



# League Log

## JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS

*Women building better communities*

**March 2012**

### 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.**

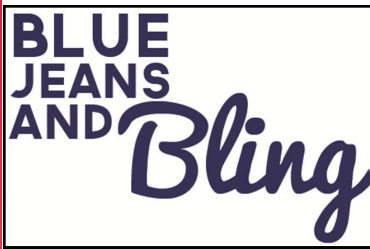
### General Membership MEETING

**Monday, April 2**  
Location: Junior League Office—Basement  
6:15 p.m. Networking  
6:30 p.m. Meeting

**Monday, May 14**  
Annual Dinner  
Location: Black's Tea Room  
5:30 Social Hour  
6:00 Dinner

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Saturday, March 3, 2012 marked the 74<sup>th</sup> anniversary of our annual Charity Ball. The event was titled "Blue Jeans and Bling" and was held at the UNI Commons Ballroom in Cedar Falls. The featured entertainment included two talented musicians, Mick Staebell and Leigh Bailey, who performed dueling pianos throughout the night. Over 150 people attended the event with total donations exceeding \$22,000. Overall the event was a wonderful

time for all and featured great food, music and friends to share it with. Better yet, the event raised money for those in need in Cedar Valley.

The Charity Ball Committee wants to extend a special thank you to all that attended, everyone that donated and especially the Board Members for helping with the new twist on this event. We hope that this increase in attendance continues for years to come.



# 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 Mieke

### DIRECTOR-AT-LARGE

Kari Jansen

### SUSTAINER REPRESENTATIVE

Mary Ann Moore

Jackie Malecek

### PRINTING BY:



Greetings! I hope all of you are enjoying this ridiculously wonderful weather we've been having. I can hardly believe that it is March and spring is just around the corner.

Also just around the corner is our next fundraiser. Junior League will once again sponsor "Prom's Closet". High School girls will be able to come to our storefront at Crossroads Mall on March 24, 2012 and select a dress for prom for only \$10. It really is a lot of fun to watch the girls look through the racks. And the smile on their faces when they find the dress they want can't be beat. We are proud that we can help girls here in our community find a dress that won't break the bank.

I would like to take the opportunity to thank the members of the Charity Ball committee, especially the chairperson Jennifer Stevenson. Blue Jeans & Bling was a fantastic event. It was truly a blast to watch everyone come in their Bling. We thank all of you for getting into the new theme and continuing to support us every step of the way.



**Shasta Locke, President  
with husband Eric and  
son Steven.**

I am personally very happy to announce that we are now beginning to utilize the new database that was created for us by ME&V. We are still working out some of the quirks and working to get the reports we want built, but it is so gratifying to finally have all of our information in one place.

Again, I thank you for your patience as we made this transition. It was very difficult operating with so many different spreadsheets. I think that we've done a good job of getting all the information into this database and making sure it is accurate. With that said, please let me know if you see anything (mailing address, name spelling, etc) that you would like changed. It is now so easy to make these changes and they will be carried out on *all* future correspondence.

One bit of information that got lost in the process was home phone numbers for our Members. Please make sure to indicate your current phone number when you return your dues form this year.

It's hard to imagine, but this is the last time I will address you as President of JLWCF. I can't believe how fast the year has gone. Next month, you'll be regaled by the witty commentary of my wonderful husband (and reigning First Gentleman), Eric. Prepare yourselves...he always keeps it interesting and he's a fantastic writer, so it should be a good one.

The next time I write this article will be my last and it will be as the immediate Past President. I will be honored to join the other women in our organization who have that title. And I'll be equally as honored to pass the reins on to my good friend, Katy Susong.

Have a wonderful month and enjoy this weather!

*Shasta*

## Membership

Each year, Junior League honors an outstanding Sustaining Member who has contributed her time and efforts to improving Junior League and the Cedar Valley with the Golden Rose Award. Nominations for this prestigious award can be submitted by New, Active and Sustaining Members. Nomination forms will be accepted until Friday, April 6, 2012. The recipient will be announced at the Junior League Annual Dinner on Monday, May 14, 2012.



### Selection Guidelines:

- One or two winners may be selected each year.
- Nominees must have been an Active Member of the Junior League of Waterloo-Cedar Falls for a minimum of three years.
- The Golden Rose Award may be received only once.
- There is no limit to the number of times a Sustainer may be nominated.
- Nominations may only come from Sustainers, Actives or New Members, with no limit to the number of nominations an individual may make.

The selection committee shall consist of the President-Elect, Vice-President Marketing, Golden Rose Chair and Director-at-Large.

### Past Golden Rose Award Recipients:

Marlene Behn, Jean Parker, Junean Witham, Jerri Jenner, Mary Ann Burk, Linda Klinger, Mary Ellen Warren, Sally Davis, Ruth Buck, Donna Sheldon, Lorene Rohlf, Gayle Denkinger, Mary Ester Pullen, Jane Christensen, Karol Rae Hoth, Ann Callahan, Kathy Breckunitch, Cathy Young, Vicky Bjortomt, Linda Waldon, Karen Mukai, Terri Jackson, Jean Dobson, Marty Clark, Susie Heaton and Dee Vandeventer.

### Nominations must include:

- Name of Sustainer nominated.
- Specific reasons why this woman is deserving of the Golden Rose Award.
- List of the nominee's volunteer and leadership roles.
- Your name, email and phone number.

### Golden Rose Nominations:

Golden Rose Nomination Forms can be found in the Members Only section of our website, [www.jlwc.org](http://www.jlwc.org), under Documents/Forms & Surveys.

Please return nominations by Friday, April 6 2012, to Kellie Clarke 2517 Jaclyn St. Cedar Falls, IA 50613.

If any questions, call Kellie at 240-3062 or e-mail [kclarke@pdc.com](mailto:kclarke@pdc.com).

## Membership

# Save The Date

Annual Dinner will be Monday, May 14  
at the Tea Room on the  
8th floor of the Black's building  
in downtown Waterloo.  
Social will be at 5:30 and  
dinner will be served at 6:00.  
Newton's Cafe will cater.  
Invitations go out in April and  
tickets are \$25 per person.  
Plan to attend this fabulous event!

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## Sustainers



### SUSTAINERS, GET READY TO BOOGIE, WITH “HEIDI AND THE HERBS”!

Join **Heidi DeSilva** at **Petersen & Tietz Garden Center**, 2275 Independence Ave. in Waterloo, on **Saturday, April 21**, beginning at **1:00 p.m.**, for an afternoon chockful of information about **HERBS**.....successful growing tips and helpful suggestions on ways to use different herbs in cooking and decorating.

Heidi is a knowledgeable, charming and vivacious purveyor of plant lore, so **don't miss this opportunity** to learn some fascinating tidbits about herbs from a local expert who also happens to be a Junior League Sustainer!

**p.s. There's no charge and refreshments will be served.**

## Membership—Spring Party

# All New Members, Actives and Sustainers are Invited!

**Date: Thursday, April 12**

**Time: 5:00 p.m.**

**Host: Louise Krogh  
1559 Dakota Drive, Waterloo**

**Refreshments:**

**Last name A-K bring Appetizer**

**Last name L-Z bring Dessert**

**Wine and other beverages will be provided**

**Lets  
Party!**

**Lets  
Party!**

## Sustainer Spotlight—Meet Heidi Tietz De Silva

Heidi was born and raised in Waterloo. She left to attend Iowa State obtaining a BS in Horticulture. She took a position in the Chicago area in horticulture working for the world's largest horticultural brokerage company.

In 1989 she returned to Waterloo to her own family owned business, Petersen & Tietz Florists & Greenhouses. They are in their 78th year in business. When Heidi returned to the area she wanted to get involved in the community and meet people. Her mother suggested Junior League, although Heidi had not been a Member, she knew many people that were Members and many things that Junior League had achieved. She took the great suggestion and met an extremely friendly group of go-getters.

Heidi was an Active Member for about six years. She served on the Charity Ball Committee, her personal favorite remains the first year when the Les Brown Orchestra performed with a very retro 40's feel, so elegant. She also co-chaired a new event that was a joint venture between Junior League & the Waterloo Community Playhouse. The goal was to expose younger generations to the Art of live theatre through attendance and/or actual participation.



**Heidi Tietz De Silva & husband Julio De Silva in a greenhouse full of cyclamen.**

**Heidi says “Junior League is an organization that has founded and accomplished so much and continues to do so all for the greater good of the community.”**

“The thing I have enjoyed most about League is the fabulous group of ladies I have gotten to know and am still meeting,” says Heidi. It is a giant sisterhood that you are a Member of for life. Junior League is an organization that has founded and accomplished so much and continues to do so all for the greater good of the community. This proves that if you get the right group of gals together, you can accomplish anything.

Her current volunteering is with her business as a Partner in Education with Highland School. Heidi is also involved in the Cedar Valley Chamber Alliance on the Task Force for the Strictly Business Event and the Annual Dinner.

Heidi is married to Julio De Silva. Besides being the 3rd generation owner of Petersen & Tietz Florists & Greenhouses and the Weekend Gardener Saturday Mornings on KWWL, her interests are golf, travel, reading, animals, and being the best wife, daughter, sister, aunt and friend she can be.

**Junior League Sponsors 2011-2012**

We kindly thank these sponsors for their continued support in making the Cedar Valley a better place!  
 Sponsor List current as of March 1, 2012

**Platinum (2000+)**

Anonymous Donor  
 Bergen Plumbing, Heating & Cooling, Inc.

**Gold (\$1500- \$1999)**

Crystal Distribution  
 Locke Funeral Home  
 VGM & Associates

**Silver (\$750—\$1499)**

Cedar Valley Endodontics  
 Cedar Valley Eye Care/Kline Optical  
 Facets by Susong  
 John Deere  
 Maple Lanes  
 Standard Distribution

**Bronze (\$400—\$749)**

All Smiles Family Dentistry  
 Anonymous Donor  
 Bergen Paulsen & Co.  
 Cedar Valley Center for Facial Plastic Surgery—  
 Dr. David Congdon  
 Cedar Valley Corp.  
 Dillard's  
 Jennifer's on Main  
 Jim Lind Service  
 Prestige Quality Dry cleaning  
 Rydell Chevrolet  
 Stickfort Construction  
 Warren Transport Inc

**Director (\$1500+)**

Mark & Marty Clark  
 Matt & Emily Ackerson  
 Rick & Cathy Young

**Leader (\$750-\$1499)**

Julie Gardner  
 Todd & Chance Kirchner

**Mentor (\$400-\$749)**

Cindy Braatz  
 Blake Colwell  
 Ruth Erickson  
 Mandy & Jayson Gesme  
 Camille Hogan  
 Shasta Locke  
 Jackie Malecek  
 Cathie Miede  
 Christa Miede  
 Barbara Miller  
 Sara Moore  
 Stan Poe  
 Holly Risetter  
 Jennifer Stevenson  
 Carmin Stickfort  
 Katy Susong

**Volunteer (\$100-\$399)**

Alissa Kjeldsen  
 Anonymous Donor  
 Ashley Shaw  
 Barmuda Corporation  
 Beaver Hills Golf  
 Benton's Ready Mixed Concrete  
 Black Hawk Hotel

**Volunteer (\$100-\$399) Cont'd**

Brandon Kammeyer  
 Bravo Printing  
 Bret Hanks  
 Cathy Young  
 Cedar Falls Rec Center  
 Character Counts in Iowa  
 Chris & Matt Kettman  
 Christy Stolz  
 Danielle Stiegemeier  
 Deb Young  
 Design 360 at Decorating Den  
 Interiors  
 Dorothy Young  
 Doughy Joey's  
 Element Portraits & Design  
 Farrell's Extreme Body Shaping  
 Fereday Heating & Cooling  
 Gallagher-Bluedorn Performing Arts  
 Center  
 Glynis Worthington  
 Grand Harbor Resort  
 Hillary Annis  
 Hollen Family Wines  
 Hy-Vee Wine and Spirits  
 Isle of Capri  
 Jack Locke  
 Janet Holden  
 Jennifer Conder  
 Jennifer's on Main  
 Jeri Jenner Karr  
 Jill Waddle  
 Jodi Deery  
 Karen Mukai  
 Kari Jansen

**Volunteer (\$100-\$399) Cont'd**

Kay Flanagan  
 Lauren Herink  
 Lia Sophia Jewelry-Katy Harbaugh  
 Livingston Aviation  
 Lori Beckman  
 Louise Krogh  
 Maid Pro  
 Mary Ellen Warren  
 Megan Hannam  
 Michelle Clark  
 Mike & Tami McLaren  
 Molly Schmehl  
 Montage  
 Nancy Shirey  
 Next Level Extreme Fitness  
 PDCM Insurance  
 Scheel's All Sports  
 Sinnott Agency  
 Sunset Land Company LLC  
 Susan & Greg Nielsen  
 Thieleane Raecker  
 Traci McCausland  
 United Concrete  
 University of Iowa Community  
 Credit Union  
 Waterloo Brown Bottle  
 YMCA of Black Hawk County

**Friends (Up to \$99)**

Lone Star Steakhouse  
 AJ August Menswear  
 Ann Chappo  
 Ann Felcher Enderlein  
 Basket of Daisies

## Junior League Sponsors 2011-2012

We kindly thank these sponsors for their continued support in making the Cedar Valley a better place!

### Friends (Up to \$99) Cont'd

Blake & Katy Keating  
 Blank Park Zoo  
 Buck Clark  
 Catherine Gallagher  
 Celia Burger  
 Cheryl Galehouse  
 Claire Bassett  
 Coldstone Creamery  
 Cup of Joe  
 Curtis Schares  
 Dave & Diane Kazynski  
 Dee Vandeventer  
 Dennis Fernau  
 Elements Therapeutic Massage  
 Elizabeth Conklin  
 Family Video-Waterloo  
 Famous Dave's  
 Grin & Grow  
 Island Paradise

### Friends (Up to \$99) Cont'd

Jennifer Tjaden  
 Katy Williams  
 Kitchen Essentials  
 Klima Small Animal Clinic  
 Kristi Tibben  
 LA Nails  
 Lance & Patrice Noble  
 Leila Jean Girsch  
 Lynnette Harter  
 Marty Clark  
 Moo Roo  
 My Thai  
 Nancy Stevenson  
 Olive Garden  
 Panhero's  
 Panera Bread Bakery-Café  
 Peek-a-boo Baby  
 Peg Mohrfeld  
 Peppers Grill and Sports Pub  
 Purse-n-ality

### Friends (Up to \$99) Cont'd

Rudy's Tacos  
 Sally Davis  
 Samantha Barrett  
 Sarah Pauls  
 Schmitt Telecom Partners, Inc  
 Scott & Martha Raecker  
 Shasta Locke  
 Shedd Aquarium  
 Sondra Dyer  
 Susan & Mark Pellemounter  
 Susie Heaton  
 Teresa Jackson  
 Texas Roadhouse  
 Tony's  
 Waterloo Black Hawk Hockey  
 Waterloo Bucks  
 Waterloo Cedar Falls Symphony  
 Waterloo Community Playhouse  
 Waterloo Golf Headquarters

### Membership

52 Active Members  
 0 Non-resident Active Members  
 0 Leave of Absence  


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 52 Total Members  
  
 220 Sustainers  
 27 Emeritus  


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 247 Total Sustainer Members

### March Birthdays

Shasta Locke (A) ..... 3/01  
 Sarah Pauls (A) ..... 3/05  
 Molly Schmehl (A) ..... 3/17  
 Cindy Braatz (A) ..... 3/18  
 Jill Becker (A)..... 3/23

### Contact Information Change

Please direct all future email correspondence  
 to Molly Schmehl  
 to the following email address:  
 molly.schmehl@gmail.com

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.

**Karl Jansen**

Phone: 319-215-0877

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: [jlwcoffice@gmail.com](mailto:jlwcoffice@gmail.com)  
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:  
[jlwcfpresident@gmail.com](mailto:jlwcfpresident@gmail.com)

**Dates To  
REMEMBER**

**March**

**15 Parenting/baby Safety  
Fair  
Waterloo Center for  
the Arts**

**March**

**21 Operation Backpack  
Food Bank**

**March**

**24 Prom's Closet  
Crossroads Center**

**March**

**31 Child & Baby Expo  
Five Sullivan Brothers**

**May**

**14 Annual Dinner  
Black's Tea Room**

**Please send Log articles  
to Sara Moore at  
[smarens@hotmail.com](mailto:smarens@hotmail.com)**

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

**Meet Tammy Baish-Acuff**

Tammy became involved in Junior League with encouragement from her employer, PDCM Insurance. Junior League provides help or support for children in our community and that is very important to Tammy. She joined League in 2007. Since joining League four years ago, Tammy has been on the Cookbook Committee, Charity Ball Committee and is currently on the New Member Committee.

She joined Junior League in order to meet other women in the community and to help others through volunteering. "League is a very rewarding organization," Tammy says, "It is a great feeling when you see the smile on the face of those you have been able to help!" She has enjoyed meeting many wonderful ladies from the Cedar Valley.



**Tammy Baish—Acuff**

Tammy enjoys spending time with her husband Greg and sons Aaron (23) and Christopher(20). She also enjoys spending time with friends and traveling. Some of Tammy's hobbies are boating, biking, reading and attending sporting events, Go Hawks. She has been employed at PDCM Insurance for 22 years as a Personal Lines Sales Manager.



**JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS**

*Women building better communities*

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