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

INSIDE This Issue...

President  2
Membership  3
Membership  4
Sustainer Spotlight  5
Other News  6
Announcements  7
Meet Tammy Baish-Acuff  8

Saturday, March 3, 2012 marked the 74th 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.
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.

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 Locke, President with husband Eric and son Steven.
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.jlwcf.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@pdcm.com.

The Sinnott Agency, Inc. ~Since 1923~
Insurance & Financial Services
Service is Our Specialty
www.sinnottagency.com

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!
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 Drve, Waterloo

Refreshments:
Last name A-K bring Appetizer
Last name L-Z bring Dessert
Wine and other beverages will be provided
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 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.”

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
- Bergan 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
- BG Bergan Paulsen
- Cindy Braatz
- Blake Colwell
- Ruth Erickson
- Mandy & Jayson Gesme
- Camille Hogan
- Shasta Locke
- Jackie Malecek
- Cathie Miehe
- Christa Miehe
- Barbara Miller
- Sara Moore
- Stan Poe
- Holly Risetter
- Jennifer Stevenson
- Carmin Stickfort
- Katy Susong
- All Smiles Family Dentistry
- Bergan 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

## Leader ($750-1499)
- Julie Gardner
- Todd & Chance Kirchner
- Cindy Braatz
- Matt & Emily Ackerson
- Rick & Cathy Young
- Bergan Paulsen
- Bamboo Ridge
- Crystal Distribution
- Locke Funeral Home
- VGM & Associates
- Standard Distribution

## Mentor ($400-749)
- Danielle Stiegemeier
- Deb Young
- 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
- Jennifer’s on Main
- Jeri Jenner Karr
- Jill Waddle
- Jodi Deery
- Karen Mukai
- Kari Jansen

## Volunteer ($100-399)
- Brandon Kammeyer
- Brent Hanks
- Cathy Young
- Chris & Matt Kettman
- Christy Stolz
- Danielle Stiegemeier
- Deb Young
- 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
- Jennifer’s on Main
- Jeri Jenner Karr
- Jill Waddle
- Jodi Deery
- Karen Mukai
- Kari Jansen
- Kay Flanagan
- Lauren Herink
- Lia Sophia Jewelry-Katy Harbaugh
- Livingston Aviation
- Lori Beckman
- Louise Krog
- 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
### March Birthdays

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shasta Locke</td>
<td>3/01</td>
</tr>
<tr>
<td>Sarah Pauls</td>
<td>3/05</td>
</tr>
<tr>
<td>Molly Schmehl</td>
<td>3/17</td>
</tr>
<tr>
<td>Cindy Braatz</td>
<td>3/18</td>
</tr>
<tr>
<td>Jill Becker</td>
<td>3/23</td>
</tr>
</tbody>
</table>

---

### Membership

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Members</td>
<td>52</td>
</tr>
<tr>
<td>Non-resident Active Members</td>
<td>0</td>
</tr>
<tr>
<td>Leave of Absence</td>
<td>0</td>
</tr>
<tr>
<td>Total Members</td>
<td>52</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sustainer Categories</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sustainer Members</td>
<td>247</td>
</tr>
</tbody>
</table>

- **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 Scharf
  - Dave & Diane Kazynski
  - Dee Vandeveer
  - Dennis Fernau
  - Elements Therapeutic Massage
  - Elizabeth Conklin
  - Family Video-Waterloo
  - Famous Dave’s
  - Grin & Grow
  - Island Paradise

---

### Contact Information Change

Please direct all future email correspondence to Molly Schmehl to the following email address:

molly.schmehl@gmail.com

---

### JLWCF 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jennifer Tjaden</td>
<td></td>
</tr>
<tr>
<td>Katy Williams</td>
<td></td>
</tr>
<tr>
<td>Kitchen Essentials</td>
<td></td>
</tr>
<tr>
<td>Klima Small Animal Clinic</td>
<td></td>
</tr>
<tr>
<td>Kristi Tibben</td>
<td></td>
</tr>
<tr>
<td>LA Nails</td>
<td></td>
</tr>
<tr>
<td>Lance &amp; Patrice Noble</td>
<td></td>
</tr>
<tr>
<td>Leila Jean Girsch</td>
<td></td>
</tr>
<tr>
<td>Lynnette Harter</td>
<td></td>
</tr>
<tr>
<td>Marty Clark</td>
<td></td>
</tr>
<tr>
<td>Moo Roo</td>
<td></td>
</tr>
<tr>
<td>My Thai</td>
<td></td>
</tr>
<tr>
<td>Nancy Stevenson</td>
<td></td>
</tr>
<tr>
<td>Olive Garden</td>
<td></td>
</tr>
<tr>
<td>Panchero’s</td>
<td></td>
</tr>
<tr>
<td>Panera Bread Bakery-Café</td>
<td></td>
</tr>
<tr>
<td>Peek-a-boo Baby</td>
<td></td>
</tr>
<tr>
<td>Peg Mohrfeld</td>
<td></td>
</tr>
<tr>
<td>Peppers Grill and Sports Pub</td>
<td></td>
</tr>
<tr>
<td>Purse-n-ality</td>
<td></td>
</tr>
<tr>
<td>Rudy’s Tacos</td>
<td></td>
</tr>
<tr>
<td>Sally Davis</td>
<td></td>
</tr>
<tr>
<td>Samantha Barrett</td>
<td></td>
</tr>
<tr>
<td>Sarah Pauls</td>
<td></td>
</tr>
<tr>
<td>Schmitt Telecom Partners, Inc</td>
<td></td>
</tr>
<tr>
<td>Scott &amp; Martha Raecker</td>
<td></td>
</tr>
<tr>
<td>Shasta Locke</td>
<td></td>
</tr>
<tr>
<td>Shedd Aquarium</td>
<td></td>
</tr>
<tr>
<td>Sondra Dyer</td>
<td></td>
</tr>
<tr>
<td>Susan &amp; Mark Pellemounter</td>
<td></td>
</tr>
<tr>
<td>Susie Heaton</td>
<td></td>
</tr>
<tr>
<td>Teresa Jackson</td>
<td></td>
</tr>
<tr>
<td>Texas Roadhouse</td>
<td></td>
</tr>
<tr>
<td>Tony’s</td>
<td></td>
</tr>
<tr>
<td>Waterloo Black Hawk Hockey</td>
<td></td>
</tr>
<tr>
<td>Waterloo Bucks</td>
<td></td>
</tr>
<tr>
<td>Waterloo Cedar Falls Symphony</td>
<td></td>
</tr>
<tr>
<td>Waterloo Community Playhouse</td>
<td></td>
</tr>
<tr>
<td>Waterloo Golf Headquarters</td>
<td></td>
</tr>
</tbody>
</table>

---

### 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.

Kari 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
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 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.