

Inside This Issue

Membership

Page 2

New Members

Page 7

Sustainers

Page 7

Volunteer Development

Page 8

Finance

Page 9

Noteworthy

Page 10

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Hours
8:30 a.m. - 4:00 p.m.
Monday - Friday

Live the Legacy

Celebrate living the legacy!

Annual Membership Meeting

May 23, 2011

6:15 p.m. Social

7:00 p.m. Meeting

Reynolda Room, Milton Rhodes Center for the Arts



Join fellow JLWS members to celebrate living the legacy. Enjoy an awards ceremony as we recognize members becoming Active and those who will become Sustainers.

The JLWS Mission

The Junior League of Winston-Salem, Inc. is an organization of women committed to promoting volunteerism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers.

Its purpose is exclusively educational and charitable.



Live the Legacy

This issue's letter has proven very hard for me to write. It is really my last opportunity to talk to you as the president of the JLWS. I have so much left to express, but only a short space to do it. I want you to understand my appreciation for you – as members, as women, as leaders. I have had a phenomenal year working with many of you, meeting you, and seeing you shine. It amazes me that so many of us from so many backgrounds and professions can come together to create a culture of giving and service and do it with so much fun.

I first want to applaud each of you that recommit annually to a lifelong membership in the JLWS. Hopefully, you understand that the members are the living legacy of the JLWS. This organization continues to mold women who care about our community and desire to serve and impact it for the good. In the 1950's, JLWS members determined there was a need for a group that would support the community arts providing funding and enrichment, so these women founded the Arts Council which became a national program with innumerable results. Horizons home was founded by women in the 1970's as our fiftieth anniversary gift to the community. In the late 1990's, there were women who wanted Winston-Salem to have a safe location for children to play, hear stories, and learn pre-reading skills. These women, through JLWS, founded the Children's Museum of Winston-Salem which many of you visit today with your children.

These bricks and mortar projects are a visible testimony to the members who made these dreams for the community come true. Today, women in the JLWS are making their contribution every week through their placements. Women are sharing the gift of literacy to children in daycares through the Smart Start READ TO ME placement. Women are sharing the message that you can always talk to someone about abuse or neglect through the JLWS Puppet Show. Women are expressing love through events for children waiting to be assigned "Bigs" through Big Brothers Big Sisters Buddies. Women are mentoring young mothers at My Aunt's House. The list goes on and on.

We also have many women behind the scenes whose work keeps us all organized, communicating, and well-funded, so that the majority of JLWS members can be trained volunteers out in the community. The JLWS has an extensive structure, which may seem unwieldy at times, but it is really operating smoothly. We have had an amazing Board of Directors this year, and they have kept their eye to the future with new initiatives and strategic planning. With the new management-governance model, half of these women will stay on the Board of Directors for next year and continue that strong leadership supporting 2011-2012 President Meredith Masten.

Although I am saddened that my time as your leader is coming to an end, it has been a tremendous honor and an amazing experience - one that I will never forget and will never regret the sacrifices that it required. The Board of Directors is primarily to blame for my great experience as they have kept us all focused on our achievements. I would be remiss without thanking my family as they have missed me this year when I was out at meetings and JLWS events. Most of all, I would like to thank you, each and every member of the JLWS who does what she can to develop the potential of women, promote volunteerism, and impact the community through her leadership as a trained volunteer. Our members are our living legacy. I am proud to be a member of the Junior League of Winston-Salem, and I hope that we can live the legacy serving our community together for many years to come.

Heather



The Junior League of Winston-Salem is an organization of women committed to promoting volunteerism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

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2010-2011 *Informer* Staff

Amy Elizabeth Donley Editor
Meghan Corbett Staff Editor
Martha Metzler Staff Editor
Shannon Pylant Communications Finance Manager

2011-2012

General Membership Meeting Calendar

September 19, 2011

6:30 p.m. Social
7:00 p.m. Meeting
St. Paul's Episcopal Church

November 1-10, 2011

Town Hall Meetings
Various times and locations

January 30, 2012

6:30 p.m. Social
7:00 p.m. Meeting
Milton Rhodes Center for the Arts

March 26, 2012

6:30 p.m. Social
7:00 p.m. Meeting
Location TBA

May 21, 2012

6:30 p.m. Social
7:00 p.m. Meeting
Location TBA

February Board Briefs

The Junior League of Winston-Salem Board of Directors met on February 15, 2011. Heather Wells presented the financial report by reviewing the profit/loss statement and current balance sheet.

Eva Wu reviewed the plans that would be used to develop the 2011-2012 Annual Plan. Eva also presented the draft for the Annual Survey. The survey was available February 21, 2011 thru March 10, 2011; participation from all members was encouraged. Cornelia Groce discussed a new external communication planning tool that will foster collaboration between JLWS councils, JLWS branding in the community for events such as Rummage Sale and Boo-tique, as well as other efforts such as New Member recruitment. Eva Wu presented an update on training JLWS members have received regarding the community impact of exercise and healthy diet. Training has been delivered through Town Hall meetings, *Informer* articles, presentations at the January GMM and the 2011 Placement Fair.

March Board Briefs

The Junior League of Winston-Salem Board of Directors met on March 14, 2011. Heather Wells presented the financial report by reviewing the profit/loss statement and current balance sheet.

Plans for the March GMM on March 21 was discussed. The format of the GMM was a panel discussion on the Children's Museum from past presidents and sustainers, and a hands-on arts project led by Becky Stone-Danahy.

Eva Wu presented the Annual Plan for 2010-2011; all focus areas are either complete or have updated status. Eva also presented the results of the Annual Survey. One hundred forty-seven members took the survey. Laura Wilkerson discussed steps being taken to recruit New Members while attracting diversity in the membership, as well as New Members from the community and local colleges and universities. Laura also discussed strategies for retaining members, including sabbaticals, incentives for members to stay longer, service recognition, flexibility in membership requirements and contacting members who have resigned to reinstate. Eva Wu facilitated a SWOT analysis to begin construction of the 2011-2012 Annual Plan.

AJLI Winter Conference

On January 28-29, 2011, Heather Mackey and Meredith Masten attended the annual AJLI Winter Conference in New Orleans for presidents-elect and presidents-elect-elect. Representatives from Junior Leagues throughout the United States were in attendance. On Friday and Saturday, breakout sessions were led by AJLI staff members and consultants on various topics including strategic planning, effective communication, change management and more. The sessions are designed to provide leadership training and to help prepare those in attendance for their new roles in the 2011-2012 year. On Friday evening, representatives from North Carolina Junior Leagues met for dinner at Arnaud's to enjoy networking and discussion of common Junior League issues and best practices.

There were also plenary sessions for all Junior League members where the AJLI board gave an update on the state of the association. The Finance Dues Task Force gave an update on their research and findings and expressed support for the recommendation to the AJLI board to increase dues by \$8 per member, with \$4 of the increase being due July 1, 2012 and the remaining additional \$4 being due July 1, 2013. This proposal from the AJLI board will be voted on by all Junior Leagues at the Annual Conference in Philadelphia in May. The JLWS Board of Directors will keep members updated on the status of this recommendation and the results of the vote in May.



Presidents-Elect and Presidents-Elect-Elect from North Carolina Junior Leagues gather at Arnaud's in New Orleans, Louisiana during the 2011 AJLI Winter Conference

Membership

JLWS Going Red

On February 3, 2011, the Junior League of Winston-Salem partnered with the Office of the Mayor, Forsyth Medical Center, and the Winston-Salem Chapter of The Links to host “Woman to Woman: Heart to Heart” at Forsyth Medical Center. The event kicked-off Go Red for Women month, which promotes awareness of heart disease in women. Heart disease is the number one killer of women in the United States and in North Carolina; one in every three women is lost to heart disease - almost one woman every minute. Heart disease is largely preventable if women can commit to making small changes in their lifestyles.

Life's Simple 7
From the
American Heart Association

1. Get active
2. Control cholesterol
3. Eat better
4. Manage blood pressure
5. Lose weight
6. Reduce blood sugar
7. Stop smoking

The evening began with a reception focused on the American Heart Association's “Life's Simple 7” steps to help women achieve better heart health.

The event featured a question and answer session with an all-female panel of health professionals from across several disciplines: Dr. Mika Chandra, cardiologist, Winston-Salem Cardiology; Dr. Pam Oliver, obstetrician/gynecologist, WomanCare; Pam Corbett, psychologist and life coach, Spectrum Psychological Services; Dixie You, dietician, Forsyth Medical Center Heart & Wellness; Dr. Lindsay Peral, family practice physician, Maplewood Family Practice. No question was off limits and topics addressed ranged from diet and exercise to menopause.

At the close of the event, attendees received a call to action: wear red to spread awareness of women and heart

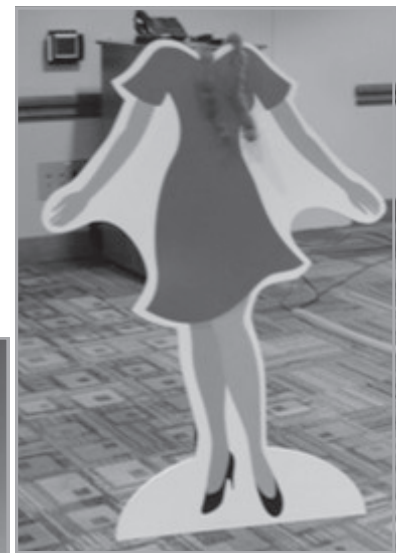
disease; go to www.mylifecheck.org for a personal heart score and individualized first steps towards becoming healthier; and, to tell friends, family, and co-workers about “Life's Simple 7.”

For more information about this event or the JLWS focus on women's health, please contact Missy Link at communityvp@jlws.org.

Right: Missy Link speaks to women about the importance of heart health



nationally sponsored by



Above: At this event, it's easy to go red - step right up!

JLWS Advocacy

The JLWS has a strong legacy of effecting change through advocacy. Today women enjoy the right to vote, children enjoy the right to an education and people everywhere enjoy safer communities based, in part, to the work of Junior League members. The JLWS has formed an Advocacy Group Share that will allow members to receive legislative updates on topics that align with the JLWS mission and to become a more active part of the team working to better the community. To “Live the Legacy” and sign-up for the Advocacy Group Share, please contact the JLWS Office Manager at officemanager@jlws.org or (336)722-9681.

The JLWS is staying connected to state-wide advocacy issues through delegates appointed to the State Public Affairs Committee (SPAC). SPAC North Carolina works to identify key state and national issues, facilitate communications on these issues, and advocate in North Carolina and local communities. The collective voice of this non-partisan group represents over eight thousand Junior League women in six communities throughout the state of North Carolina. SPAC is currently studying legislation related to children's health and wellness as this topic was found to be most in alignment with areas of focus for Junior Leagues across the state. In 2011, SPAC narrowed this focus area to Childhood Dental Health and is working to effect legislation that will alleviate related disparities across the state. It has been found that almost half of all children ages two to five have never been to the dentist and lack of access to service is highest for minority children and those living in lower income households. Dental health issues can have severe effects on the lives of children including poor nutrition, problems with speech and communication, and inability to sleep and concentrate, which can all lead to poor performance in school and poor overall social function. To find out more about SPAC, focus issues and efforts, please visit www.jlncspac.org or join SPAC on Facebook: SPAC - State Public Affairs Committee of the Junior Leagues of NC.

Annual Survey

The Annual Survey results are in and it seems as though not much has changed during the past few years. The JLWS received 147 responses, almost twice as many as last year, but fewer than in years past. Survey conductors believe the increase is due to several factors including financial incentives, such as a Talbots gift card and free Tour of Fine Spaces tickets, email reminders and reminders at meetings as well as recommendations to complete the survey when members are already online paying dues and taking care of other online JLWS responsibilities.

Members were asked to voice their opinions about several aspects of the JLWS. Some of the highlights and results of the 2010-2011 Annual Survey include:

- Survey participation was higher for members who have been in the JLWS longer. This could be the result of the tendency to feel more of an obligation to participate with each year that passes.
- New Members have greater goals for length of service in the JLWS. As membership years grow, members tend to decrease the number of years they believe they will remain in the JLWS.
- The majority of members have full time jobs. This is similar to years past and could relate to low years of service outlooks.
- Members revealed key issues for the JLWS to focus on during the next three to five years: community impact and membership satisfaction. Members felt the JLWS did not need any improvement in the areas of environmental impact and membership diversity.
- Most members felt they understood the processes of the JLWS including nominating and leadership.
- More than one-half of members reported their chosen placement required thirty or fewer hours and that the frequency of membership meetings and other time requirements was adequate. Nearly three-fourths of members reported that they would recommend their current placement to others while 12 percent revealed they would not recommend it to others.
- Members noted lack of time or conflicts as the main reason for not attending League Linkers' events as opposed to a lack of interest, awareness or budget issues.
- There was a large drop in donations to the Annual Fund by members this year. Most members blamed a lack of personal funds or budget issues as the deterrent to donating.

As evidenced by these results, the Annual Survey is a wonderful tool for members and leaders to understand how other members feel about the JLWS. This feedback will help committee chairs make changes to areas with negative feedback and sustain the areas that seem to be working well.



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Ask Your

Member-at-Large



Amy Collins

Q: How is the money I pay in dues used? When I hear about the Annual Fund, I wonder why additional money is needed.

A: Great Question! This was discussed at the fall Town Halls. Many members are curious what dues are used for and the purpose of the Annual Fund.

Each year the JLWS must pay dues to AJLI of \$35 per member - a fee that all Junior Leagues must pay. The remaining amount of dues, along with other fundraisers and the Annual Fund, supports the operating expenses of the JLWS including office space rental and staff, meetings (space and food), postage, and anything that helps the JLWS to operate. The JLWS is able to serve the community with its invaluable volunteers and create the manpower to be successful because of money spent on these things.

Fundraisers such as cookbook sales, Tour of Fine Spaces, Boo-tique and Rummage Sale (which is also a service project) are key to creating the income needed to operate and maintain low member dues; the JLWS relies on the Annual Fund for this purpose as well. In the End of Year Survey, some members said they felt dues should be sufficient to cover any JLWS expenses. Unfortunately, this is not the case and contributions to the Annual Fund are extremely important. These funds are used to support operational expenses, but are also important as the JLWS applies for grants as a nonprofit organization. The percentage of contributing members is one way that the JLWS demonstrates to sponsors and grantors that members are passionate and supportive of the JLWS mission.

Membership

Past President's Luncheon

A luncheon was held on March 10, 2011 at Old Town Club in honor of JLWS past presidents. The event was attended by twenty-five past presidents, the current president, president-elect and president-elect-elect. Attendees enjoyed a slide show of past JLWS events and experiences.



Above: JLWS past presidents, the current president, president-elect, and president-elect-elect gather at Old Town Club

Kids in the Kitchen

February 11, 2011

William G. White, Jr. Family YMCA



Above: committee members prepare and taste healthy snacks with attendees



Above: Front Row L to R: Candice Brown, Amy Lauten (chair); Back Row L to R: Heather Jenkins, Jessica Tims, Nina Walters, Jennifer Bryan, Jennifer Williams, Erin Evans, Sarah Horton



Above: attendees enjoy the day being active and learning how to make healthy choices

Sustainers, Save the Date!

Ole! The Cinco de Mayo party will be hosted by the Sustainer committee and held at the home of Susan Conger on Thursday, May 5 6:00 p.m.—9:00 p.m. The cost is \$10 and will include festive food and beverages. RSVP no later than April 25 by visiting the Members Only section of the JLWS Web site or by contacting JLWS Headquarters.



Right, Below: Sustainers gather at the Reynolda House Museum of American Art



Above: Susan Conger speaks to attendees

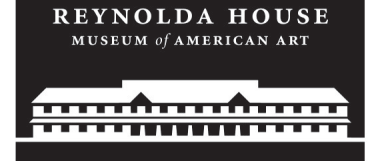
Lunch and Learn:

Katharine Smith Reynolds Johnston

On Friday, February 25, 2011, Sustainers were invited to the Reynolda House Museum of American Art to hear Executive Director Allison Perkins and others speak about Katharine Smith Reynolds Johnston, founder of the Junior League of Winston-Salem. Attendees enjoyed lunch and were invited to tour the historic home and current *O. Winston Link: Trains that Passed in the Night* exhibit.

Become a Member of the JLWS

Friends, colleagues and neighbors are invited to learn more about the JLWS. Every General Membership Meeting (GMM) is open to guests of members and is a great opportunity to introduce a prospective member to the JLWS. Prospective New Members are invited to join JLWS members at an open house on May 18, 2011, 7:00 p.m. - 8:30 p.m. at Diamondback Grill.



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Volunteer Development

Birkman Mini-Retreat

On February 12, 2011 the Volunteer Development committee hosted a Birkman Analysis Mini-Retreat led by Cathleen Allen, certified Birkman instructor. Fourteen women participated in the session and each was asked to complete the Birkman questionnaire prior to the event. The three hour retreat analyzed several components of the Birkman profile, giving each participant better insight to the way that she perceives the world. The event was attended by Sustainers, Actives and New Members. Each attendee received several reports with information regarding her personal scores.

Be a Better Volunteer, Be a Life Coach

On February 21, 2011, the Volunteer Development committee hosted "Be a Better Volunteer, Be a Life Coach" led by Penny Hazen. As the January GMM speaker, Penny introduced several of the concepts of life

coaching that allow women to "fill up" in order to give through their volunteer work. During this two hour training, Penny led participants through exercises which allowed for focus on some personal dreams. She then conducted role-play situations where members gained skills for coaching each other through ideas on plans to make the dreams come true. Penny shared techniques and questions that a life coach will use to draw out answers from inside. She emphasized that individuals, especially in transition, cannot be told what to do, but need to own the ideas and solutions in order to make the results happen. Many of the attendees planned to use these methods with their teenage children, in their workplace and in volunteer settings mentoring others. Attendees felt more in touch with their personal dreams at the conclusion of the event and appreciated the time to reflect on their personal possibilities.

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Mark Calendars Now!



2011 Boo-tique
October 27-29, 2011
Benton Convention Center

Mistletoe Mischief
Thursday, October 27, 7:00 p.m. - 10:00 p.m.

Sustainer Shopping
Friday, October 28 9:00 a.m. - 10:00 a.m.

Shopping Hours
Friday, October 28 10:00 a.m. - 8:00 p.m.
Saturday, October 29 9:00 a.m. - 4:00 p.m.

The Event

Planning for the 2011 Boo-tique is already underway. Vendor applications have been sent out and the committee is hard at work brainstorming ways to build upon the success of last year's event. New elements will be added for both vendors and shoppers. Shoppers will enjoy a wider variety of products, unique on-site activities for children, and special shopping hours like a Sustainer event. The weekend shopping schedule will be kicked off on Thursday by, Mistletoe Mischief, a special ladies shopping night. This event will include exciting segments, like last year's fashion show, and will grant participants first access to all the unique shopping opportunities while enjoying wine and light hors d'ourves. Don't miss this great social night out with friends. Mark calendars now!

The Vendors

Many applications were returned immediately after they were released. 2011 Boo-tique vendors include many of last years favorites and lots of new, exciting ones. Suggestions of vendors or businesses that would be a great fit for this event should be sent to bootique@jlws.org and an invitation to participate will be sent to that vendor or business. Vendor applications can also be found on the JLWS Web site.

The Volunteers

The event is staffed by the Boo-tique committee's ten members and the New Member class. However, all members, Active and Sustaining, are welcomed and encouraged to participation. Volunteer opportunities will be made available in September. Tasks include: organizing move -in, assisting vendors, taking tickets, passing out information, gift wrapping, and staffing the JLWS information table. Volunteers will have the opportunity to shop after their shifts and will also receive an admission ticket to return to the event on Friday or Saturday.

Questions or suggestions about the 2011 Boo-tique should be directed to the committee at bootique@jlws.org.



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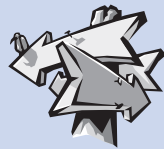



Children's Museum
of Winston-Salem

Birthday Parties: There is no better place to enjoy "stepping into a story" than the Children's Museum of Winston-Salem, particularly on your birthday! We have partnered with Dewey's Bakery to make your children's birthday party just that more special! Available packages include Do It Yourself, Do It Deluxe, and Do It Themed. Themed options include Thomas The Train, Curious George, Fancy Nancy and Penguins!

Museum Rental: Think Children's Museum of Winston-Salem for the perfect place to host your party, reception, wedding, corporate meeting or other special event this holiday season! Rental options include a single space, first floor or complete museum.

CHILDRENS MUSEUM OF WINSTON-SALEM
390 S. Liberty St., Winston-Salem, NC 27101
336-723-9111 childrensmuseumofws.org
Tue-Fri 9 a.m. - 4 p.m., Sat 10 a.m. - 4 p.m., Sun 1 - 5 p.m.



League Transitions

Transfers to Winston-Salem from:

Christy Foster
Amy Wein

Wilmington, NC
New York, NY



Little Leaguers

Lily Beatrice Ewing

Daughter of Whitney and Scout Ewing
February 9, 2011

Britton Mumford Burns

Son of Jill and Dawson Burns
March 18, 2011

Noah Robert Inman

Son of Teresa and Lucas Inman
March 23, 2011

Sloane Vivien Graham

Daughter of Ashley and Matt Graham
April 2, 2011

Volunteers of Distinction

Marybeth Barrett, Laura Slawter, Caroline Brown, Maggie Donley, J.J. Elliott, Allison Greene, Felecia Manning, and Meredith Stubbs for their hard work in creating a successful Tour of Fine Spaces on March 19.

Heather Jenkins, Yvette Boland, Erica Schrock, Emily Webster, and Sharon Witkin for getting Kids in the Kitchen and Tour of Fine Spaces coverage in the Winston-Salem Journal.

Christine Hoyle, Kate Reece, Charlotte Croft-Hudgens, Martha Sobel, Alicia Markham, Katherine Campbell, Stephanie Moser, Allie Lawing, Amelia Gatewood, Brandi Cleveland, Laura Miller and Nancy Brandon for planning a successful Fifty-Seventh Annual Rummage Sale.

Anna Sebastian, Cindy Lorenzetti and Heather Wilson for working late hours to help with final preparations for Rummage Sale.

Julie Groves, Shannon Rainey, Marie Arcuri, Susan Elster and Pat Avetta for speaking at the March GMM about the Children's Museum and the seventy-fifth JLWS anniversary gift.

Becky Stone-Danahy and K Wood for coordinating the member puzzle art project during the March GMM.

Anna Ball Hodge for chairing Putting Fore Horizons and **Leigh Myers and Lynda Morris** for decorating a hole at the event in honor of JLWS Sustainers.

Thanks to **Heather Parker** and the **2010-2011 Board of Directors** for a fabulous year of service and "living the legacy!"



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Advertising Index

Cabinet Studio.....10
 Cash Lovell Stables.....6
 Chermak and Hanson.....7
 Children’s Museum of Winston-Salem.....10
 Cruise Connections.....8
 Forsyth Country Day School.....11
 Hampton House Art & Framing.....11
 Lu Anne Wood Consulting.....3
 Reynolda House Museum of American Art...7
 Summit School.....9
 WFUBMC Plastics.....11
 West End Cabinet Company.....7
 Wishon & Carter.....12



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