

Our main goal is to participate in strategic planning with UCCF to plan the future and continued success of SMSG.

This has been a very exciting year for SMSG. The JLAA should be so proud of what has been accomplished in the four years and the fact that we will continue to help grow this program because there is so much more to be grown. I would like to thank Allison Kohtz, Elizabeth Damianov, Diana Nati, Kirsten Carr, and Carol Chantiny for all their hard work this year on the committee as well as Stacey Bodner and Monica Williams for their extra involvement and all of their help.

Karen Rothstein
SMSG Co-Chair

Update from CAPP

The Community Allocations and Project Planning Committee spent a portion of the 2009-2010 JLAA year researching the feasibility and compatibility of a focused issue for our membership. Many Junior Leagues around the country have adopted a focus issue, which directs the leagues' activities from volunteer opportunities to fundraising.

CAPP began this research as part of both the JLAA's Strategic Goals for 2008-2010 and Key Focus Areas for 2009-

2010, which direct the league to position the JLAA to be a vital and visible part of our community by effectively generating and coordinating resources with community needs; ensure commitment and satisfaction while building a diverse and life-long membership; and operate an effective and efficient non-profit organization.

When considering whether the JLAA should have a focused issue, CAPP determined the following questions would have particular relevancy: What are the unmet needs in Washtenaw County? What is the degree of impact the JLAA can have in Washtenaw County? What are the programming opportunities associated with a focused issue and the unmet needs?

Available research indicates that having a focused issue positively impacts any organization's ability to fund raise, recruit new members and create community recognition/branding. For the JLAA, the impact of a focused issue can be easily identified in all three of these areas.

Currently, the JLAA is not experiencing growth in funds raised, which obviously makes our ability to contribute to our community more difficult. With the changing economic environment, new trends can be seen in successful fund-raising endeavors. Individuals, foundations and corporate partners want to know what their funds will be used for. Unfocused impact in the community can make it difficult to measure results and challenging for the JLAA to attract donors.

The JLAA has also experienced a decrease in the rate of membership growth over the last six years. Retention of members is crucial to maintaining increased rates of membership growth. According to Vicki Clark, from the Associations of Junior Leagues International, "Members should stay in the league for the issue/impact, not the project, because projects change."

Members have also struggled with fund raising and explaining how the funds will be used. There are several contributing factors to this dilemma. First, we raise our funds prior to allocating the use, so we often do not know how the money we raise today will be used in the future. Our recent history has demonstrated considerable diversity in the projects we have supported and their greater issues. This trend makes it difficult to identify fund use outside of our mission to promote voluntarism, develop the potential of women and improve our community through effective leadership of trained volunteers.

Update from CAPP (con't)

Howard Shultz of Starbucks indicates, "Customers must recognize you stand for something." Our community is not aware of what we are doing because we are involved in a diverse assortment of organizations. In other words, we "dabble." Without diminishing the importance of the recent Signature Project selections, a review of the last four projects demonstrates evidence of our League's "dabble-ing." The last four Signature Project and their missions:

- Strong Moms/Strong Girls – Reducing relational Aggression
- Power, Inc. - Life skill development, reduction in incarceration recidivism
- SOS Community Services - Birth through age 5 education; emergency shelter and food services
- Girls Group – Social-capital development of teen girls

The adoption of a focused issue allows our League to achieve significant community impact by becoming proactive, improving our ability to "brand" ourselves, improving our ability to collaborate and improving our ability to fund raise.

To undertake the monumental task of selecting a focus issue, the CAPP committee started with a large scope and sharpened our focus! Initial research focused on previous JLAA projects, JLAA partner needs and community trends and forecasting. Research was collected from local city and county offices, annual reports from non-profit organizations, JLAA archives and Internet research.

The research provided three categories of viable topics the league and its members might be willing (and able) to support, including:

- Children's Health (wellness, nutrition and exercise)
- Women's Lifecycle Care (relational aggression and social capital)
- Social Support (food, housing, adult/children dependent care)

Now, CAPP is working to identify the needs Washtenaw County has related to each issue, and organizations with which we could partner. The 2010-2011 CAPP Committee will continue this process by determining

possible areas of focus for the League, educating the League membership on research, and assisting membership on the selection of an issue.



Jen VanSumeren
CAPP Chair

New Member Update

On March 13th, 2010, the New Member class successfully held their New Member Project, Kids in the Kitchen, which is an initiative to promote healthy lifestyle choices amongst the youth of today. The New Members partnered with Girls on the Run, a development program to teach young girls about being healthy and active through the power of running, and led 28 GOTR Junior Coaches through the Kids in the Kitchen program. The event consisted of an interactive nutritional presentation, a hands-on healthy snack demonstration featuring fun snack ideas like Banana Sushi, and an exploration of new and adventurous foods through a group activity. The New Members and Junior Coaches had a blast, and the event was a HUGE success!

The New Member class also took on an additional project and led a kitchen supply drive for the Ronald McDonald House's brand new kitchen. The New Members raised \$835 worth of new kitchen supplies through the Junior League of Ann Arbor. Thank you to everyone who donated to the Ronald McDonald House – the kitchen supply drive was a hit!

The next New Member class will kick off in August 2010. If you know of someone who is interested in becoming a member of the JLAA, please contact Catherine Potoff (genker@yahoo.com) for additional information.

Ryan Pfahl
New Member Development Chair

Nominating and Placement News and Thank You's!

I would like to take this opportunity to thank the committee members of the 2009/2010 Nominating and Placement Committee for the dedication, kindness and professionalism they have shown as advisors this year. They have done an amazing job of encouraging, motivating and supporting their advisees, and it is in large part because of that support and encouragement that we were able to place such an incredible leadership team for next year.

We would like to formally introduce and congratulate the 2010-2011 Board of Directors and Leadership Team of the Junior League of Ann Arbor:

President: Shannon Campbell
 President Elect: Stacey Bodner
 Community Services VP: Sarah Eckern
 Finance Council VP: Paula Rand
 Fund Development Council VP: Katherine Watler
 Membership Services Council VP: Jen Parker
 Nominating and Placement Chair: Molly Bodenschatz
 Communications Council VP: Liz Martin
 Recording Secretary: Ryan Pfahl

President's Assistant: Nancy Wermer
 DIAD Co-Chairs: Sarah Kautz and Lauren LeDuc
 CAPP (Project Review) Chair: Alison Cotsonika
 CAPP (Project Review) Asst. Chair: Kelly Ganamet
 SOS Co-Chairs: Kris Evangelista and Christine Lammers
 Girls Group Chair: Pam Georgiana
 Accountability Data Manager: Amy Force
 Millionaire Raffle/Annual Celebration Co-Chairs: Kelly Bowers and Anna Beattie-Massey
 Future Fund Development Planning Co-Chairs: Dania Dunlap and Heather Garvock
 New Member Development Chair: Catherine Potoff
 Sustainer Liaison: Marcia Miner
 Training Chair: Heather Brenneman-Miles
 Arrangements/Events Co-Chairs: Michelle Eleby and Natalie Herrod
 Transfer Liaison: Elizabeth Damianov
 Communications Committee Chair: Beth Bozicevich
 SPAC Delegates: Anjanette Stoltz and Monica Williams
 Nominating and Placement Committee (1st year advisors): Tonja Fox, Katie Fraumann, Melissa Wirkner, Deb Urquhart, Kelly Williams

The following positions are to be placed soon, so we look forward to congratulating these ladies in our next edition!

*Nominating and Placement Assistant Chair
 Girls Group Assistant Chair
 Bookkeeper
 Fund Development Treasurer
 Product Fundraising Chair
 New Member Assistant Chair*

We would also like to thank Sarah Kautz, Communications VP 2009/2010, for the assistance she has provided in transitioning our league, and especially Nominating and Placement procedures, to the new Digital Cheetah website. Members will be receiving their committee placements and advisor information for 2010/2011 on the member home page of the website on June 1, 2010. If you need help accessing the website, send an email to webteam@jlaa.org.

It has been a great year, and we look forward to the good things to come with our talented leadership team for 2010/2011! Thanks so much to all of our members for their time and dedication to JLAA- none of the amazing accomplishments of the league would be possible without you!

Kathy Gaines
 Nominating and Placement Chair 2009-2010