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On the Cover

JLNO awards its first Woman Entrepreneur Fellowship to Windowsill Pies, which is owned by Nicole Eiden and Marielle Dupré.
Photo by Jessica Bachmann
Dear Readers,

As June begins so does a new Junior League year. This is the time when we celebrate our accomplishments and welcome a new set of leaders who will continue to build upon the nine-decade legacy of positive change in our city. As the President of the Junior League of New Orleans, I have enjoyed the honor and privilege of serving our members and our community.

During the 2015-2016 League year, I am proud that we:

• Welcomed 140 new members
• Celebrated 55 years of our Bloomin’ Deals Thrift Shop on Freret Street with a new layout, renovations and increased sales
• Amassed more than 200,000 diapers for our Junior League Diaper Bank
• Selected our first Woman Entrepreneur Fellow during New Orleans Entrepreneur Week
• Celebrated our 25th year of Rebuilding Together
• Instructed 350 adolescents with Safe Sitter to reduce accidental and preventable deaths in the home
• Cultivated entrepreneurship in 60 children through the Lemonade Day curriculum
• Encouraged literacy in 150 at-risk students within a charter school classroom
• Hosted educational events to develop healthy eating habits for over 300 local scholars
• Granted more than $40,000 in community assistance funds
• Trained energetic individuals to be effective volunteers and civic leaders

This has been an incredible year thanks to our members, staff, community and donors.

To our members, thank you for your passion, purpose and planning. While one person or one leader can make a difference, working together we are unstoppable.

To our Junior League staff, thank you for your support of our members and for caring so much about our city.

To our community, thank you for letting us help and sharing your experiences so we can make a positive impact.

To our donors, thank you for generosity and believing in our mission and our members.

As we look forward, join me in welcoming our new leadership. The 2016-2017 JLNO Board, led by Maria Pardo Huete, is immensely talented, and I look forward to the wonderful things that our League will accomplish under their leadership.

Thank you for your support and for believing in the power of the Junior League. I am proud to be a Junior League of New Orleans member and thankful to call New Orleans home!

Gratefully,

Shannon McCloskey Able
Junior League of New Orleans President 2015-2016
Letter from the 2016-2017 Incoming President

Dear Readers,

Welcome to the 2016-2017 League Year!

The first day of anything is always full of excitement and I am hoping we can bottle ours up and make it last all year. I couldn’t be more honored or humbled to serve as President this year.

One of my favorite analogies when talking about working together and the impact that cooperative effort can make is a boat with rowers. (My husband, an engineer, may have some comments about the physics of my analogy, but let’s play along for now.) If every rower rows to different beats and in different directions, then the boat goes nowhere. If only one side of the boat rows, you will go in a circle. But if every rower commits to rowing in unison with the same force, the boat moves forward at a solid speed until they have achieved their goal.

As an organization we can act as catalysts for change in our community by rowing together. Sometimes this change starts with the simple question of, “what can I do about that?” Throughout our almost 93 years, we have individually and collectively asked that very question about the myriad challenges in our community. And then we DID IT. There is power in the size of our membership and in the diverse talents each of you bring to the Junior League of New Orleans. By harnessing it all, I know we can be those heroes our community needs us to be.

We will continue to build on the successes of our projects such as Kids in the Kitchen, Rebuilding Together, Lemonade Day University, Get On Board and Diaper Bank to name a few. New to JLNO this year is a new fundraiser, new collaborations with the United Way of Southeast Louisiana and NOLA4Women, a new project in our Financial Literacy for Women program, and our Thursday Night Speaker Series.

I am asking you to join me in the boat. Grab a paddle. Let’s row all together and “Advance the Wellbeing of Women” in our community.

Gratefully,

Maria Pardo Huete
Junior League of New Orleans President 2016-2017
Letter from the Editor

Dear Readers,

The beauty of volunteer work for the Junior League of New Orleans is that it not only enables us to put forth time and resources to make our community a better place, but that JLNO is also a training organization, which strives to provide its members with the knowledge and skills for responsible community leadership. As a result, JLNO promotes voluntarism while developing the potential of its members, many of whom serve tirelessly on many boards and other organizations throughout our community. And as we volunteer and serve aside each other, we inspire and empower one another through our ideas and our talents, and forge lifelong friendships.

It is this experience of Advancing the Wellbeing of Women and cultivating the talents of women in our community that inspired one of our newest projects – the Woman Entrepreneur (WE) Fellowship. As the kick-starter environment of New Orleans continues to boom, JLNO noticed a gap in female-specific programming and turned it into a window of opportunity to create a new avenue for assisting female entrepreneurs in New Orleans. The winner of the WE Fellowship, Windowsill Pies, will receive mentoring and support services from JLNO to assist its female owners in expanding their business.

As I enter the middle of my JLNO career, I am grateful for the opportunities that this organization has provided – the community shifts, the placements, being an editor for Lagniappe, and for the wonderful women I have had the privilege to work alongside in this organization. I am grateful to Shannon McCloskey Able and Kristen Koppel for their guidance throughout the year, to Lagniappe’s previous editor Kelly Walsh for her many words of encouragement, to my fellow editors Lea Witkowski-Purl and Lacrecia Jones for their hard work in making this magazine happen, and to the Lagniappe staff. The writers and photographers continually do a marvelous job of capturing and documenting the important work that we do, and I am thankful for the many hours they commit to Lagniappe. As we bid farewell to the 2015-2016 League year and usher in a new League year, we welcome our newest leaders to the JLNO Board and eagerly anticipate their contributions, ideas and guidance for another successful League year.

Warmly,

Amanda Wingfield Goldman
2015-2016 Lagniappe Editor
HAVEN’T QUITE FINISHED THAT SPRING CLEAN-UP YET?
Come by with your donations, and check out all the changes Bloomin’ Deals has made over the past year!
Now open Monday - Saturday 10 a.m. - 6 p.m.

Time to start training for the
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In the economic landscape of post-Katrina New Orleans, entrepreneurs have proven to be a catalytic force in the City’s historic renaissance. Up and coming business owners have taken advantage of the region’s resurgence to launch a wide array of innovative start-ups. According to the Tax Foundation and international consultant KPMG, Louisiana is the #2 state in the country to start a company.

Yet, with all of this momentum, “New Orleans hasn’t done a great job of fostering women entrepreneurs,” said local entrepreneur and Fleury Girl CEO Lauren Thom during the Women Entrepreneur Fellowship Pitch Competition. The Junior League of New Orleans is working to shift this paradigm with its inaugural Woman Entrepreneur Fellowship (WE Fellowship). Through a partnership with the Idea Village, JLNO has successfully created a new avenue for advancing female entrepreneurs.

Idea Village Collaboration Committee Chairs Vivian Palmisano and Heather Hutchins-Hays, JLNO President Shannon Able, and Community Council Director Jenn Rosenbach took the original concept of a speaker series and quickly evolved it into a full scale pitch competition for women business owners.

Propelled by JLNO’s true spirit of women empowering women, the WE Fellowship held its first event in January at the Mignon Faget studios. Following the event, JLNO received 29 applications for the WE Fellowship. A committee of active and sustaining members went through the rigorous selection process and ultimately narrowed down the applications to five final contestants for the pitch competition. Through the selection process, businesses had to meet specific criteria, including

The Woman Entrepreneur Fellowship

A unique opportunity for female entrepreneurs

By Lacy Strohschein
“While New Orleans is becoming known as an incubator for young entrepreneurs, there is not currently in place female-specific programming. We hope that the JLNO WE Fellowship Program will help to fill this gap and encourage female-owned businesses to thrive in New Orleans.”

- JLNO Community Council Director
  Jenn Rosenbach

being majority female-owned and operating within a 40-mile radius of New Orleans.

Yet the parameters for applications did not preclude a diversity of business activities—which is exactly what the final five contestants represented. From dog walking to pie baking, the WE Fellowship finalists were indicative of the breadth of female-owned businesses across our community, and included Bon Temps Boutique (formerly Monkey Hill Apparel), Precision Payment Systems, Sarah’s Pet Care Revolution, The Southern Letterpress and Windowsill Pies.

To maximize this experience for the five finalists, JLNO reached out to Kevin Wilkins of Trepwise, an entrepreneurial consulting firm, to work with each contestant one-on-one. Sarah Covert, owner of Sarah’s Pet Care Revolution, said, “Working with Kevin was an incredible opportunity.” Allison Burns of Precision Payment Systems concurred and added, “The WE Fellowship was definitely a rigorous prep experience, but also a lot of fun.” Through Kevin’s support and guidance, each contestant received thorough feedback and coaching for the competition, which resulted in well-organized, highly articulated and impactful pitches during the March 14 event at New Orleans Entrepreneur Week.

Though there could only be one winner at the end of the event, all contestants expressed the benefits of the process. “It is just an honor to be here and have this experience with a whole new audience,” said Laura McPhail of Bon Temps Boutique (formerly Monkey Hill Apparel). “This experience was educational and wonderful—I’m really grateful to the Junior League,” said Jessica Peterson of The Southern Letterpress.

Nicole Eiden, co-owner of winner Windowsill Pies, is excited to see where the WE Fellowship will take their business. “The Junior League support has been amazing. I feel like it will give us the profits and confidence to make our goals a reality,” Nicole said. Moving forward, the JLNO Committee is identifying ways to continue supporting these finalists and future contestants. “We’re excited to see how it will grow a year from now,” Heather said.

The winners of the event—Marielle Dupé and Nicole Eiden of Windowsill Pies—not only share the aforementioned benefits, but also receive mentoring and support services from the JLNO, a $2,500 grant, a technology budget of $2,500, meeting space in JLNO’s Uptown headquarters, tuition to JLNO’s Get on Board program, and opportunities to market to JLNO members. In return, New Orleans residents can anticipate a permanent home and storefront for Windowsill Pies. Yet perhaps the greatest winner of all is JLNO. “While New Orleans is becoming known as an incubator for young entrepreneurs, there is not currently in place female-specific programming,” said Jenn. “We hope that the JLNO WE Fellowship Program will help to fill this gap and encourage female-owned businesses to thrive in New Orleans.”
The winners of the first JLNO Woman Entrepreneur Fellowship: Nicole Eiden and Marielle Dupré of Windowsill Pies.

Photo by Jessica Bachmann
While American pie might be a ubiquitous term for our country’s favorite dessert, New Orleans has more readily embraced beignets, Bananas Foster or our beloved snowballs as our sweets of choice. After Junior League of New Orleans’ inaugural Woman Entrepreneurship Fellowship (WE Fellowship), all that stands to change. This year’s WE Fellowship winner, Windowsill Pies, is poised to shake up the New Orleans culinary scene with Louisiana-inspired and uniquely New Orleans twists on classic pies.

Windowsill Pies’ co-owners, Marielle Dupré and Nicole Eiden, have been friends from their days waiting tables together at Mat and Naddie’s restaurant, and joined forces more than four years ago to leverage their combined culinary experience and start Windowsill Pies. Between their time together at Mat and Naddie’s and their first pie venture, each entrepreneur had ample opportunity to hone their abilities in the kitchen. Marielle attended the California Culinary Academy in San Francisco and returned to New Orleans as the assistant Pastry Chef at Bayona restaurant and later worked in the bakery at Whole Foods. Nicole had also been working in the New Orleans restaurant industry and called Marielle with the idea to bake pies.

Windowsill Pies began its operation out of Nicole’s home and rented space at the former Blue Plate Diner. As their business grew and evolved, Nicole and Marielle secured a permanent commercial kitchen space Uptown, and their pies took flight. Through distribution at all New Orleans-area Whole Foods stores, monthly appearances at the Palmer Park Art’s Market, and custom desserts for Dick and Jenny’s and Louisiana Pizza Kitchen restaurants, Windowsill Pies’ unique spins on classic southern pies have quickly become new hallmarks of New Orleans’ culinary ingenuity. “It’s an honor to stand out in a crowded field,” Nicole said.

But with growth comes growing pains. According to Marielle, “We realized the limitations of our current distribution lines this holiday season.” With both proprietors currently baking pies during the day, waiting tables at night and juggling their personal lives, they realized the moment had come to seriously advance their business to the next stage. To do so, they scanned session offerings for the Idea Village’s New Orleans Entrepreneur Week, and came across an ideal opportunity: the JLNO WE Fellowship.

Nicole and Marielle assembled a compelling application, were accepted as one of five finalists in the pitch competition, and then engaged in the hard work of creating a business pitch. “The process alone was invaluable—we felt that no matter what happened, refining our ideas, working through our goals, talking about our goals and working with Kevin Wilkins, owner of Trepwise, a consulting firm that serves entrepreneurs, was amazing,” Nicole said. Having never pitched their business prior to the WE Fellowship, the guidance of Trepwise proved critical. “We know that making pies is the core of our business, but we would skip over that,” Marielle said. Through the refinement and encouragement of the Trepwise team, Marielle and Nicole were prepared to tackle and win the WE Fellowship Pitch Competition.

Nicole and Marielle have high hopes that they will be in their own shop a year from now—“getting more pies in people’s hands,” as Nicole put it—and look forward to working with JLNO to advance their financial, accounting, real estate and marketing skills, while simultaneously building brand awareness in a new audience. Having come so far on their own know-how and talent, Nicole and Marielle’s experience in the WE Fellowship speaks to the assets and opportunities JLNO can provide to female entrepreneurs. “Being part of a structured mentorship is what two DIY people like us need,” Nicole said.
New Orleans’ budding entrepreneurs serve up lemonade on Lemonade Day

By Amanda Wingfield Goldman

On April 23, 2016, the Junior League of New Orleans hosted its annual Lemonade Day University, which helps children prepare for Lemonade Day. Lemonade Day is held in early May, and more than 150,000 children in 36 cities across the United States and Canada operate their own lemonade stands and learn valuable skills such as creating budgets, setting profit-making goals, serving customers, repaying investors, and giving back to the community. JLNO hosted Lemonade Day University to prepare these budding entrepreneurs through a half-day course that taught children how to make healthy lemonade, organize their business plan and budget, develop success strategies, market their lemonade stands, and register for Lemonade Day. The children took to the streets of New Orleans on April 30, 2016 with their Lemonade Stands and put their skills to work to become the business leaders, social advocates, volunteers and forward thinking citizens of tomorrow.
Altruistic Giving

By Tiffanie Brown

Being a member of Junior League of New Orleans means we all have one amazing thing in common – giving back! Whether through our placements or community shifts, we are a part of this organization because we love to lend a helping hand in making our community better. But, have you ever wondered why? Why do you feel the need to be a part of community involvement organizations? Can giving back really make us happy?

Psychology scholars recently conducted a study that aired on PBS explaining why giving is more gratifying than receiving. The study showed the impact giving can have on children as well as the effect of spending on ourselves versus spending on others. In the experiment, half the subjects were given $20 to spend on themselves and the other half had $20 to spend on someone else. JLNO member Chrissy Carmody pointed out, “People who didn’t necessarily need the money might place self-inflicted pressure on themselves on how to spend the money for something they didn’t really need, while those who were instructed to spend it on someone else would find it more enjoyable because they had zero expectations from how it would be spent.”

“We feel a spiritual, energetic and physical shift when we give,” said local therapist Bridget Falcon-Villa, LCSW. “We feel happy and connected.”

Abigail Marsh, a Georgetown University Psychology professor, measured the brain activity of altruistic kidney donors as compared to controls (or those who had not). The amygdala, the region of our brains that responds deals with stress, emotional behavior and motivation, was eight percent larger in those who donated a kidney. Research also showed that those with emotional disorders have a 17 percent smaller amygdala. “The findings are not surprising, but intriguing. It is interesting to see that altruistic givers have larger amygdalas. I see a pattern and similarities in my clients. Our human-ness longs for connection, understanding and belonging. That’s what GIVING gets us,” Bridget said.

We would not seek involvement with community service driven organizations if we weren’t all searching for a certain level of satisfaction or connection with others. “While I’m proud of all of the work I’ve done with the League, I received the most satisfaction from the days when I interacted with the community and other league members at community events like sorting at Second Harvest or building a playground,” said Sustainer Carolyn B. Hennessy. “Even working at Thrift Shop was uplifting when I saw the interaction our staff has with the community and what a wonderful meeting place the store is.”

For those of you who may be in the service field, whether teachers, caregivers or non-profit workers, there is also gratification and happiness in your everyday line of work. “I had never engaged in much volunteer work until I moved here, and I found that I got more joy with my work with JLNO than my high-paying career in California,” Chrissy said. By giving back we receive something far greater than any amount of money can buy. “Giving back in order ‘to get,’ it’s a powerful thing,” said Bridget.

When it comes to children, parents should start them off at a young age. A study was done on toddlers using goldfish and stuffed animals. Psychologist monitored the facial expressions of the toddlers giving versus receiving goldfish. The study showed that toddlers were the happiest when they were able to give some of their goldfish to the stuffed animals. “I think it’s a top priority as a parent to have a loving and giving child. To show children how good it feels to receive and to encourage them to want to give, shows them empathy, compassion and connection for others,” said Bridget. Showing children at a young age what it means to give back, is a concept and practice that they can keep throughout life.

“I think it’s a top priority as a parent to have a loving and giving child. To show children how good it feels to receive and to encourage them to want to give, shows them empathy, compassion and connection for others.”

-Bridget Falcon-Villa

“It feels a little self-serving to suggest that altruism, whether you’re giving money or your time, can be just as beneficial to the giver as the receiver, but I know I have certainly felt that while working with the League. What better motivation than to know that you’re lifting yourself up as you lift others?” Carolyn said.

So the next time you complete a community shift, think about how you feel afterward; and don’t forget using money to buy materialistic items cannot provide long-term happiness, but using it to invest in others can.
Girl’s Guide Joins with JLNO for a Bloomin’ Deals Fashion Show

By Elizabeth Walcavich

On April 7, Junior League of New Orleans and the Girl’s Guide to New Orleans paired up for a networking event at Bloomin’ Deals Thrift Shop. The event was a fun-filled way for women to meet each other, discuss their lives and businesses, and give back to the community.

The Girl’s Guide to New Orleans is a local company founded by Kelly Claverie and Mignon Parent. It focuses on promoting the best that New Orleans has to offer to women when traveling, while helping to support local businesses and events. With a desire to support the local community, Girl’s Guide contacted JLNO. JLNO members are the kind of women the Girl’s Guide was targeting: successful women looking for a fulfilling life.

After recently undergoing a renovation and redesign, JLNO wanted to reintroduce the Bloomin’ Deals store. As the second oldest business on Freret Street, the Girl’s Guide Fashion Show was a great way for JLNO to showcase Bloomin’ Deals’ new look.

Together, Girl’s Guide and JLNO came up with the fashion show at the Thrift Shop. The runway models included JLNO members, entrepreneurs and local community members. Each model had a budget of $50 to chose her outfit from clothes in the store. As the models walked down the runway, the retail value comparison of the outfit was announced. Attendees viewed models in gently used clothing at a fraction of the price the clothes would have cost in stores.

“It is a great reminder of what Bloomin’ Deals does for the community, said past JLNO President Jeanne Boughton. “Everyone should take advantage of the opportunity, and remember how important it is to supply Bloomin’ Deals with gently used clothing, as those donations have such a ripple effect in the community.”

“Bloomin’ Deals makes us feel like one of the neighbors,” said Megan Siebenkittle, Bloomin’ Deals Committee Member. “Everything we do goes back into our community.”

The Girl’s Guide Fashion Show reflected the importance of JLNO to our community. One community member who was recruited as a model had never heard of Bloomin’ Deals or JLNO prior to the event, and requested information about joining JLNO after her experience. The event proved there is a need and desire for women meeting women and coming together to give back to their community.
The Junior League of New Orleans has awarded more than $313,000 in grants to organizations through its Community Assistance Fund (CAF) program since 2007. This year, JLNO awarded $39,916 to five nonprofit organizations. JLNO’s CAF program enables the League to grant money to area nonprofit organizations which effectively demonstrate a need for funding and seek to advance JLNO’s focus area of Advancing the Wellbeing of Women. This year, the Ellis Marsallis Center for Music, Luke’s House, New Orleans Council on Aging, Ochsner Clinic Foundation and the YMCA received CAF grants.

“JLNO is committed to Advancing the Wellbeing of Women in Metropolitan New Orleans,” said JLNO President Shannon McCloskey Ablé. “We are excited to enhance the work of these worthy organizations through our CAF grants and look forward to the positive impact they will have on our community.”
June 1, 2016 marks the beginning of a new League year, and the Junior League of New Orleans is excited to introduce its 2016-2017 Board of Directors. The JLNO strives to make a difference in the community by promoting the potential of women through voluntarism and leadership development. The organization’s Board of Directors is chosen from its membership of over 2,200 professional, compassionate women and leads the organization for a twelve-month term. The Board is responsible for governance and management, and ensuring the League’s adherence to the Junior League mission, vision and strategic plan.

“The 2016-2017 Board of Directors consists of dedicated women with diverse backgrounds and experience,” said Maria Pardo Huete, 2016-2017 President. “I am looking forward to what we can accomplish when we combine our skills and expertise with our passion for community service.”

As a group, the Board will set goals and policies which respect JLNO’s 92-year legacy and enhance the effectiveness of the League’s programs in the future. It ensures the League has adequate resources to fulfill its mission and goals and executes prudent financial oversight, ensuring appropriate financial controls are in place and that the League responsibly budgets, invests and uses the funds at its disposal.

While maintaining compliance with all legal regulations and ethical standards, the Board remains accountable to the community and operates for the public good.

Maria is excited about working with the new 2016-2017 Board during the next League year, and believes the following quote aptly characterizes JLNO service:

“I’ve come to believe that each of us has a personal calling that’s as unique as a fingerprint – and that the best way to succeed is to discover what you love and then find a way to offer it to others in the form of service, working hard, and also allowing the energy of the universe to lead you.” – Oprah Winfrey

Past, present and future presidents of JLNO lead the Board of Directors in promoting the potential of women through voluntarism and leadership development.

(L-R: 2016-17 President Maria Pardo Huete, 2017-18 President Kristen Cocke Koppel and 2015-16 President Shannon McCloskey Able)

Photo by Norris Gagné
As the organization’s President, Maria Pardo Huete leads the 2016-2017 League Year for the Junior League of New Orleans. She provides responsible and effective guidance for the Board of Directors and staff, in addition to presiding over meetings of the Board, Joint Council, and General Membership and serving as the organization’s official spokesperson. With “big picture” thinking and keen desire for collaboration, she assists the Board in confirming goals and tasks at the beginning of each year and in evaluating and recommending paths for the future.

Maria was one of many women eager to volunteer immediately after Hurricane Katrina. Luckily, she chose the Junior League in 2006 as one of many organizations to which she devotes her time. With much of her effort spent in the Business and Communications Council, she has previously served on the Cookbook Committee, as Property Manager, Bloomin’ Deals Committee Chair and Business and Communications Council Director. Those committees enabled her to learn about the League’s operations while assisting in the growth of the organization’s largest fundraiser, its Thrift Shop, on the thriving Freret Street corridor. Even with her focus on business, Maria’s favorite community shift was Rebuilding Together where she provided direct service to someone in our community. The idea of “home” is personal to her and making sure that it is safe and habitable for a family is a wonderful feeling. She enjoyed meeting the homeowners and being able to volunteer as a family. Maria’s husband David is a retired Shell employee, and they were able to volunteer together as Shell has partnered with JLNO on Rebuilding Together for over 25 years.

After graduating from Loyola University New Orleans, she taught social studies and served as the Department Chair at the Academy of Our Lady in Guam, where she developed an affinity for education, curriculum development, and lumpia, a savory fried spring roll. She extended her career in education as a Senior Admissions Counselor for Loyola University New Orleans. Outside of the Junior League, Maria has also served as a board member for several other local organizations, including Core Element, Café Reconcile, St. Elizabeth’s Guild and Family Service of Greater New Orleans. She has also volunteered her time on fundraisers for Friends of City Park, Preservation Resource Center, Children’s Hospital and Louisiana Children’s Museum.

Maria and her husband David live Uptown and have the pleasure and challenge of raising three 16 year-olds. Anthony attends Holy Cross School, August “Gus” attends Jesuit High School, and Annalisa attends Ursuline Academy. Daily, she is inspired by her parents who came to the United States with nothing and built a life that enabled their four children to go to college and have successful lives. Her unofficial family motto is “always forward, never backward.”

“Every individual matters. Every individual has a role to play. Every individual makes a difference.”

-Jane Goodall

Photos by Jessica Bachmann
Kristen Cocke Koppel begins a two-year period on Junior League of New Orleans Board of Directors as the President-Elect. During her first year (2016-2017), she assists the President in her duties as Chief Executive Officer of the JLNO and will assume those responsibilities if the President is unable to serve during the course of her term. Kristen will become JLNO’s President for the 2017-2018 League year that begins June 1, 2017. As a training organization, JLNO ensures its leaders properly understand their responsibilities and what actions they can take to improve its operations and make a greater impact in the community. The President-Elect year is an extraordinary opportunity for Kristen to learn JLNO’s governance documents, policies, procedures and best practices, and then take up the mantle of previous leaders to ensure a sustainable and impactful future. Kristen’s kindness, vibrancy and diligence motivate her and those around her to collaborate and accomplish remarkable goals.

As a member for over 10 years, most of Kristen’s JLNO experience has been on the Community and Planning and Development Councils. She most recently served on the Board as the Communications Council Director, where she oversaw the organization’s communications, including publications, public relations, advertising, social media and archives. She has taken the training aspect of JLNO’s mission to heart and has focused her efforts on learning how a nonprofit operates and how it can best improve the community. The placements that have allowed her to learn the most about JLNO as a whole were Project Evaluation Chair, Project Development Chair and Fundraiser Evaluation and Steering Chair. These provided valuable feedback to the Board but also allowed members to give their input on the current and future projects. She enjoys helping JLNO constantly evolve with new ideas and bringing members together.

Kris ten has developed her professional career through positions that require an attention to detail, exceptional listening skills and expert client service. After graduating from College of Charleston, in Charleston, South Carolina with a Bachelor of Science degree in Marketing and Management, Kristen gained hospitality, recruiting and academic experience. She currently manages rental property and works as a real estate agent for Valmont Realtors. In addition to her career and service to JLNO, Kristen also volunteers for nonprofits whose missions are to help and educate children. This includes the Louisiana Children’s Museum, Children’s Hospital, Hermann-Grima, Longue Vue House and Gardens, and her children’s schools, Lusher Elementary and Les Enfants at Trinity Episcopal School.

Originally from Fairhope, Alabama, Kristen now resides in Uptown New Orleans with her husband, Woody Koppel, a real estate developer, and their three children: George (9), Elizabeth “Bitsy” (7), and Charlotte (3). She gains inspiration to be a better mother, wife, friend and volunteer from her parents’ unconditional love and support.

“‘You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, ‘I lived through this horror. I can take the next thing that comes along.’’”

-Eleanor Roosevelt

Photos by Jessica Bachmann
Lenora Costa serves as the Secretary to the Board of Directors of the Junior League of New Orleans. In this position, she manages the official record of the League year, including meeting agendas and minutes, functions as Parliamentarian at Board, Joint Council, and General Membership meetings, and provides guidance on and ensures adherence to the organization’s governance documents, which include Bylaws, Standing Rules, Policies and Procedures. Lenora’s attention to detail, strong organizational skills, patience and objectivity give her the capacity to be the Chair of the Standards Committee. She works with other members and staff to maintain membership information and address member requirements.

Having participated in committees on the Community, Communications and Membership Councils, Lenora has witnessed a wide array of JLNO’s operations since joining in 2010. Her two-year term with Kids in the Kitchen enabled her to educate children and families on healthy choices to fight obesity and poor nutrition. As JLNO’s Archivist, Lenora was integral in moving the organization’s records to the Louisiana Historical Center of the Louisiana State Museum at the U.S. Mint. This includes 90 years of scrapbooks, inactive financial books, yearbooks, commendations, photos and anything else that formed a part of JLNO’s history. Her most recent position as Corresponding Secretary gave her the opportunity to work closely with the Association of Junior Leagues International (AJLI) and Leagues around the world with regard to our roster and members that were transferring between cities.

Lenora grew up in New Orleans, graduated from Louise S. McGehee School, and then moved Northeast to attend the University of Delaware. With her Bachelor of Arts degree in art conservation and minors in material culture and museum studies, she works as the Curator for Longue Vue House and Gardens, a historic estate with a world-class house museum and eight acres of gardens. At Longue Vue, Lenora is responsible for exhibits, maintaining the home, collection and archives, as well as working with the education department to develop programming.

With her husband Andrew Stout, an architect, Lenora lives Uptown, and the couple recently welcomed their first child, Henry. One of the most well-known Junior Leaguers inspires Lenora. Julia Child has always been one of her favorite people because she was never afraid to try new things and perfect them until she perfected them. Julia had a wonderful sense of self and wanted to make sure everyone she met enjoyed life as much as she did.

“Find something you’re passionate about and keep tremendously interested in it.”

-Julia Child
In her second consecutive year on the Board of Directors for the Junior League of New Orleans, April Fournier Scott has assumed the Treasurer role. She is responsible for ensuring that JLNO’s finances are in order and that money is spent in a prudent manner. Her expertise in financial processes allows her to make recommendations to the Board on fiscal planning, accounting policies, and sound governance, and then assists in their implementation. By collaborating with other Board members, other Treasurers that directly serve the individual Councils, and JLNO staff, April effectively manages all of the financial affairs of the organization, from generating revenue through Bloomin’ Deal and JLNO’s other fundraisers, to overseeing responsible spending practices for JLNO’s operations and community projects.

April furthered her commitment to New Orleans as a lifelong resident of New Orleans and active community volunteer when she joined JLNO in 2010. She has focused her efforts on community projects like Upward Bound and Judgment Call and serving multiple councils as their treasurer, approving expenses and monitoring budgets. Her favorite placement was working with Upward Bound, an academic program whose primary mission is to help prepare underserved high school students for post-secondary education. Through this program, she was able to see New Orleans teens at their best instead of always at their worst as they are portrayed in the media.

Gaining professional experience from previous employers Shell Oil and Audubon Nature Institute, April now works as the Lead Risk Analyst for Entergy where she oversees several insurance coverages, collaborates with Entergy’s legal team, outside attorneys, and other Entergy staff on insurance claims and works with several states to ensure that Entergy is in compliance with workers’ compensation laws. April is also the founder and Chief Executive Officer of PINK House Inc., a personal development academy for young women, ages 15 to 18. PINK House promotes self-appreciation, social responsibility, effective communication and leadership to help young women achieve the mental and social development necessary to excel in today’s society. April graduated high school from St. Mary’s Academy and received an accounting degree from Dillard University.

April lives in Gentilly with her husband Cedric, who owns and manages a brand strategy and marketing firm, and their two children Genesis Julia (11) and Christen Jade (8), who both attend Academy of the Sacred Heart. Her daughters inspire her because April is their first role model and she needs to be the woman that she wants them to be.

“Nothing can dim the light which shines from within.”

-Maya Angelou
New Orleans native Shannon Hickey Sarrat is serving as the Assistant Treasurer for the Junior League of New Orleans. Her Board of Directors term will be for two years as she will oversee the financial affairs of the organization, including reviewing and approving the League’s operating budget and authorizing purchases. Insight and expertise gained through her commercial banking career enables her to make recommendations on the organization’s policies, strategic goals and governance documents as they relate to financial matters.

Shannon’s most recent Junior League positions were on the Community Assistance Fund (CAF) Grant committee, where she served as Vice-Chair and Chair. There, she examined requests for funding from nonprofit agencies in metropolitan New Orleans seeking to advance the well-being of women. Prior to that, she served as the Treasurer for several councils and on the Kitchen Tour fundraising committee. Since joining JLNO in 2008, Shannon has participated in all the financial aspects of a nonprofit organization, from raising financial support to analyzing and approving community impact, mission and operational expenditures.

“If the plan does not work, change the plan but never the goal.”

-Anonymous

Shannon graduated with a marketing degree from Louisiana State University and an MBA from University of New Orleans. After a decade in various capacities at JPMorgan Chase Bank, Shannon currently works as the Vice President of Support Services for Cash Flow Resources, which provides funding, accounting and consulting to small businesses and entrepreneurs. Her work experience has provided her with a wealth of knowledge in business development and underwriting.

Keeping a positive attitude and remembering what’s truly important in life is what Shannon has learned from her inspiration – her mother. Residing in Lakeview, Shannon and her husband, Scott, a Corporate Banker at Regions Bank, have three children – Thomas (9), Claire (8) and Andrew (4). In addition to dedicating time to the JLNO, Shannon is active in volunteer activities at her children’s schools.
Jane Dufour
Communications Council Director

“One of the deep secrets of life is that all that is really worth the doing is what we do for others.”

-Lewis Carroll

After joining JLNO in 2010, Jane has dedicated her volunteer efforts to various Communications Council committees, including Graphic Design, Marketing and Branding. She is responsible for the creation of many of JLNO’s current logos and has a keen eye for maintaining brand standards. Having been involved with the Touch a Truck event on the communications side from the beginning, Jane enjoys volunteering for Touch a Truck each year to see how everything comes together and how much attendees enjoy the event.

Jane is a certified planner and currently works as a Real Estate Property Specialist for GCR Inc. (GCR). Her work with GCR includes the acquisition of rights of way for coastal restoration and protection projects as well as for other public infrastructure projects. Prior to joining GCR, she worked as a planner for Mathes Brierre Architects.

After graduating from St. Mary’s Dominican High School, Jane received a Bachelor of Arts in Historic Preservation and Community Planning from the College of Charleston in Charleston, South Carolina and a Master of Urban and Regional Planning from the University of New Orleans.

Her volunteer experience extends to a number of years on the SAvy Affair Event committee, a fundraiser for St. Andrew’s Village, which is a cause close to her heart. St. Andrew’s Village is a faith-based, mixed-use community where both adults with all degrees of developmental disabilities and non-disabled individuals can live, work, worship and socialize. Her cousin, Walker Lopez, has special needs and has never let an impediment slow him down. He reminds her to have patience, something he has in spades, and to be persistent.

J

ane Dufour coordinates and disseminates information about the Junior League of New Orleans as the Communications Council Director on the organization’s Board of Directors. Her primary responsibilities are to ensure a consistent JLNO brand and message and educate the public about JLNO’s mission. Jane combines her strong management and communication skills with her expertise in marketing, publishing and public relations to oversee promotion of JLNO’s events, businesses and community projects via traditional advertising, social media, press releases, the Lagniappe publication and the organization’s website. Working closely with the President, Board Members, committee chairs and staff, Jane reviews all print and digital materials and provides guidance on additional opportunities to extend JLNO’s influence.
What you do for yourself dies with you, what you do for others lives on forever.

-As paraphrased from Ken Robinson by Robert Rose (Whitney’s grandfather)

Since joining the Junior League of New Orleans in 2005, Whitney Lamb Brooks has served on committees that make a significant and lasting impact in the community. More than a decade of volunteering makes her well-suited for the Community Council Director of the Junior League of New Orleans. She coordinates, develops and maintains JLNO programs that further the organization’s mission and focus area of Advancing the Wellbeing of Women.

Her organizational skills and ability to network and interact with other community leaders allow her to inform the membership of community needs and give support, advice and direction to committee chairs. By conscientiously evaluating each program and its efficacy, Whitney makes strategic planning recommendations to the Board in the areas of projects and community involvement.

Edible Schoolyard and Second Harvest Food Bank were the first two committees upon which Whitney served. Having observed the impact JLNO’s hands-on work can have, she transitioned into assisting with JLNO’s funding efforts. She led the Community Assistance Fund committee, which awards grants to nonprofits that can effectively demonstrate they have a need for resources and seek to advance the wellbeing of women, thus extending JLNO’s desire to improve metropolitan New Orleans. For the past two years, Whitney has volunteered as part of the leadership team for JLNO’s Diaper Bank. She helped educate metropolitan New Orleans about diaper need while hosting diaper drives, buying highly discounted diapers, engaging businesses and schools, and sorting, packing and storing diapers. The combined efforts of that committee and our membership enabled JLNO to exceed its initial goal of collecting and distributing 90,000 diapers by more than 20,000 within the first year of the program’s existence.

After graduating from Metairie Park Country Day School, Whitney returned to be the Director of Country Day’s Early Childhood Center. She manages Country Day’s infant to 4-year-old program with approximately 125 students and is in her 10th year as Director. She most recently oversaw the construction of a new 10,000 square foot state-of-the-art child care facility and expansion of the entire program. She holds a Bachelor’s degree in Nursery School/Kindergarten Teaching from Louisiana State University.

Whitney resides in Old Metairie with her husband Roy, who works in Supplier Business Development at Republic National Distributing Company, and their two sons Timothy (6) and Robert (3), who attend Metairie Park Country Day School and Country Day’s Early Childhood Center. From a very young age, Whitney has been inspired by her mother’s endless devotion to volunteerism and making her community a better place. Whitney’s mother is Beverly Lamb, a JLNO sustaining member.
Alice Franz Glenn is ensuring meaningful volunteer experiences for over 2,200 women as the Membership Council Director on the Board of Directors for the Junior League of New Orleans. This role enables Alice to utilize her relationship building and communications skills to develop members to their greatest potential and effectiveness. In addition to supporting membership morale and recognition, she oversees the committees that design leadership and training opportunities. This often entails providing a forum for discussion and brainstorming of initiatives and policies related to member satisfaction. She relays information and makes strategic planning suggestions to the Board in the areas of Provisional education, Active placement, Sustainer engagement, volunteer opportunities, retention, standards and training.

“There are two ways of spreading light: to be the candle or the mirror that reflects it.”

-Edith Wharton

Since her 2009 Provisional year, Alice has held diverse leadership positions on three councils – Planning & Development, Community and Membership. Her professional experience drew her to be JLNO’s Development Chair, and she succeeded in that position by promoting volunteerism with other organizations on the Community Shift committee and guiding JLNO’s newest members as Vice-Chair and Chair of the Provisional committee. One of her favorite ways to serve JLNO and the community is through Edible Schoolyard, a school-based program that teaches children to make healthy connections through food. She loves volunteering at the school’s open garden days, so much so that she ended up chairing its fundraiser, Edible Evening, in 2015.

Alice has an extensive 13-year career in nonprofit management and development. She is the former Executive Director of the Louisiana Restaurant Association Education Foundation, where she oversaw all aspects of a statewide foundation, including board management and development, fundraising, employee management and budget oversight. She was also its spokesperson and advocate in media, governmental and private sectors for culinary arts and education, career and technical education and vocational training via the restaurant/hospitality industry. Prior to that, Alice held the positions of Law Alumni & Development Officer for Loyola University New Orleans and Campaign Manager for the United Way for the Greater New Orleans Area. Her nonprofit involvement extends to other organizations throughout the area. She is on the Executive Committee and a Governing Body Member of Women’s Leadership Council and a Board Member on A Shared Initiative, Inc. (ASII), Nunez Community College Entrepreneurship Center, Chef John Fose Culinary Institute at Nicholls State University, Louisiana Culinary Institute, and Orleans Parish Schools Career & Technical Education Advisory Board.

Raised in Houma, Alice graduated from Millsaps College and received a Master’s degree from Tulane University. She currently lives Uptown with her husband Brodie, who is an attorney for Baldwin Haspel Burke Mayer, and their newborn, Patrice “Reese” Walker Glenn. Alice draws inspiration from anyone doing generous, brave, selfless or creative things.
Susan Dinneen
Planning & Development Council Director

Susan Dinneen is serving as the Planning & Development Director for the Junior League of New Orleans Board of Directors. In this position, she utilizes her forward-thinking capability to advise the board on long-range planning. She cultivates funding sources outside of JLNO’s single event fundraisers and Bloomin’ Deals Thrift Shop and leads the volunteer team that reviews and formulates JLNO’s strategic plan, partnerships, community projects and fundraisers.

Since joining JLNO in 2008, Susan has focused her volunteer efforts on Planning & Development initiatives like Strategic Partnerships, Project Selection, and Project Evaluation, as well as Community Projects like Judgment Call and Second Harvest Food Bank. Her participation in the Project Selection and Project Evaluation committees occurred when the organization was first transitioning its focus to Advancing the Wellbeing of Women, which gave her a comprehensive understanding of how JLNO might best address the needs of women and families in metropolitan New Orleans. Her Junior League training and professional background provide a solid foundation in analysis and strategic planning to ensure JLNO’s external activities effectively address the needs of the community while educating members on organizational development and fundraising.

Originally from the Philadelphia area, Susan received her undergraduate degree from the University of Delaware and law degree from Tulane University Law School. She is a partner at King, Krebs & Jurgens, PLLC, law firm and serves on the firm’s recruiting and marketing committees. As an insurance defense attorney, she helps businesses protect against millions of dollars in losses, respond to institutional discovery requests in a manner that protects their proprietary information, and detect and fight fraud. She has authored numerous briefs and argued motions in state and federal courts, and she regularly presents at legal and industry seminars. In addition to being a Louisiana Bar Foundation Fellow, she currently serves as Board Member and Board President for the Travelers Aid Society of New Orleans, and she is a float lieutenant in the Krewe of Muses.

“Life...ain’t about how hard you hit. It’s about how hard you can get hit and keep moving forward; how much you can take and keep moving forward. That’s how winning is done! Now, if you know what you’re worth, then go out and get what you’re worth.”

-Rocky Balboa

Taking inspiration from Sheryl Sandberg, Chief Operating Officer of Facebook and author of the bestselling book Lean In, Susan always sits at the table, seizes opportunity and kicks the heck out of option B if option A isn’t available. She resides in Lakeview with her husband Jefferson Gillane, a Data Analyst in the Internal Audit Department at Ochsner Health System, and their two tuxedo cats, Philly and Abita.

Photos by Jessica Bachmann
Fund development is a critical aspect of any nonprofit organization, and special events provide the means for volunteers to learn event planning and logistics and for the public to support a nonprofit’s mission. As the Ways & Means Council Director for the Junior League of New Orleans Board of Directors, Christine Vinson coordinates, develops and maintains JLNO’s fundraising activities including Freret 5K, Touch a Truck and the newly formed Girls Night Out BINGO. She also informs the membership about these events and motivates them to participate and engage in grass-roots efforts to increase attendance. Through management, organization and team-building, she helps volunteers harness their development skills to generate funds for JLNO’s community projects. She reports to the Board on fundraising effectiveness and recommends policy and procedure changes that can further improve these events now and into the future.

Christine has spent her six years in JLNO volunteering with the organization’s premier and newest fundraising endeavors. She has served on the Kitchen Tour, Bloomin’ Deals, Bridal Boutique and Touch a Truck committees. Her favorite JLNO Placement was as the Bridal Boutique Chair. She enjoyed working with the staff and seeing all the treasures people could find in the store. She oversaw the committee that opened the Bridal Boutique, and seeing it come to life was an amazing experience for her. When a bride-to-be left with a dress for her “big day,” she felt as though she contributed to something special in someone’s life.

As a security officer licensed by the state of Louisiana and President, Christine manages the operations of Vinson Guard Service, Inc. one of the largest privately owned security companies in the United States. Her grandfather founded the company in 1963, and she started her career at its Baton Rouge office. She moved back to New Orleans offices in 2001 and began working alongside her father. She believes that a business’s success comes by providing employee benefits and training that ensures they are dedicated to providing exceptional service. Understanding that crime is a significant challenge for metropolitan New Orleans, Christine also volunteers her time as board member for Crimestoppers.

This graduate of LSU and resident of Old Metairie is most inspired by her father, Joseph D. Vinson, Jr. Christine strives to live as he did, always working hard for others and live with no regrets.

“Don’t cry because it’s over. Smile because it happened.”

-Dr. Seuss
In her second time on the Junior League of New Orleans Board of Directors, Jessie Schott Haynes is serving as the Nominating Committee Chair. In accordance with JLNO’s Bylaws and Standing Rules, the Nominating Committee matches organizational needs and individual strengths to produce a leadership team which will most effectively forward the organization’s mission, goals and strategic plan. Jessie’s capacity for teambuilding, forward-thinking, analysis and social awareness enables her to guide the committee in discovering those in JLNO’s membership that can best fill each position while collaborating with others on the Board.

Jessie has focused her 10 years of JLNO membership within the Planning and Development and Communications Councils. Within Planning and Development, she was the Chair of the Project Development committee, which examines potential community projects of the organization. Her volunteer efforts within the Communications Council included being a Lagniappe writer, Marketing Chair and Social Media Chair, culminating in her serving as the Communications Council Director in 2014-2015. As a 2014-2015 Board Member, she led her team with the enormous responsibility of handling communications for the launch of the Diaper Bank and the new focus area of “Advancing the Wellbeing of Women,” as well as celebrating JLNO’s 90th anniversary. She appreciates the diligence of her team and thoroughly enjoyed working with them.

Making philanthropy part of her professional life, Jessie works for The Helis Foundation, a private family foundation which primarily funds arts-related initiatives throughout New Orleans. The most recent large-scale project she has managed is the building of The Helis Foundation Enrique Alferez Sculpture Garden in the Botanical Garden at City Park. Prior to her time with Helis, she was the Program Director for Louisiana Appleseed, a statewide pro bono policy organization, an attorney at the law firm of Galloway Johnson Tompkins Burr and Smith, and law clerk to the Hon. Madeleine M. Landrieu. Outside of her work with JLNO, Jessie also volunteers on the Ogden Museum of Southern Art Board of Trustees and Tulane University Chi Omega Board of Advisors.

Jessie is a New Orleans native, and graduated from Tulane University and Loyola University New Orleans College of Law. She lives Uptown with her husband David “Beau” Haynes, a healthcare attorney at DeBrul Haynes - The Health Law Group and their two sons Miller (5), a student at Stuart Hall School for Boys, and George (6 months). Jessie is inspired by collaboration. Understanding the nuances of teamwork is something she does on a daily basis in her professional life by bringing exciting and inspiring art projects to the New Orleans community. This is a skill Jessie attributes wholly to her many years of JLNO training.

“I love bossy women. I could be around them all day. It means somebody’s passionate and engaged and ambitious and doesn’t mind leading.”

-Amy Poehler

By Carrie Moulder

Photos by Jessica Bachmann
In her role as Business Council Director for the Junior League of New Orleans, Maribeth Totels Del Castillo oversees the organization’s businesses, including Bloomin’ Deals, Fleur de League, and Get on Board, as well as the management and maintenance of JLNO’s physical assets. Maribeth’s business savvy, persistence and fortitude allow her address all of the complex tasks and aspects of running JLNO’s largest fundraiser. Her experience as a business owner means that she has a thorough understanding of capital, employee and risk management to aid in the management of the organization’s properties, staff and insurance. As a Board member, she provides day-to-day guidance and recommends future improvements to ensure JLNO continues to generate revenue to put back in the community as well as maintain its operations in a cost-effective and efficient manner.

“Go confidently in the direction of your dreams. Live the life you’ve imagined.”

-Henry David Thoreau

Maribeth joined JLNO in 2007 and has consistently served on committees that raise money for the organization. These included Kitchen Tour, Bloomin’ Deals and Get on Board. For three years, Maribeth volunteered within Bloomin’ Deals, motivating employees and volunteers and supporting special events and sales. The year she chaired that committee brought the beginning of the shop’s transformation, including a floor reconfiguration and changes in policies and procedures.

Originally from Maryland, Maribeth attended college at the University of Georgia and received a Bachelor’s degree in psychology. She currently owns and manages the Taceaux Loceaux food truck with her husband, Alex. As a family, they have built a successful business, which has been named as one of the 20 Best Food Trucks in the U.S. by Smithsonian magazine, voted Best New Orleans Food Truck by readers of Gambit Weekly, and featured on Travel Channel’s “The Layover with Anthony Bourdain.” Maribeth also volunteers with the American Cancer Society and Louisiana Children’s Museum.

Maribeth and Alex reside Uptown with their two children, Alexandra (11) and Jack (9), who attend Lycee Francais. Her wonderful and supportive family is an inspiration to her.
Brandy Baechle Whisnant

Sustaining Advisor to the Board

By Carrie Moulder

The Junior League of New Orleans Sustaining Advisor to the Board of Directors is Brandy Baechle Whisnant. This position encompasses a historical perspective and provides practical guidance from a sustaining member who has previously held the position of President. Brandy calls upon her volunteer and leadership experience to advise Board members and assist with making decisions on membership, fund development, community projects, administration and strategic planning.

After joining the Junior League of New Orleans in 1999, Brandy dedicated her volunteer efforts to the Community Council. She chaired the Community Assistance Fund and oversaw our relationships with Samuel J. Green Charter School and Teach for America. After Hurricane Katrina, she held a two-year position as chair of the Project Recovery committee, which provided a wide range of opportunities for members to volunteer at various agencies throughout Metropolitan New Orleans, including Katrina Krewe, City Park, Preservation Resource Center, Catholic Charities, Habitat for Humanity, the Salvation Army and Bloomin’ Deals. Brandy served as JLNO’s President from 2012-2013, and her favorite placement was spent as the Community Council Director in the 2009-2010 League year. Prior to this placement, most of her years as an Active member were chairing or vice-chairing individual projects. Serving as a Council Director enabled her to have a more global perspective of all of JLNO’s community projects and see first-hand what a huge impact JLNO has in the community.

Brandy and her husband Tom own and operate Wellington & Company Fine Jewelry, a jewelry store on Royal Street and a generous JLNO supporter. In addition to working with the store, Brandy is a part-time real estate agent with Keller Williams Realty New Orleans. Her volunteer experience exemplifies what JLNO hopes its members accomplish, extending positive impact far beyond JLNO and into other nonprofit organizations. She has co-chaired Julia Jump, a fundraiser for the Preservation Resource Center, and contributed time and resources to several other events benefitting Edible Schoolyard and Louise S. McGehee School. Originally from Baton Rouge, Brandy received a Bachelor’s of Science in Psychology from Louisiana State University.

“When you volunteer, you are not paid in money or recognition, you are paid in love. People may forget what you said, and people may forget what you did, but they will never forget how you made them feel.”

-Unknown

Residing in Lakeview, Brandy and Tom have three daughters: Mary Parker (13), who attends St. Mary’s Dominican High School, Addy (8) and Ella (6), who attend Louise S. McGehee. Brandy appreciates all that JLNO members do. She is inspired by the Actives and Provisionals who take time out of their busy schedules to volunteer and share their talents with the League, and Sustainers who continue to do amazing things in our community with the skills that they learned in JLNO.

Photos by Jessica Bachmann
1 - Charlie Dietz, son of JLNO member Amanda Dietz, enjoys playing “truck driver” at Touch a Truck.  
Photo by Etheldreda Smith
2 - Kids in the Kitchen Committee members Cassidy Maumus and Alana Chester offer healthy snacks at Freret Fest on April 2, 2016.  
Photo by Erin Oufnac
3 - Touch a Truck Committee Chairs and Vice-Chairs take a break from a busy morning of set up to pose for a picture.  
(L-R: Brittany McGovern, Christine Vinson, Shannon Brice, Michelle Payne, Megan Clark and Kathleen Gross)  
Photo by Etheldreda Smith
4 - Junior League members Stephanie Campani and Mary Beth Green (Diaper Bank Chair) accepting a generous donation from Gregory Ricks and Associates.  
Photo by Traci Bird Kestler
5 - The remnants of Bag Day at Bloomin’ Deals. Photo by Torry Dean

6 - Gladys LeBreton, Margaret Wall and Claire Stahel enjoyed the Past President Luncheon at Commander’s Palace. Photo by Michelle Craig

7 - Betsy Naity and Dottie Charbonnet catch up at the Past President Luncheon on March 16. Photo by Michelle Craig

8 - JLNO Book Club members (L to R) Linda Schroeder, Judy Gessner, Rita-May Ward and Duane Page mingle and partake in light refreshments before their meeting on April 14, 2016. Photo by Rhonda Stephens
9 - The 2015-16 Lagniappe committee.

10 - 2015-16 President Shannon McCloskey Able gives Ann Thorpe Thompson, the 2016 Sustainer of the Year, her pin commemorating the honor at the Sustainer of the Year Luncheon. Photo by Norris Gagnet

11 - JLNO members hand out water to those waiting for Bag Day to begin at Bloomin’ Deals. Photo by Torry Dean

12 - Three generations of smiles at Freret Fest on April 2, 2016. (L-R: Colleen Bartless, Estelle Petkovsek and Ashley Petkovsek) Photo by Erin Oufnac
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13 - 2016-2017 Communications Council Director Jane Dufour, Nominating Committee Chair Jessie Schott Haynes and Ways and Means Council Director Christine Vinson gather to celebrate at the Sustainer of the Year and Past Presidents luncheon. 
*Photo by Norris Gagnet*

14 - Past Presidents Julie George, Anne Montgomery and Joan Hartson at the Sustainer of the Year Luncheon at Commander’s Palace. 
*Photo by Norris Gagnet*

15 - Samara Honore, Dayjanae Lemeiux & Alica Walsh getting vegetables during Kids in the Kitchen. 
*Photo by Simone Burrell*

16 - Perry Wilson and Dayjanae Lemeiux learning about food groups while building a parfait at Kids in the Kitchen. 
*Photo by Simone Burrell*
HISTORY OF JLNO

In 1923, 10 New Orleans women dedicated to **IMPROVING NEW ORLEANS** recruited like-minded volunteers and joined the Association of Junior Leagues International.

The Junior League of New Orleans officially launched on March 31, 1924 with 40 members.

Now, JLNO is home to about **2,200 PROVISIONAL, ACTIVE, AND SUSTAINING MEMBERS**, making it the 8th largest League in the world.

Historically, JLNO has identified needs in the community and designed projects with an eye towards **MAXIMUM POSITIVE IMPACT**.

In 1973, JLNO used trained guides to lead monthly tours in historic neighborhoods, which prompted visitors to step in and preserve decaying properties. JLNO organized individuals involved in preservation and urban planning into a community group called the Preservation Alliance of New Orleans, which became what is known today as the **PRESERVATION RESOURCE CENTER**. The PRC now stands independent from JLNO, but JLNO is an ardent supporter, collaborating with the PRC through its revitalization project, **REBUILDING TOGETHER**.

In March 1978, JLNO dedicated $90,000 over a four-year period toward the development of a parent resource and training center. Fourteen months later, JLNO and Children’s Hospital joined forces to create **THE PARENTING CENTER AT CHILDREN’S HOSPITAL**. After dedicating seven years, over $160,000 in funding, and thousands of volunteer hours, JLNO proudly turned this project over as a lasting resource for the community.

In May 1973, JLNO committed volunteers and funding to organize a community group to examine the feasibility of establishing an Environmental Study Center in or near New Orleans. This Environmental Study Center Steering Committee became the **LOUISIANA NATURE CENTER, INC.** in December of 1974. It opened to the public in 1980 as a facility for family recreation and environmental education.

To understand the value of an organization, one only has to imagine what a community would look like without it. The absence of experiential training for JLNO members would mean fewer nonprofit organizations improving the lives of others. New Orleans would have fewer founders conceiving of them, fewer board members leading them, fewer volunteers serving, and fewer donors valuing these causes through their financial support.
JLNO’S FOCUS AREA

Every woman in Metropolitan New Orleans should have the opportunity to live a **HEALTHY, HAPPY,** and **SUCCESSFUL** life. JLNO is committed to **ADVANCING THE WELLBEING OF WOMEN** through the use of trained volunteers providing direct service, educating the community, and advocating for issues that affect women. JLNO addresses its focus area within a portfolio of longstanding projects like **SAFE SITTER** and new initiatives, including its **DIAPER BANK** and its **WOMEN ENTREPRENEURS** program.

Our projects, programs, and partnerships relate to the areas of

- women’s health & wellness
- education
- entrepreneurship & professional development
- leadership development
- caregiver support

We hope to help women increase their confidence, productivity, and income levels. Their mentoring of others and reinvesting in their children’s education, family’s health, and economic activity will contribute in a meaningful way to bettering Metropolitan New Orleans.

JLNO specifically works to tackle three strategic goals:

Increasing **ECONOMIC OPPORTUNITIES** for women and supporting their potential to seize those opportunities.

Providing needed **FAMILY SUPPORT** to alleviate the burdens on women caregivers.

Improving women’s **HEALTH AND WELLNESS,** allowing them to live health and happy lives.
OUR IMPACT

JLNO PROJECTS & FUNDRAISERS

BLOOMIN' DEALS
THRIFT SHOP

COMMUNITY ASSISTANCE FUND GRANTS

DIAPER BANK

EDUCATION SUPPORT SERVICES

FLEUR DE LEAGUE

FRERET 5K

GET ON BOARD

KIDS IN THE KITCHEN

GIVENOLA

LEMONADE DAY UNIVERSITY

REBUILDING TOGETHER

SAFE SITTER

SENIOR OUTREACH

TOUCH A TRUCK

WOMEN IN ENTREPRENEURSHIP
BLOOMIN’ DEALS THRIFT SHOP

Bloomin’ Deals Thrift Shop is JLNO’s largest source of funding with just over $500,000 in annual gross revenue. JLNO established the thrift shop as a permanent fundraiser in 1927 on Royal Street in the French Quarter. Having moved to Freret Street in 1960, the thrift store is the second oldest business in a thriving neighborhood. Members volunteer nearly 6,100 hours annually to staffing the store. Bloomin’ Deels stocks a large selection of new and gently-used clothing and shoes in all sizes, housewares, and seasonal items. It is consistently recognized by Gambit Weekly readers as one of the top three thrift shops in New Orleans.

DIAPER BANK

When JLNO began developing projects to support its focus on Advancing the Wellbeing of Women, diaper need and its ripple effects on families drew its attention. One in three U.S. families struggles to provide its babies with clean, dry diapers. Because diapers are often a child care and early education program requirement, women who are unable to meet this necessity are not able to pursue career or educational goals. A stable supply of diapers enables parents to break the cycle of poverty and provide for their families. JLNO founded its Diaper Bank to educate our community about diaper need while hosting diaper drives, buying highly discounted diapers, and sorting, packing and storing diapers.

TOUCH A TRUCK

JLNO rolls out construction equipment, utility trucks, trolleys, race cars, boats, emergency vehicles, and tractors for Touch a Truck. This engaging and educational event allows children and adults an up-close look at their favorite “big trucks” and the opportunity to meet the people that protect, serve, and build Metro New Orleans. Since 2013, JLNO’s Touch a Truck event has grown from a single airport hangar with about 800 attendees to a large parking area with over 1,900 attendees and 55 participating vehicles and vendors. In addition to traditional ticket sales, donors purchase classroom sponsorships, enabling local school children and their families to attend the event.

GET ON BOARD

Following Hurricane Katrina, the number of nonprofit organizations in the Greater New Orleans area surged as groups mobilized to improve and revitalize the community. JLNO recognized the growing need for energetic, talented, and well-trained volunteers and developed the Get on Board program in response. This two-day workshop provides information on financial policies and fiduciary duties, legal considerations, meeting and committee management, strategic planning, effective leadership development, and fundraising to current and potential nonprofit board members and staff. Over 700 individuals have participated in the program, and they have been placed with over 80 nonprofit organizations. In 2012, the Association of Junior Leagues International (AJLI) awarded JLNO its Community Impact Award for this program.
JLNO BY THE NUMBERS

130 PROVISIONAL MEMBERS
665 ACTIVE MEMBERS
1,376 SUSTAINING MEMBERS
2,171 MEMBERS

JLNO’s Active and Provisional Membership includes professional women with families and interests in other nonprofit and charitable work.

- Average age is between 30 & 34
- Just over half are married - 56%
- 1/3 have at least one child under the age of 18
- Over half have received a college degree - 99%
- Nearly all members have received a postgraduate degree - 53%
- Employed outside the home - 89%
- Involved in volunteer organizations outside of JLNO - 82%
- Made monetary donations within the last 12 months to charitable organizations outside of JLNO - 95%

- 40,100 Volunteer Hours
- 10,500 Training Hours
2014-2015 FINANCIALS

INCOME

FUNDRAISERS & BUSINESSES
- BLOOMIN’ DEALS THRIFT SHOP: $504,270.37
- DONATED GOODS-THRIFT SHOP: $477,795.00
- BUY, SAVE AND SERVE CARD: $35,131.00
- TOUCH A TRUCK: $27,722.75
- KITCHEN TOUR: $26,389.00
- GET ON BOARD: $21,725.00
- FRERET 5K: $14,300.50
- COOKBOOKS: $11,198.69
- FLEUR DE LEAGUE: $9,975.61
- MISCELLANEOUS: $6,010.19

TOTAL INCOME: $1,134,518.11

INCOME

OTHER FUNDING
- MEMBERSHIP OBLIGATIONS: $364,093.73
- UNREALIZED INCOME ON ENDOWMENT: $217,994.35
- INVESTMENT INCOME: $64,087.27
- AWARDS, GRANTS & CORPORATE SPONSORS: $50,000.00
- ENDOWMENT CONTRIBUTIONS: $21,725.00
- COST OF GOODS SOLD: $16,036.43
- OTHER ADMINISTRATIVE REVENUE: $11,198.69
- RETIRE THE DEBT ON FRERET: $1,431.00

TOTAL OTHER INCOME: $747,498.89

COMBINED TOTAL INCOME: $1,882,017.00

EXPENSES

- COMMUNITY PROJECTS & MISSION: $595,436.14
- FUNDRAISING: $384,639.85
- MANAGEMENT & SUPPORT: $561,781.75

TOTAL EXPENSES: $1,541,857.74

NET INCOME (LOSS): $340,159.26

MISSION STATEMENT
The Junior League of New Orleans is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.
CORPORATE SPONSORS

The Junior League of New Orleans appreciates the financial and in-kind donations from the following organizations. Their support enables us to pursue our mission and improve Metropolitan New Orleans.

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[Logo of Capital One Bank]  
[Logo of EJGH East Jefferson General Hospital]

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[Logo of Kendra Scott]

**Presenting Event Sponsors**

[Logo of Ochsner Baptist]  
[Logo of Regions]

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Hales Pediatrics
Haydel’s Bakery
High Hat Cafe
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Imperial Woodpecker Sno-Balls
International School of Louisiana
Interior Decorating Club
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Krispy Krunch Foods
Kushner LaGraize
La Thai
Lafarge North America
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NOLA Brewing
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2016–17 Board of Directors

Second row: Christine Vinson, Alice Franz Glenn, Maria Pardo Huete, Maribeth Totels del Castillo.
Photo by Stephanie Campani
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In 1923, 10 New Orleans women came together to form the Junior League of New Orleans. Inspired to create positive change in their beloved city, these founders recruited like-minded women and joined the Association of Junior Leagues International, a young organization that had only been in existence for two years. JLNO was officially launched on March 31, 1924 with 40 women dedicated to making a difference in New Orleans. From its humble beginning of 40 women, JLNO’s membership has grown to more than 2,200 women with a rich history that spans more than 92 years.

Integral to JLNO are its fundraisers. From 1930-1934, the JLNO operated a coffee shop at 724 Common Street to raise money for its charitable endeavors. Today, JLNO operates Bloomin’ Deals Thrift Shop on Freret Street. In addition to raising funds for JLNO’s projects and activities, Bloomin’ Deals functions as a social center and economic anchor for the Freret neighborhood.

JLNO is dedicated to improving the New Orleans community through its focus area of Advancing the Wellbeing of Women. Just as its members served up coffee and waffles on Common Street in the 1930s, they have been ringing up gently used clothing on Freret Street since 1960. JLNO members are dedicated to New Orleans, and JLNO is a fixture that will continue to serve this community for the next 100 years.

TOP: Images of service-oriented fundraising that are still common in today’s JLNO: JLNO members operating a coffee shop in the 1930s to raise funds for the League’s charitable endeavors.

BOTTOM: Mrs. Jack Moore, the former Miss Maud Butterworth, is one of the young society matrons who do their bit at the Junior League Coffee shop to raise funds for the league’s social service work.

Photos courtesy of the Louisiana State Museum Historical Center; Gift of The Junior League of New Orleans; Junior League of New Orleans Collection, Record Group 531, 2014.011.01 - 2014.016.039
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