



League Log

JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS

Women building better communities

September 2011

MISSION

The Junior League of Waterloo-Cedar Falls, Iowa Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

General Membership

MEETING

Tuesday, September 6

Location: Waterloo Public Library
415 Commercial Street

6:15 p.m. Networking

6:30 p.m. Meeting

Monday, October 3

Location: Junior League Office—Basement

6:15 p.m. Networking

6:30 p.m. Meeting

INSIDE This Issue...

President	2
Hot Topics	3
Sustainers	4
Other News	5
Sustainer Spotlight	6
Announcements	7
Meet Emily Cabbage	8

Touch-A-Truck

Saturday, October 1, 2011

Riverloop Expo Plaza

10 a.m.-4 p.m.

\$3 in Advance, \$5 at the door

**Get up close and personal to over 20 vehicles
Including: dump truck, police car, tractors,
race car, bulldozer, and many more...**

FREE children's activities

Food Vendors

Raffle Prizes



For tickets or additional information
contact the Junior League Office at
319-232-8687 or jlwcf@jlwcf.org

President's Message

2011-2012 Leadership Team

EXECUTIVE COMMITTEE

President

Shasta Locke

President-Elect

Katy Susong

Executive Secretary

Hillary Anniss

Treasurer

Melissa Hansen

Assistant Treasurer

Molly Schmehl

COMMUNITY IMPACT COUNCIL

Vice-President

Laura Lockert

FUND DEVELOPMENT COUNCIL

Vice-President

Megan Hannam

MARKETING COUNCIL

Vice-President

Mandy Gesme

MEMBERSHIP DEVELOPMENT COUNCIL

Vice-President

Christa Miede

DIRECTOR-AT-LARGE

Kari Jansen

SUSTAINER REPRESENTATIVE

Mary Ann Moore

PRINTING BY:



I am very pleased to be writing this, my first article as President of the Junior League of Waterloo-Cedar Falls. It has been a busy summer already and to say that I am excited about all of the things this year will bring would be a dramatic understatement. I certainly can't cover them all in one article, so I will discuss one of the most immediate and exciting topics now.



Shasta Locke, President with husband Eric and son Steven.

In April 2011, JLWCF entered into an agreement with ME&V to create a new website.

If you've been to our current website, you will agree that we are in need of an upgrade. I am pleased to announce that the website is nearly done. As of this morning I have received a link to review and test the new site. With any luck, the new site will be ready to go live shortly after you receive this League Log. In the future you will be able to trust that our website will be updated with current information. You will also be able to purchase tickets for our fundraising events, pay your dues, and support JLWCF all through our website.

In addition to the website, our agreement with ME&V also includes the creation of a comprehensive database and contact management system. Over the years, the amount of information that we track (including Member information, donor information, Member obligations, etc) has increased exponentially. This has resulted in many Members maintaining many lists, often with the same information. We have found ourselves in a position where it is nearly impossible to ensure that all of those independent lists are up to date. To put it simply...this just isn't acceptable. Junior League has been known for years as a premier volunteer organization and one that prides itself on its professionalism. We simply cannot continue to manage our resources in the same way that we have in the past. This new database will be a big key to our future success. Now all information will be kept in one place and our leadership team will have confidence in the information in the system. This will free up an uncountable number of hours for our leadership team to look toward the future for the projects that our Members and our supporters are interested in.

As you can imagine, these projects do not come at a small cost. JLWCF had saved a significant portion of the funds for the contract, and ME&V has very generously donated a portion of the costs. However, there are more funds to be raised, and we hope that we can count on you, our faithful supporters, to help us bring this project to a successful completion. More information on this very important fund drive will follow, but please know that we are very grateful for all of the support that all of you provide to us every year. Your continued support is the only reason we are able to continue to make such a significant difference in the Cedar Valley.

It will be an exciting year and one filled with change. Stick around to find out just what your Junior League will be up to next!!

Sincerely,

Shasta Locke
President

Hot Topics

Get Your First Impressions Cook Book!

Start your holiday and gift shopping early! We are featuring the Junior League of Waterloo Cedar Falls' *First Impressions* cookbook at the new lower price of \$10.00 each! For purchases of 10 or more, each book \$5.00, and if you buy 50 or more books they are only \$2 each!

Featuring:

- Hard cover bound cook book with beautiful color photos
- More than 250 taste tested recipes
- Tips on etiquette, cooking techniques, table settings and decorating

We will have copies available for our members to purchase at each of the monthly league meetings. If you would like to order a *First Impressions* cookbook, please contact the League office at jlwcf@jlwcf.org with your name and phone number or you can mail your request along with a payment to:

Junior League of Waterloo-Cedar Falls
Attn: Autumn Hurley
P.O. Box 568
Waterloo, IA 50704



Pfeiffer Park!

Cedar Falls Park Division staff has completed installation of new play equipment at Pfeiffer Park on Grand Blvd. This new equipment was made possible due to a \$20,000 donation from the Junior League of Waterloo-Cedar Falls.



Memo from Mary Ann Moore

(This is an excerpt of a letter that was mailed to sustainers at the beginning of August.)

It is a privilege to be the Sustainer Representative on the Junior League Board of Directors this year, serving as liaison between the Active Membership and the Sustainers. With the help and input of some other dedicated Sustainers, we've been plotting and planning ways to get YOU and many other Sustainers involved in League this year. We're excited to invite you to participate! For starters, we've detailed a couple of Sustainer opportunities below. (additional opportunities will unfold as the year goes along.) Please consider volunteering for these activities:

BABYSITTING AT GENERAL MEMBERSHIP MEETINGS

There are times when Active Members who have babies or young children find themselves in a "babysitter bind" on General Membership Meeting (GMM) nights. We believe this offers our local Sustainers a wonderful opportunity to be of enormous help to the JL Active Membership, by having a couple of Sustainers available on meeting nights to care for the wee ones while the kids' moms attend their important monthly JL meeting without stress or distraction. The babysitting room will be located in the same building as the GMM. Meetings begin at 6:30 p.m. and usually last no more than 2 hours, so this is not a huge volunteer commitment. Here are the 2011-12 GMM dates: September 6; October 3; November 7; January 2; February 6; March 5; April 2. We hope to have 2 sustainer volunteers at each GMM, so let us know if you can help. (My contact information is listed below.)

GUEST STARRING AT GENERAL MEMBERSHIP MEETINGS

The Active Members of Junior League don't know us, and we don't know them. Let's change that! Volunteer to be a guest at a General Membership Meeting! We envision introducing 4 or 5 Sustainers at each meeting. We think it'll be neat for Active Junior League Members to meet and hear about some of the wonderful leaders who have gone before them. Don't worry....we'll do all the talking! You won't have to say a word unless you want to. If you do volunteer for this activity, please plan to stay for the entire meeting. You'll get a feel for what's going on in Junior League these days, and you just *might* learn of a volunteer or leadership opportunity in the community that interests you! At the very least, you'll get a look at the current "faces of Junior League." Refer to the above item for a listing of GMM dates, in case you have a date preference.

If you are interested in participating in either of the activities we've described, please send me an email, or give me a call. Here's my contact information:

Mary Ann Moore- bigmary@bigmaryproducts.com, 232-3301

WE LOOK FORWARD TO SEEING YOU THIS YEAR!

Other News

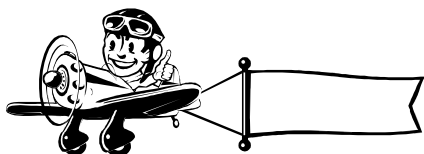
The Junior League tradition runs deep! Our League recently received a touching and inspirational email from Katy Koch Campbell, the daughter of Sustainer Bev Koch, who passed away last year in Palm Beach Gardens, Florida. Here are excerpts from Katy's message:



"I know she enjoyed Waterloo Junior League for so many years. I have a picture of her when she was Charity Ball chair back in the 1960's. I will be happy to make a final donation myself.. as a memorial tribute to her...in the amount of her dues. Coincidentally, it may interest your group to know her husband of 53 years, Fred, just passed away in Edina, MN, on July 11. He was 84 and had been living with ALS (Lou Gehrig's disease). So the two of them are at peace and together again. I will put that check in the mail this week.

*Sincerely,
Katy Koch Campbell, Edina MN."*

We thank Katy for her generous donation in honor of her mother, and we offer our heartfelt condolences on the loss of her beloved parents.



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Here are a few of our recent awards:

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Client: Stainless Plus
www.StainlessPlus.com

Silver ADDY Award
Client: McAbee Medical
www.McAbeeMedical.com

Silver ADDY Award
Client: VGM Club
www.VGMClub.com

Silver ADDY Award
Client: Northstar Campers
www.NorthstarCampers.com



WWW.FORBIN.COM - 319.274.4430 P.O. BOX 2817 WATERLOO, IA 50704

Sustainer Spotlight—Meet Vicky Bjortomt

Vicky was a Provisional Member in 1976 and she believes she went sustaining in 1986. She got involved with League by invitation from a friend. Girlfriends were playing bridge at her house and after nearly everyone left, her friend sat on her couch. Vicky said the friend could hardly contain herself—the friend had proposed Vicky for Junior League. Her friend was so excited and Vicky unfortunately didn't even know what JL was. Vicky was already involved in volunteering, so she wasn't looking for outlets but she said she "soaked up the leadership and training skills." When asked why she joined, she responded, "I guess because someone asked me. It's a decision I have never regretted."

Vicky held numerous positions in League including: Arrangements, Corresponding Secretary and Office Manager, Placement, Nominating, Sustainer Representative on committees and Sustainer

Representative on the Board. One of her committees sent a survey to all Sustainers asking them to indicate their interests. Thus the first Junior League Book Club, Investment Club and Garden Club were formed. The Book Club and Investment Club are still functioning. Often our Members wish the Garden Club was still going too.

When asked what she enjoyed the most about League, Vicky responded, "Does anyone ever say anything different than the friendships? I think that's the best answer. Friendships beget memories." As she was looking through an old box in the attic recently, she found a paper that was her script when the Equal Rights Amendment was coming onto the horizon. Vicky was in charge of informing a group about the ground rules (e.g. each speaker will have 10 minutes for opening remarks, after that, written questions from the audience will be asked and each panelist will have 3 minutes to answer them. Paper is on your table...write your questions and pass it to the back of the room. They will be collected.) After finding that paper, Vicky found that she clearly remembered that day - how organized and efficient Junior League Members were trained to be. She said, "We were involved in the world around us. I have lots of memories. And just so you know, I'm not a hoarder but I am a saver."

She thinks that makes her a "Sustainer going reactive again. Haha."

Vicky's hobbies include antiquing, tag sales, other peoples stuff, looking at decorating magazines, nature stuff like insisting upon keeping the milkweed in the flower beds so they can hatch monarch butterflies and almost daily walks, year around.

She and her husband Larry have a son Brian in Colorado and a daughter Christine in Kansas. They and their spouses each have two children (grandchildren range from 22 - 4 years old). Retirement came for Vicky when the grandkids were old enough to come to Iowa without their parents and they made these visits up until this year.

Last year Vicky volunteered at Irving Elementary School with four kids—and really enjoyed it. She wishes she had been doing it years before because now she has another change in her life. Vicky retired 13 years ago from the Waterloo Chamber of Commerce as Executive Director of My Waterloo Days (MWD) and now she is going back to work in the same position as Director of MWD but she will work for Main Street Waterloo instead. She thinks that makes her a "Sustainer going reactive again. Haha."



Larry and Vicky Bjortomt

JLWCF Announcements

Happy Birthday!

September Birthdays

Emily Jones (A) 9/07
Amy Miehle (A) 9/25



New Arrivals!

Congratulations to Sara Moore (A) and her husband Mason on the birth of their daughter, Avery Marie Moore on August 20.

Congratulations to Mary Ann Moore (S) on the birth of Avery, her granddaughter.

Congratulations to Kellie Clarke (A) on the birth of her daughter, Khloe Lea Robbins on August 25. Proud father is Matt Robbins and her big sister is Macie Robbins.

Membership

50 Active Members

0 Non-resident Active Members

0 Leave of Absence

50 Total Members

228 Sustainers

27 Emeritus

255 Total Sustainer Members

Thank You to our Sustainers

I would like to personally thank the Sustainers that attended the Sustainer Focus Group on August 23 at the JL Office. Several Sustaining Members took time from their day to come to the office and give honest and constructive feedback on all things Junior League. One of the reasons that our organization is strong is because of the support we receive from our Sustaining membership. The input we received is truly invaluable and very much appreciated. President Shasta Locke

Above and Beyond!

Megan Hannam (A) would like to recognize Emily Cabbage (A) for her incredible hard work on Touch-A-Truck. Megan noted that Emily is the Chair of the event, but Megan admires Emily's ability to juggle being the Chair along with all of the travel she has to do for her employment.

Update on Website and Database Project

We are nearing completion on our new website and database project. The excellent team at ME&V has been working tirelessly to create a dynamic and interactive website and supporting database for JLWCF. We hope that the website will be live in the next few weeks. The hope is also that the contact management database will be up and running shortly after that. With the successful implementation of these two tools, JLWCF will be positioning itself to streamline its operations and increase its exposure in the community. Stay tuned...

Have a name, address, phone, or e-mail change? Know of marriages, births, deaths, job or volunteer accomplishments?
Contact

Assistant VP of Membership

Kristi Tibben

Phone: 319-404-9888

Email: Kristi@oakridgerealtors.net

Have a question, comment, suggestion, or concern regarding League?
If so, the **Director-at-Large** is your connection to the Board.

Kari Jansen

Phone: 319-277-0877

Email: kari@stickfortconstruction.com

Need to miss a General Membership Meeting?
Don't forget to contact the **Executive Secretary**

Hillary Anniss

Phone: 515-290-5964

Email: hillarycanniss@gmail.com

**Junior League of
Waterloo-Cedar Falls**
Phone: 319-232-8687
Fax: 319-232-8687
E-mail: jlwcf@jlwcf.org
Website: <http://www.jlwcf.org>

Office Hours
Monday and Friday
8:30 a.m. - 1:30 p.m.

Office Manager
Harriet Quick

Junior League President
Shasta Locke
Phone: (319) 291-8612
E-mail:
Shasta@lockefuneralhome.com

**Dates To
REMEMBER**

September

**10 Park to Park Half
Marathon**

September

**26 Board Meeting
Junior League Office**

October

**1 Touch-A-Truck
Riverloop Expo**

**Please send Log articles
to Sara Moore at
smarens@hotmail.com**

**Submissions must be
received by the 10th of
the month.**

Meet Emily Cabbage

Emily joined League in the fall class of 2009. This is her second active year. She got involved when one of her best friends asked her if she wanted to go to an informational meeting. Emily was born and raised in Waterloo, so she said she was always aware of League in the community. Many of her childhood friends were children of League members. She decided to join for a few reasons. "I think it is important to give back to the community... and League is a great way to get involved. League is also a great way to meet new people... as well as reconnect with some old friends."



Emily Cabbage

Emily said that working on Touch-A-Truck for the past two years has been a great experience. She said that being Mary's assistant chair last year on a new fundraiser was a challenge, she said they had no history to go off of so they just did their best to try to put together a successful event. This year she's excited to work with her committee to put together what they hope to be another successful event. "Just seeing what can happen when we get all of these great ladies working together... it's truly amazing what we can pull off when we all just give a little bit of ourselves." She also commented on the wonderful relationships that were formed during the planning process.

Emily attended Loras College in Dubuque and stayed there for six years after graduation. She moved back to the Cedar Valley in 2007. She works for The Grassley Group, an association management company (despite the name, she said she does not do any work for the Senator—the number one question she gets asked). She plans and facilitates meetings and annual conferences for clients as well as coordinates the logistics surrounding the events. She gets to travel to great locations and run around hotels and convention centers making sure that everything is going smoothly.

Emily loves to travel. Many of her trips are associated with work...but she still enjoys them. Her last non-work trip was to Atlantic City to see Lady Gaga-six days after she had won her Grammy! It was "definitely an experience" said Emily. Emily has traveled to over half the States and hopes to be able to visit them all. She also enjoys photography. She said her friends have pretty much stopped carrying cameras on trips because they know that she will have hers. Besides League, she has also served on the board of directors of Cedar Valley Young Professionals for four years.



JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS

Women building better communities

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