



JUNIOR LEAGUE OF
WINSTON-SALEM

Bookmarks

COVER STORY

The Gift of Reading: Book WORM

(Page 12)



WOWS

JUNIOR LEAGUE OF WINSTON-SALEM • SUMMER 2019

WORDS OF WINSTON-SALEM

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VISION 2019: UPDATE



Earlier this year, I outlined a vision that would position the Junior League of Winston-Salem for the next century as we approach our 100th Anniversary.

This included a commitment to developing our members as leaders.

To do so, we focused on the following training opportunities to empower our members as formidable communicators:

- We partnered with the Engaging Educator; known for training women of companies like Food Network, AirBNB, and Viacom; to lead our Fall Leadership Dinner and March General Membership Meeting. These interactive sessions were designed to help our members find their most authentic voice, becoming confident and effective speakers.
- Volunteer Development hosted *The Power of Storytelling: The Art of Influential Communication*, a three-part series providing a deep-dive, step-by-step guide to influential communication. Breaking down the mindset, the skillset and the toolset of storytelling – members learned the science and art of how to create, craft and deliver stories that engage, persuade and move audiences to take action.

Our vision also required that we invest in essential infrastructure to ensure the sustainability of our organization. This included:

- Relocating our Headquarters to Downtown Winston-Salem's Arts and Entertainment District, thus raising our visibility and embracing a future for our city where blocks of formerly-abandoned warehouses now become hubs for activity and community connection.
- Realigning all of our brand assets with AJLI and nearly 300 Leagues around the world so that the JLWS and our projects are instantly connected with an international reputation for leadership and service.
- Upgrading our digital communications including a new website, a more sophisticated and robust approach to social media, and a new online Placement Tool that allows our members to match their current and desired skills with opportunities within the League.

You can see that a clear theme emerged: effective communication matters. As members and community partners, you already

embrace the importance and value of the League. Therefore, it is the League's responsibility to arm you with effective communication tools so you can be strong advocates for our work and mission. It is my hope that the above-mentioned initiatives have done just that and I want to thank the countless number of women who worked so hard this year to put them in place.

Thank you for the privilege of serving as President of this extraordinary organization. It has been one of the great joys of my life to work side-by-side and on behalf of so many incredible women. I am honored to have been a part of the Junior League of Winston-Salem's legacy and excited to see the impact it and you, my fellow members, will continue to have on this community and the world.

OUR MEMBERS – 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.

OUR BRAND – To thrive, we must effectively communicate who we are, what we do, and the impact we create. While much of this work occurs behind-the-scenes, some will be more visible. This year, we tapped into the power of the international Junior League brand and redesigned our logo and brand standards to align with AJLI. We also launched a new face to our website that is more user-friendly and visually represents our organization and its values. We continue to look for fresh and innovative ways to keep our brand top-of-mind in the community.

OUR HOME – We cut the ribbon to our new Headquarters at 131 Liberty View Lane in the heart of Winston-Salem's Arts and Entertainment District. This new space is the hub of all our activities, a central place where our collective membership meets, plans, trains, recruits, and serves. We move steadfast towards greater collaborations in Winston's historic Industry Hill neighborhood that will help to propel the League forward.

Catherine Heitz New
President

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Member-At-Large: **Walker Jones**

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Finance Assistant Vice President: **Abby Archer**

Membership Vice President: **Jessica Gajewski**

Membership Assistant Vice President: **Betsy Adams**

Strategic Planning Officer: **Amber Kirkman**

Volunteer Development Chair: **Jen Baker**

Nominating Chair: **Kimberlee Blaylock**

Sustainer Vice President: **Alyson Bailey**

Member-At-Large: **Virginia Ellis**

MISSION

Founded in March 1923, the JLWS is an organization of women committed to promoting voluntarism, 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.

VISION

The JLWS nurtures and educates individuals to build healthier families and a stronger community. The JLWS has two focus areas:

- Educating and mentoring youth from birth to age eighteen
- Addressing women's health issues

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THE JUNIOR LEAGUE OF WINSTON-SALEM

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IN-LEAGUE PLACEMENT OF THE YEAR MARKETING, PR & PHOTOGRAPHY COMMITTEE



The In-League Placement of the Year Award was awarded to the Marketing & PR committee, which also encompassed Photography during the 2018-2019 League year. Under the leadership of Virginia Ellis and Karissa Martinez this group thrived. Notably, they began work over the Summer of 2018 with the redesign of our placement logos to fit the new look of the Junior League of Winston-Salem. They also did a tremendous job of increasing our social media footprint, which has been a key method for advertising League happenings. In addition to this they worked tirelessly on ensuring the entire Junior League's message is communicated to the community in a timely fashion. Individually, these ladies have developed fresh ideas to invigorate this placement, are committed and are continually growing in their leadership abilities.

COMMUNITY PARTNER OF THE YEAR MIA PARKER, KIMBERLEY PARK ELEMENTARY SCHOOL



The Junior League was thrilled to recognize Kimberley Park Elementary School as the Community

Partner of the Year. Mia Parker, Parent Involvement Coordinator at Kimberley Park, has made it possible to host two of the Strong Women Strong Family Health Fairs. Through Mia's hard work and persistence on behalf of KPES, these fairs have served hundreds of parents and students by providing information and tools to help these families become stronger and healthier.

SUSTAINER OF THE YEAR KAY JOHNSON

This year's Sustainer of the Year is truly an inspiration to all who know her and are fortunate to work with her. The League was pleased to recognize Kay Johnson as this year's recipient.



She has been a Junior League of Winston-Salem member for 36 years. Over her ten active years, she served on the Executive Committee twice. Remarkably, that special group has been getting together monthly for the past 30 years!

During her active years, Kay chaired the Rummage Sale, the Training, Long-Range Planning and Admissions Committees, served as League Secretary and Community VP. Kay has been equally active on the Sustainer Council – organizing events from Mah Jong & Bridge lessons to trips to New York and Greece!

Kay shares her time and talents with the Boards of Arbor Acres and the Salvation Army. She has utilized her tremendous organizational and strategic development skills in running her own consulting company, Johnson West Associates over the past 31 years. And if you are wondering her secret to accomplishing so much– she is the author of “How to put 10 hours into an 8 hour day”.

NEW MEMBER OF THE YEAR GERRI JOHNS



The New Member of the Year award was presented to Gerri Johns for her exemplary commitment to the Junior League and the Winston-Salem community. As a new member, Gerri has been eager to get to know different members both new and active, share, learn, and get involved. She demonstrates a positive, proactive, go-getter, ready to volunteer attitude - invaluable traits we wish for all new members. Gerri also continues to be active in our local community in many other ways as well. She also offers up her time, skills, talents and volunteer efforts throughout the community by helping out with other amazing organizations in order to make a difference. She is a true treasure to this city and we are excited to see the continued impact she will have through the JLWS!

**ACTIVE OF THE YEAR
ERIN GREENE**



Although our Active of the Year has only been with our League for one-year, after transferring in, she has had a huge impact within and outside of the League. I can only imagine what she accomplished when she was with the Asheville League! Thankfully her husband took a job in the Triad and we have benefitted from her caring and engaging spirit. Not only was she a key factor in the success of this year’s Tour of Fine Spaces, she has also taken the initiative to bring League members together with activities outside of our placements - that is all League members – actives, new members and sustainers. By initiating the JLWS Book Club, she continues to combine her fun, out-going spirit, and fashion sense with her giving nature and support of other community initiatives. Her “Pink Parties” are quickly becoming an empowerment gathering for other fun and giving women.

**JLWS SCHOLARSHIP RECIPIENT
YASMIN HORNER**

Yasmin Horner was the recipient of the 2019 Junior League of Winston-Salem scholarship. She is a graduate of Forsyth Country Day School and will attend the University of Virginia this fall.



In addition to being an outstanding student and member of the National Honor Society, Horner has contributed to this community in many ways. Some of her accomplishments include founding and incorporating the Forsyth County Young Leaders Program, serving on the Student Leadership Committee for the Town of Lewisville, and initiating the FCDS Backpack Club to support the Forsyth Backpack Program. Yasmin Horner exemplifies enduring servant leadership, and we know she will continue to affect change wherever she goes. We wish her well on her college journey and look forward to hearing great things from her.

**FRIEND OF THE LEAGUE
WINSTON-SALEM FOUNDATION**



In 1998, some brilliant women championed the idea that the JLWS should have a source of perpetual support. They raised over \$120,000 and entrusted the Winston-Salem Foundation to house the League’s

endowment. Since then, thanks to new gifts and investment returns, that \$120,000 has grown to over \$160,000 and serves as an important pool for operational support and special projects. Like us, the WS Foundation has been around for a long time – they just beat us to their 100th anniversary by a couple of years. Over the last 20 years, they have been a trusted steward of the League’s endowment and helped us think strategically about how we grow it. To honor that partnership, it is our pleasure to award this year’s Friend of the League to the Winston-Salem Foundation. Cici Fulton was on hand to graciously expect the award on behalf of the foundation.

**KATHERINE REYNOLDS JOHNSON
LEAGUE LEGACY AWARD
LEAH CROWLEY**

The Katherine Reynolds Johnson League Legacy Award was established in 2010 to recognize lifetime achievement and commitment to volunteerism and community. This year’s recipient, Leah Crowley, is special



because she has accomplished and given more in half a lifetime than many do over their entire lives. In fact, she’s still an Active member of our League.

In her 16 years as a member she has run with girls, mentored members, championed women’s health, advocated for League

causes, served as our President, and presented a truly countless number of Puppet Shows. It is no exaggeration to say that she has been the driving force in ensuring this signature project continues.

Beyond the League, she has been an active volunteer and Board Member with the Maya Angelou Center for Women's Health, Meals on Wheels, Friends of the Central Library, and Race for the Cure. She is a true believer in the power of education and lives that belief as an active volunteer – serving as a tutor, PTA President, and coach. This year, she doubled down on that commitment, running for and being elected to the Forsyth County Board of Education, which is the first all-female Board in our County's history.

She has accomplished all of this while working as the Campaign Coordinator of RJR Home Field Advantage and as a devoted mother to her four children.

She truly embodies the legacy of Katherine Reynolds Johnston and the Junior League of Winston-Salem – moreover, she continues to actively live that legacy today.

COMMUNITY PLACEMENT OF THE YEAR STRONG WOMEN. STRONG FAMILIES. COMMITTEE



This year's Community Placement of the Year award was given to the Strong Women, Strong Families committee. The Junior League Winston Salem

recognizes the importance of health maintenance for women of all ages and seeks to educate and support women with regard to family health and nutrition issues. During 2018-2019, Strong Women, Strong Families, a committee of 15 women held three health fairs at two elementary schools, reaching a total of 328 participants. These fairs conducted health screenings, educated the community and provided a healthy meal. A total of 70 crockpot and eight bikes were given out at the events. This placement also engaged other League placement projects including as Kids in the Kitchen, and Kaleideum and BookWorm. We thank them all for a job well done!

2019 READING LIST

Check out these great book recommendations from our JLWS members.



The Golden Hour by Beatriz Williams

☛ *Virginia Ellis*

Braving the Wilderness by Brené Brown

☛ *Stephanie Flores de Valgaz*

Where the Crawdads Sing by Delia Owens

☛ *Kelly Rosenfeld*

Crazy Rich Asians by Kevin Kwan

☛ *Paige Hass*

Circe by Madeline Miller

☛ *Erin Greene*

The Glass Castle by Jeannette Walls

☛ *Aimee Rowe*

The Best of Enemies by Osha Gray Davidson

☛ *Elizabeth Richardson*

Everybody Lies by Seth Stephens-Davidowitz

☛ *Lauren Rasmus*

I Am Malala by Malala Yousafzai

☛ *Kathleen Hansen*

Summer Sisters by Judy Bloom

☛ *Erin Rippey Kwasnik*

The Art of Racing in the Rain by Garth Stein

☛ *Diane Green*

EXTRA! EXTRA! READ ALL ABOUT IT!

by Jennifer Thielker



Junior League of Winston-Salem now has plenty more to read about, thanks to new transfer, Erin Greene. Erin transferred from Junior League of Asheville less than a year ago and has already

formed a popular, “unofficial” Book Club of JLWS, which has been met with much enthusiasm.

Never participated in a book club? No problem! There are no sign-up fees, no need to dress up (really -come as you are!) ...Don't worry if you have not read the book – you are still welcome to participate at the gathering! Reading the book helps, but is certainly not mandatory to attend this fun get-together.

The first meeting was hosted in April at Erin's home. Nine Active Members and one Sustainer enjoyed an evening discussing *Where the Crawdads Sing* by Delia Owens, while eating homemade shrimp and grits, and serving themselves at the mashed potato bar. Ladies brought wine and treats and had a casual, fun evening getting to know each other and speaking about this great book they had been reading.

On June 9th, Caitlin Adcock hosted the second book club meeting and attendance DOUBLED from the previous month! Twenty ladies gathered for great conversation on the role of education in everyone's individual lives, as the book was *Educated* by Tara Westover.

Anyone can host a book club meeting; being hostess even means you get to choose that month's book! Information regarding the current book and locations will be featured in the newsletter, as well as an invite in League Linkers, once a full schedule has been created. The meetings are currently being planned for the second Sunday of every month at 6 p.m.

Erin believes “the biggest improvement all leagues can make is offering women more opportunities to get to know each other and learn more about their community and the women who are



in the league with them.” This casual atmosphere is a fantastic way to get to know ladies that you may not have met otherwise.

The Unofficial Junior League of Winston-Salem Book Club has been enrolled in the Bookmarks Book Club program by Erin. Our book club selections will be on display on the book club wall at Bookmarks. Unofficial Book Club members can purchase off the wall, over the phone, or online at <https://www.bookmarksn.org/junior-league-winston-salem-unofficial-book-club>. If purchasing online, you can save 20% by using coupon code 20OFFUNOFFICIAL. Please note that if purchasing online, you have the option to pick up in the store, have the book shipped to you, or to download the digital version. (The ebook does not qualify for the 20% discount, though, since digital versions are usually priced cheaper than the print versions.) If purchasing/picking up in store, simply inform the bookseller that you are checking out our Book Club Reads to save 20% on the book club title.

Ladies, mark your calendars now for the next four Unofficial Book Club Meetings!

1. **Sunday, September 8** from 6 to 8 p.m. Beth Cooper's Home – See League Linkers Facebook page for location details.
Art of Racing in the Rain by Garth Stein
2. **Sunday, October 13** – Time, place and book TBD.
3. **Sunday, November 10** – Time, place and book TBD.
4. **Sunday, December 8** – Time, place and book TBD.

Bring your favorite drink, a shareable treat, your comfy clothes, and be prepared for a great evening with great new friends!

BOUTIQUE'S 10TH YEAR

by Diane Green

The Junior League of Winston-Salem's Boutique Shopping Event turns TEN this year!!

As one of the League's two big fundraisers, along with Tour of Fine Spaces, Boutique is vital to the Junior League's efforts to continue serving our community. The Boutique Shopping



Extravaganza brings vendors from all over the state (and beyond) together under one roof. It is a great way to kick start Christmas shopping and find that special something for everyone on your list.



Back in 2010, the Boutique we know now started as a Halloween themed shopping event called "Bootique". The League saw

it as a great way to raise funds and also give our community a unique shopping experience. They wanted to bring great vendors, League members and our community together for a fun weekend



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of shopping. The committee got creative with Halloween décor, a “Ghoul’s Night Out” and fun activities for the kids.

In 2012, League leadership decided to change “Bootique” to “Boutique”. They went with a true Christmas theme along with amazing holiday décor and Santa. Last year, the committee added a “Taste of Winston-Salem” to the Friday evening festivities. It was a great way to highlight some of our area’s best restaurants.



Make sure to mark your calendars for 10th Annual Boutique. The fantastic preview party will be Friday, December 6, 2019 and then a full day of shopping on Saturday, December 7, 2019. The League has secured a new location, the Piedmont Ballroom in the Benton Convention Center.

Do you know anyone that would make a great vendor? Direct them to the Boutique page on our website.

Boutique

THE JUNIOR LEAGUE OF WINSTON-SALEM

The 10th Annual Boutique:
A Shopping Extravaganza!

When: December 6-7, 2019

Where: Piedmont 4 Ballroom - Benton
Convention Center



Friday, December 6 from 7 -10PM – Preview Party
Saturday, December 7 from 9AM – 4PM – Shopping Day
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THE GIFT OF READING: BOOKWORM

by Kelly Rosenfeld



RESearch shows that an extra five to fifteen minutes per day of at home reading helps to improve overall literacy. It further goes on to outline that early childhood literacy contributes to the outcome of a successful community. Frequently the limiting factor of at home reading is access to new books. The Junior League of Winston Salem is tackling early education and literacy as a key tenant of community outreach and sponsorship.

For the previous seven years the Junior League of Winston Salem has partnered with Bookmarks, a local literacy arts nonprofit, by providing families with greater access to books through the bi-annual BookWORM Book Drive.



Through the work of the Junior League of Winston Salem and several community partners, BookWORM has collected and distributed

over 10,000 children's books in the Forsyth County Community to local schools. The prevalence of these books in the homes of local children has a lasting and proficient impact for many years to come.

Lauren Minta, a local pediatric speech-language pathologist and Junior League of Winston Salem member is passionate about the program and its impact on her patients. "I've seen really nice books in low income homes and when I turn the book over, I see the BookWORM sticker on it. I use the books in my therapy sessions and show families how they can use the books to work on speech, language, and literacy development. I always feel proud to be a part of the organization that helps so many people in the community," Minta said.

For a week twice a year, Junior League members are responsible for collecting new and gently used children's books at collection sites

throughout the Winston Salem community. Additionally, active members have a minimum quota requirement to emphasize the importance and long term commitment of the partnership.

The three Title 1 elementary schools in Forsyth County that provide students an extra emphasis on reading are especially grateful for the work of the Junior League of Winston Salem. "By giving these students books to help build their personal



libraries and improving the offerings of their school library, BookWORM is quite literally providing these students with an increased chance of a successful school career and an enhanced life. Our students' eyes lit up when they first saw us bringing the books into our school, and it was easy to see that they were excited about the prospect of so many great titles waiting for



them to read. Simply put, BookWORM is working to kindle that love of literature.”

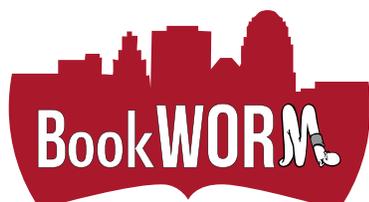
These schools go on to share just how important literacy is for children in Forsyth County, “A fellow staff member told me this year that she was working with an impoverished child one day and asked him, “What do you need at home to help you be successful?” He responded to her, “Clothes and books.” Right next to clothing—a basic necessity for human beings—a child listed books as what he needed to

be successful in life. Literature

is the lifeblood of a successful community, helping youth grow into inquiring, flexible, intelligent adults that can in turn grow our community further. With

so many of our students going without this necessity, it is vital that we work to bring literature to our children.”

The Junior League of Winston Salem’s BookWORM Book Drive is instrumental in placing books in the hands of the families that need it most. If you would like to learn more about how you can help, please email: bookworms@jlws.org.



Bookmarks FAQ

- Bookmarks was founded by the Junior League of Winston-Salem in 2004.
- In its 15th year, Bookmarks has brought more than 600 authors, illustrators and storytellers to Winston-Salem.
- Bookmarks produces the largest annual book festival in the Carolinas, reaching 7,000 students of all ages.
- To learn more about Bookmarks: <https://www.bookmarksn.org/>

QUESTIONS & ANSWERS

- 1) *What is your favorite past placement and why?*
- 2) *What placement prepared you most for leadership and why?*

SAMANTHA WOLTZ



1) OVER MY 7 YEAR TENURE, Boutique is my favorite placement. The most rewarding is having the opportunity to work alongside ambitious women who share the same passion as I do for the League, community, and volunteerism. The Boutique committee

offered me an opportunity to appreciate unrealized skills and learn new ones, while having fun doing it. Over the three years that I served on the committee in various roles, I learned that I have to always be willing to be adaptable and flexible - not limit myself, be open minded and to reach outside of my comfort zone. All of the different roles that I served on the committee helped me broaden my skill set, meet other amazing ladies and better appreciate the important training platform that the Junior League of Winston-Salem provides women in our community.

2) I THINK ALL OF MY PRIOR PLACEMENTS of the League have prepared me for my current role as Finance AVP. Boutique and Fund Development were especially instrumental in preparing me for the duties and responsibilities of the position and will continue to serve me well as I transition to being the Finance VP. The training, experience and knowledge gained on my journey with the League will always be used whether professionally or personally. I will forever be thankful for my years with the League.

JESSICA GAJEWSKI



1) MY FAVORITE PAST PLACEMENT is a tie between Tour of Fine Spaces (which was one of the hardest placements, but so fun to see the homes and changes the local builders made) and Boutique which was awesome to get new exciting vendors involved.

2) BEING THE CHAIR OF KIDS in the Kitchen was not only amazing and rewarding, but it prepared me for leadership in little ways like how to lead a meeting, create agendas, delegate duties and troubleshoot committee member problems in a timely manner. Also one of my very favorite placements!

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JLWS New Member Class 2018/19



Members getting their hands dirty in the Goler Garden



Enjoying each other's company at the JLWS Holiday Party



Members enjoying social hour before the May GMM



New members standing for recognition at the final May GMM



Strong Women Strong Families volunteers serving the community dinner at one of three Health Fairs



Members of the Tour of Fine Spaces committee greeting everyone with a friendly smile

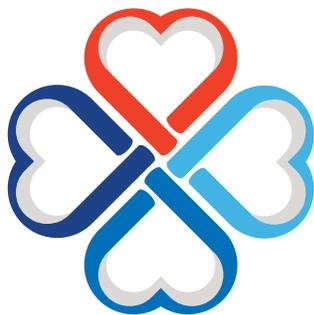
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