



## WWWow: JLWS' New Website Presents a More Engaging Face to the Community

Rachel Thomas

If you've logged on to the JLWS (Junior League Winston Salem) website lately, you probably noticed some major changes! "The website needed a refresh for a while, and since we were rebranding to stay in line with the new guidelines from AJLI, this seemed like the perfect time to make a change," said Claire Machamer, chair of the Technology Committee.



Machamer worked closely with representatives from Digital Cheetah and with input from the Communications Council and JLWS Board to develop a new template that would better serve the League's needs. Particularly, they wanted a template that would better showcase the role of the League in the community. "The JLWS is involved in so many community projects but we didn't have a good platform to tell that story," said Machamer, "Now I

feel like we have a more engaging and exciting face for our community, prospective members, and sponsors. This new website offers the ability for a news feed, information about all our programs and events. We've also included social media feeds and the ability to share directly from the pages on the site. This website will be an important tool for our membership to share the story of JLWS."

While the new website promises to be more dynamic, there are some things that will still feel familiar like the Digital Cheetah portal. According to Machamer, "Members will experience the portal the same way they always have and while we will have external events listed on the public site, you'll still want to log in to the portal for the most up-to-date member information." The Technology Council is particularly excited that members will be able to more easily check on upcoming public events on the go, as the new template is totally responsive to whatever device it is being viewed on.

While Machamer is already looking at the next phase of continuing to improve JLWS' digital presence, she made it clear that getting the website to where it is today was a team effort. "I'd like to thank the entire Communications team, and specifically would like to thank Rachel Thomas, Ellie Rahbar, Suzanna Roemer, Laurel Buckingham, and Elizabeth Richardson."

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### Key Dates

#### Thursday, October 18

➤ *Sustainer Fall Luncheon*

#### Wednesday, October 24

➤ *Sustainer Morning Book Club*

#### Tuesday, November 13

➤ *Sustainer Evening Book Club*

#### Friday, November 16

➤ *Boutique Girls Night Out Preview Party*

#### Friday & Saturday, November 16 & 17

➤ *Boutique*

#### Thursday & Friday, November 22-23

➤ *Thanksgiving Holiday – HQ Closed*

WELCOME  
to the  
NEW MEMBERS  
of 2018-19!

The Junior League of Winston-Salem is an organization of women committed to promoting volunteerism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

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The *Informer* is published three times a year by Junior League of Winston-Salem, Inc. The *Informer* accepts advertising. For more information, visit [www.jlws.org/informer](http://www.jlws.org/informer).

## Letter from the President



*In five short years, the Junior League of Winston-Salem will turn 100 years old. Such a milestone is an opportunity to celebrate all that we've accomplished as women building a better community. It is also a reminder that we must work to position ourselves for the next century. To that end, we are committed to a vision that focuses equally on developing our members as leaders and creating community impact through our collective work.*

Training our members to be effective leaders is what distinguishes the Junior League from other volunteer organizations. While the work we do serves immediate needs in Winston-Salem, the skills learned while doing that work have an exponential impact as they last a lifetime.

Simply put, our members are our mission and, in that spirit, we are focusing on recruiting and retaining our membership.

One way in which we will realize this vision this year is through a partnership with The Engaging Educator, a fierce group of dedicated ladies who are committed to helping others find their best, most unapologetic and confident voice, communication style and self.

With hundreds of placements, each of our members has a distinct set of goals and directives and success will look different for each woman. Though whether you're leading a meeting, recruiting a new member, or planning with a community partner; being able to universally promote the Junior League's mission and ideals is essential. To aid in building this collective voice, the Engaging Educator will lead a series of workshops including being featured at our Fall Leadership Dinner and March General Membership Meeting.

Investing in communication training will have an immediate impact on the effectiveness of our League efforts, and more importantly it will equip our members to be formidable advocates for both themselves and their causes as they move forward in their lives.

We look forward to seeing how each of you will put these skills to use and thank you for your support, your service, and your dedication to the principles of the Junior League of Winston-Salem.

Catherine Heitz New  
2018-2019 President

## A Peek at the Future: Strategic Planning for JLWS

Amber Kirkman, Strategic Planning Officer

This spring the Junior League of Winston Salem's (JLWS) Board of Directors embarked upon the development of a new three-year strategic plan. After an enlightening exercise at the Board retreat to get our minds thinking about where we want JLWS to be in 3 years, I set out with one goal in mind – to develop a proposed plan that encompassed the passion behind this year's Board of Directors. This plan would focus on goals that our active membership, sustainers, and the community would be excited about and goals our active membership could achieve through strong objectives, strategies and tactics. The goals were designed to be achievable by the entire organization and give each member an opportunity to contribute to the progress and success of our organization.

The Strategic plan was reviewed, accepted and approved by the Board of Directors in July. Now we start on our journey to create an annual plan for FY19 that will get us one step closer to achieving these goals. The goals are:

### GOAL #1: RELEVANT FOR THE WOMAN VOLUNTEER OF TODAY

*Offer an experience that speaks to the needs of today's woman. Be relevant in communication, requirements, volunteer opportunities, and leadership and training experience.*

### GOAL #2: SOLIDIFY A SUSTAINABLE FINANCIAL MODEL

*Ensure the short term and long term financial health of the JLWS.*

### GOAL #3: ALL JLWS SUPPORTERS CAN CLEARLY ARTICULATE THE MISSION

*Ensure all members – new, active, and sustaining, as well as all community partners, media and sponsors can clearly articulate the mission and values of the JLWS.*

As you think about your role within the Junior League of Winston Salem, I encourage you to discuss these goals during your next committee meetings and develop a plan for how you can contribute to our success.



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# Child Care Resource Center: New Name – Same Services!

*Jennifer Thielker*

In 1991, the Junior League of Winston Salem provided research and funding to support the development of a child care resource and referral service in our community. For 27 years, the Work Family Resource Center has served our community faithfully and will continue to do so, just with a new name – **Child Care Resource Center (CCRC)**.

Leaders from CCRC felt that this new name better reflects the work and services provided to the community. Namely connecting families to quality child care, providing professional development opportunities for child care providers, and educating the community about the link between quality child care/early learning experiences and school preparedness. CCRC is still non-profit and continues to offer a combination of free and fee-based services (including a Nanny Search Service) to suit the needs of all families.

If you have children, chances are you understand that finding a quality child

care/early learning environment can be overwhelming and time consuming. Talking with a CCRC Parent Specialist can help you in your search for a child care arrangement that best fits your child and your family's needs.

Whether you need full-time care for your newborn so you can return to



## Child Care Resource Center

your career, a half-day preschool program to help your child develop the social and school readiness skills to begin a successful school career, a full or part-time nanny, or a summer camp that reflects the interests of your child, CCRC can help.

CCRC provides the tools you need to make the best decision about child

care. In consultation with your CCRC Parent Specialist, you will learn about the indicators of quality to look for as you visit potential child care programs. You will receive a Parent Tool Kit that provides a list of questions you can ask each child care provider to learn more about their program and how they will care for your child, information about North Carolina's quality rating system for child care programs and how this system is linked to the quality of care your child will receive. If you are in need of a nanny, they will provide you with information about their Nanny Search Service – Silver Service (\$400) and Gold Service (\$800).

The Junior League is proud to be a part of the lineage of this great organization!

### Contact information:

Child Care Resource Center  
500 W 4th Street, Suite 202  
Winston-Salem, NC 27101  
336.245.4900  
[www.childcareresourcecenter.org](http://www.childcareresourcecenter.org)

## A JLWS Holiday Tradition

*Lauren Rogers*

Our ninth annual **Boutique** is gearing up for a fabulous holiday shopping market experience this

**November 16-17** at the **Benton Convention Center!**

Come out on Friday night with your date, spouse, or even better, bring a whole crew to enjoy a live band and shop the night away. This year's Preview Party will also feature our first ever Taste of Winston-Salem, which will highlight local restaurants, bars, and eateries.



On Saturday, we'll host the return of the popular Reading Nook along with activities that highlight our League placements and programs. You'll find many new and favorite returning vendors this year, and we look forward to seeing you all shopping downtown this fall!

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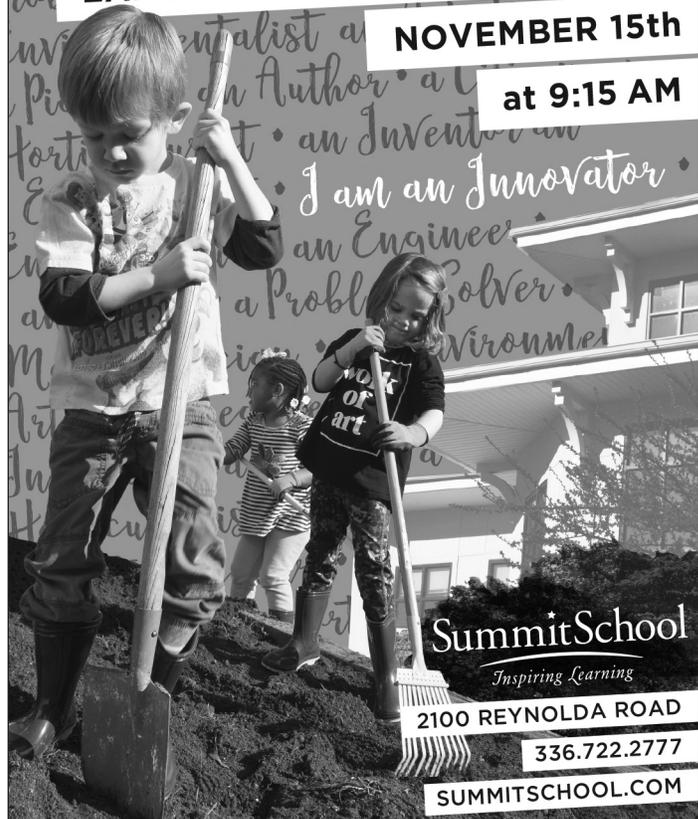
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Sustainers have several opportunities to join a variety of book clubs this year! The **Evening Book Club** meets the **second Tuesday of odd months**, while the **Morning Book Club** meets the **fourth Wednesday in October, February, and April**. You can RSVP for a club through Digital Cheetah. Please see the schedule and descriptions of the books below.

## Morning Book Club

### October 24th, 2018

► Hosted by Katherine Memory

#### ***America's First Daughter* by Stephanie Dray and Laura Komoie**

*In a compelling, richly researched novel that draws from thousands of letters and original sources, bestselling authors Stephanie Dray and Laura Komoie tell the fascinating, untold story of Thomas Jefferson's eldest daughter, Martha "Patsy" Jefferson Randolph—a woman who kept the secrets of our most enigmatic founding father and shaped an American legacy.*

### February 27, 2019

► Location TBD

#### ***The Great Alone* by Kristine Hannah**

*Alaska, 1974. Unpredictable. Unforgiving. Untamed. For a family in crisis, the ultimate test of survival. In this unforgettable portrait of human frailty and resilience, Kristin Hannah reveals the indomitable character of the modern American pioneer and the spirit of a vanishing Alaska — a place of incomparable beauty and danger. The Great Alone is a daring, beautiful, stay-up-all-night story about love and loss, the fight for survival, and the wildness that lives in both man and nature.*

### April 24, 2019

► Location TBD

#### ***Manhattan Beach* by Jennifer Egan**

*With the atmosphere of a noir thriller, Egan's first historical novel follows Anna, a woman finding her place in the Brooklyn Naval Yard during WWII, and Styles, a mysterious friend of Anna's missing father, into a world populated by gangsters, sailors, divers, bankers, and union men. Manhattan Beach is a deft, dazzling, propulsive exploration of a transformative moment in the lives and identities of women and men, of America and the world. It is a magnificent novel by the author of A Visit from the Goon Squad, one of the great writers of our time.*

## Evening Book Club

### November 13, 2018

► Hosted by Megan Lawson

#### ***Sing, Unburied, Sing* by Jesmyn Ward**

*In Jesmyn Ward's first novel since her National Book Award-winning Salvage the Bones, this singular American writer brings the archetypal road novel into rural twenty-first-century America. An intimate portrait of a family and an epic tale of hope and struggle, Sing, Unburied, Sing journeys through Mississippi's past and present, examining the ugly truths at the heart of the American story and the power—and limitations—of family bonds.*

### January 8, 2019

► Hosted by Lauren Wierman

#### ***The Woman Who Smashed Codes* by Jason Fagone**

*Joining the ranks of Hidden Figures and In the Garden of Beasts, the incredible true story of the greatest codebreaking duo that ever lived, an American woman and her husband who invented the modern science of cryptology together and used it to confront the evils of their time, solving puzzles that unmasked Nazi spies and helped win World War II. In 1916, at the height of World War I, brilliant Shakespeare expert Elizebeth Smith went to work for an eccentric tycoon on his estate outside Chicago. The tycoon had close ties to the U.S. government, and he soon asked Elizebeth to apply her language skills to an exciting new venture: code-breaking. There she met the man who would become her husband, groundbreaking cryptologist William Friedman. Though she and Friedman are in many ways the "Adam and Eve" of the NSA, Elizebeth's story, incredibly, has never been told.*

### March 12, 2019

► Hosted by Barbara Kirby

#### ***The Last Castle: The Epic Story of Love, Loss and American Royalty in the Nation's Largest Home* by Denise Kiernan**

*The fascinating true story behind the magnificent Gilded Age mansion Biltmore—the largest, grandest residence ever built in the United States. The story of Biltmore spans World Wars, the Jazz Age, the Depression, and generations of the famous Vanderbilt family, and features a captivating cast of real-life characters including F. Scott Fitzgerald, Thomas Wolfe, Teddy Roosevelt, John Singer Sargent, James Whistler, Henry James, and Edith Wharton. The Last Castle is the unique American story of how the largest house in America flourished, faltered, and ultimately endured to this day.*

### May 14, 2019

► Hosted by Katherine Memory

#### ***Love and Other Consolation Prizes* by Jamie Ford**

*For twelve-year-old Ernest Young, a charity student at a boarding school, the chance to go to the World's Fair feels like a gift. But only once he's there, amid the exotic exhibits, fireworks, and Ferris wheels, does he discover that he is the one who is actually the prize. The half-Chinese orphan is astounded to learn he will be raffled off—a healthy boy "to a good home." Against a rich backdrop of post-Victorian vice, suffrage, and celebration, Love and Other Consolations is an enchanting tale about innocence and devotion—in a world where everything, and everyone, is for sale.*

# Sustainer Spotlight: Lynn Eisenberg

*Alyson Bailey*

*The Junior League of Winston-Salem (JLWS) membership includes 480 Sustainers — women who have completed their years as Actives and transitioned to sustaining the JLWS through serving as mentors to the Board of Directors, volunteering at community events, providing financial support, and engaging in social opportunities to connect with JLWS friends made over the years. Each Sustainer has 'her story.' For each story shared, we learn more about the history of our League and the ways these women impact our community.*

Lynn Eisenberg joined the JLWS in 1982 at age 36, and she served as an Active member for five years. As Lynn shared, "The Junior League strongly enhanced my interests and talents in areas of community outreach, leadership skills and fundraising as well as event coordination." The training she received strengthened and improved her commitment to serve, and it provided her with challenges, fulfillment and an opportunity to work with a diverse group of people.

One of Lynn's placements, the Cancer Patient Support Program, led to an opportunity to serve on the initial planning committee for a benefit known as Winterlark.

Lynn remains involved in the successful gala, now in its 35th year, which supports the Wake Forest Baptist Health Cancer Patient Support Program. Another placement, the Guardian Ad Litem committee, gave her the opportunity to personally help others as a court advocate for abused and neglected children. This role led to being one of the founders of the Women's Fund, and placements designed to create events led to leadership roles creating large events at the University of North Carolina School of the Arts (UNCSA). "The strength and personal dedication of service was planted in the Junior League. I gained an education, a stronger will to reach out and make a difference, and a desire to create and evolve through the experiences gained through JLWS. I will always be grateful."

Both Lynn and her husband, Barry, have enjoyed the privilege of involvement in the arts community for close to fifty years; they have served as board members and attended many great performances in Winston-Salem. "The arts truly enhance our lives, so it was a natural fit to get involved when we knew there were performances and cultural programs presented by Appalachian State

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University in Boone,” says Lynn. Celebrating its 34th season in the summer of 2018, An Appalachian Summer Festival has enriched the cultural landscape of the region by showcasing world-class artists from the disciplines of music, dance, theatre, film and visual arts.

After joining An Appalachian Summer Festival’s Advisory Board four years ago, Lynn served as Board Chair for this summer’s festivities. Lynn commented, “I am deeply proud of the festival and am honored to be able to do my small part in letting folks know what a treasure we have just an hour and a half from Winston-Salem.”

Lynn was recently honored as a recipient of the third annual 7 Over Seventy Awards recognizing the contributions of adults who have greatly impacted Forsyth County through their community service, civic and social engagement, and/or career.

*Lynn, thank you for your tireless commitment to our community and beyond, and for inviting Sustainers to the high country for a day to remember!*

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### ***At Lynn’s invitation,***

the Sustainer Council planned a trip to attend the festival and enjoy a day in the mountains. Sustainers traveled by private coach to the mountains for a visit that included shopping in Blowing Rock, dinner and cocktails at Lynn’s lovely home in Boone, and a performance by Kristin Chenoweth as part of An Appalachian Summer Festival—complete with an announcement that the Junior League of Winston-Salem was in attendance! Nearly 40 members made the trip, and the positive feedback keeps coming in.



**Junior League of Winston-Salem, Inc.**

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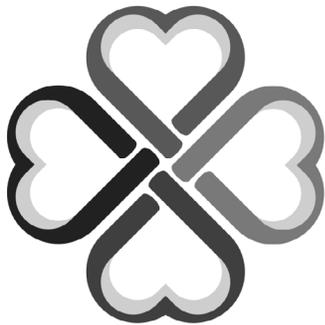
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