

# NEW VIEW

Winter 2011

THE JUNIOR LEAGUE OF THE ORANGES AND SHORT HILLS

## DATES TO REMEMBER

### MARCH

**Fri 3/11, 7:30-11:30pm**

Chips for Charity Fundraiser

Maplewood Country Club

**Tues 3/15 and Wed 3/16,**

**10:00-11:30am**

eforea Spa Tour

Short Hills Hilton

**Thur 3/24, 10:00am-2:00pm**

SPAC Meeting

AJLI HQ, New York City

**Wed 3/30**

Book Swap for a Cause

\*Coffee Swap, 9:30-11:00am

\*Wine Swap, 7:30-9:00pm

Co-sponsored by the

Newcomers Club of Short

Hills and Arlene Gonnella

at the home of Margaret

Santana

### APRIL

**Sat 4/2 (morning)**

Book Drive/Sort DIAD

at EOPL

**Wed 4/6 (time TBD)**

Health and Wellness Fair/

Teddy Bear Clinic

St Barnabas Pediatric Clinic

**Tues 4/26, 10:00am-12:30pm**

SPAC Advocacy Training

with Sen. Kean

## THREE COMPELLING OPTIONS FOR THE NEXT SIGNATURE COMMUNITY PROJECT!

*By Robin Grapkowski, Margaret Santana, and the CPD Committee*



*CPD Committee members Kathryn Wile, Lesley Stiska, Sock Wang and CPD Chair Margaret Santana*

At the March GMM, we will be voting in our next signature community project. We are very grateful to our terrific CPD committee that worked so very hard this year to come up with three strong options from which we can choose!

### The Three Impact Areas

CPD members, with help from the JLOSH board, have identified three impact areas. They join our members' major areas of interest and skills, while also addressing specific needs in our service area. We believe that each of

these options could yield a successful signature project that has the potential to evolve over the next three years or more and is also robust enough to rally around for our 100<sup>th</sup> celebration!

- 1) **Kid Care:** JLOSH's local community efforts support children in need - particularly those in poverty - to provide basics, combat hunger, and increase access to basic healthcare;
- 2) **Go Girl:** JLOSH becomes a local leader in various community programs that serve at-risk teenage girls in our service area, helping to promote health, education and self-esteem;
- 3) **Community Connections:** JLOSH becomes the local go-to resource for non-profits and promotes voluntarism in our service area through training, local events, and networking.

### Option 1: Kid Care – Supporting Children in Need

Children in our service area need us! For example, 20% of children live below the poverty level; over 13,000 children are on welfare; and more than 63% of children receive free/reduced price school lunch and breakfast.

This impact area crosses several important issues and includes a variety of tactics that can be tackled by JLOSH:

- Hunger - e.g. supplement the national school lunch program or soup kitchens
- Poverty - e.g. emergency baby care, supply basics, renovate/update critical spaces
- Health - e.g. immunizations, dental care and nutrition

We believe that this option will have a high emotional impact for our members and external partners to rally behind. However, members may not be available when the kids need us (after school, and frequently and consistently over the year) to do in-person work, so most of the work will be behind the scenes.

### Option 2: Go Girl – Empowering At-Risk Teenage Girls

Teenage girls, especially those in low-income areas, are a population 'at risk' for perpetuating their socio-economic lifestyle. In Essex County, 10% of teens are high school drop-outs; only 13% of girls that graduate from high school go on to earn an associates or bachelor's degree; and bullying is a growing problem for girls! In fact, in 2010 NJ passed the toughest anti-bullying law in the nation and school systems are struggling to comply.

Again, this impact area crosses several important issues and a variety of tactics:

- Health - e.g. Exercise and Nutrition, preventatives, support of crisis intervention groups;

*continued on page 7*

## Point of View



JLOSH Communications Council Chair and President-Elect Kat Eklund with President Laura Overdeck

At this point in the Junior League year, we're on the brink of completing several major accomplishments. Chips for Charity is just around the corner, well on track to meet its goal for raising funds for our community work. That committee has been hard at work since early last summer, so let's show our support and attend this fabulous event! Meanwhile, our Community Project Development committee has conducted a rigorous study of our communities' needs and our own internal strengths, culminating in three exciting project concepts. At the March GMM, your vote will decide our next signature project to carry us into JLOSH's second century.

Even with these significant initiatives awaiting completion, this New View issue shows that we've already brought plenty to fruition. We've had several deeply fulfilling Done in a Day projects, tackling both short-term survival assistance (soup kitchens, clothing pantries) as well as longer-range solutions (mock interviews for urban youth applying to prestigious high schools). Our State Public Affairs Committee has made major strides advocating in Trenton, and has also organized some impressive, high-visibility events. Also on the community front, *The Littlest Volunteers* committee has held two successful school assemblies, paving the way for a new model for this project.

On the membership front, our Trainings and Meetings committee has consistently delivered— including our January GMM, where a panel of sustainers generously joined us to talk about nonprofit board membership. Our Nominating committee has worked incredibly hard to slate a fabulous board for next year, and we've recruited sixteen talented provisionals to join our ranks! To get to know all the committee chairs responsible for these amazing happenings, be sure to check out their bios in this issue.

A big thank-you to everyone who has made all of the above possible this year, and to our Communications Council for spreading the word so effectively throughout our local area. Stay tuned for our next New View and updates on major developments!

Sincerely,

Laura Overdeck, President

### INTRODUCING OUR 2011-12 JLOSH PRESIDENT: KATHERINE EKLUND



Recently, the Board learned that we would have to select a new president for the 2011-12 year. After working closely with the Nominating Committee, we are pleased to announce that the Board has approved **Katherine Eklund** as our next President!

Everyone who has worked with Kat knows that she is a fabulous choice, and we are all looking forward greatly to her presidency. Kat joined JLOSH in 2008 and worked with the East Orange Public Library as part of the Community Council. Currently, she serves on the Board as the Communications Council Chair. In addition, Kat is a former president of the Newcomers Club of Short Hills and Millburn and is also active at Community Congregational Church and Kent Place School.

Kat lives in Short Hills with her husband, John Gerbino, and their two children. Previously, Kat spent 12 years working in brand management and international marketing for consumer products companies. She received her undergraduate degree from the College of William and Mary and her MBA in marketing from The Wharton School.

Congratulations, Kat, and a giant, heartfelt thank-you to you for stepping up! Kat and the other Board members will work together this spring to ensure a smooth transition.

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# LEGISLATORS CONGRATULATE JUNIOR LEAGUE ADVOCATES FOR 40 YEARS OF HELPING WOMEN AND CHILDREN

Submitted by Myriam Scicolone, SPAC 'A' Delegate



*(L-R) Assemblypersons Thomas Giblin, Jon Bramnick, Alison Littell McHose, Nancy Munoz, Senator Loretta Weinberg, SPAC Chair Kate Lee, Senator Nia Gill, SPAC Assistant Chair Patricia Devine Harms, Assemblypersons Connie Wagner and John McKeon*

The State Public Affairs Committee (SPAC) of the Junior Leagues of New Jersey marked 40 years of advocating on behalf of women and children with a legislative luncheon at the Hilton Short Hills on Tuesday December 14, 2010. Prominent NJ Legislators, legislative staff, SPAC delegates, and Junior League presidents discussed SPAC's core issues: Human Trafficking, Umbilical Cord Blood Donations/NJ Cord Blood Bank, Pesticide Use in local parks and school grounds, Domestic Violence, and Childhood Obesity.

During the luncheon, SPAC delegates furthered support on current issues through conversations with Assemblywoman Alison Littell McHose (24), Assemblyman John McKeon (27), Assemblywoman Nancy Munoz (21), Assemblywoman Connie Wagner (38), Senator Nia Gill (34), Senator Loretta Weinberg (37), Assemblyman Jon Bramnick (21), and Assemblyman Thomas Giblin (34). Also in attendance was Delly Beekman,

President of The Association of Junior Leagues International, Inc. ([www.ajli.org](http://www.ajli.org)). Ms. Beekman, a staunch supporter of SPAC's strong non-partisan and non-commercial voice, spent more than a dozen years volunteering with SPAC.

SPAC Chairwoman, Kate Lee, invited Assemblywoman McHose, Senator Weinberg and Senator Gill to briefly speak at the event. Senator Gill affirmed her commitment to bringing forth new legislation to help human trafficking victims, a core focus for SPAC. Senator Weinberg spoke of the legacy of SPAC's advocacy efforts and Assemblywoman McHose presented delegates with a citation honoring 40 years of civic leadership.

The legislative luncheon capped off a productive year which included passage of the NJ Childhood Obesity Prevention Month, testifying three times before NJ legislative committees and extensive involvement in combating human trafficking. Moreover, SPAC advocates were honored with a November 2010 Joint Resolution from the entire NJ Legislature praising SPAC Junior League volunteers!

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New Jersey Attorney General Paula Dow thanked members of the New Jersey Junior Leagues for their efforts to fight human trafficking, their critical involvement in the state's Human Trafficking Task Force, and their help pulling together the Human Trafficking Day in Trenton. ***Pictured are: SPAC Assoc. Member Susan Sansone-Earley of JL Monmouth County, SPAC Asst. Chair Patricia Devine Harms, NJ Attorney General Paula Dow, SPAC Chair Kate Lee and JLOSH's SPAC 'B' Delegate Sara Agress.***

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## Meet the Chairs

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### Communications Council

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**PR Chair Mary Grossman** grew up on a farm in western New Jersey, and she now lives in Short Hills with her husband Paul, and their four children. Mary works part-time as a corporate litigation attorney at Friedman & Wittenstein, P.C. in New York City, where she practices primarily in federal court. This is Mary's third year in JLOSH.

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### Community Council

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**Done-in-a-Day (DIAD) Chair Maura Bigelow** grew up in Westchester County, NY, attended Dartmouth College and Columbia's Teachers College and now lives in Maplewood with her husband and two children. She works part time for an online provider of teacher professional development. She joined JLOSH in 2005 and has worked on a variety of committees, most recently co-chairing TLV.



**TLV Co-Chair Kathy Mastriano** is a Jersey girl, born and raised in Montclair, NJ. She and her husband Peter now live in Basking Ridge with their three children. Kathy joined JLOSH in 2003 and served as the Women of Vision co-chair in 2007. In addition to currently serving as TLV Co-Chair, Kathy joined the Board of Family Intervention Services in 2010. She has degrees from American University in Washington DC and Fordham University and worked for several years in the Philanthropy field in New York. Her interests include cooking, biking, reading, and playing Lego with her kids.



**TLV Co-Chair Amy Ricalde** joined the League four years ago, looking for some good volunteer opportunities and some new friends in the Short Hills area. However, Amy has enjoyed doing community work since she was a teenager! Amy now resides in Far Hills, NJ, and is a national voiceover and events specialist with her own business, Ricalde Media.

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### Fundraising Council

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**Chips for Charity Co-Chair Melissa Sheehy** started her role in the League as a participant in the *Kids in the Kitchen* event and last year served on the *Chips for Charity* fundraising event committee. Melissa is an active member of the Tuscan Elementary PTA in Maplewood and assists in researching and writing grants on behalf of her family's charitable foundation. Melissa lives in Maplewood with her husband, Philip, and their two children.



**Chips for Charity Co-Chair Kim Walls** was a driving force in the East Orange Public Library's first teen networking night – *Preparing for Success: Improve Your Job Skills and Improve Your Brand*. She has a degree in Advertising and Film from SMU. Outside of the League, Kim has volunteered in fundraising at The Connection in Summit and currently with the Parents Association at Christ Church Nursery School. Kim lives in Short Hills with her husband, Geoff, and their two children.

## Meet the Chairs



**100th Celebration Co-Chair Adriana Johnson** has lived in Short Hills for almost five years with her husband and two children. This is her third year in the Junior League, having worked on Chips for Charity after her provisional year. She is very excited about JLOSH's 100th Anniversary and looks forward to working with actives and sustainers to plan a fabulous Centennial Gala!



**100th Celebration Co-Chair Julie Liepold** joined the JLOSH in 2007. She resides in Millburn with her husband, Derek Martin, and their three-year-old daughter. Julie is Principal of Liepold Design Group LLC. She studied at the NY School of Interior Design and New York University and is an Interior Designer and Certified Appraiser of fine and decorative arts.

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### Membership Council

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**Provisional Co-Chair Loren Balady** lives in Short Hills with her partner, Joanne, and their three children. Loren is the Creative Director of Balady Promotions. Loren joined the Junior League in 2008, and she spent her first active year with JLOSH working with the TLV committee. Currently she is pleased to co-chair the talented Provisional Class of 2010/2011 with Robin Peacock.



**Provisional Co-Chair Robin Peacock** grew up in Kissimmee, Florida, and lives in Maplewood with her husband Daniel, and their three sons. Robin works part-time as a tax attorney at Deloitte Tax LLP in Parsippany. This is Robin's fourth year in JLOSH. She was previously a member of the Children's Best Interest Committee and Chair of the Children's Theater Event Committee.



**Trainings, Meetings & Social Chair Gail Davis** has been a member of JLOSH since 2008. From the start, she took an active role in the Trainings, Meetings & Socials (TMS) committee. This year she has been having a blast as TMS Chair! Gail has resided in South Orange, NJ for the past 7 years, where she continues to grow her interior design business, *Gail Davis Design*.

*Service is what life is all about.*

*— Marian Wright Edelman*

# DONE-IN-A-DAY VOLUNTEERS DELIVER HOLIDAY CHEER

Submitted by Maura Bigelow, DIAD Chair



*JLOSH volunteers help at the Salvation Army's Food Pantry in East Orange before Thanksgiving.*

JLOSH members had a busy holiday season working on two very successful Done-in-a-Day events! The weekend before Thanksgiving, members spent a morning at the Salvation Army in East Orange cleaning out a food pantry, sorting food and packing Thanksgiving meal baskets for distribution.

JLOSH stepped up again in December to help FAMILYConnections, a community-based counseling and family service agency located in Orange, in preparing for its annual 'Home for the Holidays' party. This special party is held each year to celebrate children and parents who have been reunited after a separation during which the children were placed in foster care.



*JLOSH volunteers Chesney Blue and Kat Eklund with John Surface, Director of Development and Communications for FAMILYConnections.*

FAMILYConnections lost state funding for the party this year, so the agency was very thankful for the generosity of JLOSH members who purchased gifts for over 85 children attending the party and for the help of our DIAD volunteers who wrapped all gifts and decorated the facility.



*Children enjoy gifts provided by JLOSH members at the holiday party at Reunity House in East Orange.*

The 'Home for the Holidays' party was held on December 16, 2010, at Reunity House in East Orange and was enjoyed by reunited families, program staff, board members, and local politicians. After dinner and entertainment, FAMILYConnections recognized each reunited family and distributed the gifts that had been purchased by JLOSH members to the delighted children.

We are excited to continue our work in the community with other rewarding DIADs, including the Clothing Closet Refresh at Christ Episcopal Church in East Orange and a Soup Kitchen at Holy Trinity Episcopal Church in West Orange. In addition, we will help with a Health and Wellness



*Holiday cheer at FAMILY Connections.*

Fair & Teddy Bear Clinic at St. Barnabas Pediatric Clinic to introduce uninsured children to doctor visits and healthy habits.

## JLOSH PRESENTS THE LITTLEST VOLUNTEERS TO 650 STUDENTS

Submitted by Amy Ricalde, TLV Co-Chair



*TLV Co-Chairs Kathy Mastriano and Amy Ricalde with Linda Wilhelm and Principal Cocucci present copies of The Littlest Volunteers to students at Clarendon Elementary School in Secaucus.*

On January 20, 2011, TLV Co-Chairs Amy Ricalde and Kathy Mastriano shared the award-winning *The Littlest Volunteers* with 650 students in Kindergarten through Grade 3 in the Secaucus school district with a customized video presentation designed by the Ricalde Media studio. We also donated 32 books to the school district. Linda Wilhelm, Director of Elementary Education & Literacy of the Secaucus School District, coordinated the event and introduced the book in advance to the teachers at the Huber Street and Clarendon schools. In addition, Kathy Mastriano delivered an extraordinary speech that described the rich history of the Junior League of the Oranges and Short Hills. Superintendent Radina and Principals Ponti and Cocucci expressed their sincere thanks to the Junior League of the Oranges and Short Hills for bringing *The Littlest Volunteers* to their schools.

- Education - e.g. essay contests, scholarships, life skills seminars on employment and financial independence, promotion of college access, renovating/updating critical spaces;
- Self-Esteem - e.g. positive role models/mentors, recognition of accomplishments.

We believe that this option will also have high emotional impact, and provides a very specific population on which to focus. The challenges for our members are similar to those related to Kid Care, so most of the work will be behind the scenes or in the form of a seminar.

### Option 3: Community Connections – Nonprofit Hub

Studies show that more than 65% of NJ non-profits report decreases in funding due to the economy, and 35% report cutting staff and recruiting additional volunteers as a cost-cutting measure. During our research, we found that the needs across non-profits in our service area were fairly consistent and focused on three areas: funding, resources (volunteers and goods), and training and education (PR, marketing, public speaking, technology). The non-profits had plenty of volunteers, but need help learning how to manage the untrained volunteers and need back-office help. So, as the economy declines, their services are needed more but their resources are increasingly scarce!

The issues we can tackle include:

- Centralize resources - e.g. kid volunteer network (match young volunteers with orgs.) and consolidate donation drives;
- Education and training - e.g. speaker series and embed volunteer experts;
- Marketing and PR - e.g. community fairs and events

By choosing this option, we would have a broad impact across non-profits who serve our community. We would leverage our members' skills (e.g. event planning, training and back office) to eliminate overlapping non-profit services and increase the efficiencies and impact of those non-profits. This option takes a different approach than our usual signature projects and consequently may not provide members with an immediate emotional benefit, but this could be balanced with our choice of Done-in-a-Day (DIAD) events.

### Next Steps

At the March GMM, members will vote via secret ballot as to which of the three impact areas will become our next signature project! Remember, we will not be voting on the specific tactics, as those decisions will be left to the committee to decide over the next couple of years. Also, DIADs will continue – this is not replacing that committee.

***If you have any questions or want more information, please contact Margaret Santana, JLOSH Asst Community Chair at [santanacm@hotmail.com](mailto:santanacm@hotmail.com).***

## ANNUAL MITTEN TREE PUTS SUSTAINERS IN THE HOLIDAY SPIRIT!

Submitted by Amy Richardson, Sustainer Council Chair

There was lots of caroling, coffee and chatting at the Annual Sustainer Mitten Tree event, held on December 6<sup>th</sup> at the beautiful home of Amanda Greene. Thank you to Amanda Greene, Susan Mansfield and Rhoda Harris of the Mitten Tree Committee for a wonderful morning! Also, a big thank you to sustainer Heather Newman for playing the piano and to all the sustainers who helped everyone get in the holiday spirit by singing Christmas Carols all morning!

Over 50 pairs of mittens were collected and delivered to Valley Settlement House for the children in their pre-school program. Marcina Fox, Director of Valley Settlement House, was delighted to receive the mittens and told us that just the day before, a little girl had asked her if she had an extra pair of mittens she could use when she went outside. Needless to say, the timing was perfect! Thank you to everyone who donated mittens!

### *Thank You*



Several JLOSH sustainers shared their insights as board members of community organizations at the January GMM. ***Pictured are Debbie Barker, Joan Daeschler, JLOSH President Laura Overdeck, Shelly Oliver Hollis, Mary Bushnell and Ginger Stearns.***



**JUNIOR LEAGUE OF  
THE ORANGES AND SHORT HILLS**

*Women building better communities*

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**A GREAT FUNDRAISER  
IS IN THE CARDS FOR JLOSH**

It is almost time for the ***Chips for Charity*** casino night event to be held at the Maplewood Country Club on Friday, March 11<sup>th</sup> at 7:30pm.

***Mark your calendars, invite your friends  
and buy your tickets – this will be a  
fun night out!***

Let the dice roll at one of the many gaming tables professionally managed by Tumbling Dice Entertainment and try your luck in the 50/50 raffle. Or bid on a fantastic selection of baskets including vacations, golf outings, jewelry and tickets to signature events at our silent auction. A premium open bar, heavy hors d'oeuvres and a variety of buffet dinner stations from "around the world" will keep you going throughout the night. All proceeds support the League's programs — a great time for a great cause!

Please send in your RSVPs to attend the event, buy raffle tickets and encourage family & friends to join you. If you have any questions, please contact Committee Co-Chairs Melissa Sheehy ([mlsheehy@gmail.com](mailto:mlsheehy@gmail.com)) or Kim Walls ([kimwalls@mac.com](mailto:kimwalls@mac.com)).