

# ANNUAL NEWSLETTER

## 2015-2016 Highlights

Dear Friends of the JLNVB,

It has truly been an honor to serve as the 2015-2016 President of the Junior League of Norfolk-Virginia Beach, Inc. I am proud to be part of a 90-year legacy of empowering women as civic leaders and the resulting impact our talented women have left on the South Hampton Roads community.

My life has truly been enriched through my 8 active years as a member of the JLNVB. This year as president, I met government officials at the state and local levels, such as Lt. Governor Ralph Northam and Norfolk City Councilwoman Dr. Theresa Whibley as well as other local leaders such as the ODU men's football coach Bobby Wilder. I also met the leaders of and was exposed to the community work of organizations such as St. Mary's Home, the Union Mission Ministries, the King's Daughters Milk Bank at CHKD, Girls on the Run, the Foodbank of Southeastern Virginia and Park Place Child Life Center. I cannot think of another organization that would allow me to be tapped into so many areas of need in the community.

Over the years, JLNVB has also allowed me to improve my skills both personally and professionally as well as network and work with professional women both locally and nationally through the international network of Junior Leagues across the world. Through formal training and informal training with my placements in the Junior League of Norfolk-Virginia Beach, Inc., I have learned conflict resolution, strategic planning, public speaking, personality types, collaboration and building strategic partnerships, non-profit bylaws and procedures, event planning and fundraising. I have learned to lead, train and mentor others. Just to name a few, I have met and worked with local professional women who are attorneys, teachers, active duty military, financial analysts, accountants and medical professionals. The opportunities for training and networking have been invaluable and will continue even as a Sustainer.

I am so proud to be a part of this diverse and talented group of women dedicated to improving our community. Through the dedication of our members, our sponsors and community partners, together we can continue this legacy for years to come!

Sincerely,



Hanan Mistry  
2015-2016 President

MAY 2016



**MISSION:** The Junior League of Norfolk-Virginia Beach, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

**VISION:** We are an organization of diverse women creating a positive impact on the lives of women and children in South Hampton Roads.

# LEADERSHIP

## 2015-2016 BOARD OF DIRECTORS

Hanan Mitry, *President*

Betsy Glover, *Treasurer*

Jenny Snyder, *Communications Vice President*

Heather Cohen, *Membership Vice President*

Melissa Hamann, *Parliamentarian*

Cristen Fletcher, *Fund Development Director*

Natalie McIntyre, *Ways and Means Director*

Lily Hsu, *President-Elect*

Carrington Nichols, *Treasurer-Elect*

Corinne Powers, *Community Vice President*

Beth DeJarnette, *Administrative Vice President*

Erinn Carlson, *At-Large Director*

Jen Swets, *Leadership Initiatives Director*



As I enter my tenth year of service, I reflect on how “The Junior League Moment” has exceeded my expectations and added value to my life. I have learned about the needs of the community, implemented programs that have positively impacted lives, and in some situations, have seen smiles on the faces of those who we instilled the promise of hope. I have acquired skills that I did not learn in my home or professional career. I have connected with women from all walks of life including: artists, teachers, active duty military, sales representatives, medical personnel, CEOs of households and C-Suite executives of nonprofits and for profit, who all have a common goal of making our community a better place.

We have a legacy of JLNVB women from which to draw inspiration. The leaders who have come before us have shown that taking a risk and being a change agent in our community is worth it. Around every corner, there are opportunities to learn, share and grow within our community. We must seize these opportunities and strengthen our JLNVB identity as effective community leaders by showing that the work we do does matter. The skills we learn during our placements, fundraising and community hours enhance and challenge us for the better. We provide programs not because we want to momentarily feel good about ourselves, but because we want to have a lasting impact in the hopes for a better future. The best thing about the Junior League of Norfolk-Virginia Beach, Inc. is that we accomplish these acts of kindness amongst a group of strong, powerful and confident women.

I look forward to seeing what the year has in store for us — new ideas that will be generated, the vision that will be formulated and the implementation of plans to accomplish our goals. I am also anxious to see how we support and empower each other to fulfill our Mission. I am honored and grateful for the opportunity to serve as President of the Junior League of Norfolk-Virginia Beach, Inc. during the 2016-2017 year and for the chance to continue to learn and grow among a diverse group of extraordinary women who want to make this community a better place.

Sincerely,

Lily Hsu  
2016-2017 President

## 2016-2017 BOARD OF DIRECTORS

Lily Hsu, *President*

Heather Cohen, *President-Elect*

Jessie Markley, *Administrative Vice President*

Erin Rice, *Communications Vice President*

Corinne Powers, *Community Vice President*

Erinn Carlson, *Membership Vice President*

Carrington Nichols, *Treasurer*

Amanda Lloyd, *Treasurer-Elect*

Cristen Fletcher, *Fund Development Vice President*

Katie Gribble, *At-Large Director*

Tiffany Williams, *Leadership Initiatives Director*

Sarah Fergusson, *Strategic Initiatives Director*

Maura Boswell, *Nominating Chair*

# MEMBERSHIP COUNCIL

The Membership Council has been very active this year starting with a recruitment season which led to a large number of applicants for our 2015-2016 Provisional Class. The Provisionals organized and promoted our Annual Blood Drive to benefit the American Red Cross of Southeastern Virginia. They also completed several projects with Catholic Charities and the Union Mission Ministries. The Special Events Committee organized many JLNVB events for members including Opera in the Park, Wine Down Wednesday at Twist Martini Bar and Movie Night at the Virginia Zoo. These events allowed members an opportunity to socialize and get to know one another. The collaboration between the Special Events and Ways and Means Committees secured events including Tinto Wine and Cheese, Shop for a Cause at Ocean Palm, and Brews and Beads at Pleasure House Brewing, generating additional funding for the JLNVB.

- 10 recruitment events were held throughout the year at various locations including the Yard House and Mermaid Winery
- 35 women were voted into active membership at our Annual Soirée
- 16 active members have transferred into the JLNVB. Socials were held in the fall and spring to welcome these women into the JLNVB.

## 2015 - 2016 PROVISIONAL CLASS

- |                         |                           |
|-------------------------|---------------------------|
| <i>Sarah Baker</i>      | <i>Emily Hyde</i>         |
| <i>Sarah Borges</i>     | <i>Liz Karlins</i>        |
| <i>Erin Clements</i>    | <i>Becca Mason</i>        |
| <i>Lindsey Creef</i>    | <i>Carol McArthur</i>     |
| <i>Sarah Fargusson</i>  | <i>Austyn McLemore</i>    |
| <i>Morgan Fowler</i>    | <i>Shanon Miller</i>      |
| <i>Sarah Gierhart</i>   | <i>Carson Noble</i>       |
| <i>Jillian Goodwin</i>  | <i>Jenn Nunes</i>         |
| <i>Gabriella Greer</i>  | <i>Anna Pagel</i>         |
| <i>Sophie Gustafson</i> | <i>Lauren Roberts</i>     |
| <i>Jenine Harland</i>   | <i>Abby Rosa</i>          |
| <i>Meghan Harr</i>      | <i>Christa Ross</i>       |
| <i>Megan Harvey</i>     | <i>Kate Stasiewicz</i>    |
| <i>Sarah Holtzinger</i> | <i>Caitie Stojanovich</i> |



- |                           |
|---------------------------|
| <i>Kylie Truesdale</i>    |
| <i>Nikki Upton</i>        |
| <i>Ashley Waddle</i>      |
| <i>Chelsea West</i>       |
| <i>Melissa West</i>       |
| <i>Tiffannie Williams</i> |

## TRAINING

As part of the JLNVB mission to develop the potential of women, providing quality training opportunities for our members continues to be a priority. Locally, we provided **8 trainings** including: "Birkman Personality Theory and Assessments," "Are You Making the Right Ask, Strategies for Successful Fundraising," "Project Management, The Art of Delegation and Inspiration," among others!

In the fall, the President, Hanan Mitry and President-Elect, Lily Hsu attended Fall Leadership Conference in New Orleans, LA while three JLNVB members attended Fall ODI in Seattle, WA. To maintain our momentum for the second half of the JLNVB year, the President-Elect and President-Elect attended the Winter Leadership Conference in Austin, Texas while two JLNVB members attended the Winter ODI in Miami in January. We were also fortunate enough to send six JLNVB current or incoming board members to the Area II conference in Philadelphia, PA. To prepare for the upcoming year, the incoming President, Lily Hsu and President-Elect, Heather Cohen attended Annual Conference in Atlanta, GA in May.



## SUSTAINER SPOTLIGHT

We hosted several exciting events throughout the year for our Sustainers.

Our Passion Into Action luncheon series continued this year with two outstanding presentations.

**November 2015:** Kirkland Clarkson, past president and daughter of our founding member spoke in honor of our 90th anniversary

**March 2016:** Brenda Exum: Reflections on the JLNVB Journey as the First African American Member

We hosted two Sustainer Cocktails, allowing current and sustaining members to mingle and share stories.

**October 2015:** at Lubo Wine Tasting Room

**May 2016:** at the home of Sustainer, Reilly Peterson Warwick

We hope you were able to join us throughout the year and look forward to future gatherings.

## CONGRATULATIONS TO OUR NEWEST SUSTAINING MEMBERS!

Hanan Mitry, Ellen Fortin, and Melissa Gaffney



# COMMUNITY COUNCIL

JLNVB has had a highly productive year of service within the Southeastern Virginia community. Overall, JLNVB has impacted the community by:

- Collecting **16,208 ounces** of breast milk for children in the NICU at CHKD, equivalent to over 65,000 individual feedings
- Providing healthy meals for **224 children** and tutoring **165 others** at the Park Place Child Life Center
- Sorting **14,871 pounds** of food and stuffing **1,110 backpacks** for the Mobile Pantry at the Foodbank of Southeastern Virginia
- Sponsoring and completing a playground build worth **\$3,500** with 20 JLNVB volunteers for a military family in Suffolk and assisting in five other playground builds in partnership with the Roc Solid Foundation
- Hosting our **5th Annual Little Hands, Big Difference** event, changing formats to a Day of Gratitude and collecting over **\$1,500** in food donations from JLNVB members and 70 children
- Promoting the Healthy Kids Initiative to **250 children** and **65 adults** through community events and reaching 252 children through the Mobile Kids-in-the-Kitchen program
- Providing **87 Snack Fairies drop-offs** to the Girls on the Run Program for two middle schools in Norfolk and Virginia Beach and providing **20 Running Buddies** for the end of season 5K race with the participating girls
- Sponsoring and building an outdoor playset in partnership with Roc Solid Foundation

By the end of Junior League of Norfolk-Virginia Beach, Inc. year, our women will have completed over **2,000 hours of direct service to the community.**

**THANK YOU FOR a GREAT YEAR!**



## PROVISIONAL COMMUNITY SERVICE PROJECTS

In December, the provisional class partnered with Catholic Charities to provide Christmas gifts for **3 families** right here in our community. Shopping and gift wrapping parties made sure these families had something under the tree!

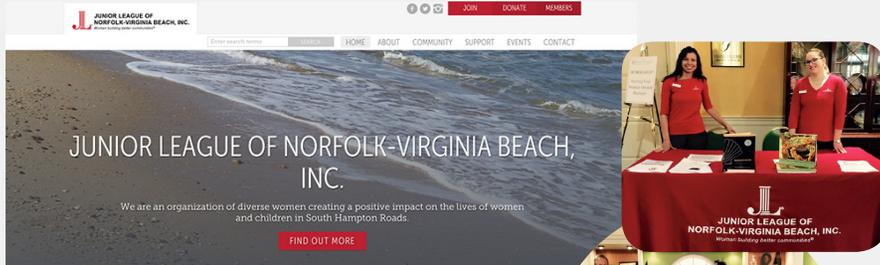
The Annual Blood Drive was held in January 2016 at the Virginia Beach Resort Hotel and Conference Center. The provisional class worked hard to promote the event through social media, the Hampton Roads Show and flyers. Their efforts helped the American Red Cross to collect **126** units of blood, saving **378** lives.

In May, the provisional class decorated **two 6-person** family rooms for residents of the new Women and Family Shelter at the Union Mission Ministries in Norfolk. These rooms are the first real place that women and children see when they come to Union Mission Ministries, and their work provided a comforting and nurturing space to help these women get back on their feet.

WOMEN BUILDING BETTER COMMUNITIES  
*2015-2016 Annual Newsletter*

## COMMUNICATIONS COUNCIL

They say, “communication leads to community,” and community is the heart of the Junior League of Norfolk-Virginia Beach, Inc. This year, the Communications Council’s goal was to be a timely, accurate and actionable resource that reinforces a unified message to the internal and external JLNVB community. In support of this goal, we implemented several strategies:



- Increased functionality of our social media pages to ensure information is timely, useful and engaging. We ramped up the use of our internal Facebook page to serve as a discussion board for membership. We leveraged our external Facebook page to highlight activities with our community partners and donors, promote ticket sales for fundraising events and increase awareness of our impact in South Hampton Roads.
- Provided timely, accurate information on our public facing website. We’ve worked tirelessly to maintain our web presence following the launch of our new website in August 2015. Social events including recruitment and holiday parties were posted on the website calendar. We highlighted GMM speakers and major JLNVB initiatives including Scavenger Haunt, Little Hands Big Difference and Touch-a-Truck.
- Streamlined our weekly blasts using MailChimp, an email system that helps us generate interactive, formatted emails that sync to our Facebook, website and Member Portal.
- Increased brand awareness and marketing to our stakeholders. We ordered a new event tent and tablecloths to use at community events. We coordinated three Hampton Roads Show appearances to promote Scavenger Haunt, our Annual Blood Drive and Touch-a-Touch. We also collaborated with The Association of Junior Leagues International, Inc. to create a new logo, including a 90th anniversary edition! Our outreach materials were updated to match our website, creating a cohesive, professional image for the JLNVB.

## ADMINISTRATIVE COUNCIL

From inspiring GMMs to exciting social events, the Administrative Council has had both a busy and productive year! To recap:

- In August, an “unofficial GMM” was held at Keagan’s Irish Pub at Virginia Beach Town Center. We kicked off the year with a cake and toast in celebration of the Junior League of Norfolk-Virginia Beach, Inc.’s 90th Anniversary.
- Each GMM this year featured notable and diverse speakers who were able to share their insights on leadership and service. From ODU Football Coach Bobby Wilder to Norfolk City Councilwoman Dr. Theresa Whibley to Lieutenant Governor Ralph S. Northam, the GMMs were not only a time to conduct JLNVB business but also an opportunity to learn and be inspired.
- The September GMM focused on a community roundtable where several of our community partners in the area gave presentations about their respective organizations.
- The October GMM featured an opportunity to learn about the JLNVB’s rich history through an interactive trivia game.
- Once again in November, cluster meetings were held at the homes of various Sustainers. Members learned about the nominating process and worked together to draft a personal and authentic message about the JLNVB.
- The December Holiday Social was held at 1608 Craft House in Virginia Beach. The event, which was attended by over 100 members, Sustainers and their guests, was a great opportunity to take a break, share some holiday cheer and toast to the many accomplishments of 2015!
- In February, the Past Presidents’ Luncheon was held at the Norfolk Yacht and Country Club. This enjoyable event was attended by many of our wonderful past presidents and current board members and was a great opportunity to socialize with many of the remarkable women who have helped shape the JLNVB.
- The Annual Soirée (previously known as the Annual Dinner) was held at the Norfolk Yacht and Country Club. Members and their guests enjoyed celebrating the end of a very successful year with a DJ, photo booth and fabulous prizes!



# FUND DEVELOPMENT

We have had a wonderful year of fundraising support for the JLNVB. Our Annual Fund raised over **\$14,000**. We thank all of our **103** generous 1925 Society donors. Your overwhelming generosity inspired us to create a new 1925 Society donor level, and we recognize Ginger Van de Water and Carin Schneller-Carr as our first President's Circle donors.

In addition to the Annual Fund campaign, we have raised close to **\$6,500** through community partnerships with local businesses including Ocean Palm, Pleasure House Brewing, Coelacanth Brewing, Hi-Ho Silver, A. Dodson's, Tinto Wine and Cheese, Wasserhaund Brewing Company, Simply Selma's, Color Me Mine and the Virginia Medical Eye Center. Thank you for your support!

We continue to have a strong cookbook presence in many local retail locations including Farm Fresh, Mary Barnett Gifts in Norfolk, Back Bay Gourmet and the Creative Wedge in Virginia Beach. Overall, we have raised over **\$4,800** from sales of our two cookbooks this year.

New this year, the JLNVB became part of the Kroger Community Rewards Program. For all members who register for the program, Kroger will give a portion of their grocery spending back to the JLNVB. In just two quarters, we received close to \$200! It's not too late to sign up! Details are available on our website.

The year would not be complete without our two big fundraising events. Scavenger Haunt and Touch-a-Truck were both a huge success! Thank you to our incredible planning teams for coordinating these events and to our membership for their volunteer support. We couldn't have done it without you!

## SCAVENGER HAUNT

Our second annual Scavenger Haunt was held on October 24, 2015 at Town Center Virginia Beach garnering almost **\$2,600** for JLNVB! Scavenger Haunt is our Halloween-themed scavenger hunt where teams race to complete clues. We had a **53% increase** in ticket sales from the previous year's event, which concluded with an after party at Keagan's Irish Pub. Thanks to our sponsors Armada Hoffer, East Beach Veterinary Care and Household Calls, LLC and many others for their support. Scavenger Haunt 2016 will be at a new location to continue the haunting good time!



## TOUCH-A-TRUCK

Beep beep! Our 4th Annual Touch-a-Truck was held at Greenbrier Mall on April 30, 2016. Touch-a-Truck was a truckload of success, raising over **\$13,500**, with a **90% return on investment**. We had over **1,000** participants explore over **30** trucks, buses, ambulances, motorcycles, fire trucks and boats! We want to thank our "Truck Level" donors including Greenbrier Mall, Clark Nexsen, and TowneBank for their generous support.

## THANK YOU TO OUR 2015-2016 SPONSORS!



WOMEN BUILDING BETTER COMMUNITIES

# 2015-2016 Annual Newsletter

# ANNUAL FUND

## 1925 Society



### THANK YOU TO OUR 2015-2016 SUPPORTERS!

#### **PRESIDENT'S CIRCLE: \$1,000+**

Carin Schneller-Carr • Virginia Van De Water

#### **LEAGUE LEADER: \$500 AND ABOVE**

Christy Hamlin • Orianna McKinnon • Allison Rachels • Jane Short

#### **LEAGUE ADVOCATE: \$250 - \$499**

Peggy Beale • Madeline Finney • Suzanne Franklin • Bobbie Gribble • Debra Griggs  
Virginia Hitch • Lily Hsu • Kirkland Kelly • Mary Louis • Jessie Markley • Connie McKenzie  
Samantha Meier • Emily Mills • Hanan Mitry • Ann Morgan • Deborah Russell  
Kathy Shelton • Kay Stine • Cora Tower • Lynn M. Winter • Lauren Wolcott

#### **LEAGUE PARTNER: \$100 - \$249**

Linda Bamforth • Cindy Black • Laura Bangor • Hunter Burt • Marian Breeden  
Linnea Carlsen-Melvin • Susan Colpitts • Tara Corrigan • Dennis and Courtney Davio  
Gaye Deal • Janice deForest • Mary Denny • Beth DeJarnette • Blair Ege  
Emily Harkins Filer • Cristen Fletcher Ratay • Audrey Garrett • Susan Goode  
Bev Graeber • Shelley Gram • Loretta Grant • Amy Lynn Harman • Rachel Jiral  
Lauren Kincade • Amanda Lloyd • Stacy Long • Glenda McKinnon • Rexanne Metzger  
Shanon Miller • Martha Raiss • Margaret Ray • Christa Ross • Linda Spruill  
Melissa Steadman • Sherri Stein • Carol Temple • Gay Ware • Verena Weinstein  
Sarah Whiting • Betsy Williams • Dixie Wolf

#### **LEAGUE FRIENDS**

Cinda Ayers • Sarah Baker • Clay Barr • Erin Bunton • Stephanie Buxton • Jessica Clark  
Erin Clements • Heather Cohen • Jane Edwards • Allie Funk • Sarah Gierhart  
Katie Gribble • Sophie Gustafson • Melissa Hamann • Jenine Harland • Soraya Harris  
Erika Head • Gloria Hill • Shelbi MacKenzie • Annmarie Pagel • Corinne Powers  
Erin Rice • Abigayle Rosa • Shannon Sadler • Kelly Schumacher-Fuller • Kathryn Smith  
Marti Smith • Maryann Smith • Elizabeth Upchurch • Amanda Upton • Karin Von Kaenel  
Renee Walker • Ali Wells • Tiffanie Williams • Rhetta Wilson • Emily Woodley

THANK YOU FOR YOUR SUPPORT OF THE JUNIOR LEAGUE OF NORFOLK-VIRGINIA BEACH, INC.  
AND OUR LEGACY OF SERVING THOSE IN THE COMMUNITY. THIS LIST REFLECTS DONATIONS  
RECEIVED BETWEEN JUNE 2015 - MAY 2016.



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