

The Communique

March 2018



Empowering women to lead
since 1933.

Board of Directors

President, Rose Cooper
President-Elect, Wendy Michaelson
VP of Membership, Katie Beczak
VP of Community Relations, Sarah Heisman
VP of Finance & Development, Lindsay Vogt
VP of Governance, Ginger Ruff
VP of Sustainers, Julie Marsiglio
Recording Secretary, Heather Riexinger

League Office

Office manager, Jennifer Kohlmeier
info@JLRoch.org
Office Hours: T/W/TR 9:30 a.m. to 2:00 p.m.

110 Linden Oaks, Suite A
Rochester, NY 14625
585.385.8590
www.JLRoch.org

President's Letter

Spring is (hopefully) in the air here in Rochester. And with this most recent change in season, we mark the start of change in our League. But the difficult part is that while **change is hard, transitions are even harder.**

Too often we only focus on the surface change, and we neglect to address the challenging transitions we may face at the same time. Transitions bring many emotions, from feelings of excitement and anticipation to denial, anger, or relief.

This year, our League took on many big changes, which brought even bigger transitions. We are revising our membership model, undertaking a new nominating process, contemplating undertaking a new community partner in Roc City Bottoms, and moving to an issue-based community impact model (formerly known as our "focus"). This is a lot of change – and transition – in one year!

To those who are feeling challenged by the massive amount of change we are undertaking, I feel you. It is challenging, it is tough, and there are many moments I

think that "this would just be easier if everyone was just like me!"

And to those who are energized by the excitement of something new, I feel you too. It's invigorating, being a trailblazer. And there are many moments in which I think "this would be much easier if everyone was just like me!"

But we all know that we are not alike. We are not all the same. A very wise Vicki Clark once said, "if you've met one Junior Leaguer, you've met ONE."

Our opportunities and challenges in change and transition are complex, and that is okay. Because we are not all the same, because we are not alike, we have a diversity of thought that allows us to face challenges head on.

What I find most energizing and exciting about change and transition is the opportunity to learn, grow, and develop. We tend to learn the most in moments of challenge and difficulty, when we push ourselves to discover new facets about ourselves. We are a training organization, and skills build over time. It's important that we do not lose sight of the opportunity to create a learning environment in times of change and transition.

Eleanor Roosevelt (my lifelong Junior League crush), encourages us to learn by living.

"Learning and living. But they are really the same thing, aren't they? There is no experience from which you can't learn something. When you stop learning, you stop living in any vital and meaningful sense. And the purpose of life, after all, is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experiences."

To experiences which are richer and newer, may we all reach out eagerly and lean into the change.

Rose Cooper
President 2017-2018



Community Relations Council

VP: Sarah Heisman

Volunteer | Public Affairs | External Relations



Public Affairs

The Public Affairs committee had a productive month in February preparing for several events in March. The first event we supported was Battle of the Brunches. We invited our area elected officials to join us for the annual event. The goal of which was to keep the Junior League top-of-mind and build relationships with area politicians who have influence on the bills our League may choose to support.

On March 8 the Public Affairs Committee hosted the second annual Silent Witness Vigil with Willow Domestic Violence Center outside their central office. The entire PA team helped prepare for this event from flyer development to identifying important statistics and data points for our new banners this year. The banners were donated by Imprintable Solutions and focus on bringing awareness to unknown statistics about domestic violence in our community.

Our last event in March will help facilitate the [Rochester & Monroe County Domestic Violence Consortium](#)'s 19th annual free Legislative Breakfast on Thursday, March 22 from 7:30 a.m. – 9:30 a.m. at the [Rochester Academy of Medicine](#). Elected officials from all parties along with hundreds of guests and supporting organizations will have an open discussion about domestic violence issues and how our legislature and local governments can take action.

Jamie Frumusa
PA Chair 2017 - 2019

THANK YOU to all of the Sustainers who welcomed us into your homes for our February In-home meetings! Thank you for sharing your JLR background and experiences. We appreciate your hospitality!

Our 2018 is off to a momentous start. On February 6, 2018, we co-hosted a diaper wrapping event with Roc City Bottoms at the League Office. In Mid-March we hosted a dinner and discussion with the residents of Sojourner House at Pathstone (Sojourner House) centered around finances.

Preparations are underway as the committee prepares for our first ever continuous 24-hour volunteer event: “JL Roc Around the Clock.” This event consists of a series of volunteer events beginning at noon on Saturday, April 28, continuing through the night, and ending at noon on Sunday, April 29.

“JL Roc Around the Clock” will consist of eight different volunteer shifts of various lengths. Activities are planned to benefit Sojourner House, Temprow, Spiritus Christi, Roc City Bottoms Diaper Bank, Golisano’s Children Hospital, Open Door Mission and Home Start Hope. Activities planned include building a garden near the main house at Sojourner House for residents and children to enjoy, shopping for household supplies with Home Start Hope to benefit members of the community transitioning into independent housing, hosting a movie night for families living at Temprow, conducting a mindfulness session with the residents at Spiritus Christi, painting interior residences for Temprow residents, a midnight wrapping event for Roc City Bottoms, sewing children’s surgical caps for use at Golisano Children’s Hospital, making welcome baskets for new residents to receive at Temprow, and late night crafting of baked goods (some from our very own cookbooks) to be delivered to the Open Door Mission to support the impoverished members of the community.

Our committee would like to extend our thanks to all the members who have shared in our volunteer events thus far this League year. Please remember to save the date for “JL Roc Around the Clock”-it promises to be an epic end to a fantastic League year!

Anna Loiselle
Volunteer Chair 2017-2018

External Relations

Congratulations on a fantastic 2nd Annual Battle of the Brunches, and thank you all for your engagement on our social media promotions of the event. As the External Relations Committee ends its Battle of the Brunches push, we are focusing our marketing to support the League as a whole and its volunteering efforts.

In honor of the Junior League of Rochester's 85th Anniversary, we plan on promoting the many years and accomplishments of the League. We will be sourcing photography and events from the past 85 years to show how the League has changed and become stronger. If you have any photos please send them our way.

We are also excited to start planning Volunteer Month, and our "Volunteer-a-thon" this April! There will be more information to come on our Social Media and Press Release strategy surrounding this, and how you can help support our mission.

As always, please remember that everything you do to interact and engage with our social media pages act as an instant promotion of JLR to your friends and followers. Every like, share and comment complements ER's efforts and really expands our reach. If you have any questions or suggestions, please reach out at externalrelations@jlroch.org.

Erika Agnello

External Relations Chair 2017-2018

Finance & Development Council

VP: Lindsay Vogt

Fundraising | Cookbooks

Fundraising

Happy spring JLR members, finally! Fundraising is still riding high from another fun and very successful Battle of the Brunches event. We sold out not once, but twice, hosting 300 attendees with 14 participating restaurants, and raising an estimated \$9,000 for the League! A HUGE thank you goes out to all of our members who helped make this event so successful. We had countless members step up to help out with social media, obtaining sponsors, designing print materials, and various other tasks, which shows this event is not possible without the support of our wonderful members.

So far this year we have raised 75% of our budgeted \$26,500, almost \$20,000! Contributing to that amount is our new Gold League sponsor, the Highlands at Pittsford. Thank you to Elizabeth Erhardt on making this connection!

For the next few months of the League year, we will be focused on the relationship aspects of fundraising. We'll be meeting with one of our corporate sponsors from last year, Genesee Valley Trust/Canandaigua National Bank, as well as the Rochester Community Foundation, who generously donated a grant last year. We are in the process of finalizing the Planned Giving policy, which we'll share with the Board soon and will be implemented next year. We also have a LuLaRoe shopping event planned for April and will have JLR clothing swag available for purchase soon, so keep an eye out for more information in the e-blast and on social media for both of those upcoming fundraisers.

Last, but certainly not least, we are excited to congratulate Erika Slapar and Grace Czechowski on being the new Fundraising Committee chairs for the 2018-2019 year. They have already stepped up tremendously and we know they will continue to do amazing things in the Fundraising world!

Katie DiPerna and Amanda Greco

Fundraising Co-Chairs, 2017 - 2018

As we leave winter and progress on to spring, the cookbook committee is as always looking forward to the future on how we can expand the brand so to speak. We are currently looking to sell our cookbooks to other non-for-profits and also looking into doing sales or events with apple orchards in the future. We sold our cookbooks at a reduced rate at Battle of the Brunches in March and we are planning on having a month-long sale in May. We have also begun in earnest posting on our social media platforms #WhipItUpWednesday photos of recipes made from our cookbooks and doing this seems to be igniting the cook in all of us. As we progress over these next months of the 2017-18 League year I know that moving forward to the future cookbooks can expand and grow into new and different directions.

Jennifer M. Roberts

Cookbooks Chair 2017-2018

Mark Your Calendars!

March 21: GMM at The Brainery

March 22: Legislative Breakfast

April 2: JLR BOD Meeting

April 7: Public Diaper Wrapping Event

April 9: Member Relations “Dine and Explore” event

April 18: April GMM at RIT

April 24: Sustainer Diaper Wrapping party

April TBD: Fundraising LuLaRoe shopping event

April 28-29: JL Roc Around the Clock: a 24 hour volunteerathon

May 11: Member Relations “Dine and Explore” event

May 16: May GMM/ Dinner

May Date TBD: Fundraising Shopping Event at Talbots

Please check the calendar on our website at www.jlroch.org for updated information and dates

Thank you to our sponsor...

Wegmans

Cookbooks



Membership Council

VP: Katie Beczak

Member Relations | Nominating | Admissions
Provisional | Recruitment

Nominating

On behalf of the Nominating Committee we want to extend a big CONGRATULATIONS to our 2018 – 2019 Leadership Slate! Our slate is as follows:

President – Rose Cooper (6/1/2018 – 11/30/2018) and
Wendy Michaelson (12/1/2018 – 5/31/2019)

VP Community – Lindsay Vogt

Public Affairs Chair – Jamie Frumusa (6/1/2017 – 5/31/2020)

Volunteer Co-Chairs – Terri Bales and Susanne Fili

External Relations Chair – Erika Agnello

VP Membership – Danielle Williams

A/P Chair – Elsa Guenther

Recruitment Chair – Kate Burt

Member Relations Chair – Julia Schaub

Nominating Chair – Kara Spoor

VP Finance & Government – Amanda Greco

Fundraising Co-Chairs – Erika Slapar and Grace Czechowski (6/1/2018 – 5/31/2020)

Cookbooks Chair – Stephanie Williams

VP Governance – Caroline Tolbert

Recording Secretary – Sarah Heisman

VP Sustainers – Michele Caccamise

Placement planners will be distributed in March for all active members, as will nominations for annual JLR awards. Members who wish to change to a sustainer status should contact the Nominating Committee at nominating@jlroch.org.

Jennifer Lotta

Nominating Chair 2017-2018

Member Relations

A warm welcome to the new active members and our spring provisional class! With these new faces comes renewed enthusiasm and we're excited about what we have coming up for member socials. Most significantly, the Member Relations Committee will be launching a "Dine and Explore" special interest group this spring. The goal of the group is to explore Rochester while having fun getting to know one another. Our first event was on March 12 at Bar Bantam. Our other events will be held on April 9 and May 11. Each event will run from 5:30 p.m. to 7:30 p.m. and will be a casual, drop-in, social time for members to explore dining venues across the Flour City.

We are very thankful for the success of the annual In Home GMM hosted by our gracious Sustainers. A wonderful time was had by all, and the League met in small groups to discuss the direction of the JLR's issue-based community impact effort. This year we have enjoyed a variety of venues for our General Membership Meetings (GMMs.) We look forward to another meeting at the Brainery in March and then in April, we will meet at RIT. Thank you to all the volunteers who have brought, and plan to bring, refreshments to our GMM's to enjoy during our social time prior to the start of our meeting.

Rachel DeRue
Member Relations Chair 2017-2018

Thank you to our newest Sponsor for your support!



THE HIGHLANDS
 AT PITTSFORD
ROCHESTER'S ONLY UNIVERSITY-BASED
RETIREMENT COMMUNITY

Admissions Provisional

Happy spring from the Admissions Provisional Committee!

With this year's spring provisional class the A/P Committee is excited to embark on a new term full of education, growth, and the fostering of new friendships and leaders.

Continuing League tradition, the spring 2018 A/P class will be completing a provisional project. The women are currently working together to determine the best fundraiser to bring their project to life and will be seeking donations soon. We are excited to see the A/P project evolve through the planning process! Additionally, each provisional member will also be attending an outside committee meeting to learn more about active membership.

Last fall, the A/P Committee implemented a formal mentoring program between provisional members and active/sustaining members. We are excited to announce that we received positive feedback from those involved in the fall launch of our new mentor program and are excited to continue the program this spring! The revamped mentorship program is a full year program and we hope to have new mentor and mentee pairings assigned before the March GMM.

We will also be continuing our "Date My Slate" series this spring. "Date My Slate" gives provisional members a chance to interact with the Board of Directors and Committee Chairs in a fun and interactive Q&A session while learning about the League and leadership experiences. Our first "Date My Slate" session, featuring the JLR Board of Directors, will take place on March 21 from 6:00 p.m. – 6:30 p.m. during the social time prior to the GMM. Our second "Date My Slate" session, which will feature the JLR Committee Chairs, will take place on April 18 from 6:00 p.m. – 6:30 p.m.

We are excited to work with our spring provisional members and look forward to getting to know them over the course of the next few months!

Danielle Williams
A/P Committee Chair, 2017-2018

Recruitment has had another successful season and is excited to welcome another stellar AP class in spring 2018! Special thanks to Kate Burt who has stepped up early to chair Recruitment during my maternity leave! She has done an amazing job and the JLR is lucky to have her continuing in this role next year.

One of our goals for the year was to ensure those who were interested in joining the Junior League had a year-round recruitment experience. To this end, we hosted an additional meet and greet after Battle of the Brunches at Three Heads Brewery to capture those who expressed interest at that event and also to keep those looking to join in the future engaged. Thanks again for your attendance at the meet and greets/member socials throughout this year. It really helps give prospective members an opportunity to learn who we are.

Even though we won't be actively recruiting the fall class until later in the summer, we will be asking those who contacted us about this year about their recruitment experience. If you are a part of the fall 2017 or the spring 2018 provisional class, watch your inbox for a survey on your experience and how we can improve.

While we are coming to a close on this year's recruitment, we appreciate any suggestions members might have for events where we can continue to recruit and reach new and different audiences as we look forward to next year. If you know of any other opportunities, please reach out at membership@jlroch.org.

And remember, recruitment is everyone's responsibility, so be sure to spread the word and share on social media!

Caroline Tolbert
Recruitment Chair, 2017 – 2018

Are you interested in helping out with The Diaper Bank Project? We could use your help with monthly diaper pick-ups, emergency diaper distribution and diaper wrapping

Contact VP of Governance Ginger Ruff at VPgovernance@JLRoch.org and Recording Secretary Heather Riexinger at RecordingSecretary@JLRoch.org to sign up or learn more.

Pictures from Battle of the Brunches event



From Our Sustainers

VP: Julie Marsiglio

Save the Date: Sustainer diaper wrapping party at the JLR office on Tuesday, April 24 at 7:00 p.m. in support of Roc City Bottoms.

Let's support the youngest in our community by packing diapers for distribution throughout Rochester to those in need.

Julie Marsiglio
VP of Sustainers 2017-2018