

Junior League of New Orleans

Winter 2015

# Lagniappe



## Why We Ask? JLNO's Diversified Funding Streams

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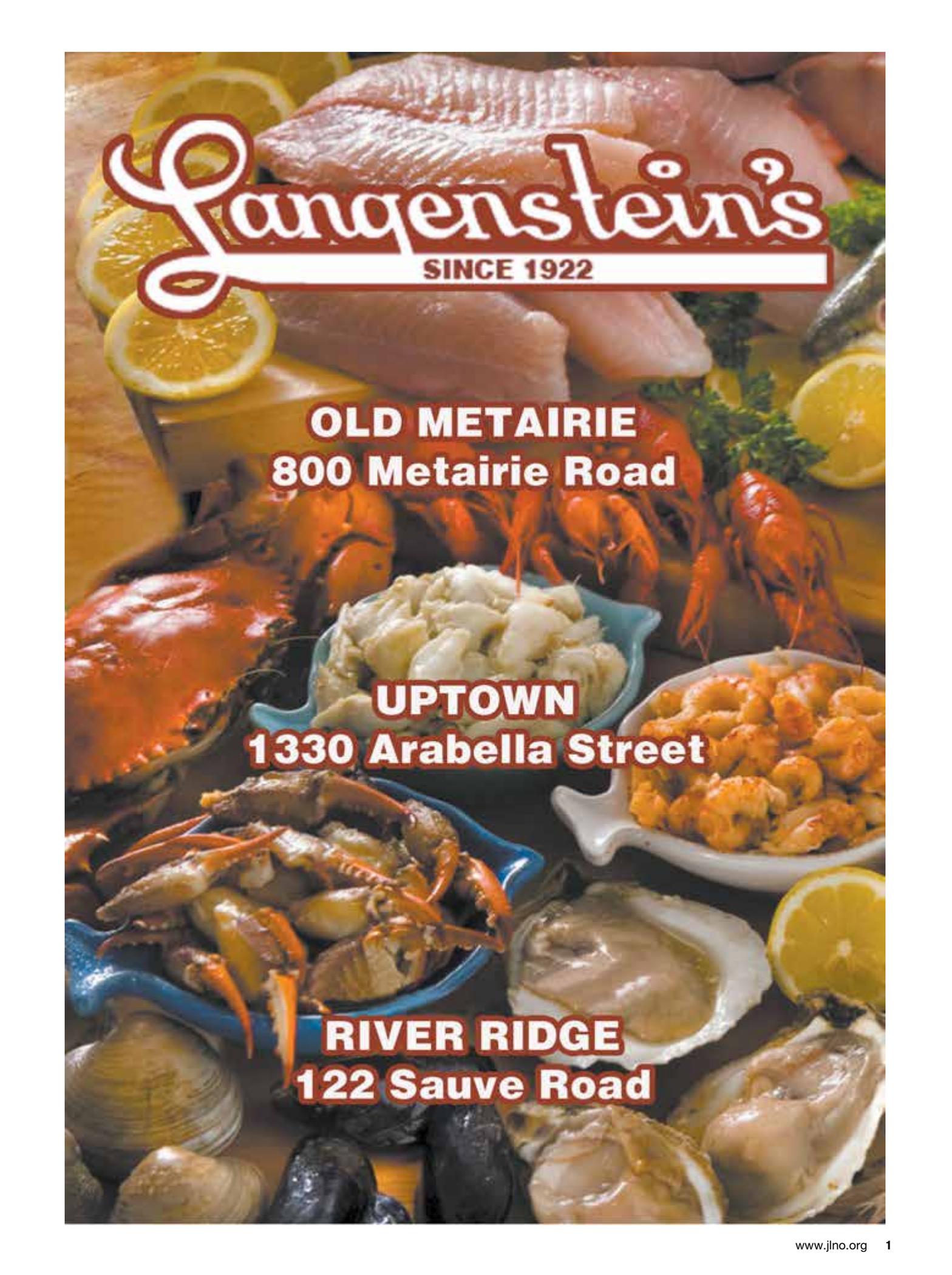
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## Lagniappe Staff

### Editor

Amanda Wingfield Goldman

### Assistant Editor

Lea Witkowski-Purl

### Photography Editor

Lacrecia Jones

### Writers

Amber Barlow  
Tiffanie Brown  
Michelle Craig  
Katy Darrith  
Kristin Durand  
Jennifer Hale  
Sheryl Kennedy-Haydel  
Mary Leonard  
Erin Oufnac  
Emma Pegues  
Etheldreda Smith  
Lacy Strohschein  
Autumn Town  
Elizabeth Walcavich

### Photographers

Marianna Barry  
Simone Burrell  
Stephanie Campani  
Torry Dean  
Jacqueline Hunnicutt  
Rhonda Stephens

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### Sustaining Advisor

Ellen Coleman

## Publisher



New Orleans Publishing Group LLC  
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Custom Publishing Manager Robin Shannon  
Layout & Design Maura Wery  
Director of Operations Gina Brignac

# Contents

IN THIS ISSUE: JLNO's Diverse Fundraising Streams, AJLI Conference and more!

WINTER 2015

11

Association of Junior Leagues International Conference - three special JLNO leaders come together to discuss their experience in rebuilding New Orleans after Hurricane Katrina.



11

14

JLNO's Spotlight Community Assistance Fund Recipient Grace House Women's Clinic helps New Orleans' women struggling with addiction and offers preventative health care.



25

18

Bloomin' Art on the Freret Street Corridor — renowned artist Hitnes painted an amazing mural on the wall of Bloomin' Deals as part of his project *The Image Hunter*.



18

21

Why We Ask JLNO explains how responsible nonprofits benefit from diversified funding streams.



27

25

Freret 5K is another great success!

27

From Darkness to Light: How one important program is leading the charge to eradicate child sexual abuse and what you can do to help.

29

Nurturing a Grateful Spirit in Today's Modern Child — JLNO mothers offer their advice for keeping your children grounded in a materialistic world.

32

JLNO's Favorite Things - JLNO offers help for the holidays with hostess gift ideas and recipes from JLNO cookbooks!

35

Treat Yourself Right - JLNO highlights the great speakers who visited JLNO this fall.

## In Every Issue:

Letter from the President—5 • Letter from the Editor—6

## Inside the League:

JLNO Bulletin Board—8 • League Faces—38

## On the Cover:

JLNO Leaders and Community Council Chairs:

Row 1: L to R: Speaker Series on Women's Health and Wellness Chair Natalie Kaharick, Judgment Call Planning Chair Ann Heslin, Rebuilding Together Chair Holly Paczka, Rebuilding Together Chair Courtney Lane, Community Council Director Jennifer Rosenbach

Row 2: L to R: JLNO Treasurer Nene Gianfala, JLNO President Shannon McCloskey Able, Judgment Call Planning Chair Molly Massey

Row 3: L to R: Diaper Bank Chair Whitney Brooks, Education Support Services Chair Heather Tank, Idea Village Collaboration Chair Heather Hutchins-Hays, Rebuilding Together Anniversary Chair Katie Hardin, Idea Village Collaboration Chair Vivian Palmisano, Second Harvest/ESY Liaison Kate Argote, Kids in the Kitchen Chair Megan McKown.

Photo by: Jessica Bachmann



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# Letter

from the President



Photo by: Jessica Bachmann

Dear Readers,

At this time of year when the weather finally cools and holiday season is in full swing, I find myself reflecting on how grateful I am to be a Junior League of New Orleans member serving the city that I love. For more than 91 years, JLNO members have addressed the most pressing needs in our community. We have found solutions working together, collaborating with other community leaders, training our members and demonstrating compassion and determination.

The Junior League proves that one person can make a difference. Each of us possesses a spirit of caring and a calling to be a part of something greater than ourselves. If we want to enact change, we do it together. JLNO members change lives. We don't just talk about it. We don't just hope for it. We do it. We do it because we love this city we call home.

New Orleans has so much to love – fabulous food, soul-filling music, the mighty Mississippi, distinct aboveground cemeteries, the street cars rumbling down St. Charles, parades, a festival for anything and everything, and most importantly our kind and vibrant people. Even with our love for this city, we recognize that we still face so many challenges. I am proud that JLNO will continue to look for where we can make the greatest positive impact to our city.

In 2015, I am grateful for so much.

- The 2,300 JLNO members who are passionate about improving our community and advancing the wellbeing of women.
- The generous donors, sponsors and supporters of JLNO that enable us to make a greater impact.
- The amazing, special and unique city I call home – New Orleans.

Thank you for caring about our community. Together, we can improve and celebrate this amazing city we call HOME.

Happy holidays,

A handwritten signature in black ink that reads "Shannon McCloskey Able".

Shannon McCloskey Able

*Junior League of New Orleans President 2015-2016*

# Letter

from the Editor



Photo by: Jessica Bachmann

Dear Readers,

As the holiday season descends upon us, we get caught up in the hustle and bustle of shopping, cooking and parties. The holiday season is also a time for us to remember the needs of the less fortunate. As I sat in mass recently in the church I attended as a child, I recalled a time during my childhood when a homeless man came up the aisle during mass and knelt at the altar. I was inconsolable that day as I wondered whether he had a home or a family. As a mother of two (and another on the way!), I know that I struggle, as many parents do, to raise children who understand empathy, charity and most of all, to be grateful for the many opportunities they are blessed with. These blessings go beyond toys and electronics. My children are fortunate to have parents who love and cherish them, a stable roof over their heads, food in their tummies, stories and kisses every night, and the opportunity to go to school. In our special feature this issue, "Nurturing a Grateful Spirit in Today's Modern Child," our Junior League of New Orleans mothers discuss the tools they use to give children "the gift of a grateful heart." I am taking the lessons from these veteran mothers to heart as I raise my own children, and I hope and pray that they will be just as tender-hearted as that young girl in St. Patrick's Church.

Holidays are also a time to consider charitable contributions. The JLNO continues to address the needs of the less fortunate through our focus of Advancing the Wellbeing of Women. In our cover story, "Why We Ask," we explore the diverse set of funding streams that turn the wheels of JLNO's well-oiled machine. Without these diversified funding sources, JLNO would not be able to continue to operate as a responsible nonprofit. It is the generosity of its members, its corporate donors, and the community that sustains the JLNO and has allowed us to remain as a strong community partner in New Orleans for nearly 100 years. We are so grateful for your generosity! As JLNO approaches its 100th Anniversary, it is more important than ever that we continue to support JLNO, financially and through our volunteer efforts, so we can ensure that JLNO remains a strong community partner with New Orleans for another 100 years.

Warmly,

A handwritten signature in black ink that reads "Amanda Wingfield Goldman". The signature is written in a cursive, flowing style.

Amanda Wingfield Goldman  
*Editor*

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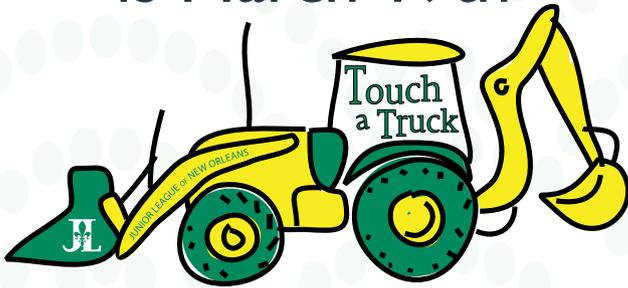
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Compiled by: Elizabeth Walkavich

## Touch a Truck is March 19th



visit [www.jlno.org/TouchaTruck](http://www.jlno.org/TouchaTruck)  
to purchase tickets

### CAF deadline is approaching!

Community Assistance Fund Grants help nonprofit agencies like JLNO thrive. The application deadline is **Friday, January 15, 2016**. For info, visit [www.jlno.org/CAF](http://www.jlno.org/CAF)

Last day to purchase a raffle ticket for a Rolex watch provided by Lee Michaels Fine Jewelry is Dec. 20.

[www.jlno.org/raffle](http://www.jlno.org/raffle)

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JLNO will begin accepting applications for membership in January 2016.

Keep an eye on [www.jlno.org/joinJLNO](http://www.jlno.org/joinJLNO) for more details.

### Bloomin' Deals Closures

Dec. 24 at 3 p.m. for Christmas Eve  
Dec. 25 for Christmas Day

Dec. 31 at 3 p.m. for New Year's Eve  
Jan. 1 for New Year's Day

Jan. 18 for Martin Luther King, Jr. Day

Feb. 6 - 9 for Mardi Gras

## Giving that Gives Back

Give “Dollars for Diapers” or donate to JLNO’s Endowment in honor of a friend or family member.

We’ll acknowledge your donation for you by sending a card to the recipient.

Visit [www.JLNO.org/SupportUs](http://www.JLNO.org/SupportUs)

## General Membership Meetings

Jan. 19 - Noon and 7 p.m.

Feb. 23 - 7 p.m. Double Credit



## Get on Board

*Nonprofit Board Training Workshop*

**Feb. 27 & March 5**

[www.jlno.org/GetonBoard](http://www.jlno.org/GetonBoard)

## Headquarters Closures

Dec. 24 - 25 for Christmas

Dec. 31 - Jan. 1 for New Year’s

Jan. 18 for Martin Luther King, Jr. Day

Feb. 8 - 9 for Mardi Gras

## **Sustainer General Membership Meeting**

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Past JLNO Presidents and panelists at the Association of Junior Leagues International Fall Leadership Conference. L-R: Anne Milling (Women of the Storm), Liz Creel (JLNO President during Hurricane Katrina), and Ruthie Frierson (Citizens for 1 Greater New Orleans). Photo by: Marianna Barry



## Using the “JL Tool Box” to Rebuild a City and its Community

By: Amber Barlow

*“I’m so impressed by these ladies and the life-changing work they did. It made me proud to be a Junior Leaguer.”*

– Maureen Mackey  
Chief Operating Officer  
for AJLI

Ten years after Hurricane Katrina inundated New Orleans, the city hosted the Association of Junior Leagues International (AJLI) Fall Leadership Conference. Themes of resiliency, empowerment, determination and advocacy echoed from the conference, and New Orleans was the perfect host city to showcase these themes.

The AJLI conference provided an opportunity for the Junior League of New Orleans to present a panel of past presidents, including Ruthie Frierson, Anne Milling and Liz Creel. Liz Creel, JLNO president during Hurricane Katrina, moderated the panel. Using the skills harvested by their service in JLNO, Liz, Ruthie and Anne each played an important role in rebuilding the city.

Liz proved that JLNO could not only survive but thrive as an organization, and she set an example of restoration and empowerment to the citizens of the city and other Junior Leagues.

Ruthie founded Citizens for 1 Greater New Orleans, which galvanized the grassroots movement of local volunteers to advocate for reform in several areas including flood safety, public education, criminal justice and effective government.

Anne founded Women of the Storm, a culturally, economically and socially diverse group of women from New Orleans that gained the attention of the U.S. Government by personally inviting members of Congress to tour the devastation in the aftermath of Hurricane Katrina.

The AJLI Panelists discuss their "JL Tool Box." Photo by: Marianna Barry



Below: AJLI Panelists and JLNO Leaders at AJLI Fall Leadership Conference. L-R: Anne Milling (Women of the Storm), Shannon McCloskey Able (current JLNO President), Liz Creel (JLNO President during Hurricane Katrina), and Ruthie Frierson (Citizens for 1 Greater New Orleans). Photo by: Marianna Barry



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“I’m so impressed by these ladies and the life-changing work they did,” said Maureen Mackey, Chief Operating Officer for AJLI. “It made me proud to be a Junior Leaguer.”

### Citizens for 1 Greater New Orleans

In Katrina’s aftermath, Ruthie watched as the city flooded, citizens lost their lives and the city was under water for nearly three weeks. She harnessed the community’s frustration to effect change, and Citizens for 1 Greater New Orleans was born.

More than 100 women met and started a petition to urge Governor Kathleen Blanco to call a special legislative session. The organization pressed to consolidate the levee boards and make them independent entities. Citizens for 1 Greater New Orleans pushed for the levee boards to have technical and scientific expertise to work with the U.S. Army Corps of Engineers to build and monitor the levee system. The organization’s push was successful; the reforms passed.

Ruthie’s grass roots effort was critical after Katrina and continues to be vital in making an impact on Louisiana, such as reforming education and the criminal justice system.

### Women of the Storm

As residents struggled to return and rebuild their lives in New Orleans, Anne realized that the federal government was paying little attention to the devastation in New Orleans. By December 2005, only 12 out of 100 Senators and 25 out of 435 House members had visited the area. Anne felt if members of Congress

could tour the city and see the destruction first-hand, they would be moved to allocate more federal funding.

Anne orchestrated a group of diverse women from New Orleans to visit Washington, D.C. and invite Congress to visit the Crescent City. This resulted in a large congressional delegation visiting and allocating nearly \$10 billion for the Louisiana Road Home program and \$2 billion for repairs and upgrades of pumps and levees.

### Using JL Tools

Anne described the efforts to start her organization as “JL on steroids.” She said she is indebted to JLNO for the training that led to the creation of Women of the Storm.

Ruthie described her training in JLNO as her “JL Tool Box.” “The JL Tool Box is something you take with you for the rest of your life to use in building coalitions, collaborating with the community, and setting and planning an agenda,” Ruthie said.

These organizations are examples of the commitment and leadership crafted by years of JLNO service and training. Members have the ability to build their own JLNO Tool Box, sharpen their tools and use them in all aspects of their lives.

Liz, Ruthie and Anne agreed that JLNO has vastly enriched their lives and given them the foundation to thrive as community and civic leaders. Each member at the AJLI conference was encouraged to use their JL Tool Box toward resiliency, empowerment, determination and advocacy in their own communities.

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# Community Assistance Fund Spotlight Recipient:

# Grace House Women's Clinic

By: Etheldreda Smith

**W**omen struggling with addiction often neglect regular, preventative health care maintenance. Common health issues that are easily addressed for most women are compounded by the use of drugs and alcohol. "Their addiction is so severe that they have been neglecting their health," said Michelle Gaiennie, LCSW, Executive Director of Clinical Services for Bridge House/Grace House.

Grace House is the only rehabilitation facility which operates exclusively for women in the Greater New Orleans area. Grace House's focus on improving women's health during rehabilitation made it an ideal candidate for Junior League of New Orleans Community Assistance Fund (CAF) Grant. JLNO was excited to award the Grace House Women's Clinic with a Community Assistance Fund grant for the Women's Clinic 2015-2016 operating year.

Grants from the JLNO CAF are awarded annually to effective New Orleans non-profit organizations that focus on three elements of the JLNO's mission of Advancing the Wellbeing of Women: expanding economic opportunities, improving women's health and providing family assistance. It is just another way JLNO achieves its mission of helping women live healthy, happy and successful lives. During JLNO's 2014-2015 grant year, JLNO awarded more than \$30,000, with CAF awards averaging around \$4,000.

## **The Grace House Women's Clinic Faces a Major Challenge**

The Center for Disease Control recommends that women receive annual pelvic exams and pap smears every three years. For women struggling with addiction, access to preventative healthcare is difficult. They face prohibitively long wait times and due to unemployment, they do not qualify for Medicaid and lack private insurance or the money to pay for basic healthcare services. Making matters worse, women struggling with addiction face greater exposure to high-risk behavior, and the stigma around substance abuse can stand in the way of care.

The Grace House Women's Clinic is answering the call. Since 1985, Grace House has provided residential substance abuse treatment to chemically dependent women. Grace House started as a small grassroots effort, and has expanded from 25 beds in one location to 70 beds in two locations. Grace House launched the Women's Clinic in 2013 to provide truly comprehensive treatment for its residents.

As with most free services, great demand puts a strain on the ability to help clients, making JLNO's CAF grant crucial. This year, the Women's Clinic received a CAF grant of \$12,000.

## A Big Grant Award For a Program With a Big Challenge

The average Grace House resident is 35 years old and the majority of its residents suffer from addiction to opiates or alcohol. Their struggles jeopardize their health and tear at the fabric of their families.

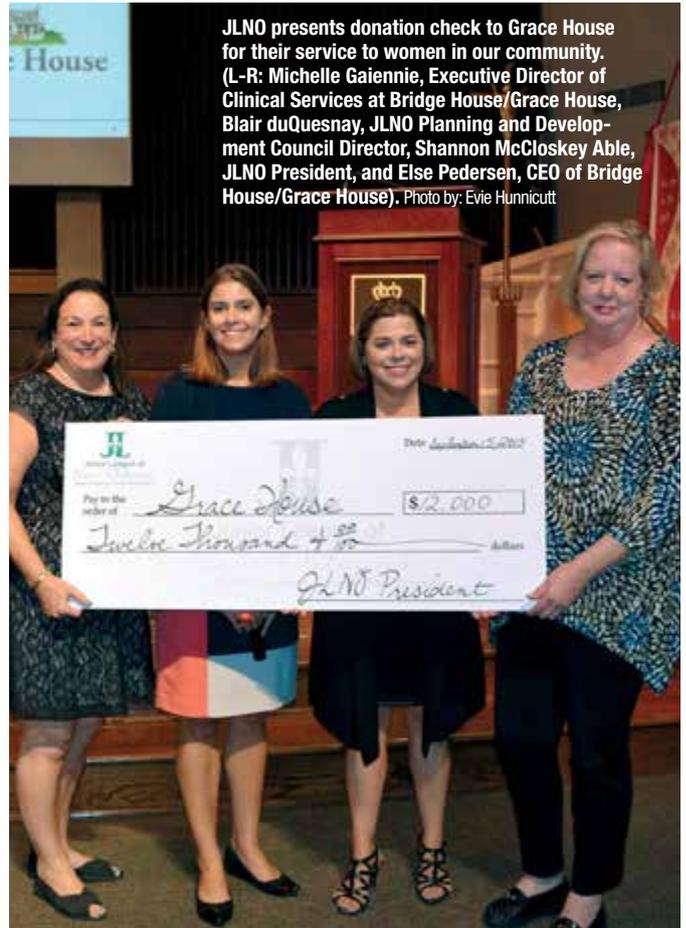
“We are dealing with very severe addiction. We do have a significant portion of clients that are homeless. Not everyone is homeless in the sense that they are living on the street, but by the time they reach us, their drug addiction is so bad they have no place to live,” said Michelle.

Most Grace House Residents have been unable to maintain regular preventative health screenings and when they finally gain access to care, they typically have more health concerns than the average person. “With the severity of their drug addiction and homelessness, they haven’t had medical care often for many years,” said Michelle. The Women’s Clinic recognizes the relationship between addiction and poverty, and responds to that challenge by offering free services.

“There are not many other treatment programs like Grace House that provide treatment regardless of ability to pay. If you don’t have private insurance, Medicare or Medicaid, there’s not much out there for you,” said Michelle. “We are one of the states that did not expand Medicaid, so access is very limited. We apply for Medicaid for all of our clients; the majority just don’t qualify.”

The Women’s Clinic also recognizes that wait times for women-specific services can be prohibitively long. After reviewing statistics and trends of the residents of Grace House from 2011, the Women’s Clinic noted that 66 percent of the women admitted had left within 90 days. Other area healthcare programs that require a woman to have a history and physical and then wait at least three months for follow-up care fail to capture a large portion of women struggling with addiction.

“Once they are admitted to our program, we are able to get them



JLN0 presents donation check to Grace House for their service to women in our community. (L-R: Michelle Gaiennie, Executive Director of Clinical Services at Bridge House/Grace House, Blair duQuesnay, JLN0 Planning and Development Council Director, Shannon McCloskey Able, JLN0 President, and Else Pedersen, CEO of Bridge House/Grace House). Photo by: Evie Hunnicutt



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into the Clinic very quickly,” said Michelle. At the Women’s Clinic, 75 percent of residents receive a history, physical and pelvic exam within 21 days of entering treatment. This greatly improves the chances of treating and removing pre-cancerous lesions.

The Women’s Clinic partners with other local services to create a network of support. The Women’s Clinic has an on-going relationship with University Hospital, Hagar House, Lindy’s Place and Odyssey House. For day to day operations, the Women’s Clinic works with the Tulane University Medical School. “The Clinic is a Tulane University School of Medicine student-run clinic,” said Michelle. “It is a learning environment.”

### The Grace House Women’s Clinic Produces Lasting Results

Addressing women’s healthcare concerns, which is often a stressor that can trigger relapse into addiction, greatly enhances women’s ability to remain sober after treatment. That provides to a major benefit to the community, as recovery from substance abuse addiction correlates with a reduction of crime, the rebuilding of families and a decrease in homelessness. Women who work toward recovery are more capable of pursuing employment,



Grace House/Bridge House Clinical Program Director, Megan McLean, and Executive Director of Clinical Services, Michelle Gaiennie, standing in front of the Serenity Prayer located in the dining hall of Bridge House. Photo by: Evie Hunnicutt

achieving financial stability and reuniting with loved ones. “This program strongly reflects what the JLNO is striving to accomplish with this grant cycle,” reported Community Assistance Fund committee members Ashley Gillen and Katherine Miller.

This year’s CAF grant to the Grace House Women’s Clinic brings JLNO’s

mission to life in the form of skilled volunteers providing direct service to the community, educating the community about the issues that women face, and advocacy for real solutions to those issues, with measurable and visible results. Together, Grace House and JLNO are working to get women back on their feet, back into jobs and back to their families.

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# bloomin'

## at the Freret Street Corridor

By: Tiffanie Brown

Art and Bloomin' Deals have something in common—a long history with the city of New Orleans. Art is present throughout the city in dedicated places as a part of New Orleans' beautification process. The city is home to various artists, as the environment inspires local artwork. In a city that accepts and promotes individuality, it is no surprise that artists flock to New Orleans to contribute to the artistic atmosphere. Much like art, Bloomin' Deals has a long history with the city and attracts residents from near and far to hunt for hidden gems at affordable prices. Shoppers can leave with unique items to add flare to their wardrobes. So what happens when you combine the two? You get a talented Roman muralist, "Hitnes," who recently added a personal touch of flare through personally hunted images on a mural at Bloomin' Deals.

Born and raised in Italy, Hitnes began his career in 1996 by turning graffiti into larger than life murals. He searches for natural subjects through urban jungles, forests and even bayous. He has painted murals all over the world, from exhibits and street art in New York, to painting murals in Africa and Italy. His current project is titled *The Image Hunter*, and is taking place right now across the United States. The project spans more than 20 cities throughout the country and is drawing on inspiration from the various birds hunted by John James Audubon in his book *The Birds of America*. By retracing Audubon's steps through the southeast, Hitnes hopes to explore the birds and their current environment in order to paint his fascination with natural life forms that both he and Audubon shared.

Because Louisiana was an inspiration for some of Audubon's most memorable images, Hitnes chose two locations in Louisiana to produce public murals. In order to produce these murals, Hitnes utilized small sketches and live matter in the American wilderness. When asked how Bloomin' Deals had the honor of being chosen for one of the landmarks to display the muralist's talents, Kristin Moore, JLNO Business Council Director, said, "He elected to partner with groups who were doing meaningful work in the area." It is no secret that Bloomin' Deals helped revive the Freret Street Corridor for years by providing jobs for the nearby residents as well as a great pastime for thrifters. "He is bringing a thing of beauty to the Freret Street community and we are happy to be able to participate," Kristin added. Magical and mysterious like the city itself, Hitnes does not show his face when being interviewed to keep his identity hidden, but this has not stopped him from gaining a huge following. For an artist of his caliber to work with JLNO is simply an honor.

"We are honored that Bloomin' Deals has been selected as the site for one of the Hitnes' murals," said JLNO President Shannon McCloskey Able. The beautifully painted mural featured at Bloomin' Deals brings magic and flare to the location. For those interested in following Hitnes' latest projects, you can visit his website [www.theimagehunter.org](http://www.theimagehunter.org) or check out his Facebook page. The mural at Bloomin' Deals is at the corner of Freret and Valence Street, and his second mural on Magazine Street at General Pershing.

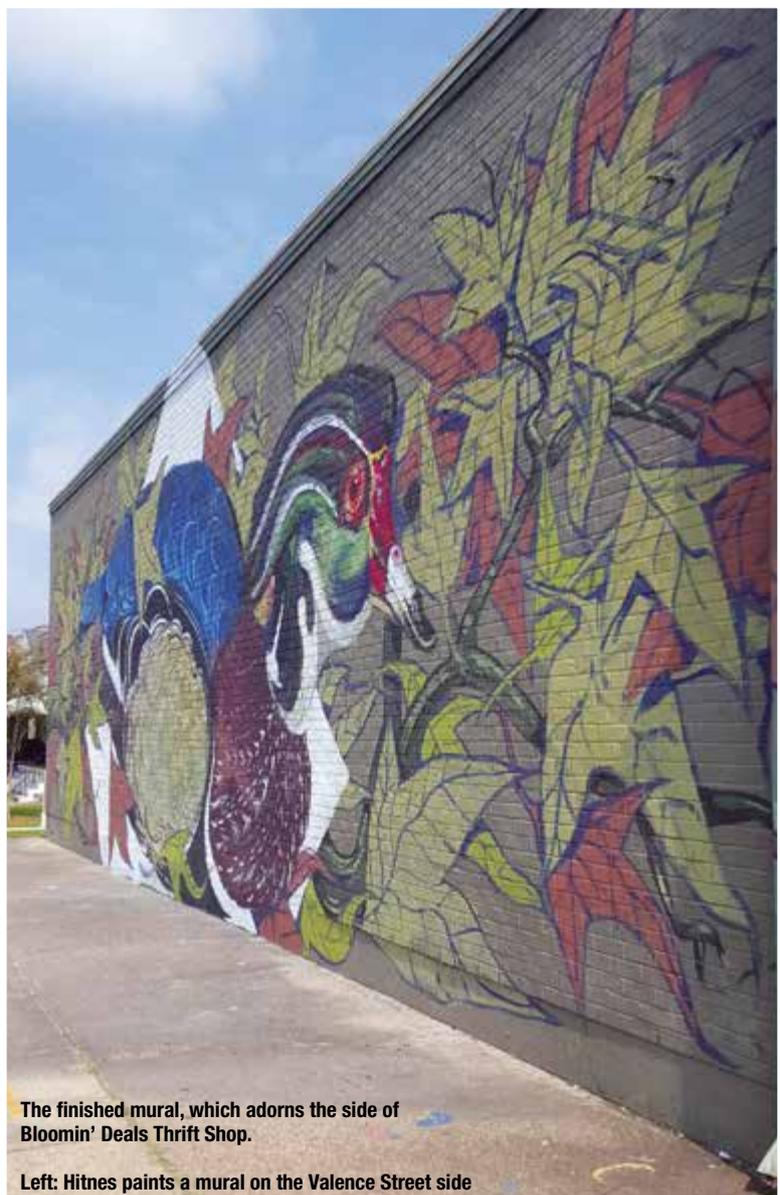
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*"We are honored that Bloomin' Deals has been selected as the site for one of the Hitnes' murals."*

— Shannon McCloskey  
Able, JLNO President.

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# in' art



The finished mural, which adorns the side of Bloomin' Deals Thrift Shop.

Left: Hitnes paints a mural on the Valence Street side of the Bloomin' Deals Thrift Shop.

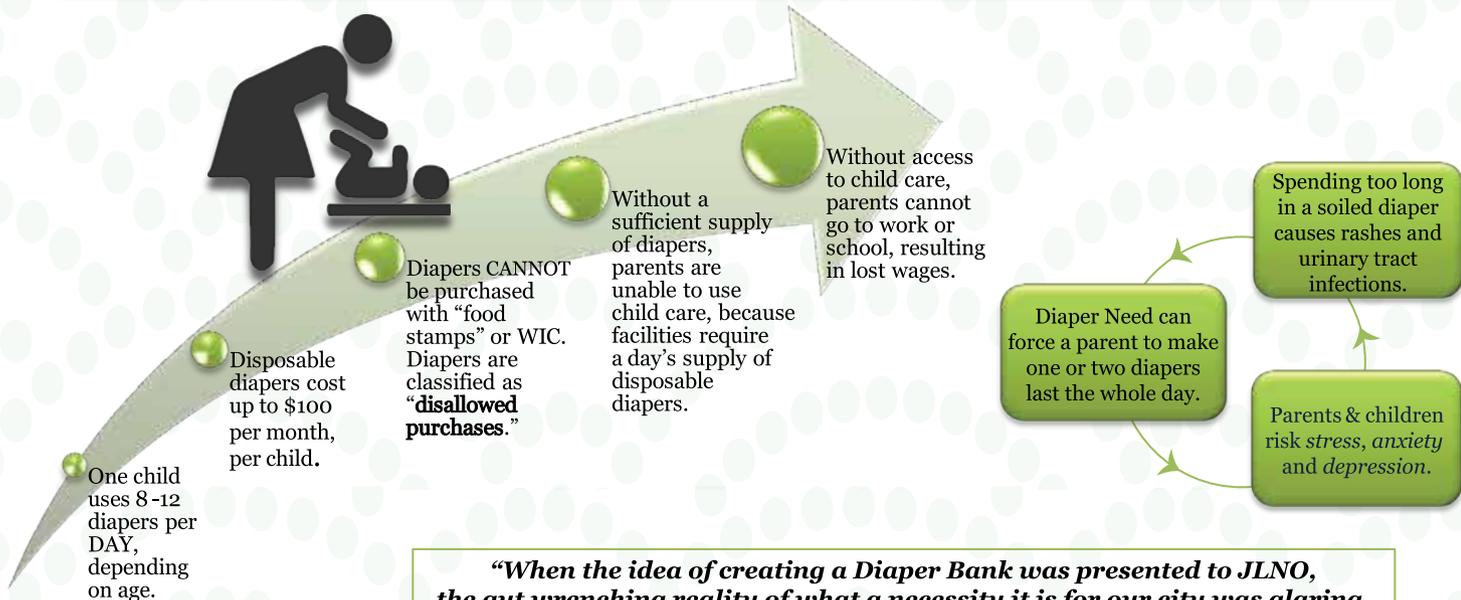
Photos by: Lacreacia Jones

# Shocking Reality of Diaper Need

Compiled by: Jennifer Hale

**Diaper Need** is a lack of a sufficient supply of diapers to keep an infant or toddler clean, dry and healthy.

More than **30%** of US mothers must choose between feeding their child or leaving them in the same saturated diaper in order to send them to school or daycare.



***"When the idea of creating a Diaper Bank was presented to JLNO, the gut wrenching reality of what a necessity it is for our city was glaring. Louisiana ranks 47th in children's wellbeing and 49th in children's health according to Kids Count Data. With numbers this staggering, it was clear that a Diaper Bank is an essential need in our city."***

-Committee Chair Whitney Lamb Brooks

***"The Diaper Bank is a hand up for woman struggling to get a job or go to school. Day cares will not accept children without an adequate supply of diapers. Without day care, women can't go to work or school. Babies who are left in diapers too long are at risk for severe rashes and infections. It is a huge problem in our city, and we have only just begun to touch the surface of the need."***

-Committee Chair Anna Combes

**The JLNO Diaper Bank aims to collect 200,000 diapers before June 1, 2016 to distribute throughout the Greater New Orleans Area. That would **DOUBLE** the Diaper Bank's community impact last year!**

## Three Ways You Can Help:

- 👛 Donate new diapers to the JLNO Diaper Bank
- 👛 Make a financial donation to the Diaper Bank where dollars go further!
  - Just \$1 buys 6 diapers!
- 👛 Turn in Huggies or Pampers reward codes found on diaper packaging.
  - Bring the codes to JLNO Headquarters or simply snap a picture of the code and email it to [DiaperBank@jlno.org](mailto:DiaperBank@jlno.org).



[www.jlno.org/DiaperBank](http://www.jlno.org/DiaperBank)

Melanee Gaudin Usdin is a former JLNO president who initiated a major funding campaign in 2000 to supplement League endeavors. Photo by: Torry Dean



## The Visionaries of the Endowment Fund

In 2000 under the leadership of President Melanee Gaudin Usdin, the Endowment Committee initiated a major campaign to “educate and change the mindset of Junior League members so JLNO, like many other nonprofits, could have an Endowment Fund to supplement League endeavors.”

Not only was this a novel concept for JLNO, but it was a foreign concept to many Junior Leagues across the country. At a time when most Leagues focused on putting money immediately back into the community, the idea of putting money away in an endowment to be used in the future was unusual. Although other nonprofits had conducted similar campaigns, committee members were concerned about member skepticism. Instead, the new approach received resounding support and solidified the Endowment Fund as a fiscal necessity for JLNO.

The Endowment Fund has been a major safety net at times for the organization. For example, JLNO Headquarters was able to bounce back quickly after Hurricane Katrina by using the fund to clean up and make repairs. It also facilitated paying off the Bloomin’ Deals mortgage in full, which enables more profits from the thrift shop to benefit the community.

# Why We Ask?

## *How Nonprofits Benefit from Diversified Funding Streams*

By: Katy Darrith, Carrie Moulder and Evone Zander

Fundraising is an integral component to any volunteer organization. When Junior League of New Orleans members donate, ask for donations, host events, or run our Bloomin’ Deals Thrift Shop, they connect with each other and their passion. They prepare our organization to serve its mission and ensure that it remains in good-standing as a responsible nonprofit.

Without a diverse set of funding streams, however, JLNO would not be able to operate, nor would it be able to maintain its strong impact in our community. We engage a variety of methods to ensure we sustain funding for the current year and well into the future.



Celeste Eustis serves as an integral part of the fundraising team as the 2015-16 Planned Giving chair. Photo by: Torry Dean

JLNO's annual **Membership Dues** enable us to cover the majority of our operations, including maintenance of our properties, overhead, insurance, staff, supplies and all the other costs associated with running a nonprofit.

**Fundraisers** like Freret 5K, Touch a Truck, raffles, merchandise sales, and, of course, Bloomin' Deals, provide an opportunity for the public to support our mission and train our members on how to run successful events and businesses.

Asking for individual financial donations is a useful tool in the fundraising kit, and the Internet has made **Giving Campaigns** easier than ever. Online annual requests for support or 24-hour calls to action like GiveNOLA Day or Giving Tuesday are user-friendly, and having donors share their passion for philanthropy has increased overall giving nationwide.

**Corporate Donors** are a consistent funding stream because businesses desire alignment with a nonprofit organization's mission and garner a positive reputation as a community supporter. Many businesses also offer matching with individual donations as a way to improve their corporate responsibility indexes.

Corporations, as well as private foundations, offer **Grants**

## Funding Streams

- Fundraisers
- Giving campaigns
- Corporate Giving
- Endowment Fund
- Annual Donation
- Grants
- Membership Dues
- Micro Giving
- Planned Giving



Without a diverse set of funding streams, JLNO would be unable to continue its community programs. Here are a few of the faces of our leaders of our community programs, board members and community council directors who keep the wheels turning at JLNO! Row 1: (L to R) Education Support Services Chair Heather Tank, JLNO Treasurer Nene Gianfala, JLNO President Shannon McCloskey Able, Second Harvest/ESY Liaison Kate Argote, Community Council Director Jennifer Rosenbach. Row 2: (L to R) Speaker Series on Health and Wellness Chair Natalie Kaharick, Judgment Call Planning Chair Anne Heslin, Diaper Bank Chair Whitney Brooks, Judgment Call Planning Chair Molly Massey, Kids in the Kitchen Chair Megan McKown. Row 3: (L to R) Idea Village Collaboration Chair Vivian Palmisano, Idea Village Collaboration Chair Heather Hutchins-Hays, Rebuilding Together Anniversary Chair Katie Hardin, Rebuilding Together Chair Courtney Lane, Rebuilding Together Chair Holly Paczak. Photo by: Jessica Bachmann

to support specific types of programs. When appropriate, JLNO applies for and receives these funds to support our community projects.

Our **Endowment Fund** enables JLNO to make strategic investments in our future. A strong endowment also shows the community, and outside donors in particular, that the organization is sustainable and that its members wholeheartedly support JLNO's mission.

To increase resiliency and build capacity, nonprofit organizations need funding. Raising money in different ways not only provides a variety of opportunities for people and businesses to support JLNO, but it also equips our members with knowledge and skills to become better volunteers and leaders. When Junior Leaguers ask for support, they show

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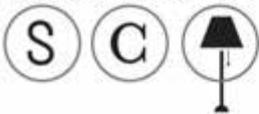
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**Blair duQuesnay is the Planning and Development chair for 2015-16. She leads JLNO's fundraising program. Photo by: Torry Dean**

pride and personal connection to the organization and develop a sense of inclusion. They educate people regarding areas of need in the community and help to build the reputation of the organization.

Whether as dollars, diapers, merchandise, or in-kind services, every donation helps the JLNO, and we appreciate your support. Generosity is critical to our organization, and it enables us to make a positive tangible impact on Metropolitan New Orleans. We are so fortunate to live in a community that has such a giving spirit.

## Thank you to the following Corporate Donors who have already given to JLNO this League Year:

- Capital One
- East Jefferson General Hospital
- Ochsner Baptist
- Crescent Care
- Kendra Scott
- Orange Theory Fitness
- Toso Orthodontics
- Jerome S. and Grace H. Murray Foundation
- The New Orleans Advocate
- Tasc Performance
- Liberty Cheesesteaks
- Shields Mott LLP
- Uptown Messenger
- Yagurtland



Cousins Zylese and Grace Sutton run the race New Orleans style

FAR LEFT: Freret 5K winner Geoffrey Zelek crosses the finish line.

Photos by: Stephanie Campani

# JLNO's Third Annual Freret 5K is a Continuing Success

By: Emma Pegues

At 7:00 a.m. on Saturday, October 17th, over 600 runners and their families gathered at the corner of Freret and Valence Streets for the Junior League of New Orleans' third annual Freret 5K and Half-Mile Fun Run. The Bloomin' Deals parking lot was packed with excited participants and onlookers spilling out into the street as they geared up for their events while perusing tents from the various local vendors. Presented by JLNO and Ochsner Baptist, this family-friendly event encourages a sense of community among all ages and promotes neighborhood involvement. More than 20 local businesses and organizations came together as sponsors to ensure this year would be our most successful event yet, with all proceeds supporting JLNO's community projects. "Three years ago I was part of the very first Freret 5K," said event Co-Chair Carol Starr, "and to see the continued growth in runners, partnerships and businesses in the Freret community has been an unbelievable experience."

While the Freret corridor has enjoyed a rebirth and seen vibrant growth, so has the Freret 5K. One exciting area of growth has been the partnership with Youth Run NOLA, an





**JLNO Business Council Director Kristin Moore and her son Liam make a great team finishing the race together.** Photo by: Stephanie Campani

organization looking to create and empower a community of healthy, young leaders through running. Established in 2010, Youth Run NOLA is dedicated to combating the obstacles facing New Orleans area youth with positive, structured engagement and has run more than 20,000 miles (that's more than 763 marathons)!

Thanks to the JLNO members' generosity and the League's focus on family assistance and physical and mental health, 80 youth runners and their "running buddies" added to that distance by participating in the Half-Mile Fun Run and 5K, adding an air of fun and liveliness to the experience as their cheers of support and encouragement echoed from the starting line.

Runners took their marks, got set and took off down a scenic route covering Freret Street, Tulane University's uptown campus and Audubon Boulevard before turning around and making their way back to the finish line. Many took advantage of the coffee and beignets from New Orleans Coffee &

Beignet Company at the halfway point to keep them going! More food and drinks awaited participants once they reached the finish line, and nothing helps runners refuel like refreshments from NOLA Brewing, Donner-Peltier Distillers and Midway Pizza.

"It was a beautiful morning for a run," said JLNO member Hannah Topping, a Freret 5K participant. "It's great to be able to enjoy the fall weather while chipping in for a good cause...And the post-race mimosas didn't hurt either!" Those who weren't too tired from their runs were able to dance along with the music provided by the Tulane Jazz Band and even second line with Riptide, the Tulane Mascot who made his way through the crowd.

Fans and participants of the Freret 5K have more to look forward to in the years to come. "I've loved seeing the continuing success," Co-Chair Elizabeth Grimes said. "We had a fantastic committee that contributed hugely to the fantastic day and I can't wait to see where it goes from here!"

*“Doesn’t everyone have two short hours to learn how to protect not only their children but the entire community from child sexual abuse?”*

– Stacie LeBlanc

# Darkness to Light:

## Leading the Charge to Eradicate Child Sexual Abuse

By: Michelle Craig

One out of ten children have been victims of child sexual abuse by the age of 18. Despite that frightening statistic, child sexual abuse remains a taboo topic in our community. “Darkness to Light,” is a program designed to eradicate child sexual abuse through public awareness and community education, and is making strides to combat these statistics.

Created in 2000, Darkness to Light is a nationally recognized program designed specifically to reduce the incidences of child sexual abuse through two avenues - educating the public and educating the community. Through several rigorous and highly successful media campaigns, Darkness to Light has raised public awareness of child sexual abuse throughout the country.

Darkness to Light educates the community through Stewards of Children, an interactive child sexual abuse prevention training program. An evidence-based prevention program, Stewards of Children focuses on increasing knowledge and changing attitudes regarding child sexual abuse. It also focuses on increasing child-protective behaviors to assist in the eradication process. The program trains members of the community to become “Stewards,” to learn the steps necessary to protect children from child abuse.

In New Orleans, Stewards of Children is facilitated

through the New Orleans Children’s Advocacy Center (NOCAC). NOCAC works in conjunction with the Audrey Hepburn Children At-Risk Evaluation Center (CARE Center) at Children’s Hospital. The Evaluation Center provides a multi-agency approach to the investigation, intervention, and treatment of child abuse. The programs work together to partner with parents to treat child sexual abuse when it happens and work to prevent child sexual abuse before it happens.

To further the goal of prevention, the Stewards of Children program relies on its trainees and facilitators. Since its inception, Stewards of Children has trained more than 7,700 authorized facilitators who teach the program in 50 states and 16 international locations. Since 2010, 3,052 members of the community in the New Orleans metro area have attended CARE Sessions to help educate and raise awareness of child sexual abuse. Despite these impressive numbers, there is still an overwhelming need in New Orleans, like the rest of the country, for the Darkness to Light program

to form community partnerships to reach and train more people to be Stewards. Forming these community partnerships is the best way to prevent child sexual abuse.



**JLNO Member & Education Chair Brooke Osborn is the Associate Director of Clinical Training at New Orleans Baptist Theological Seminary. She is a Licensed Professional Counselor & Licensed Marriage and Family Therapist in Private Practice.** Photo by: Rhonda Stephens

NOCAC Program Coordinator Lorrie Brennan (left) and Executive Director Stacie LeBlanc (right) are among a multidisciplinary team who investigate child abuse. Photo by: Rhonda Stephens



The training program is a single two-hour course that teaches the five simple steps to protect children from sexual abuse. “It’s been proven that getting five percent of the community trained could result in a tipping point that will basically change the culture about how we protect children from sexual abuse,” said NOCAC’s Executive Director Stacie LeBlanc.

Five percent is a low number considering the number of children who can be saved from child sexual abuse. In discussing the program, Stacie asked an important and thought-provoking question: “Doesn’t everyone have two short hours to learn how to protect not only their children but the entire community from child sexual abuse?”

An easy and effective way to get involved is by hosting a Stewards of Children training session. Anyone can host training sessions such as work groups, social circles, church groups, exercise groups and sororities, among others. JLNO hosted a session earlier this year. JLNO Member Brooke Osborn, a trained facilitator, discussed the difficulty of getting people to attend the training. She said that she believes it is because people think that “it won’t happen to them.” Trainees admitted to Brooke

that once they went through the program, they see the importance of it. “I’ve never trained anyone who did not leave without learning things that they wanted to implement it with their own children or children they know,” Brooke said. “This training is so important because kids are not in a place to protect themselves. As adults it is our job to recognize sexual abuse and take steps to prevent it.”

To help prevent child sexual abuse, consider individually attending the training, becoming a facilitator or partnering with the organization to host a group training. For more information about how to host a group training, contact 504-896-9237. The ultimate goal is to train everyone to recognize the signs to prevent this type of abuse. However, at the very least, questioning our youth organizations about their policies as it relates to children, questioning how they protect children, and asking them if

they run background checks are easy steps that anyone can follow. Asking those questions and attending the Stewards of Children training are the best ways to participate in the eradication of child sexual abuse. For more information about the entire program and the information in this article, visit <http://nocac.net/darkness-to-light>.

## How you can help:

- For more information on how to host a group training, call 504-896-9237
- For more information, visit <http://nocac.net/darkness-to-light>

# Nurturing a Grateful Spirit in Today's Modern Child

By: Sheryl Kennedy Haydel

Beneath the Christmas tree and amid the twinkling lights, parents throughout New Orleans are reminding their children to say “thank you” when they accept a gift, “pass the macaroni and cheese please” during holiday dinners, and to give Grandma an extra hug for helping them bake sugar cookies for Santa’s annual visit.

As a mother, Junior League of New Orleans Member LaKenya Collins readily admits it is difficult to stress academic achievement, support extracurricular involvement and squeeze in time to nurture a grateful spirit in children. But LaKenya said raising children who are engaged, humble and appreciative is not an option for her. It’s an intentional lifestyle.

“It makes for a better society when we look out for other people,” said LaKenya. “It also demonstrates to our children the importance of realizing how fortunate we are and the joy that comes from being outwardly grateful through our words and actions.”

One way the Collins family reinforces gratitude is through community service. Her daughter Taylor, 14, and son, Paul, 10, are involved in numerous community outreach organizations such as Second Harvest Food Bank, Toys for Tots and New Orleans Teen Council.

“My mom was a very generous person,” said LaKenya. “She didn’t have much, but what she had, she gave, and was always grateful to be in a position to share. As parents, the power of setting an example

*“My mom was a very generous person. She didn’t have much, but what she had, she gave, and was always grateful to be in a position to share. As parents, the power of setting an example should never be underestimated.”*

– JLNO Member LaKenya Collins



**Taylor, 14, LaKenya and Paul, 10, pose with Santa Claus during Christmas. LaKenya believes in reinforcing gratitude during the holidays. Photo provided by: LaKenya Collins**

should never be underestimated.”

While LaKenya loves the festive spirit during the holidays, she urges parents to practice responsible gift giving, including getting a couple of items off your child’s wish list, writing thank you notes and buying something for someone else who is less fortunate.

There is reason to encourage parents to practice restraint during the holidays. In a 2013 Gallup Poll, Americans spent on average \$786 on holiday gifts. The poll underscores society’s obsession with consumerism, according to Gallup Poll researchers.

JLNO Sustainer Dr. Susan Taylor states that these findings may signal the need for a different type of gift giving to spur gratefulness throughout a child’s life, not just during the holidays.

Susan also enjoys the holiday trim-

mings and traditions, but realizes how the focus on receiving can hamper a child’s appreciation for intangible gifts, such as sitting down to eat dinner as a family.

“I think a lot of kids have a sense of entitlement,” said Susan. “But I also think there are a lot of people doing their best to give of themselves. We don’t spend extravagant amounts of money on gifts, but we make sure we invest time in our children by staying connected with them.”

Susan said that building a relationship with your children that is transparent, honest and consistent allows children to feel appreciated. In return, it empowers children to be grateful. Her daughter, Claire, 20, and son, Casey, 17, are not only involved in community service, but have been raised not to take

life for granted.

“It’s never too late as a parent to give your child the gift of a grateful heart,” Susan said. “Start with giving them your attention and slowly the layers will peel away.”

The concept of gratefulness comes with understanding the reason behind the celebrations for April Scott, JLNO Assistant Treasurer. Whether it is Thanksgiving or Hanukah, April said the focus of the holiday should not be overshadowed by the acquisition of the latest gadget.

“My intention with my daughters is to raise the best possible women they can be,” said April. “Unfortunately, it is a challenge to instill certain values in our children. They see all of this beauty in the media, but don’t see what it takes to get there.”

April said the journey to gratefulness should include a “fluid” plan as to how it will

work in your family. For example, April said her daughters – Genesis, 11, and Christen, 7 – earn gifts by a strong academic performance in school and show love and appreciation to others by writing thank you notes.

“Nothing happens without a plan,” April said. “Tailor your plan to fit your household’s style and be willing to make adjustments that allow your children to be their best selves.”

Dr. Brian Turner, an assistant professor of psychology at Xavier University and a licensed clinical psychologist, said it is fundamental that children learn and demonstrate a humble and grateful spirit every day. While no one is perfect, Dr. Turner said as a community, everyone should be working to instill in children the best characteristics of society: compassion, empathy, cooperation, honesty and ap-



JLNO Sustainer Dr. Susan Taylor believes in investing in your children by spending quality time with them. Susan with her son, Casey, and daughter, Claire. Photo provided by: Susan Taylor

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preciation.

“Our children are not blank slates,” said Dr. Turner. “They come with a genetic disposition and absorb the examples we set for them as adults.”

Dr. Turner emphasized a grateful child not only says “please” and “thank you,” but they can accept constructive criticism to make the necessary changes to improve their life and the conditions around them.

“If we can put the spirit of Mother Theresa and Martin L. King, Jr. into our children... and even though they may not become that person, hopefully they will embody some of their characteristics that helped move society forward,” Dr. Turner said. “However, parents must set the expectations and deliver on the promise to invest in the character of their children.”



JLNO Assistant Treasurer April Scott believes in having a fluid plan to raising her daughters, Christen, age 7, and Genesis, age 11. Photo by: Stephanie Campani.

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# JLNO'S FAVORITE THINGS

## *Help with the holidays*

By: Autumn Town

**W**ith all the events, family visits and school vacations that come with the holidays, finding time for social obligations can be tough. Whether you are a dinner guest or attending a cocktail party, you know never to show up empty-handed. Luckily,

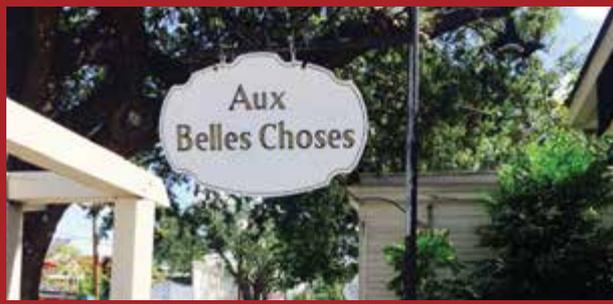
New Orleans has a wealth of unique, local shops that are just right when in need of thoughtful hostess gifts. And the Junior League of New Orleans cookbooks provide many tasty and perfect choices in case you want to bring something homemade. So take a look and get ready for the holidays!



### *Aux Belle Choses*

3912 Magazine Street  
(504) 891-1009  
[www.abcneworleans.com](http://www.abcneworleans.com)

Located in Uptown, this lovely little shop curates "beautiful things" from the French and English country sides. Owned by sisters Bettye Barrios and Anne Barrios Gauthier, Aux Belles Choses' philosophy is "buy what you love." And there is a lot to love inside, from candy-colored soaps to beautiful tea towels. You can always find something that would be much appreciated by a hostess.



# Tooth & Nail

3952 Magazine Street  
 (504) 373-8180  
[www.toothandnailtrading.com](http://www.toothandnailtrading.com)

For non-traditional hostess gifts, Tooth & Nail Trading Company, owned by Holly Williams and Krista DeJoseph, is just the ticket. Jewelry artists stock the shelves of Tooth & Nail with handmade treasures from around the country, with a focus on native New Orleans artists. These eclectic choices include structural metal pieces, unusual offerings and delightful little finds. Williams and DeJoseph believe that “one stunning handmade piece is worth more than a hundred ‘bargains’ from a big box store.” So do yourself a favor and drop by!



# Miss Smarty Pants

5523 Magazine Street  
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Founded in 1999, Miss Smarty Pants offers luxe for less. If you are looking for fun and useful hostess gifts (think lively guest napkins, personalized cups and fab accessories), complimentary gift wrapping will brighten up your choice even more. Join them on Saturday for “Sipping on Saturdays” and enjoy some wine while you shop. MSP offers reasonably priced gifts, which become even more attractive during the busy holiday season. And don't forget a belly rub for their shop dog, Lucky Girl!



# Blue Frog Chocolates

5707 Magazine Street  
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www.bluefrogchocolates.com

Celebrating their 15th Anniversary, Blue Frog Chocolates is locally owned and family operated, offering sweet treats and high quality confections. BFC believes that "providing access to quality chocolate and the pleasure that accompanies it will, in some small way, influence and improve the mental, emotional and physical health of the individual and their community." It is clear they have achieved this goal, being named Gambit Weekly's Best Candy Shop six years in a row. Sometimes the perfect gift is one that provides a hostess with a treat of her own after all the guests have left.



## Homemade Treats

If a homemade gift is what you have in mind, the myriad JLNO cookbooks are full of excellent suggestions for easy and delicious recipes. Bring a treat for the hostess, or a dish to share with the rest of the guests. Easing the burden of preparing for the party will definitely score high marks with your hostess.

### Coconut Macaroons

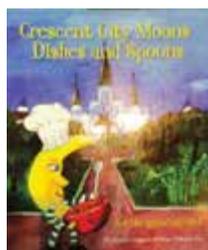
Crescent City Moons Dishes and Spoons  
Junior League of New Orleans, Inc.

#### Ingredients:

- 4 cups shredded coconut
- 1/2 cup all-purpose flour
- 1 1/3 cups sweetened condensed milk
- 2 teaspoons vanilla extract

#### Directions:

Mix the coconut and flour in a bowl. Add the condensed milk and vanilla and stir with a wooden spoon until combined. Drop by teaspoonfuls 2 inches apart onto a greased cookie sheet. Bake in a preheated 325-degree oven for 15 minutes or until golden brown. Remove to a wire rack to cool. Store in an airtight container. Makes about 40 macaroons. Add some decorative wrapping and you have an easy and tasty offering!



### Shrimp Dip Delight

Jambalaya 15th Anniversary Edition  
The Junior League of New Orleans

#### Ingredients:

- |  |  |
|--|--|
| 1 lb raw shrimp, peeled                    | 3 tablespoons lemon juice                    |
| 1 (8 ounce) package cream cheese, softened | 2 tablespoons finely chopped Italian parsley |
| 1/2 cup finely chopped green onion         | 1/2 teaspoon salt                            |
| 1/2 cup finely chopped celery              | 1/8 teaspoon cayenne pepper                  |
|  | 1/2 cup mayonnaise                           |

#### Directions:

Bring a large pot of salted water to boil and add shrimp. Boil shrimp for approximately 5 minutes, or until done (do not overcook). In a large bowl blend cream cheese with the remaining ingredients. Gently fold in shrimp. Cover and refrigerate for at least 8 hours or overnight. Add hot sauce for a little kick and let the flavors meld—this dip is sure to go quickly!



# Treat Yourself Right: You Deserve It

By: Erin Oufnac and Mary Leonard

The Junior League of New Orleans featured some outstanding speakers this fall who offered advice on choosing the right career path, sound advice for women to use in negotiations, functional fitness and using meditation to enhance your quality of life. JLNO's first special speaker was Alice Wright, who spoke at JLNO's September General Membership Meeting.

Alice Wright is a Sustainer of the Year, former president of Kingsley House Board and founded the Loaves and Fishes Ministry after Hurricane Katrina, which feeds 75-100 homeless people and workers. Alice's speech began with what it was like when she started as a member of the JLNO. She spoke about starting her life with her husband and how she built up to an incredible career in fundraising. She told stories of how the money she raised helped people in our community and how JLNO members could pursue a career in that area. Alice humbled herself during her speech, admitting to an embarrassing story or two, allowing her audience to realize she is human, not some pillar of a person. Alice offered wisdom, experience and passion. She encouraged JLNO members to not just volunteer, but to choose wisely, and to



Leila Gowland, MPP, of Gowland LLC demonstrates collaborative negotiation in the workplace at the JLNO Mind, Body, Spirit Series on October 7, 2015. (Panelists: Allen Freedman, Haley Bowen) Photo by: Emma Pegues

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follow their hearts, inner passions and volunteer where they are the most invested. That investment is where JLNO members give that extra part of themselves make the greater difference.

JLNO's fall speakers continued with its October Health and Wellness Speaker Series dedicated to the "Mind, Body, and Spirit." Featured speakers Lelia Gowland, Haley Bowden and Allen Freedman invited guests to join them along a journey to improved negotiation skills, physical fitness, and meditation and stress management. The October Health and Wellness Speaker Series was open to the public.

Lelia Gowland offered ways to help women know their value, listen for value and boost their confidence during important negotiations. By using online resources such as Payscale, Glassdoor and Educated to Career, women can justify their salary negotiations with specific evidence that is current and relevant. "Think about every possible factor that could influence your



happiness at a job when you're going into the negotiation, not just your salary," Leila said. She also focused on the importance of listening during the negotiation process. "Instead of listening, we're more likely to be planning ahead for our next thought. We might miss something really useful that the other person says about their perspective," Leila said. Leila offers workshops and one-on-one sessions to provide keys to successful negotiations.

Hayley Bowden presented information on a growing area of the health and fitness community called "Functional Fitness." Functional fitness addresses the everyday things that we need our

bodies to do in order to live our lives comfortably and independently. "If you find yourself in an airport bathroom or in a porta-potty along a parade route could you squat long enough to avoid touching the seat?" Hayley asked. "That is functional fitness." She suggested starting small, finding activities that you enjoy, changing up your routine, and asking others for ideas and assistance. "Being fit does not mean looking like the cover of a magazine," Hayley said. "Being fit means being able to function efficiently and to perform effortlessly your daily activities so that the quality of your life is about your experiences and not your

abilities."

Allen Freedman discussed the influence of your state of mind on the quality of life that you lead and talked about how meditation has enhanced his life and the lives of those around him. Allen led the group through a breathing exercise known as "Bellows Breath" to increase energy known as "Prana." "There is a direct relationship, a linkage, between every emotion we go through during the day and our breathing pattern so that every emotion has a very specific breathing pattern," Allen said. Bellows Breath is a very simple breathing technique that can be done almost anywhere that can decrease stress and increase energy in just a couple of minutes. Allen also conducted a meditation exercise to raise Prana.

JLNO members enjoyed the fall speakers who graciously donated their time and information to the JLNO. The next event in the Health and Wellness Speaker Series will occur in the spring, which will also be open to the public. Stay tuned!

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# League Faces

JLNO members active in the community and enjoying Junior League events!



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**1** Provisional Meg Francez and active Kate Davis in front of the Hurricane Katrina memorial display at JLNO's Member Appreciation Event. Photo by: Marianna Barry

**2** JLNO members catch up and share some smiles before the September General Membership Meeting. (L-R: Helen Meaher, Kristyn Wypych, Jennifer Guidry, Liz Tardo, Tara Waldron and Katie House) Photo by: Evie Hunnicutt

**3** New JLNO members meet and greet at the Fall Social at Superior Seafood. (L-R: Mary Martens, Allison Norris and Taylor Burgmon) Photo by: Evie Hunnicutt

**4** Anne Calhoun and Sue Peters enjoy their time together during the Sustainer Book Club meeting. Photo by: Stephanie Campani

**5** Shannon McCloskey Able and her grandmother, Sustainer Peggy Hardie share an afternoon at Lambeth House. Photo by: Genie McCloskey

**6** Actives Leigh Smith-Vaniz, Caitlin Flanagan, Esprit Committee Member Jenny Comarda, and Caroline Avegno at the Member Appreciation on August 27th. Photo by: Marianna Barry



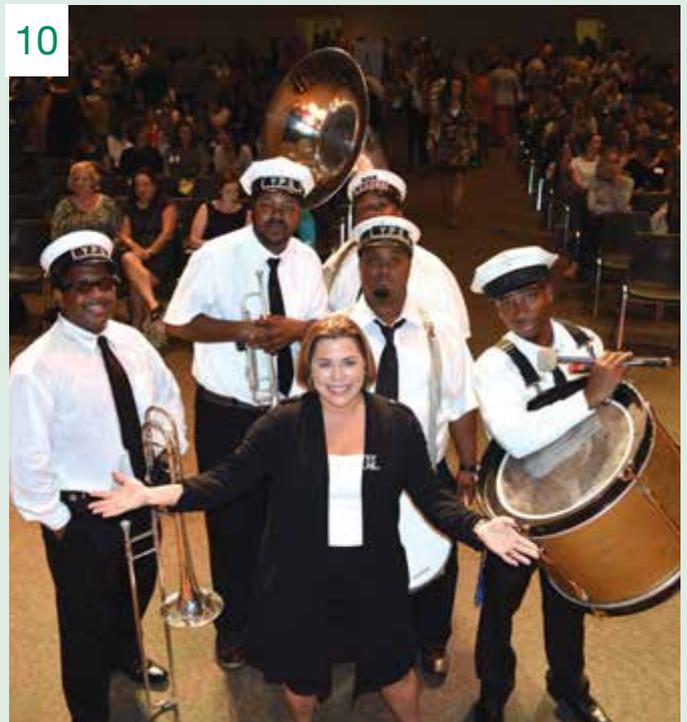
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**7 Joan Parkerson and Jane Fox enjoy their afternoon at Lambeth House.** Photo by: Stephanie Campani

**8 JLNO actives socialize before heading over to the September General Meeting. (L-R: Ann Kirk Harris, Rachel Stickney, Jean Angelico and Sudie Joint)** Photo by: Evie Hunnicutt

**9 Sustainers Genie McCloskey and Virginia Walker catch up at Lambeth House.** Photo by: Shannon McCloskey Able

**10 JLNO President, Shannon McCloskey Able, and the Young Pinstripe Brass Band set a New**

**Orleans mood for the Fall General Meeting.** Photo by: Evie Hunnicutt

**11 Big Celebrations at the Rebuilding Together Anniversary Party on October 10th! Gigi Mathe (Anniversary Committee and former Rebuilding Together Committee Member), Katie Hardin (Rebuilding Together Anniversary Chair), Lilla Wright Kearney (former Rebuilding Together Chair, former Community Council Director), and Karen Boudreaux (Rebuilding Together Anniversary Chair).** Photo by: Karen Boudreaux

12



13



14



**12** Lots of great activities for the kids at Freret 5K! Bessie Goggins, Kristin Wolfe, Mia Schafer Kaston, Carleton Young, Sarah Hughes Robin and Alana Chester. Photo by: Stephanie Campani

**13** Pretty in pink! Sustainer Genie McCloskey, President Shannon McCloskey Able, and Madison and Sydney Able. Photo by: Stephanie Campani

**14** Rebuilding Lives, Rebuilding Together! Photo by: Holly Paczak

Junior League of New Orleans

Winter 2015

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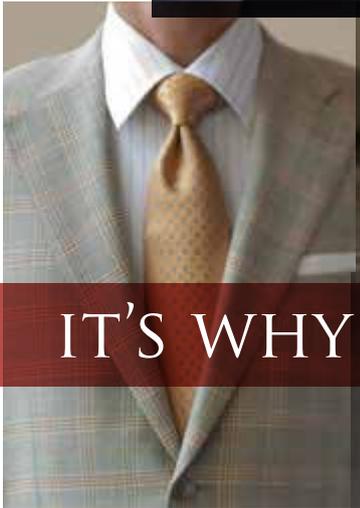
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