



JUNIOR LEAGUE OF  
WINSTON-SALEM

# WOWS



JUNIOR LEAGUE OF WINSTON-SALEM • SUMMER 2018

**WORDS OF WINSTON-SALEM**

# INSIDE THIS ISSUE

- 03 LETTER FROM THE PRESIDENTS
- 04 WHO WE ARE
- 05 FUNDRAISERS 2016-2017
- 06 AWARDS 2016-2017
- 08 BABY SHOWER
- 09 SEEN AROUND TOWN 2016-2017
- 10 ANNUAL REPORT 2016-2017
- 11 MISSION PARTNERS & SUPPORTERS 2016-2017
- 12 HEADQUARTERS & NEW LOGO
- 13 HEADQUARTERS CAPITAL CAMPAIGN DONORS
- 14 FUNDRAISERS 2017-2018
- 15 AWARDS 2017-2018
- 17 QUESTIONS FROM THE BOARD
- 18 PUPPET SHOW & LOGO
- 19 SEEN AROUND TOWN 2017-2018

## SUMMER 2018 CONTRIBUTORS TO WORDS OF WINSTON-SALEM:

CAROLINE LONG • HANNAH DIXON

BECCA HARPER • ETHANIE GOOD

AIMEE ROWE • KATY RINGEMAN

LEAH CROWLEY • CAT NEW

KIMBERLEE BLAYLOCK

ELIZABETH RICHARDSON

PHOTOGRAPHY: KELLY MOOSE

LAUREL BUCKINGHAM

DESIGN: SIR SPEEDY PRINTING



## Navigation points to a life of wellness at home.

**Navigation** by *Salemtowne* is a nonprofit, membership-based option for those 62 and older who want to remain at home as they age. Be proactive in planning your future by choosing **Navigation** – which features a Wellness Navigator who is just a phone call away should you need assistance.

Backed by *Salemtowne* – a community with a long history of providing services to area seniors – **Navigation** assures quality and gives added strength and stability to members.



**Navigation**

BY SALEMTOWNE

*Where your life shines—at home.*

336.714.6848 | [navigationbysalemtowne.org](http://navigationbysalemtowne.org)



Change is inevitable. As our community – locally, nationally, and globally – changes, we must strive to stay relevant through activating a strategic plan that aligns with our vision and mission. The Junior League of Winston-Salem (JLWS) mission has remained the same – To develop

the potential of women, promote voluntarism, and improve communities through the effective action and leadership of trained volunteers.

As we celebrate our 95th anniversary year, there have been some exciting changes within the JLWS. In April 2018, we officially moved in to our new headquarter space off Trade Street. This new space includes meeting rooms for the board of directors and committees, display and program space for BookWORM, offices for administrative personnel, and storage for community placement and fundraiser supplies.

Another significant change was to our logo & brand image. By aligning with the Association of Junior League International's logo, we are able to leverage the power of the brand along with nearly 300 Leagues around the world. Potential members, supporters and partners will instantly recognize and connect us with an indisputable reputation for leadership and service.

While organizational changes were happening, the JLWS's vision of nurturing and educating individuals to build healthier families and a stronger community continued to be a primary focus. Our partnerships with local agencies thrived as did our JLWS signature projects. The Strong Women Strong Families committee celebrated two years of successful health fairs and events hosting approximately 500 attendees and feeding a meal to 300 of those; Puppet Show celebrated more than 30 years of impact with the production of updated vignettes on internet safety and finally a logo; and BookWORM continued

to place books in the hands of children by distributing more than 10,000 books. The BookWORM committee was awarded the 2017 Forsyth County Governor's Volunteer Award as an acknowledgment for their community involvement and the importance of getting a book in to every child's home.

The Junior League of Winston-Salem knows its members are the driving force for spreading the word & work of our organization. Our volunteer development team was hard at work training these members to become effective leaders through experience-based opportunities as well as a variety of modules that covered a vast list of topics ranging from personal growth to networking in the business world. These trained members not only benefit the JLWS but their training & knowledge helps them to become better residents always looking for ways to make their community stronger.



In five short years, the Junior League of Winston-Salem will turn 100 years old. Such a milestone is an opportunity to celebrate all we've accomplished as empowered, transformational, female leaders and we look forward to continuing our mission & hard work in this community we love. Thank you for your continued support of our league and we hope you enjoy this edition of Words of Winston-Salem (WOWS).

Aimee Rowe  
*President 2017-2018*

Katy Ringeman  
*President 2016-2017*

## 2016-2017 BOARD OF DIRECTORS

Katy Ringeman: President  
Aimee Rowe: President-Elect  
Sarah Blackwell: Administrative Vice President  
Lindsay Stanley: Communications Vice President  
Kimberlee Blaylock: Assistant Communications Vice President  
Charmon Baker: Community Vice President  
Lauren Rogers: Assistant Community Vice President  
Susan Colon: Finance Vice President  
Jackie Piscetelli: Assistant Finance Vice President  
Amanda Marshall: Membership Vice President  
Alison Grein: Assistant Membership Vice President  
Elizabeth Noland: Strategic Planning Officer  
Brandi Cleveland: Nominating Chair  
Jen deGuzman: Volunteer Development Chair  
Jennifer Conrad: Member-at-Large  
Lisa Aft: Sustainer Vice President

## 2017-2018 BOARD OF DIRECTORS

Aimee Rowe: President  
Cat New: President-Elect  
Brittany Pendleton: Administrative Vice President  
Kimberlee Blaylock: Communications Vice President  
Elizabeth Richardson: Assistant Communications Vice President  
Lauren Rogers: Community Vice President  
Megan Davis: Assistant Community Vice President  
Jackie Piscetelli: Finance Vice President  
Katherine Vogler: Assistant Finance Vice President  
Alison Grein: Membership Vice President  
Stephanie Flores de Valgaz: Assistant Membership Vice President  
Elizabeth Noland: Strategic Planning Officer  
Abby Archer: Nominating Chair  
Dudley Burkhalter: Volunteer Development Chair  
Jennifer Baker: Member-at-Large  
Heather Egan: Sustainer Vice President

## MISSION

Founded in March 1923, the JLWS is an organization of women committed to promoting voluntarism, 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.

## VISION

The JLWS nurtures and educates individuals to build healthier families and a stronger community. The JLWS has two focus areas:

- Educating and mentoring youth from birth to age eighteen
- Addressing women's health issues



*Schedule Your Visit!*

2100 REYNOLDA ROAD  
336.722.2777  
SUMMITSCHOOL.COM

*2018-19 Applications Open October 1*

A Progressive Junior Kindergarten through 9th Grade independent school

# Boutique



# TOUR of FINE SPACES

Junior League of Winston-Salem



## COMMUNITY PLACEMENT OF THE YEAR STRONG WOMEN. STRONG FAMILIES.



As part of the Junior League of Winston-Salem's mission to improve the health of the community, this committee of 12 Fabulous Women pulled off 4 "signature" Health Fair events at Kimberley Park

Elementary School. Health Fair events had a combined attendance of over 500 participants. The themes for each event were as follows: Personal Health Awareness and Access (where 43 adults received health screenings), Nutrition, Heart Health and Dental Health (where 49 children received dental screenings), and the last event had a focus on Self Care and Fitness. In addition to these very relevant health topics, the events offered family friendly activities, healthy food preparation classes and healthy meals. Thank you for a job well done Strong Women. Strong Families placement!

## JLWS SCHOLARSHIP DELANEY COWART



Delaney Cowart was the recipient of the 2017 Junior League of Winston-Salem scholarship. She is a graduate of West Forsyth High School and currently attending UNC, majoring in pre-med.

Among Delaney's many impressive accomplishments is serving on TOPSoccer Student Leadership Team. TOPSoccer is a soccer program designed for children of any age with a physical or mental disability. In her role, she helped to plan and execute the training sessions and assign buddies to work closely with the kids in the program and says her favorite part is seeing the happiness on the children's faces as they run and play soccer. Delaney's service extends well beyond TOPSoccer. She volunteers at the Riverwood Therapeutic Horse Center and was the President of the Anchor Club, an all-female service club at West Forsyth

Delaney is such a wonderful representative of our community and our organization.

## KATHERINE REYNOLDS JOHNSTON LEAGUE AWARD

### LOY MCGILL



Loy McGill is committed to supporting family, children and community issues and has been involved on numerous boards including: the YWCA, Comprehensive Cancer Center of WFBMC, RJ Reynolds High School, Historical Bethabara Board of Trustees, Stratford Rotary (president), and Piedmont Opera Theatre Board

(president). Strongly supporting the importance of mentoring and training women, Loy has been committed to working with her national sorority: she was the Colonization Officer and Coordinator of Chapter Development for Kappa Kappa Gamma at Wake Forest University and co-chaired the development of the university's Panhellenic Council. Later, she served as the Province Director of Chapters, Leadership Training for the national organization and co-chaired a capital campaign for the organization. Loy has also served as president of the Winston-Salem/Forsyth County Garden Club Council.

While president of the Junior League in 2000 - 2001, over 100 League women helped lead a campaign to raise money for the Children's Museum. They also began the Annual Fund that continues to this day. She continues to stay involved with the League; serving as its sustaining advisor to the board in 2012 and on its ad hoc Rummage Sale committee, its 60th Anniversary Rummage Sale Celebration committee and its Headquarters committee.

When her second child was born and subsequently diagnosed with developmental disabilities, her attention gravitated to advocacy for children with emotional and developmental disabilities and their families. She has served as a long-term member of the Amos Cottage, Inc. board and is a past president, continuing to serve on their Advisory Board. Loy has been a participant on CenterPoint's (now Cardinal) advisory committee and was invited to serve as the NC lobbyist for the American Academy of Child and Adolescent Psychiatry at its DC annual legislative meeting for four years.

She is an active member at St. Mary's Episcopal Church in Blowing Rock, NC where she served as a vestry member; co-chaired its \$1,000,000 capital campaign, its annual stewardship campaign for 3 years, and the 2014 and 2017 chair of the annual Tour of Homes - event funds profiting up to 25 local agencies in need. She is also an active member of St. Paul's Episcopal Church in Winston-Salem having served as a Sunday school teacher and on numerous committees.

**NEW MEMBER OF THE YEAR  
GIA DIGIACOBBE**



The New Member of the Year award was presented to Gia DiGiacobbe for her high level of engagement and enthusiasm for the Junior League. She went above and beyond the expectations for a New Member, always seeking

ways to learn more from Active members and creating opportunities to participate in many facets of the League. In a day in age where we have so many responsibilities and interests pulling us in various directions, Gia has chosen to put her talents, time, and treasures into the Junior League of Winston-Salem. We are so glad that this dynamic woman has done so and look forward to seeing what great things Gia will accomplish through her leadership in the League for the improvement of the Winston-Salem community!

**COMMUNITY PARTNER OF THE YEAR  
WINSTON-SALEM/FORSYTH  
COUNTY SCHOOLS**



In partnership with local public schools, the Junior League of Winston-Salem is able to support the health and well-being of thousands of our community's children each year. Our Backpack program at Cook Elementary, BookWORM's support of the Rodney Ellis Dream Center at Philo-Hill Magnet Middle School, and our relationship with Kimberley Park through the Strong Women. Strong Families Initiative would not be possible without the unwavering and longstanding support of Winston-Salem Forsyth County Public Schools. Our longest partnership with WSFCS has been in place since 1986. This project, our Child Abuse Puppet Show, was presented to 4,400 third graders in the WSFCS system in 2017 alone. Our newest program, Strong Women. Strong Families, developed in partnership with Kimberley Park Elementary School, had 500 folks attend their health forums in its very first year. We thank WSFCS for your support of the Junior League of Winston-Salem and your commitment to our community at large.

**FRIEND OF THE LEAGUE  
BUDDY GLASSCOE OF TIMBERWOLF  
DESIGNS AND SUSAN BRADFORD  
OF SUSAN BRADFORD DESIGNS**



The Friend of the Junior League Award is given each year to acknowledge those in the community who have been particularly generous. We were pleased to award the 2017 Friend

of the Junior League award to a dynamic duo, Buddy Glasscoe of Timberwolf Designs and Susan Bradford of Susan Bradford Designs. Buddy and Susan have supported the JLWS for many years. They have participated in every Tour of Fine Spaces event the League has hosted. Their standard of quality and consistency in renovated homes brings the public back year after year. When our fundraisers are successful, the JLWS is able to give back to our community. We are very grateful and thankful for the support of Buddy Glasscoe and Susan Bradford!

**ACTIVE OF THE YEAR  
ALISON GREIN**



Alison Grein was the recipient of the 2016-17 Active of the Year Award. She is an Asheboro native, who attended UNC Chapel Hill for her undergraduate, Appalachian State for her

Masters in Education Administration and is currently an educator in the Guilford County School system. She has been a member of the JLWS since 2012 and has since focused all of her energy and time in Membership placements. She is the mother of one adorable little girl, Lillabeth, and wife of Tim and in her "spare time" enjoys cheering on the Carolina Panthers and running.

Alison has put her heart and soul into membership committees for the past 5 years. As Chair of the Placement Committee, Alison stepped up to completely revamp the placement liaison structure in order for it to be more effective and efficient, which enabled over 10 liaison positions to be reallocated to other committees in need of more member support. She worked tirelessly and selflessly to reshape our placement model and increase member satisfaction. She is always willing to do more than just her League position. We thank you for your hard work and dedication to the Junior League of Winston-Salem!

**SUSTAINER OF THE YEAR  
EVA WU**



Eva Wu was our 2016-17 Sustainer of the Year. Eva was chosen because of her dedication to the Junior League and our many projects and in-League committees. Eva joined the Junior League of Winston-Salem in 1998 and has been a leader ever since. She was a Wows writer, Words of Winston-Salem assistant chair,

Community Liaison, and was instrumental in the fundraising, grand opening, and coordination of the JLWS partnership with Children’s Museum. She has Chaired our Long Range Planning and Strategic Planning, and been active with League marketing and PR. She has served on the Women’s Health Advisory Council, and been part of the 100th Anniversary Ad Hoc committee. Eva has been a Placement Liaison. She continues to be an “active” Sustainer and has agreed to serve on the Sustainer Council. Eva continues to be active in the community. She is a marketing and branding professional for BB&T. She studied at Cornell University and earned a Masters from the Wharton School at the University of Pennsylvania.

**IN LEAGUE PLACEMENT OF THE YEAR  
NEW MEMBER DEVELOPMENT**



The New Member Development Committee is the 2016-17 In League Placement of the Year. The ladies in this group did an outstanding job helping the new members of the League focus on the community which will set the stage for their

League experience in the coming years. Their efforts have primarily come through having new members volunteer at all Strong Women. Strong Families. events and with Puppet Show therefore making the first year of SWSF a success and sustaining the life of the Puppet Show placement in its 30th year. Hats off to this group of women who did a fantastic job developing our new members!

**GOVERNOR'S AWARD  
BOOKWORM COMMITTEE**



Congratulations to the BookWORM committee! They are the recipient of the 2017 Forsyth County Governor's Volunteer Service Awards, co-presented by HandsOn NWNC, United Way of Forsyth County, Salem College and the Winston-

Salem Journal. This award recognizes the "best of the best" volunteers in our county.

**COMMUNITY BABY SHOWER INITIATIVE**  
by ETHANIE GOOD



Preparing to welcome a child into the world is a time full of anticipation, planning, and lots of love. For many expectant moms, one of the milestones of their pregnancy is the baby shower, when friends and family join together to help a mother-to-be prepare for the baby’s arrival. Gifts of diapers, blankets, bottles, toys, clothing, and all sorts of

other baby gear can help stock the new baby’s nursery and prepare a growing family for a wonderful start.

A new community placement in the Junior League of Winston-Salem is addressing an important question: what if we all stepped in to help ensure all new moms got the necessities to welcome a new child? The Junior League is partnering with the Fox 8 Community Baby Shower to help make this idea a reality.

The Community Baby Shower is an initiative started by Fox 8 anchor Katie Nordeen during her pregnancy in 2016. Katie launched the program to gather donations of baby items to be distributed through established agencies such as Family Services of Forsyth County, Head Start, and Forsyth Connects. Katie says “there is nothing more exciting than bringing a new baby into this world. But it can also be quite stressful, and that’s especially true for moms who don’t have a lot of resources. Our goal with The FOX8 Community Baby Shower is to make sure all babies- no matter the economic situation they’re born into- start life with basic necessities many of us take for granted. It gives their parents the opportunity to focus on the new baby and not worry about how they’ll buy diapers or formula.”

A study conducted by Forsyth Futures finds that the poverty rate in Forsyth County is 20 percent, and that women and children are disproportionately affected by poverty. The Community Baby Shower helps to fill in resources during an important time for both mother and baby. The items collected are distributed in pre-sorted “go packs,” and the organizers hope to soon offer a boutique as well, to give moms the experience of shopping and selecting items for their babies.

The Junior League helped to collect and organize items this year, offering members the opportunity to volunteer with the Community Baby Shower through an official community placement for 2018. As the organization’s mission and focus areas center around improving the lives of women and children in the community, this placement will help to achieve the overall goals of the Junior League.



New Member Class Meet and Greet



Serving the community in the Goler Garden



November GMM at Sci Works with June Scobee Rodgers



Volunteering with Strong Women. Strong Families



Incoming Board getting to know each other



Initiation of Community Baby Shower



Sorting books at the BookWORM Wormhole

## STATEMENT OF FINANCIAL POSITION

(As of the Years Ended May 31, 2017 and 2016)

<b>ASSETS</b>	<b>2017</b>	<b>2016</b>
Cash and Cash Equivalents	\$ 586,103	\$ 608,166
Sponsorship Receivables	5,000	-
Inventory	4,009	5,116
Prepaid Expenses	5,202	5,750
Property and Equipment, Net	-	163
Beneficial Interest in Assets Held by Others	151,215	138,000
<b>Total Assets</b>	<b>\$ 751,529</b>	<b>\$ 757,195</b>
<b>LIABILITIES AND NET ASSETS</b>	<b>2017</b>	<b>2016</b>
<b>LIABILITIES</b>		
Accounts Payable and Accrued Expenses	\$ 4,284	\$ 3,286
Deferred Membership Dues	87,990	89,430
<b>Total Liabilities</b>	<b>\$ 92,274</b>	<b>\$ 92,716</b>
<b>NET ASSETS</b>		
Unrestricted	\$ 620,625	\$ 627,638
Temporarily Restricted	23,630	21,841
Permanently Restricted	15,000	15,000
<b>Total Net Assets</b>	<b>\$ 659,255</b>	<b>\$ 664,479</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 751,529</b>	<b>\$ 757,195</b>

## STATEMENT OF ACTIVITIES

(For the Year Ended May 31, 2017)

<b>SUPPORT AND REVENUE</b>	<b>2017</b>
Annual Giving Contributions	\$ 35,532
Memberships	101,286
Fundraisers	74,828
Advertising	4,350
Interest Income, Net	138
Miscellaneous	1,134
Unrealized Gains	14,612
<b>Total Revenue</b>	<b>\$ 231,880</b>
<b>EXPENSES</b>	
Community Projects and Placements	\$ 15,065
Conferences and Committees	38,732
Fundraisers	41,735
Memberships and Publications	42,732
Office Expense	54,360
Personnel	25,785
Other	18,645
<b>Total Expenses</b>	<b>\$ 237,104</b>
<b>Change in Net Assets</b>	<b>(5,224)</b>
<b>Net Assets, Beginning</b>	<b>664,479</b>
<b>Net Assets, Ending</b>	<b>\$ 659,255</b>

 This and future annual reports will be located on the Junior League of Winston-Salem website.

## NOTEWORTHY STATS

The JLWS conservatively estimates that 12,500 volunteer hours were given to the Winston-Salem Community during the 2016-2017 fiscal year.

The value of those volunteer hours is estimated at \$287,375. Volunteer time was divided among 20 placements and 16 board positions.

The JLWS had 7 community partners during the 2016-17 fiscal year.

The JLWS continued to support 3 strategic projects during the 2016-17 fiscal year:

- The 2016-17 fiscal year was the inaugural year for **Strong Women. Strong Families.**

The JLWS hosted 4 health forums to increase community awareness and nutrition.

The program reached 450 people with a free meal and health screenings.

- The **Child Abuse Puppet Show** celebrated its 30th anniversary. During the 2016-17 school year, approximately 4,400 WS/FCS third graders viewed the performance, with 80 to 100 students coming forward to discuss issues covered by the show.

- **BookWORM** has distributed over 15,000 since the project launched in 2014, with over 2,500 books distributed in connection with the 2017 Spring book drive.

The JLWS awarded a \$1,000 college scholarship to a high school senior.

Fundraiser net income, by event:

Boutique	\$17,687
Tour of Fine Spaces	\$15,406

*Stirring Performances*, the JLWS cookbook originally published in 1988, is still available for sale!

Membership, as of June 1, 2017:

New Members	32
Actives	182
Sustainers	496
<b>Total JLWS Members</b>	<b>710</b>

## MISSION PARTNERS AND SUPPORTERS

### SPONSORS

Berkshire Hathaway Home Services	Icon Custom Builders	Trouvaille Home
Cabinet Studio	Kim Taylor & Company	Twin City Lofts
California Closets	Leonard Ryden Burr Real Estate	Wake Forest Innovation Quarter
Forsyth Country Day School	Lowe's	Wexford Science & Technology
GEMCAP Companies	Primo Water	Whiting Turner
Goler Community Development Corporation	QFC, Inc.	
Hanes Brands	Schiffman's	
Hardware Supply Source	Susan Bradford Interiors	
Henderson Custom Homes	Timberwolf Designs	

### LEADER

**(\$1,000 TO \$2,499)**

Marie Arcuri  
Ranlet Bell  
Stephanie Moser  
Katy Ringeman

### FOUNDER

**(\$500 TO \$999)**

Teresa Inman

### DONOR

**(\$250 TO \$499)**

Susan Colon  
Heather Mackey  
Loy McGill

### FRIENDS (UP TO \$249)

Lisa Aft	Aurelia Eller	Jennifer Knudson	Marycobb Reeves
Pat Avetta	Kathleen Evans	Kaye Lambert	Jill Rhoades
Abigail Bagliani	Arabelle Fedora	Rebecca Maddux	Allison Roquemore
Carol Baker	Alicia Feimuth	Pamela Maffett	Carrie Ross
Jennifer Baker	Yvonne Fus	Katherine Mahaffey	Aimee Rowe
Charmon Baker	Betty Allen Graham	Emilee Marchesiello	Betsy Rudolph
Kimberley Baker	Michelle Griffith	Amanda Marshall	Nancy Schneider
Beth Baldwin	Cornelia Groce	Meredith Masten	Jody Shaw
Sarah Blackwell	Carissa Hanson	Margaret Mauney	Alston Shipley
Kimberlee Blaylock	Debbie Harlee	Mary McCandless	Amy Shively
Sarre Boglioli	Becca Harper	Erin McKenzie	Abby Sights
Sandra Branch	Olivia Hawkins-Nunez	Cecelia McPhail	Lindsay Stanley
Henrietta Brown	Linda Helsabeck	Jayne Mebane	Marian Steele
Jen Cameron	Sue Henderson	Katherine Memory	Christine Storch
Cindy Christopher	Jan Hiersteiner	Gayle Meredith	Michelle Sutton
Mary Clemens	Ann Hill	Katie Neal	Kathryn Thompson
Brandi Cleveland	Lindsay Hodgson	Liz Noland	Kellon Tippet
Debra Conrad	Carol Holden	Sue Northcraft	Carrie Vickery
Jennifer Conrad	Natalie Holton	Anita Ogburn	Katherine Vogler
Anne Corpening	Marsie Hubbard	Stacy Owen	Hillary Wands
Marian Couch	Judith Iannuzzi	Lynne Park	Ariel Whitman
Leah Crowley	Kay Johnson	Heather Parker	Emily Williamson
Elizabeth Dampier	Louise Jones	Desiree Partin	Heather Wilson
Terrie Davis	Parker Kelly	Buff Perry	Mimi Witherow
Lawren Desai	Kristin Kelly	Jackie Piscetelli	Samantha Woltz
Mary Jane Dewees	Louise Kelly	Louise Pollard	K. Wood
Anne Dunn	Barbara Kirby	Jane Potter	Debra Yancey
Lynn Eisenberg	Amber Kirkman	Allison Reaves	

## A NEW HOME FOR THE JUNIOR LEAGUE OF WINSTON-SALEM

by HANNAH DIXON



As of March 2018, the Junior League has a new space to call home: 131 Liberty View Lane.

This move was prompted when the Children's Museum and SciWorks voted to merge into one entity, Kaleideum, and build a new downtown center. The Junior League of Winston-Salem has a long standing history with both organizations, as many members have worked to create, sustain and build them into what they are today. Upon their decision to move, the Real Estate Committee, consisting of Past Presidents, current President, active members and sustaining members, decided that a move would be in the best interest for the Junior League.

In the fall of 2016, the Real Estate Committee began searching properties to find a building that would fit the needs of the Junior League's growing needs. The ideal property would offer offices for



administrative personnel, storage for placement and fundraiser supplies, conference rooms for meetings and BookWORM display opportunities.

With help from

Past President Cindy Christopher identified spaces for the committee to tour and evaluate. After touring multiple venues, it was determined that Liberty Lane offered the Junior League the diverse and safe area that we craved.

131 Liberty View Lane, formerly 711 W. Trade Street, is a brand new modern building in the arts district of downtown Winston-Salem. The new space is walking distance from restaurants, stores and the innovation quarter, offering the Junior League opportunities to aid the

community in new ways and reach new areas. The building is tailored to the exact needs of the League.



The Junior League of Winston-Salem is celebrating 95 years and what better way to celebrate than with a modern, new headquarters to bring us to 100 years and more. Follow the progress of the new headquarters on our social media sites!

## THE JLWS LOGO HAS A NEW LOOK



JUNIOR LEAGUE OF  
**WINSTON-SALEM**

The Junior League of Winston-Salem underwent a logo change in the 2017-2018 League year. This occurred after much discussion within

our League and with The Association of Junior Leagues International Inc. (AJLI). We believe to thrive, the League must effectively communicate who we are, what we do, and

the impact we create. To this end, we have chosen to tap into the power of the international Junior League brand and redesign our logo and brand standards to align with nearly 300 Leagues around the world. Potential members, supporters and partners will instantly recognize and connect us with an international reputation for leadership and service. This new brand can be seen from our new Headquarters to the launching of a new website in 2018 that is more user-friendly and visually represents our organization and its values.

# HEADQUARTERS CAPITAL CAMPAIGN DONORS

## THANK YOU DONATIONS

Lara Carter  
Marian Couch

Mary Hubbard  
Gair Jewel

Landmark Builders  
Nina Paxton

Becky Perkinson  
Heather Zifchak

## 95TH ANNIVERSARY COMMEMORATIVE DONOR WALL

Ashley Brooks  
Deborah Clark  
Brandi Cleveland  
Mary Boone Coan  
Diane Davis  
Rosena Dillard  
Marian Douglas

Pam Grace  
Julie Groves  
Mary Haley  
Lindsay Hodgson  
Carol Holden  
Jacqueline Hundt  
Jennifer Knudson

Martha Lowry  
Katherine Memory  
Marianne Meyer  
Rebecca Nguyen  
Elizabeth Perry  
Katherine Petree  
Jackie Piscetelli

Tamra Thomas  
Kellon Tippet  
Samantha Turner  
Carrie Vickery  
Samantha Woltz  
Debra Yancey

## CONFERENCE ROOM CHAIR

Marie Arcuri  
Cindy Christopher

Lynn Eisenberg  
Susan Gordon



Kristin Kelly Broyles  
Anita Sue Kurtz

Nancy Spencer

## 1/2 BOARD ROOM CHAIR

Catherine Madden  
Liz Noland

# JUNIOR LEAGUE OF WINSTON-SALEM

## BOARD ROOM CHAIR

Marie Arcuri  
Susan Conger  
Susan Elster  
Lynn Howland

Teresa Inman  
Loy McGill  
Anita Ogburn  
Heather Parker

Nancy Pleasants  
Shannon Rainey  
Allison Roquemore  
Aimee Rowe

Jean Olive Stubbs  
Allison Watts

## LOBBY

Schiffman's, Inc.

## CONFERENCE ROOM

Salem Electric Company

## BOARD ROOM

Marie Arcuri



# Boutique

## TOUR of FINE SPACES

Junior League of Winston-Salem



**ACTIVE OF THE YEAR**

**LIZ NOLAND**



This year's Active of the Year, Liz Noland, has worked tirelessly in front of and behind the scenes to keep our league going while always having a smile on her face and a little strategic motivation.

In addition to keeping our board in line with the goals and plans of the league for the past 3 years, she has also completed the following: stepped in to help man headquarters with administrative staff absence, took on the role as coordinator for puppet show volunteer sign ups and stepped in when volunteers were unable to attend and took on the role of coordinating the clean up and move out efforts from our headquarters transition along with running the sale of items through our league Facebook page and other outlets.

Along with all her JLWS work this member also has other efforts in our community such as Moms Demand Action where she runs a volunteer team dedicated to political outreach and engagement, St. Paul's Preschool Council Board, St. Paul's Episcopal Church Youth and Women's Ministries, Downtown School PTA, World Relief of the Triad Refugee Volunteer team.

She is truly a valuable asset to not just the league but our community as a whole.

**KATHERINE REYNOLDS JOHNSTON  
LEAGUE AWARD  
MELANIE BARBEE**



Melanie graduated with an MBA from WFU and started her marketing career with The United Way. An opportunity took her back to WFU to work in Career Services and while there found her own job at RJ Reynolds in brand marketing. She ran several of RJR's biggest brands with her last position taking her to Santa Fe, NM running the sales, marketing and customer

service groups for Natural American Spirit. She "retired" in 2008 and in her own words "is crazy enough to work retail." She has owned Rolly's Baby Boutique for 5 years.

Melanie joined the JLWS after leaving her first job at The United Way of Forsyth County. That job always connected her to volunteer opportunities and when she left, she was afraid she

would not have that connection again. Her favorite placement was Read To Me – a reading program presented to women who were in the WIC program. Melanie says "It was so special to see the women learning from us the importance of reading and we learned from them just how much love they had for their children and how much they wanted their children to grow up just like everyone else, even though they had little to no resources for themselves or their children. It was very rewarding."

Melanie's love of nonprofit & charitable giving centers around behavioral health, women, and the arts. She says, "One of my dearest nonprofits is The Enrichment Center - an arts based school for adults with intellectual and developmental disabilities. I have been a volunteer for many years and right now I am the past president and marketing committee chair. I have a love of art and compassion for people who have so much to offer yet have a voice that is rarely heard."

Melanie currently sits on the executive board of The Women's Council - an organization within the Novant Health Forsyth Medical Center Foundation.

Along with volunteering at her church, Centenary United Methodist, she has served in various board leadership capacities for The Piedmont Craftsmen and CenterPoint Human Services. She has volunteered over the years with Summit School, the Humane Society, and dragged her husband to dance with her for The Bethesda Center. She has been married to Todd for almost 37 years. They have a daughter, Madeleine and two adorable, but wild puppies – Beau & Bentley.

**FRIEND OF THE LEAGUE  
KATE AND JOE WINDEMULLER WITH  
TWO MEN AND A TRUCK**



The Junior League Headquarters moved to a great new space this year. Many Junior League members

were involved in the process of selecting, planning, and executing the move and it was a huge asset to have the generous support from Joe and Kate Windemuller with Two Men and a Truck. The Windemullers and their amazing team were very accommodating of our schedules and helped to ease the stress of moving. We are so appreciative of their support and for making the JLWS Headquarters relocation project a large success!

## JLWS SCHOLARSHIP AWARD STEPHANIE LEANNE EVANS



We were proud to present the 2017-18 JLWS Scholarship award to Stephanie Leanne Evans.

Stephanie is a senior at Parkland Magnet High School where she is enrolled in the International Baccalaureate program. Her current GPA is 4.0577 and she is ranked 40th out of 343 seniors.

She is a Crosby Scholar and a member of the National Honor Society. In the fall she will be attending Appalachian State University.

Her volunteer work includes City with Dwellings and Anthony's Plot overflow homeless shelters. At these locations she sets up shelter, greets those arriving and serves dinner. She serves 5-10 hours per week during the months of January to March. Each year Stephanie helps with the set up and execution of the AJ Linville Golf Tournament, which gives money back to children's charities in memory of AJ Linville. She also takes on an active role in her church, First Presbyterian of Winston-Salem, where she helps with Vacation Bible School, setting up activities for the preschool department, and helping to organize charitable activities during the Christmas season.

We are so proud of Stephanie and her work in the Winston-Salem community. We hope to one day see her as a member of the Junior League of Winston-Salem. Congratulations!

## SUSTAINER OF THE YEAR PAM BALL



We proudly presented Pam Ball with the 2017-18 Sustainer of the Year Award. Pam went above and beyond for Sustainer Council this year. She managed events, planned menus,

created invitations, stuffed envelopes, facilitated bridge lessons, moved furniture, bought snacks, and organized Jazzercise classes. An empty-nester, Pam brings enthusiasm to every project. Because of her efforts, Sustainers are more engaged than ever. Thank you for your hard work and continued dedication to the League!

## COMMUNITY PARTNER OF THE YEAR FAMILY SERVICES



We began our league year supporting the Family Services Wake Up Walk in August, where Kids In the Kitchen and BookWORM both manned booths to support local families in their access to healthy nutrition and our literacy initiative. In early 2018, Family Services hosted the entire League for our placement fair, and shared their headquarters with us as we began to plan for the 2018-2019 year. We are now ending our league year with the Community Baby Shower drive, which is being supported by our members throughout May. Since the beginning, middle, and end of our League year featured our partnership with Family Services, it should come as no great surprise that this organization is being recognized as our Community Partner of the Year.

Family Services' mission is to foster the development of children and advance the safety, security, and success of families and individuals in order to build a sustainable community. Their vision is to ensure that all families and children are safe, secure, and able to reach their full potential.

Thank you to Bob Feikema, Family Services President and CEO, for accepting this award. We look forward to many more years of partnering with Family Services.

## NEW MEMBER OF THE YEAR MORGAN MARCH



This year we recognized Morgan March as the 2017-18 New Member of the Year. Morgan was very involved this year and went above and beyond when it came to volunteering, socializing with new members and furthering the mission of the JLWS. Her mentor Ashley Stott described Morgan as a member

who is always reaching out, staying connected, and highly engaged in the mission and organization of the Junior League. Thank you, Morgan, for strong efforts and hard work this year!

**COMMUNITY PLACEMENT OF THE YEAR  
KIDS IN THE KITCHEN**



At a cost of \$1.67 per touch, Kids in the Kitchen reached 600 children during the 2017-18 Junior League year. The nine member Placement educated youth of Forsyth county on preparation of healthy meals and snacks. In addition to interactive demonstrations, they partnered with Strong Women, Strong Families and Boutique to provide snacks. Looking forward, they will also partner with Goler Garden in the future.

**IN LEAGUE PLACEMENT OF THE YEAR  
VOLUNTEER DEVELOPMENT**



We recognized Volunteer Development, under the leadership of Dudley Commander Burkhalter, for the 2017-18 In-League Placement of the Year.

Volunteer Development brought us inspiring speakers like Vicki Clark, offered opportunities to grow in personal and professional lives through lunch-and-learns, and was continuously on-call for any training that a committee might request. In addition, Volunteer Development took on the tall task of programming and executing the logistics of every general membership meeting we had this year. Through hours of behind-the-scenes work, Dudley and her committee provided the members of our league a remarkable year of training and gatherings. We are so grateful for their hard work!

**95TH ANNIVERSARY QUESTIONS**

- 1) What do you believe is the best thing that the Junior League of Winston-Salem has achieved/done in its 95 years?
- 2) What do you see/hope for the Junior League in the future?

**PRESIDENT-ELECT: Cat New**



1) I'm a bit partial on this as my day job is serving as the Deputy Director of The Arts Council. Favoritism aside, the League's vision to support a community-wide effort to sustain and grow the arts and culture in Winston-Salem paved the way for us to be nationally recognized as a City of Arts and Innovation. This authentic, unique reputation is crucial to Winston-Salem's success as a leading 21st century community.

2) My hope for the League's future is for it to continue to live its legacy of developing the potential of women. While we're known for projects and programs that give back to and lift up our city, it's our ability to train and provide leadership opportunities to women that distinguishes us from other volunteer organizations.

**COMMUNICATIONS AVP: Elizabeth Richardson**



1) The Junior League has been an outlet for women from all backgrounds to learn how to and become leaders. This has made our community and I would argue the world a better place given the globalization present in this day and time.

2) I hope the Junior League can maintain a presence in its individual communities over time as society changes. However, we have to learn how to anticipate needs and meet women where they are in life.

**FINANCE AVP: Katherine Vogler**



1) I am so proud to be part of an organization that recognizes the value that women can bring to their communities and I believe one of JLWS' remarkable achievements is in being able to harness, promote, and develop the skills of talented women despite political, environmental, and social changes our community has faced.

2) What do you see/hope for the junior league in the future? I hope that the JLWS continues to inspire women. We are in the age of "girl bosses" that have such an incredible network available to them. JLWS was on the forefront of this movement and I hope it continues to guide women through uncharted territories.

## NEW LOOK FOR PUPPET SHOW

by LEAH CROWLEY



In its third decade, Junior League of Winston-Salem has educated Forsyth County's third graders about the different ways children may be mistreated. Teaching children to recognize physical and sexual abuse, neglect, and internet predators helps empower children to tell someone so they can get help. This past league year, the Puppet Show script was updated to reflect the ever-changing lingo of technology – for example, exchanging the word “computer” for “electronic devices” since children use phones, tablets, iPads, game systems, etc. With over 4,000 students viewing the live show and participating in discussion between the vignettes, JLWS strives to reach every third grader in the WSFCS system. The results are that each year about 100 children report child abuse concerns to a teacher, guidance counselor, or school social worker.



Because this placement occurs during the work/school day it can be difficult to find available members to volunteer. A couple of years ago, Puppet Show became part of the New Member experience, where New Members signed up as a partner to an

experienced Active on the Puppet Show committee. This change has successfully kept the placement staffed – it can survive with a smaller committee (ideally four to five members) and give New Members a one-time, hands-on volunteer experience. A typical year includes visits to approximately 45 elementary schools and JLWS New Member classes have been at least that in recent years.

In 2017 JLWS decided to brand the Puppet Show. Led by Suzanna Roemer, this committee (including Caryn Garner, Jacqlyn Piscetelli, Virginia Ellis, Elizabeth Richardson, Leah Crowley, Aimee Rowe, and Kimberlee Blaylock), consulted Dogwood Creative, a graphic design firm, whose goal was to capture the essence of the placement in a logo. After reviewing multiple designs and getting committee feedback, a logo was chosen that best represents the spirit of the show. At the logo's center is Fairy Godmother, a recurring character in the show who helps guide the children through recognizing child abuse.



On the left is Cindy, a character who is mistreated by her stepmother, reminiscent of the fairytale Cinderella, and on the right is the character, Carlos, who is being abused by an impatient father with a terrible temper. The characters in the puppet show reflect the diversity of the schools served by JLWS and it was important to the committee that this was part of the brand. The tagline “You can always talk to someone” is a refrain throughout the puppet show so that children will be empowered to tell an adult they trust, who should help.

The JLWS Puppet Show logo brings a visual identity to the placement and will help brand this important community service for its next 30 years or more!



Beginning of the New Member Year



Junior League members mix and mingle at the Holiday Party



Updating the Puppet Show to be relevant to today's child



Members tour new Headquarters for the first time



Members celebrate the League year at the final May GMM



Sustainers staying active with Jazzercise



Kicking off the 95th Year at Foothills Tasting Room

# JUNIOR LEAGUE OF WINSTON-SALEM



JUNIOR LEAGUE OF  
**WINSTON-SALEM**

*Please visit* our NEW JLWS Headquarters at:

**131 Liberty View Lane, Suite 201  
Winston-Salem, NC, 27101**



## TAKE YOUR CAREER TO THE NEXT LEVEL

Learn more about the  
Wake Forest MBA at an  
upcoming info session.

Session options include casual  
coffee/breakfast, after-work  
meet-and-greet, or a class visit.

Find session information at:  
[business.wfu.edu/events](http://business.wfu.edu/events)

For more information,  
contact Kevin Bender  
at 336.758.3091 or  
[benderkc@wfu.edu](mailto:benderkc@wfu.edu)  
[business.wfu.edu/mba](http://business.wfu.edu/mba)



**WAKE FOREST**  
UNIVERSITY  
SCHOOL of BUSINESS