Margaret Wall
Sustainer of the Year

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On the Cover
The 2012 Sustainer of the Year is Margaret Wall. Mrs. Wall is the 55th recipient of the Junior League of New Orleans’ most prestigious award.
Photo by Jessica Chin

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DEAR FRIENDS,

Welcome to the Spring issue of Lagniappe, a celebration of the power of partnerships and an introduction to Margaret Wall, 2012 Sustainer of the Year.

Each year, the Junior League of New Orleans celebrates a Sustainer of the Year based on her lifelong commitment to volunteer service and the way in which she embodies the JLNO mission to promote voluntarism, develop the potential of women, and improve communities through the effective action and leadership of trained volunteers.

Margaret Wall’s story of service both through the Junior League and through her efforts with young people in our city is a testament to the transformational power of partnerships. Margaret has invested herself over and over in personal partnership and mentorship with teens and her devotion has surely changed the course of many young people’s lives.

Her role in creating organizational partnerships like the one that introduced Communities in Schools to our city is a powerful example of making connections that make a difference. Her beautiful spirit and lifelong dedication to personal volunteer service make me very, very proud to share her with you as our 2012 Sustainer of the Year.

Thank you for your service to this city and your support of the Junior League of New Orleans. Please share this magazine with a friend and visit our website at www.jlno.org to learn more about the Junior League.

Gratefully,
Blanche “Dee” McCloskey
2011-2012 President
THANKS TO OUR MODELS: LILY, KATIE AND LANEY

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ONE OF THE VERY BEST THINGS about working with the ladies of the Junior League, and especially the ladies of Lagniappe, is the partnership. Regardless if it is trying to get a picture for a feature article or keeping the biggest secret in the league — “Sustainer of the Year” — we are always collaborating with one another and I love it. This issue’s focus, besides the obvious feature of Margaret Wall as Sustainer of the Year, is the Power of Partnership.

In my personal life, I am blessed with an incredible husband, daughter, as well as another son on the way this June. I tell my husband daily about how grateful I am to have him as my partner in life because I don’t think it is possible to do much alone.

The Spring issue has been a blast to oversee. We have had a lot of meetings while planning this issue, many on the phone or via email. Seeing all of the amazing articles and photographs come together has been an incredible privilege for me but, like in all things, I could not do it alone. A special thanks to the Assistant Editor Sarah Roy, Photographer Editor Jessica Chin, and Assistant Photographer Editor Kellen Pirri, all of whom I owe a great deal.

Be on the look out for some great tips about “How to Keep Your Family Healthy” and our newest edition the JLNO Word Scramble (thanks Kellen!).

Happy Spring,
Caitlin Brewster
Would a member of your family like to spend the day with ours?

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Check out our neighborhood projects at jlno.org/projects.

Missed an issue of Lagniappe?

Find past issues in our archives at jlno.org/lagniappe.

By Caitlin Brewster/Sarah Roy
ANYONE WITH A TEENAGER knows what a challenge it can be to raise them. Now imagine taking dozens of teenagers under your wing, teaching them life skills, mentoring them and, most importantly, maintaining a meaningful relationship with them for more than 15 years. It seems a task that would be impossible for one person, but Margaret Wall does not shy away from challenges.

“My passion is working with teenagers,” says Margaret. Holding a Master’s degree in Physical Education from Stanford University, Margaret’s first post graduate-school position was at Rice University. After one year she realized how much she missed working with teenagers. “They really fascinate me. I know that’s unusual, but it is true,” she says.

Margaret’s resume of outreach activities in New Orleans would impress the most active of community leaders. She started small with one program and, to read the timeline, things just snowballed from there because of the enormous need in New Orleans for the type of outreach she wanted to do.

Her activities started at St. Paul’s church in the 1980s, where she organized a daycare center to help working parents. At that time, there were not an abundance of childcare options in New Orleans and the program, called Camp Care-A-Lot, grew very quickly. Margaret worked at Camp Care-A-Lot as a volunteer for eight years helping to care for the children in the program. The program grew to accommodate more than 400 children per year. She also started a GED program at the church with one special congregant in mind who went on to become an ordained Baptist minister.

Margaret moved her volunteering efforts to Trinity Church and
began a journey that she is still on today. The Neighbor to Neighbor program at Trinity was started to bring residents of the St. Thomas housing project into the Trinity congregation, especially the at-risk children, and give them mentors. Margaret would visit St. Thomas and go door to door meeting the families and gaining their trust to bring the children to church. She was even able to arrange for 150 children over the years to attend Camp Kanuga in North Carolina and transport them there.

Though the environment at the St. Thomas project was something completely foreign to Margaret at first, she said she never felt in danger there. She talks openly about the drugs and crime that were rife there, but said she always felt protected by the families who knew her. She says the girls she worked with were more successful than the boys because they were not being targeted by drug dealers in the same way.

Mrs. Wall poses for a photo with her family after they surprised her for her 80th birthday by making an endowment in her name to Communities in Schools.

With the sponsorship of Trinity Church, Margaret Wall established a Girl Scout Troop, volleyball and Double Dutch teams in 1990 to serve young girls in the St. Thomas Housing Development. These projects served more than 100 girls. Mrs. Wall is pictured here with Nikiti Wright, the first participant of the youth groups to graduate college.

It was her experiences working in the St. Thomas project that influenced her the most in her work and educated her in such a way that she was able to use that knowledge for all of her outreach programs going forward. Through that program she impacted more than 200 children and teenagers.

Margaret began coaching volleyball and basketball teams for the teenagers and even took a Double-Dutch team to the national competition in Ohio! She also led Girl Scout troops for the St. Thomas girls for 10 years and gave them their first experiences with camping, the woods and outdoor activities at Camp Whispering Pines. She also organized a Boy Scout troop through Trinity Church.

Margaret worked with teenage mothers teaching them parenting skills through a Young Life program she started at Trinity. She helped dozens of her charges apply to college and receive grants and scholarships to pay their way there. She estimates that about 50 of the girls she mentored went on to college.

Of course Margaret was also active in the Junior League of New Orleans. Through the League, she worked as a docent at the New Orleans Museum of Art and learned the museum inside and out. This volunteer experience and training would come into play later when she and group of women brought art education first to Andrew Jackson Elementary and then Ben Franklin Elementary. They would take the children on field trips to NOMA and Margaret was once again the docent.

It was around this time that she heard about Communities in Schools, a program which pays a site coordinator to find community resources to provide for the needs of individual schools. She brought this program to Andrew Jackson Elementary and now it is in its 15th year at eight schools and 22 AmeriCorps workers.

The fact that Margaret has been named the Sustainer of the Year is special in and of itself; however, her mother’s history in the Junior League makes the selection even more poignant. Her mother was one of the founding members of the Shreveport Junior League and was the first woman to be honored with the Sustainer of the Year Award.

Margaret’s leadership has transformed many lives.

Margaret is presenting her with the pin.

From the Junior League of Shreveport-Bossier’s magazine, Parishscope, Margaret Wall’s mother, Mrs. Helen Garrett, is receiving the first Sustainer of the Year award for the Junior League of Shreveport-Bossier. Margaret is presenting her with the pin.

Margaret is very pragmatic. “I told them that I only have one life to live and I am going to live it the way I want.”
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NEW ORLEANS IS KNOWN for its rich culture, great food, and endless parties. Despite its apparent decadence, New Orleans also has a wealth of activities to promote physical fitness and healthy living and many of them are as unique as New Orleans itself.

For instance, if roller skating is your interest, New Orleans has its own roller derby league, the Big Easy Roller Girls (www.bigeasyrollergirls.com), which competes locally and throughout the country as part of the Women's Flat Track Derby Association. Or if you want to learn to box, the Freret Street Boxing Gym (504-895-1859) offers gym memberships and personal training. The Freret Street Boxing Gym is also home to the Friday Night Fights, monthly amateur boxing bouts just down the street from the League’s own Bloomin’ Deals Thrift Shop. For a small admission fee, spectators experience amateur boxing bouts and enjoy complimentary beer.

If you want a less aggressive but no more less intense activity, Bikram yoga might be another option. Bikram yoga is a system of 26 poses and two breathing exercises performed in a heated studio for 90 minutes. League member Jessica Chin, practices Bikram yoga at Yoga 108 on Oak Street (www.yoga-108.net). The classes, which have between six and 30 people, are held in a studio that is kept around 108 degrees with 40 percent humidity.

“Be prepared to sweat,” Jessica notes. In fact, she states, that one of the most important jobs of a

continued on page 14
Bikram yoga teacher is gauging the temperature in the room, and “teachers are constantly checking and adjusting the temperatures to make sure the room is at its optimal practicing temperature.”

Jessica, who only dabbled in yoga before practicing Bikram, started because she won a gift card for 10 classes at a silent auction in June 2011. She says it took about six or so classes to really get hooked but now goes to Yoga 108 three to four times a week. In addition to practicing Bikram yoga, she is also a runner and has found that, as an added bonus, Bikram yoga has improved her breathing while she runs.

In addition to the less mainstream activities in New Orleans, the mild weather provides for a lot of other outdoor activities. One such activity is tennis. There are a number of tennis leagues throughout the city with the biggest being run by the United States Tennis Association (www.usta.org) The local USTA leagues are run by the New Orleans Metropolitan Area Tennis Association, or NOMATA, (www.neworleanstennis.com) which runs individual and team tennis leagues playing throughout the city. Active member, Sarah-Elizabeth Gundlach, plays tennis through NOMATA because, as she puts it, she just loves it.

Sarah-Elizabeth, who plays both singles and doubles tennis, started playing tennis in the third grade when her mother signed her up for lessons as a way to get her to be active after school. She played throughout grade school and high school and even had the opportunity to play tennis in college. Instead, Sarah-Elizabeth opted for more recreational tennis, playing intramural tennis and smaller tournaments while an undergraduate at the University of Mississippi. She continued playing recreationally after graduating from Ole Miss, including playing with various League members while an active with the Junior League of Shreveport-Bossier.

When Sarah-Elizabeth transferred to the JLNO, she met several League members who also played tennis and has been able to continue playing. One League member in particular, Melissa
Beaugh, was able to get her involved in with NOMATA and the New Orleans tennis community. Now, Sarah-Elizabeth plays both individual and team tennis and is able to hit the courts several times a week.

“My favorite thing about playing tennis is the people. I get to meet so many different people playing tennis.”

Mary Beth Green is another League member who has fallen in love with exercising. About two years ago Mary Beth responded to a Facebook post by her husband’s cousin, Catherine Wise, looking for a running buddy. Mary Beth ran on and off for years but never really stuck with the sport while she was running on her own. At first she says she and Cathy were really bad at first, barely making one loop around Audubon Park. Eventually though, the pair were able to overcome the initial hump, training and completing the Jazz Half Marathon in October 2010.

After completing that race, the pair took a break but realized they both really enjoyed and needed to run together again. Mary Beth says she called her running buddy and said, “We need to start again.” The pair began training again for the Rock and Roll Half Marathon in New Orleans in March 2012. They run together two to three times per week, including a long run during the weekend.

Partnership is key. Mary Beth says the best part of running is that they run together. “We talk throughout our runs; it’s part of the package. It’s like therapy for us.” She also feels like the pair’s success is attributed to the fact that they both make running a high priority in their lives.

“The partnership works because we both make it a priority in our lives.” In fact, both have been known to turn down other plans to go running. Green also states that this partnership has worked for races because she and Cathy stay together throughout the race. “We focus on a pace and stick with that pace.”

For those who think one athletic activity is just not enough, multi-discipline sports such as triathlons are a logical option. Provisional Rhonda Stephens started running in high school to stay fit. In 2007, Rhonda started running again to get rid of what she called “Katrina weight.” After completing a half marathon, she realized she wanted to challenge herself with more than one sport and found a niche in triathlons that she really loved.

After that, Rhonda began training on her own but eventually got a swim instructor to help her improve her swimming. Once she got comfortable swimming in a pool, her instructor referred her to Kevin Pilet at GNOTri (www.gnotri.com). Pilet is an experienced triathlon coach who works with a number of multi-discipline athletes. In addition to the valuable coaching Pilet provides, Rhonda says the best thing about training with him — or with any partner — is the support you get.

“He tells me not to quit; to push myself. Knowing that someone with that much experience knows you can do it keeps you from quitting.”

Rhonda completed her first three local triathlons in September and October 2011. In June 2012, she plans to compete in the 5150 triathlon (www.5150neworleans.com) in New Orleans, which is a 1,500 meter swim in Lake Pontchartrain, a 40K bike ride and a 10K run. In addition to the 5150 triathlon, Rhonda is also planning to participate in a half Ironman triathlon outside of Louisiana. An artist who runs her own fine art studio, Rhonda says she was always an artistic child. But now, she feels it is her time to be athletic, get fit and be active.

“Training for triathlons is addictive. I’m addicted to the endurance it takes to do these tri’s.”

There is plenty of time to grab a training partner and get fit for the second annual JLNO 5K Etouffee on Sunday, May 6 in Audubon Park. See you under the oaks!
I N A P R I L 2 0 1 1, the Southeast was hit by the third-deadliest tornado outbreak in American history. The storm produced more than 400 tornadoes that killed an estimated 354 citizens. The hardest hit area was Tuscaloosa, Ala. On April 27, 2011, the tornado ravaged the city, killing dozens of people and leaving a path of destruction and heartache.

Seeing the widespread destruction, the country rallied with relief efforts to help the victims of this terrible tragedy. Remembering New Orleans’ plight after Katrina, members of the Junior League of New Orleans Provisional Class also wanted to help the city of Tuscaloosa. Jen Hale, a member of the 2011-12 JLNO Provisional Class, suggested a toy, book and clothes drive for victims of the Tuscaloosa area tornadoes. The group agreed and proposed the drive as their Provisional Project. Emily Wilson, a Provisional member and former resident of Tuscaloosa, collaborated with the Junior League of Tuscaloosa regarding the logistics of the drive. Needless to say they were extremely excited and grateful for the JLNO help for their community.

For four weeks in November, ending Dec. 3, 2011, the group collected new toys, gently used and new books, and gently used and
new coats. Donations were accepted at Headquarters during regular business hours and on three Saturdays.

“The group was incredible in their marketing of the project,” says Lindsey Schaefer, adviser for the Project. Katherine Hogg and Amanda Frentz developed a logo and flyer. Jen Hale arranged for Fox 8 interviews highlighting the project, and Jen Gaubert promoted it on her radio show. The group reached out through social media such as Facebook and Twitter, too.

“The success of the drive was directly a result of the determination of the provisionals!” says Lindsey. Jen Gaubert solicited the help of New Orleans business owner Donald Rulh. Mr. Rulh went above and beyond, creating additional flyers, distributing gift wrapped collection boxes to his clients and collecting some 1,000 coats, as well as numerous toys and books. As if that generosity was not enough, he agreed to pack and deliver the four large pallets of items to the Junior League of Tuscaloosa for sorting and distribution and also collected a large sum of cash donations. The group’s collection was quadrupled by Fourchon Launch LLC/Complete Logistical Services LLC, which donated all of the proceeds from its Coats from Boats drive to the project.

Lindsey Schaefer was able to share the wonderful news of the success of the drive with the Junior League of Tuscaloosa. “They were very excited, and even more thrilled when I informed them of the amount of the collected items to be delivered.”

On Dec. 13, 2011, a few members of the group met at Mr. Rulh’s warehouse to prepare the pallets for shipping to Tuscaloosa. The items were shipped Dec. 14 and were received Dec. 15, 2011 in Tuscaloosa — just in time for Christmas!

Congratulations to a group of Provisionals who used the experience of having received help themselves to reach out to a community in need! 

This year’s Provisional Project was a toy drive for the victims of the Alabama Tornadoes. The toy drive was a huge success!

A box of toys gathered by JLNO Provisionals to give to victims of the Alabama tornadoes. This four-week-long toy drive was the Provisional project.
PRINCIPAL MICKEY LANDRY, head of the Lafayette Academy Charter School, recently wrote to JLNO President Blanche “Dee” McCluskey to thank her for the League’s involvement in helping create a tremendously successful atmosphere of learning for the youth of New Orleans. In his letter, Principal Landry writes of the school’s accomplishments for being recognized as the No. 1 school in the city of New Orleans and the No. 2 ranking school in the state, out of more than 1,300 schools, for full school performance growth. The school’s achievement also reached the national level when it was awarded the new title as one of the “Breakthrough Schools” by MetLife and the National Association of Secondary School Principals.

The MetLife Foundation and the National Association of Secondary School Principals (NASSP) were impressed with the strong leadership efforts behind Lafayette Academy and the guiding forces strengthening the students. All of the schools recognized with this prestigious award have a proven record of academic achievement by providing rigorous instruction and personalizing their schools to meet the needs of each and every student.

“The 10 MetLife Foundation-NASSP Breakthrough Schools have demonstrated significant and sustained improvement among students who are impacted by poverty and all of its associated issues,” said NASSP Executive Director JoAnn Bartoletti. “It is important to note that steady growth and reduction of gaps are significant criteria for identifying and recognizing these schools as opposed to making a designation not based on national standards.”

“Effective education is a collaborative venture,” added Dennis White, president and CEO of MetLife Foundation. “We commend the principals of these Breakthrough Schools for providing the type of leadership that helps teachers, parents, students, and communities work together to succeed.”

One of the largest elementary schools in New Orleans with an overall student to teacher ratio of 9-to-1, Lafayette Academy is now a gem of the New Orleans public schools. About 780 students, from pre-kindergarten to seventh grade, advance their minds with a curriculum enriched by fine arts, technology and athletics. And every fourth-grade class has a maximum of 20 students with two teachers in each classroom, dedicated to ensuring that each student has every opportunity for success on the high-stakes LEAP test.

The Lafayette Charter School Support Committee has also instituted other rewarding projects, including the school’s “Super Store.” Students who exhibit good behavior, academic effort, demonstration of positive character and weekly attendance are rewarded with “Super Tickets,” which can be used to buy special items at the school’s “Super Store.” With such a fun motivation to succeed, students have excelled in all subjects. The “Super Store” was even the focus of a recent Times-Picayune article highlighting the League’s positive influences of this superior school.

“Lafayette could function without the Junior League’s support,” Landry wrote a few years ago. “We believe it is our solemn duty to succeed,” Landry said recently to a gathering of new teachers. “We must succeed! As educators, we have a chance to build a school that will succeed, and we cannot fail another generation of children. Everyone who works at Lafayette commits to being part of a team that will see to it that the school succeeds. It’s about us, and it’s about our children.”

The Lafayette Charter School Support Committee also provides several Teacher Appreciation lunches and coffees throughout the year in an effort to
let the teachers know the hard work they do does not go unnoticed. In addition to classroom support, the committee provides birthday cupcakes to pre-K through second grade students. This seemingly minor gift is a huge boost to students who otherwise might not be able to celebrate their birthdays. Other big projects for the year include parent discussions lead by the Parenting Center at Children’s Hospital, READ for the Record, and Read Across America events, including the always fun and lively “Green Eggs & Ham” read-along with breakfast. The committee also promotes and supports various field trips for the students throughout the academic year.

Even local sports heroes are marching in, thrilling students with their words of praise and encouragement. New Orleans Saints cornerback Tracy Porter, wide receiver Lance Moore and running back Joique Bell made a surprise visit to the school late last year as part of the Saints/Rotolo Literacy Program. Each of the Saints spoke to the students about their own background as students and how important it is to be diligent. They also gave examples of how their own studies apply directly to the game of football.

Landry ends his most recent letter to the League with a very touching sentiment: “We could not have done that without the Junior League’s steadfast support and care of our children and faculty. Your love and commitment to our school and the larger community inspires us!” Amazing things are happening at Lafayette Academy Charter School, and we could not be happier.

Lafayette Academy is a public charter school located in the Carrollton area at 2727 S. Carrollton Ave. at the corner of Carrollton Avenue and Walmsley Street. Enrollment is open to all students throughout the city. No tuition is required to attend.
Beyond the Call of Duty

MEMBERSHIP HAS ITS privileges. But for JLNO’s nearly 1,400 Sustaining Members, such privileges aren’t bought but earned over the course of several years of active League service. Decades in some cases!

“Our Sustainers are the backbone of the League and a great voice for us in the community,” says Membership Council Director Ariane Brennan. “As Actives, these ladies dedicated a significant amount of time and energy to our organization. Now as Sustainers, they are sharing our core values with the greater community.”

Sustaining member Alice Wright is one such example of a woman who has lived what she has learned. A former League President from 1989-90 and the 2007 recipient of the prestigious Sustainer of the Year Award, Alice currently serves as Chair of the Board of Reconcile New Orleans (Café Reconcile), is Immediate Past President of the Association of Fundraising Professionals and has served as President of

Their active years may be behind them, but sustaining members remain at the forefront of the League and the community

By Margaret Zainey Roux
Sustainers Boody Bolles, Susan Davidson, Lesley Marshall, and Dianne Manget are still very active with the JLNO.

the Board of Kingsley House.

“As Actives, we learn the many functions of non-profit management,” says Alice. “We acquire invaluable skills that prepare us to run meetings, set agendas, and read financial statements as well as delegate, solicit gifts and so much more. As Sustainers, we use that knowledge to uphold the Junior League’s commitment to improving our community through trained volunteers. I have been lucky to serve many organizations alongside fellow League members and I have relied on their friendship for support and laughter.”

It’s not all work and no play for Sustainers. Aside from joining forces on local outreach programs, many Sustainers maintain the friendships they’ve forged throughout their League experience by participating in one of the many Sustainer Clubs including the ever-popular Book Club, Garden Club and Interior Decorating club — some of which have mile-long waiting lists to join. A new Corks & Conversations Club was started last year. Throughout the year, Sustainers participate in various social events sponsored by the Sustainer Connections Committee such as the Halloween Party and Holiday Gathering this year. The most highly anticipated of these events, the Sustainer Tea or Mint Julep Party, takes place annually in the Spring and honors the Sustainer of the Year. Read more about the 2012 Sustainer of the Year, Margaret Wall, in this issue.

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League Friendships
By Mona Chawla

O V E R  T H E  P A S T  8 7  Y E A R S the Junior League of New Orleans has worked to fulfill its vision of “Women Building a Greater New Orleans” through our partnerships in the community in more than 100 projects and more than 1.5 million volunteer hours offered by our nearly 2,500 members. Throughout these decades the League has fostered countless friendships amongst its members and we wanted to highlight how just one generous gesture can plant the seed of a lifelong friendship.

Amanda Alex, Claire Pontier, Michelle Richter, and Qi Higgins didn’t realize that an afternoon of stuffing envelopes during a Headquarters shift in 2010 would blossom into “friendships of a lifetime” for four provisionals, says Qi Higgins. Since they’ve met the four have celebrated together in some of life’s most poignant moments — from the weddings of Michelle Richter and Amanda Alex to the birth of Qi and her husband Leonard’s daughter, Chloe, and a baby girl on the way for Claire and her husband, Bruce — the four have embraced their differences and discovered they actually are more alike than they originally thought!

Claire is the comedian of the group and with their recent house hunting adventures, Bruce makes sure she has lots of materials to keep everyone laughing.

The four have continued their efforts in the league and maintain their commitment of friendship by doing an outing each month. If you were at Coquette in late January, you might have seen the group enjoying each other’s company and laughing at yet another one of Claire’s many stories!

Sometimes a shift — or a placement — is all it takes. For Samantha Daniels her co-chair placement with Enid Fahrenholt on the Fleur De League committee has afforded them not only a great working relationship but a great friendship as well. Samantha says, “I enjoy working with her so much! We’re a good team. We intuitively pick up where the other one left off and we know we can depend on each other.” Perhaps we’ll see these two working on another placement together in the future.

With more than 82 percent of our Active and Provisional members working outside of the home, it’s no surprise that Anne-Marie Cashmere has found that her membership in the League has strengthened her working relationships with Ochsner colleagues and JLNO members Beth Walker and Danielle Larsen. [1]

Enjoying friendship and great food at Coquette is the ideal way to spend a Saturday morning. (L-R): Claire Pontier, Qi Wiggins, Amanda Bruno, and Michelle Fridman.

Note from the writer: Mona Chawla
For me, the Junior League of New Orleans has afforded me the opportunity to truly get to know the wonderful people in this community. Since I moved to New Orleans for my career, being a “transplant” wasn’t always easy. I wanted to feel like I was a part of this community. Once I expressed my desire of being more involved in the community outside of work, one of the Executives helped me connect with Junior League members and suggested the League as an avenue since he’d seen his wife do the same when they moved to New Orleans. While working a Headquarters shift I met Cindy Sterbcow and at the end we exchanged numbers since I expressed that I wanted to learn calligraphy and she knew how — one penmanship skill, and many laughs later, Cindy and I now explore a different New Orleans restaurant each month. We’ve had many conversations about life, love, family, delicious New Orleans food and everything in between, and this past December we decided to participate in the Emerge project together! I look forward to 12 new restaurants this year and countless memories. Thank you for your friendship, Cindy — I’ve learned so much more than calligraphy and it’s meant so much! You usually see friends doing what they love together and as you can see the League has helped many find friends by doing something they love! Countless friendships have been woven through the common threads of voluntarism, leadership and a desire to improve our community, and through these friendships, the Women of Junior League will continue to foster community partnership to, “Build a Greater New Orleans” — here’s to another 87 years friends!
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www.jlno.org
WITH THE JUNIOR LEAGUE thriving and its popularity in the community growing, it only seems fitting to give its greatest brochure a face-lift. Starting in the spring of 2012, the Junior League of New Orleans website will have a new look and a more user-friendly feel. Since the summer of 2011, the five-year-old website has been under a microscope, being evaluated and discussed.

“Several leaders throughout the League were given a design questionnaire,” said Ashley Bond, chair of the website team. “They were asked how League members envisioned the site.”

According to Ashley, the new site will be more modern, clean, fresh, and appealing to members and public alike. It will be a great way for potential partners and supporters to learn about the League.

“It will be feminine with out being girly,” Ashley said. The new website will have a front page that is visually pleasing and automatically pulls the reader in. It will also be easy to navigate to the main areas: who is the Junior League, what the Junior League looks like, what impact does the Junior League have on the community,
and the main fundraisers like Bloomin’ Deals and Cookbooks.
Ashley also said the project was effortless because there is a
general understanding of who we are as a League.
“IT shows our leadership as a League,” she said. “That made
moving the project along easy.”
The new website will also have new tools, such as new social
media capabilities, such as a blog, Twitter, and a mobile down-
load app for smartphones.
“We will be able to integrate the new tools. They will all
have one look and feel. We will be able to reach as many peo-
ple as possible,” Ashley said.
The new design will carry through to the membership site,
which will not be too different from the old site. According to
Ashley, it will be tighter and easier to navigate, with better func-
tionality, with not as much scrolling.
The ease of designing and launching a new site is a breeze
when you have the right people and ideas working together.
“We have a wonderful group of like-minded women who
come together and get things done,” said Ashley. Taking her
cur from Lafayette Academy Principal Mickey Landry, Ashley says, “You just ‘Junior-League-it!’”
With a new, and updated website that provides relevant and
informative content, a group needs to have a relevant and
informative hashtag. Be on the lookout for a new #junior-
leagueit coming soon.  
Ashley Bond, Website Chair, and Business and Communications Council
Director Katherine Raymond review the new website. Not pictured:
Christine Carmody, Public Relations Chair; Jessie Haynes, Social Media
Chair; Elizabeth Joint, Marketing Chair; and Jennifer Young,
Marketing/Branding Strategist.

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Retire the Debt on Freret Brings Sustainers Together to Help the League

By Kelly Walsh

On December 24, 2011, a letter from a group of six sustainers went out asking the members of JLNO to “Retire the Debt on Freret.” While this may have been the first time many members heard about this campaign, it was something that had been in the works for a while.

A few years ago, the building in which Bloomin’ Deals Thrift Shop is located went on the market. Since Thrift Shop was so beneficial for the community and for the Freret Street neighborhood itself, the League decided to purchase the building so that Bloomin’ Deals could stay in its current location. “Purchasing the building was a prudent decision securing the future of Bloomin’ Deals and the purchase involved JLNO securing a significant loan.”

Bloomin’ Deals, which was established in 1927, is the League’s biggest fundraiser and an integral part of every League member’s experience. The loan requires JLNO to pay principle an interest each year with funds that might otherwise be invested in community projects for future needs through the endowment. JLNO President Blanche “Dee” McCloskey and Sustaining Advisor Wendy Beron invited a group of Sustainers, including Past President, Sustainers of the Year, and past Thrift Shop Chairs and board members with ties to Bloomin’ Deals, for coffee in September 2011 to discuss how JLNO might retire the debt. It was at this meeting of energetic Sustainers that “Retire the Debt on Freret” was born.

Led by a six-person Steering Committee, the “Retire the Debt on Freret” campaign ramped up last December with a letter writing campaign urging League members to make donations. Sustainer and
Steering Committee Member, Wendy Beron noted that donations can be made in amounts from $85 to $5,085. “The Sustainers decided to make the donation increments of 85 dollars because the Thrift Store is 85 years old,” Beron noted.

Just weeks after the letters went out and the campaign began donations were rolling in. Beron attributes this to the wonderful group of Sustainers who conceived, planned and executed this campaign. “The League is so fortunate to be able to call on such wonderful women to help,” Beron stated. “These women work so hard and so quickly to set goals and meet those goals. It is a very powerful group.” The Steering Committee anticipates making the $275,000 goal by the end of May 2012.

At the time of publication, the “Retire the Debt on Freret” campaign had raised $50,000.
JLNO’s 2011
Buy, Save & Serve Card

By Jennifer Schwertz

THE 2011 JLNO Buy, Save and Serve card events were a huge success! With more than 170 retailers and restaurants participating, a new look, and a social media and marketing campaign, there was a lot of excitement for the cards this year. From jewelry stores like Bijou & Adler’s to restaurants like St. James Cheese Co, Sucre, and Dickie Brennan’s, to salons, clothing stores, home décor, and so much more, this year’s card had something for everyone! Please seek at the full list of participating businesses, online at www.jlno.org. It is partnerships with local vendors that make the Buy, Save, and Serve card a success.

This year, the committee leaders set out to renew the card with a new logo, new messaging about savings rather than shopping, and creative marketing. The social media campaign included fun posts from local “celebrities” sharing their savings lists. The Shops at Canal Place made it possible for the committee to sell cards at their annual Pumpkin Carving, and the Buy, Save and Serve committee worked closely with Dillard’s and Lakeside Mall for the Kick-Off Party on Nov. 5 and also a special “meet the designer” event Nov. 11.

Through a coordinated effort with the Esprit committee, JLNO was excited to promote the fashionable Friday, Nov. 11 event with Vince Camuto (renowned designer of shoes, handbags and more!) Mr. Camuto, along with Dillard’s CEO Alex Dillard, took part in the event at the Lakeside Dillard’s. More than 40 Junior League members and friends attended this fabulous evening featuring an address by Mr. Camuto, delicious food and libations, and quite a few shoe purchases! Mr. Camuto discussed the importance of community service and how important it is for women to be empowered in whatever they choose to do with their family, professional and service oriented careers. League members were treated to a private shoe event with Mr. Camuto, Alex Dillard, and Mike Jones, along with local and regional representatives from Lakeside Mall and Dillard’s.

Special thanks to Lakeside Mall for hosting a beautiful Kick-Off Party and promoting the card through their marketing efforts, as well as Dillard’s sales associates support of the card. The support of sponsor Dawn Services made the Buy, Save and Serve a special success. Also, appreciations to Esprit chairs Brandly Gilly and Katie Hardin who partnered to make the Vince Camuto event a success. And of course, thank you to all of the JL members who promoted, sold, and bought cards this year.

In a truly record-breaking year for the program, 781 cards were sold!

One hundred percent of the revenue generated from this annual event supports JLNO community projects and provides trained volunteers for our city.

Abbeille NOLA
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Age Spans
Altha
Alex Beard Gallery
Alexis Walter Art
Allmon's Fine Custom Framing
Amy's N'awl Siten
Antique Baby
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Antoinette's Annex
Apricot Lane Boutique
Aucossin Jewelers
Audubon Dermatology
Audubon Flowers, Inc.
Azy's
Baby Bump Maternity
Ballin's Ltd and New Orleans Knitwear
Baru' Bistro and Tapas
Bette Borne Company
Bijou NOLA
Blue Frog Chocolates
Dickie Brennan's Bourbon House, Steakhouse and Palace Café
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Brooks Brothers
Café Adelaide and The Swizzle Stick Bar
Charm's Online
Chatta Box
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Crepes A La Cart
Dillard's Lakeside
Dr. Marilyn Pellas
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Dunn and Sonnier Antiques and Flowers
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GAP and GAP Kids
Garden District Book Shop
GMO Cyclery
Go Calendars!
Go Toys and Games
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The Bridal Boutique by Mae Me
The Engraving Company
The Midas Grea Spot/Plush Appeal
The Midway on Freret
The Occasional Wife
The Party Basket
The Shop at Longue Vue House and Gardens
The Silver Collar Pet Boutique
The Skin Studio
The Silver Collar Pet Boutique
The Sweet Life Bakery and Yogurt, LLC
Tomato
Tosa Orthodontics, LLC
Total Woman
Two Sprouts
Uptown Eyecare
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Waldhorn and Adler
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* Multiple area locations were featured
Special Thanks to the Generosity of our 2011 Kick-Off Party Donors

Special Thanks to our “Savvy Shopper” Sponsor: Dawn Services, L.L.C.

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Daphne Zimmer
Dillard’s Lakeside
Dunleith Antiques
Dustin Bennett - NOLA Restaurant Supply
Francesca’s
Godiva Chocolatier
Great American Cookies
Grow With Us Florist
Guess
Houmas House
Jeantherapy
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Junior League Cookbook Committee

L’Occitane en Provence
Lakeside Pets
Lakeside Shopping Center
Lynn Cooper – Stella and Dot
Director/Independent Stylist
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New Orleans Party Rentals
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Pottery Barn Kids
Republic National Distribution Co.
Rouge Vogue
Sally Suthon – Marketability
Sam’s Club
Smoothie King
Sucre
Tina Payton
Todd’s Frozen Yogurt
Williams-Sonoma
JLNO Supports the Fight Against Childhood Obesity

By Brook Brown

Dr. Karen DeSalvo, a JLNO Sustainer and the New Orleans Health Commissioner and Senior Health Policy adviser to the mayor, poses with Mayor Mitch Landrieu with Rethinkers at New Orleans Inaugural Obesity Prevention Forum held on Sept. 29, 2011.

JLNO has teamed up with local officials and other community service organizations to help eliminate childhood obesity in New Orleans. Recently, the New Orleans Childhood Obesity Prevention Forum convened with goals to eradicate childhood obesity in one generation and catapult New Orleans into being a more physically fit city. JLNO was one of the community organizations invited to participate in this important initiative. A dynamic partnership is being formed to create and implement programs to create a culture and environment that empowers everyone to achieve a healthy weight and optimal level of fitness.

During the first forum, Mayor Mitch Landrieu provided the keynote address to the 124 stakeholders in attendance. Landrieu discussed the necessity to form partnerships among sectors to achieve optimal public health outcomes by sharing best practices and leveraging limited resources. Health Commissioner and JLNO Sustainer Dr. Karen DeSalvo presented the city platform to tackle childhood obesity and improve family fit-
ness through systematic policy and environmental changes that make healthy choices more appealing and accessible.

Representatives from the Louisiana State Department of Health and Hospitals and the Robert Wood Johnson Foundation Center to Prevent Childhood Obesity oriented the audience to the current state of the obesity epidemic in Louisiana and local policy solutions working to reverse it. Stakeholders then identified programs and policies involving healthy foods and physical activity and subsequently organized these interventions according to age group. The New Orleans Health Department then collaborated with 94 local organizations, including JLNO, to create more than 200 opportunities to implement these programs in the community by connecting organizations who expressed an interest in working together at the forum events.

The second forum was held Oct. 25 and examined the use of holistic screenings to establish baseline metrics and track both population and individual levels of fitness. The New Orleans Health Department has now facilitated six sector-based focus groups to identify strategies and outcomes that the partnership will adopt to prevent and eradicate childhood obesity. At the upcoming forum, the final action report will be presented for the community-wide obesity and fitness strategy.

In addition to attending the Childhood Obesity Prevention Forum, JLNO has also partnered with Second Harvest Food Bank of Greater New Orleans and Acadiana to find a home for Kids in the Kitchen where JLNO can encourage children to put Healthy Food First. Kids in the Kitchen is partnering with Second Harvest’s Kids Café program to provide fun childhood activities at Feeding America’s supper feeding program, which provides dinner for 5-18 year old children who qualify for reduced or free breakfast and lunch at school. Kids in the Kitchen, in coordination with Community Works, will provide nutritional education with arts and crafts and active play to create a learning environment, while teaching the children about healthy food choices and local culinary customs, such as Monday red beans and rice. JLNO members are at the International School of Louisiana, one of seven local supper feeding program sites, on Monday nights.

For more information on Kids in the Kitchen and other healthful volunteer opportunities, log on to JLNO.org.
League
Faces

Long-time friends Mary-Margaret Hevron and Mary Prechter at the Sustainer Holiday Party on December 15, 2011.


Photo by: Elizabeth Janke

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Provisional Christmas Party. Photo by Caroline Parrish.

Provisionals Erin Fontenot, Natalie Stubbs, and Kelsey Merrick enjoy the Provisional Christmas Party. Photo by Caroline Parrish.

JLNO Elf Kelly Spears tops-off gift wrapping with a festive green bow while volunteering over the holiday season at The Shops at Canal Place. Proceeds from each gift wrapped goes towards funding several JLNO community projects.

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www.jno.org
JLNO members complete their Community Shift requirement at the Blood Drive, held Dec. 4, 2011.  
Back row (L to R): Jennifer Burton, Kate Colleta  
Front row (L to R): Ashley Casey, Emily Schaumburg, Lenee Crowley

JLNO Member Casey Perez relaxes while giving blood.

Katie Kelly and Kellie Camelford unload boxes of food at Second Harvest Backpack Stuffing on Jan. 21, 2012.

Gina Jackson, Lawton Fabacher, Elizabeth Ecker, and Ashley Robinson stuff backpacks full of delicious and nutritious snacks at Second Harvest on Jan. 21, 2012.
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Chalon Dominick, Sarah Elizabeth Gundlach, Katie Hardin, JLNO President-Elect Brandy Whisnant, and Elena Korbut Smith are full of holiday cheer at the Front Porch Friday event held at The District on December 3, 2011.

Caitlin Brennan (daughter of Ariane Brennan) and Cole McCammon (daughter of Allison McCammon) take a break from dancing to the Christmas music at the Children’s Holiday Party on Dec. 10, 2011.

JLNO elves Rebecca Schultz and Courtney Fuller sell a copy of the Jambalaya Cookbook while working at The Shops at Canal Place. Proceeds from cookbook sales go towards several JLNO community projects.

Coleena Wolfe smells a See the Light, Feed the Hungry candle by Fleur de Light at the Holiday Meeting Boutique held at Bruno’s on Dec. 13, 2011.
Come join in the traditions and fun:
Camp Riva-Lake for Girls in Winchester, TN
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League Faces

Lida Kostmayer and Kathryn Smallpage of Linfield Design at their booth during the Holiday Meeting Boutique at Bruno’s on Dec. 13, 2012.

JLNO Assistant Treasurer Beth LeBlanc and Nominating Chair Lorie DeMarcay enjoy the Holiday Meeting Boutique at Bruno’s on Dec. 13, 2011.

JLNO Thrift Shop Committee members surround Santa at the Children’s Holiday Party at Bloomin’ Deals held on Dec. 17, 2011.

Junior League Members Elise Guidry and Kathryn Padbury offer patrons yummy samples and sell cookbooks at Feet First during Merriment on Magazine on Dec. 3, 2011.

Volunteers James Robertson and Tom Melton at the Saints/Winn Dixie Food Drive on Dec. 4, 2011.
The recipe has minimal prep and is filling enough for a meal. For such a simple recipe, it has surprisingly complex flavors. Serve it to the family as a weeknight dinner with some French bread or at a casual dinner party. It is a great way to showcase the local Gulf shrimp sold weekly at the Crescent City Farmers Market.

**INGREDIENTS**

- 1/3 cup vegetable oil
- 3 tablespoons flour
- 2 medium onions, chopped
- 1 pound peeled, uncooked shrimp
- 1 bell pepper, seeded and chopped
- 2 tablespoons chopped parsley
- 1 can whole peeled tomatoes
- 1 can whole kernel corn, half drained
- 1 can creamed corn
- 1 cup water
- salt, black pepper, and cayenne to taste

For the roux, combine the oil and flour in a saucepan. Cook over low heat until the mixture is a medium brown color, stirring constantly. Add the onions and sauté for 10-15 minutes. Add the bell pepper, shrimp and parsley and season with salt, pepper, and cayenne. Cook for 5 minutes over low heat. Add the tomatoes, whole kernel corn, creamed corn and water and simmer for 1 hour.

This recipe serves 8-10 and is found on Page 40 of JLNO's award-winning Crescent City Collection cookbook. All four cookbooks are available for purchase at JLNO headquarters, Bloomin' Deals and online at www.jlno.org.
How do you keep your family healthy?

Complied by Mona Chawla

“Every Sunday I pick out three Weight Watchers recipes, fix them up and that way we have healthy meals for everyone throughout the week.”

Katy Bauman

“I love Zumba for exercise!”

Stephanie Rogers

“Working with a personal trainer to be more fit and a nutritionist to insure I’m eating well, too!”

Mandy Brown

“I try to stay healthy by exercising regularly and watching what I eat for breakfast and lunch so that I can splurge here and there on nice dinner out — and of course to enjoy that glass of wine!”

Rachel Koening

“Every week, I plan my workouts and meals, and use the leftovers as lunch options.”

Amanda Landry

“As a family we have “date” night once a week to take a nice long walk with the dogs to get exercise for us and them. Ground rule: no phones allowed!”

Amy Borrell
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Junior League of New Orleans presents

5K ETOUFFE

Sunday, May 6, 2012
Audubon Park - Near Magazine Entrance

8:00 AM - 1/2 Mile Race
8:15 AM - 5K Race
9:00 AM - Baby Crawl

100% of the proceeds support community outreach projects of the Junior League of New Orleans.

Register Online at:
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Early Registration
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Registration After April 29th
$25 Adults • $15 Youth

Registration begins at 7:00 AM
Race entry includes a t-shirt, food and refreshments.
Race numbers can be picked up on race day at the shelter in Audubon Park, Magazine St. side.

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www.jlno.org • 504-891-5845
Women Building A Greater New Orleans
General Meetings
March 20, 2012 (Double Credit!), April 17, May 22
(Annual Luncheon meeting)

League Day at the Capitol
March 20, 2012
Join fellow Junior Leaguers from throughout the state for
League Day at the Capitol in Baton Rouge

Get On Board Training
March 21, 28
Get On Board is a training program provided by the
League to community members who are interested in
developing leadership skills while learning to govern an
area nonprofit.

Cocktails and Cuisine, the Kitchen Tour Kickoff Party and Auction
March 22, 2012
The New Hyatt Regency New Orleans, Empire Ballroom
Tickets are $100 each or $150 for a pair. To purchase, go
to www.jlno.org/kitchentour

Past Presidents’ and Sustainer of the Year Award Luncheon
March 23, 2012
11:30 a.m.
Commander’s Palace Patio Room
Join us in honoring Margaret Wall, JLNO’s Sustainer of the
Year, as well as our leadership at our annual luncheon.

Kitchen Tour
March 24, 2012
7-10 p.m.
A self-guided tour of New Orleans’ and Old Metairie’s
finest residential kitchens as created by the area’s top
designers. Tickets are $30 in advance or $35 on the day
of the tour. Group pricing is available. To purchase, go to
www.jlno.org/kitchentour

April 6, 2012
Headquarters closed for Good Friday

April 7, 2012
Happy Passover!

April 8, 2012
Happy Easter!

April 23-27, 2012
Placement Week!

May 6, 2012
5K Elouffee
JLNO’s annual 5K, Fun Run and Baby Crawl at Audubon Park

Safe Sitter
June 2-3, 9-10, and 23-24
Get your summer off to a safe start with Junior League’s
babysitting training program for boys and girls ages 11-13,
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improved childcare skills to reduce the number of acciden-
tal and preventable deaths among children by teaching
CPR, choking child and infant rescue breathing, and how to
properly secure a home against safety hazards.

Front Porch Fridays
Family Easter Hunt at Poydras Home
March 31, 2010
10 a.m.-noon

April 20
Salu on Magazine St.
5:30-7:30 p.m.

April 25
Corks N Canvas (Metairie)
7-9 p.m.

May 18
Parkview Guest House
5:30-7:30 p.m.
JLNO WORD SCRAMBLE

By Kellen Pinti

ACROSS
1. Born 1927 in the French Quarter
5. Mardi Gras garment edge
6. Sustainer Honoree Julie
7. Winter issue recipe
8. 1300 acres for family fun
13. High school abbreviation
15. Foster dessert
16. Expel from a property
17. Mighty strong JLNO movers
21. Women building a Greater
22. Lyric poem
23. JLNO preferred partner
26. Actor Brad
28. Fat Tuesday Parade
29. Type of jelly
30. To be plural

DOWN
2. JLNO Magazine
3. Purple and Gold Team
4. New Orleans house
7. Go slang
9. Marketing in Lagniappe
10. Save the Date March 24, 2012
11. Four eyes but cannot see
12. Tic Toe link
14. Buy Save and
17. Metairie slang term
18. Decay
19. Pale Beer
20. Day at Bloomin’ Deals
22. Fleur De League location
24. New Orleans abbrev
25. 5k Ettouffee
27. Helpful hint
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