

LIGHTS

A Publication of the Junior League of Pittsburgh, Inc.

AJLI Training Attendees Share What They Learned

AJLI provides regional trainings each year. One type of training is the Organizational Development Initiative (ODI) designed to provide League Leaders with fundamental mission-based training in the areas of community impact, leadership development and organizational capacity building through fund development, as well as, a leadership course designed for the Presidents-Elect-Elect.

In February, Sara Lowery, Christie Smith and Gretchen Smathers attended the Charlotte ODI to learn more about best practices for the League. In this issue of Lights we asked them to share highlights of what they took away from their training experience.

Membership Development

The growth and development of members is an essential part to the Junior League mission. Three key com-

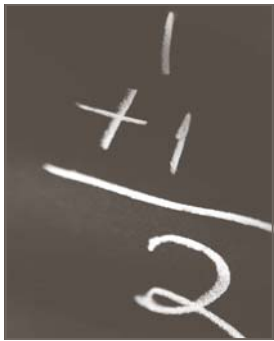
ponents of membership development are a League career path, placement and training.

Opportunities for improving membership development by key components:

● Career Path – Each member needs to set personal goals and conduct self-assessments of what they need and want from their League experience. It is also important for members to identify leadership positions in which they are interested and then gain the necessary skill set needed to serve in those positions.

● Placement – Members are at different stages in their League career and it helps to acknowledge that with

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Story Follow Up: Provisional Class Spring Project A Success

The 2007-2008 Provisional class gave back to the community by hosting its spring project, “A Soul Line Dancing Celebration,” at Vintage on Saturday, April 12.

Approximately 150 seniors from the East Liberty neighborhood were in attendance. The JLP Provisional class welcomed each attendee with a smile and a helping hand.

The four-hour event began with a reception hour, giving seniors the chance to socialize with their fellow Vintage supporters. At 1:00 p.m. sharp, the music began and “Soul Line Dancing” was underway. Attendees danced to many line dances, including “The Electric Slide,” “The Cupid Shuffle” and the “Steel City Stomp.”

Every half-hour the music stopped, providing a well-needed break for the dancers to enjoy a refreshment while door prizes were drawn.

From 2:00 – 3:00 p.m., a delicious lunch was served, courtesy of Chick-fil-a, Eat ‘N Park and Kings, a few of our generous sponsors.

At the end of the event, the dancer with the most soul was crowned “Soul Person of the Day.” They received free dance classes of their choice, courtesy of Point



Park University.

In conclusion, Tom Sturgill, Vintage Program Director, said, “We at Vintage appreciate so much the relationship that we have with the Junior League. It was definitely a terrific event.”

By Meredith Jones, SLD Committee Member

[Check out the photo gallery on page 2.](#)

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Office of the President

Happy Spring



Martha A. Wiegand
President
2007-2008

Recruiting season is upon us, so please think of friends, colleagues, family, other acquaintances who would be great JLPers and spread the word.

Now that winter is (hopefully) behind us, the JLP is ready for spring, and preparing for summer and the new JLP fiscal year, which begins on June 1, 2008. What does this mean to you?

Many new and/or continued opportunities for great JLP experiences. Read on for just a mini-smorgasbord of our current offerings...

SPRING CLEANING

The JLP will soon be bringing in our new furniture to headquarters, and moving out the old furniture. Kudos to Emily Ulrich for designing the new layout for our headquarters. In connection with this update, we will be doing some spring cleaning of the headquarters to organize our files (and pitch our junk). Stay tuned for more information if you are interested.

GET READY TO TOUCH-A-TRUCK

Bring your family and friends down to the JLP's first Touch-a-Truck event on Saturday, May 31st. This fundraiser will be fun and a great new experience for JLPers and attendees alike. We are seeking volunteers for shifts and committee work; contact Chair Kristen Fawcett if you are interested in getting more hands-on with this committee.

RECRUITING SEASON

Recruiting season is upon us, so please think of friends, colleagues, family, other acquaintances who would be great JLPers and spread the word. Know someone

who is interested? Please contact the Membership Development Committee. Just think, if every active member would recruit one new member or bring one prospective recruit to a social over the summer, we would not only be helping out MDC, but also significantly adding to the size of our organization and spreading the JLP name throughout our community.

TRANSITION

As the close of the current fiscal year approaches, it is a perfect time to ease your transition to next year's League placement. Gather any current materials, update status of efforts, and meet with your next year's counterparts to pass on and receive new materials. Considering a leadership position now or in the future? Contact your placement advisor or Nominating to discuss and make your interests known.

SPECIAL EVENTS

Get ready for more fun Special Events to continue throughout the spring and summer. The Committee has put together a wide variety of events so there is something for everyone – from dinners to spa outings to teas, happy hours and plays. Any suggestions for events? Contact Lori Trautwine and the Special Events committee.

Looking forward to seeing you this spring/summer.

Martha

By Martha A. Wiegand, JLP President, 2007-2008

Photo Gallery: Provisional Spring Project At Vintage



L to R: Winner of Most Soul award, dance classes at Point Park University and gift certificate for Del's; runner-up winner of WTAE gift basket, and runner-up winner of Trader Joe's gift basket.



Julie Williams, Meredith Jones and Christy Stuber.



Committee members watch as seniors dance in the spotlight.

DIAD: A Hopping Success

On March 15, 2008, early on a Saturday morning, Gretchen Smathers and Katie Heinritz of the Junior League – had a hopping good time at the Community Human Services Corporation’s first ever Easter Breakfast and Egg Hunt. As the two

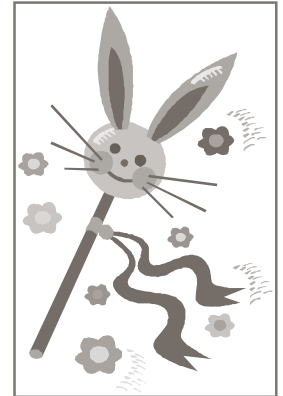


Katie Heinritz and Gretchen Smathers participate in a DIAD with Community Human Services Corporation, located in south Oakland.

Easter egg bags, hanging decorations, and setting the table for a hopdiligious breakfast. After breakfast, there was the infamous shot with the Easter Bunny and then the scramble for eggs in the after-school building that would never have happened without Gretchen and Katie’s help. Coloring pictures and a time to make friends filled the gaps between their volunteer activities.

In all, 63 family members came out for this child-centered Easter activity. Grandmas, aunts, moms and dads shared the magic moment of meeting the Easter Bunny with their kids.

Community Human Services Corporation (www.chscorp.org) would like to extend an extra special thank you to Gretchen Smathers and Katie Heinritz for making our first-ever Easter event such a huge success! We hope to see them at a future child hoppy event.



*Please complete your
JLP requirements.
You’re putting our
mission into action
when you do!*

lead volunteers of the event, both Gretchen and Katie can personally attest that not a moment was wasted.

From their first step into the south Oakland community center to their last moment after every Easter egg had been discovered by the kids, they were busy preparing

You two were the best!

Thanks so much!

Diane McMahon, Community Human Services Corporation

AJLI Training Attendees Share What They Learned

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differing degrees of classification. An example would be a League member with less than three years experience, a League member with more than three years of experience and gold actives who’ve been in the League for more than five years.

A new trend within Leagues is to allow their members to audit or “taste test” potential committee placements. It is best to value the position and responsibility of placement advisors, and acknowledge that their role is to help facilitate the League career path of members and guide their advisees on the potential and benefits of their member-

ships. Placement advisors should be knowledgeable about the League, and be articulate about the benefits of membership.

● **Training** – Effective trainings are mission based and personal development based. Mission-based trainings directly impact the functions of a League; while, personal development trainings help members gain the skill set necessary to succeed within the League. Leagues are finding success in creating and implementing certificate of completion programs. These programs are a series of trainings that build upon each other to provide the depth of knowledge

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Committee News

AJLI Training Attendees Share What They Learned

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League members need about one topic.

Community Impact

Community Impact is the heart of any League, and the reason for our mission. For 2008 – 2009 President – Elect Sara Lowery community impact is a driving force. Here are her thoughts, after attending AJLI.

Community Impact Going to War

Impact is made by taking on issues not projects. There were several things I learned from Vicki Clark (a renowned nonprofit consultant) during the Community Impact sessions at ODI, but this is the one that really resonates for me. We need to do a better job of talking about the issues, not just the projects, to get the greatest impact.

Using the example of a book drive, Vicki acted out the role of a project chair: “We’re doing a book drive on this date at this time, please bring books.” Some people bring in books and after the drive the chair reports we brought in a lot of books. Hopefully, the donors get a “thank you.” No one hears anything more about it until next year’s drive. (The room filled with nervous laughter.)

We learned about the need to promote the long-term impact of what we’re doing. We should not just talk about the book drive in terms of the number of books we collect. We need to explain that it’s a fact that children who have books in their home are more likely to graduate than children who don’t have books. We need to talk about the economic impact to the region because cities with high illiteracy rates will not attract new companies and new jobs. We need to explain how “Good Night Moon,” “Pinkalicious,” and “Captain Underpants” reduce incarceration. As a country, we can predict the number of prisons needed in an area by the percentage of children who read below grade level by the time they reach the third grade.

I realized that we need to talk about the issues because some people are not as engaged. They don’t see a book drive, or a playground build, for what it really is. The three playgrounds we will have built by September are not about the swings. The playgrounds are about health,

education, self-esteem and fighting hunger. Yes, we hope to engage a child who wants to swing but because of the strategic selection of our community partner that child will get much more than the thrill of zero gravity. The child who swings, jumps and climbs on the playgrounds we built at HSCC and the Pittsburgh Project will get: help with their homework, lessons in self control, access to computers, a warm meal, and the chance to build a relationship with an adult they can trust and who believes in their potential for greatness.

Going to War

We talked about going to war on an issue. I learned the many ways we can attack an issue: Direct Service, Indirect Service, Resource Development and Advocacy. The JLP, in the recent past, has tended to focus on direct service. We build the playgrounds, read the books, and teach the classes. However, to win the war we need to fight on all fronts. This also allows us to engage more of our members and to make a greater impact. Some people do not want to do direct service. They’re not comfortable. Does this mean we shouldn’t address a particular need? No. It means we need to build collaborations and offer various ways for our members to join the fight. I would not be able to work with abused children in a direct service capacity. I could, and would, support the mission by collecting art supplies (resource development), develop a marketing program (indirect service) and research and report to the membership on the issue (advocacy). However, I can only be engaged if given the opportunity. When we select an issue we need to keep the many ways to address it in mind during the planning phase.

Know the Enemy

We talked about ways to learn the needs of our community. We do not have to start from scratch. There are numerous sources of information: census, government agencies, and other non-profits who have already done the research. We must continue to seek this information out and build relationships with the stakeholders. A Texas League wanted to learn more about family violence in its county. They brought together

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“Impact is made by taking on issues not projects...”

We need to do a better job of talking about the issues, not just the projects, to get the greatest impact.”

Sustainers: Let's Stay Connected

Global Links

The next Global Links volunteer session is scheduled for May 8, 2008. For more information, please contact Fredrica Cryan at phone: 412-784-9069 or e-mail at cryanfejk@aol.com or Peggy Mooney at phone: 412-967-9251 or e-mail at mooneypeg@aol.com. You also may wish to check out the Global Links website at www.globallinks.org.

Touch-a-Truck

The Fundraising Committee has chosen Touch-a-Truck, "where big trucks and kids become friends," as the first major fundraiser of 2008. This outdoor event, to be held on May 31, 2008 from 10 a.m. to 2 p.m. Take the opportunity to meet the vehicles and people that help build, protect and serve our community while you explore trucks and vehicles of all sizes. Perfect for sustainer children, grandchildren, nephews and nieces,

among others! This project has been a successful fundraiser for other leagues. If you are interested in getting involved with this event, please contact Kristen Fawcett at ktfst3@verizon.net. Event to be held, rain or shine, in the Strip District parking lot at 15th and Smallman. Food, beverages and entertainment will be available. Cost is \$5 per person.

With Deepest Sympathy

We recently learned of the deaths of two Sustainers Emeritus: Katherine Buckman passed away in June 2007 and Suzanne Durfee passed away in December 2006.

Sincerely, Mary Kate Coleman, Sustainer Director



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police, social workers, schools, the DA and health care professionals to talk about the issues. That meeting started the Collin County Council on Family Violence. Now the entire county has a process to collaborate on intervention and prevention. That League did not re-create the wheel. They provided a means for existing agencies to work together more efficiently.

It was a great weekend. I learned so much about achieving community impact and the work Leagues are doing. I am so thankful to have had the opportunity. I've returned with a lot of ideas and great respect for the League and what we're doing.

I cannot encourage members enough to consider attending an ODI. The JLP will be sending members to the ODI taking place November 14-16 in Columbus, Ohio. Please let Nominating know if you are interested in attending.

The flyer features a central illustration of a dump truck with the words "TOUCH-a-TRUCK" written across its bed. Below the truck, it says "THE JUNIOR LEAGUE OF PITTSBURGH 2008". To the right, a graphic reads "Rain or Shine! \$5.00 per person ...at the door (12 months and older)". The main text of the flyer is: "...where big trucks and kids become friends! Saturday, May 31 10am-2pm in THE STRIP DISTRICT Parking lot at 15th & Smallman". At the bottom, it says: "Take the opportunity to meet the vehicles and people that help build, protect and serve the Pittsburgh community while you explore trucks and vehicles of all sizes." and "FoR moRE iNforMAtion gO to www.jlpgh.org oR cAll uS at (412) 488-9270".

Insight & Perspectives

Get To Know...

Jenny Danquist

Jenny Danquist is a tremendous JLP contributor. I recently realized that she has participated in and led so many events this league year - Chair for 85th Anniversary Party, Chair for the American Girl Fashion Show, Show House Research Co-Chair and Touch-a-Truck Committee. I wanted us all to get to know her a little better!



Current Placement: Fund Development and Communications

League Member Since: 2006

Hometown: Indianapolis, IN (but I am a Steelers fan when they are not playing the Colts)

Family Element: Boyfriend Todd

Work?: Flynn Construction, Director of Business Development. Flynn is a commercial builder of restaurants and banks and I work in sales.

Play?: Anything outside, pilates and watching sports of all kinds, maybe not soccer but perhaps Beckman could fix that...

Favorite Vacation: Bermuda for a friend's wedding

If I could have dinner with one person, dead or alive, who would it be: Amelia Earhart. In high school, I was in drama and played her in a one-woman show. Since I studied her for an entire semester, I would love the opportunity to meet her and ask questions.

Why Join JLP?: My mom was a leaguer and a current sustainer so I thought it was a great way to volunteer with many different causes.

If you could change one thing about the JLP, what would it be?: Involve the provisionals more during their provisional year. As a provisional, despite the training, it is unclear on how the League works. Better exposure on how things work and the committees would make it much easier to pick first-year placements.

My favorite thing about the JLP: All the women I have met and the variety of opportunities to volunteer.

By Michelle (Walter) Ziolkowski



If you have someone you think the League should get to know, please send her name to:

*Michelle.Ziolkowski
@wachovia.com*

Our Mission

We are 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.

Our purpose is exclusively educational and charitable. We reach out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.



Training Recap

Ever struggle while trying to explain to your friends and family what the Junior League actually does? Are you prepared to engage interviewers or prospective clients in sixty seconds or less? Can you succinctly define your skill set to League members or other volunteers?

Twenty actives, provisionals and sustainers learned how to do these things and more. On April 1st, they gathered at Bossa Nova for an off-site training led by Kathryn Petrie of KPR & Events, LLC. The women found out about creating opportunities for their organizations and themselves through relationship networking. Petrie taught attendees how to get a message across quickly and effectively. League members learned a lot more about each others' talents and interests as they practiced their sound bites or elevator speeches on each other.

Have you noticed a billboard lately? You only have a few seconds to process the information as you drive by. In the same way that billboards function, information distilled into quick and easy sound bites makes it much more effective.

You can use your mini-billboard at networking meetings, in the elevator, the grocery line or any time where there's only a few seconds to sell the Junior League, your professional services, or to teach others about your skills, interests and abilities. While you compose your sound bite ad, remember that it should include succinct information about what you do and the benefits of membership or service.

Highlights of Kathryn's talk include:

Fool the Competition! How to Create Public Relations and Event Opportunities for your Company or Charity

1. Ask for referrals to companies or organizations with which your contacts do business.
2. Introduce clients whose businesses compliment each other through charity or sporting events.
3. Watch what the media is reporting. Tie these ideas directly to your clients, your staff, your colleagues and fellow volunteers. Create opportunities rather than waiting for them to come to you.
4. Understand what drives your clients and prospects and what their issues are, so you can be in a position to help them.
5. Seek conventions your current and potential clients and donors attend (and where your competition might not attend). Approach convention attendees with the idea that you are there to learn. Ask questions about their business.
6. Post case studies on your company or charity's Web site that show how current clients or projects benefit from your services and work in the community.
7. Become involved with professional associations of your potential clients or donors. Submit "expert" articles and presentation ideas to these associations.
8. Make sure all printed materials, including drawings, proposals, postcards, and ads represent the same look and message so potential clients or donors learn to recognize your company or charity.

By Kim Kisner and Christie Smith



JUNIOR LEAGUE OF PITTSBURGH

Women building better communities

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