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## Instead of Brainstorming, try Questionstorming!

By: Nancy Serpa

At AJLI Annual Conference, I attended a Leadership workshop entitled, "Redefining the C-Suite: Design Led Leadership" by Lisa Kay Solomon, Design MBA professor and author of WSJ Best Seller, "Moments of Impact: How to Design Strategic Conversations That Accelerate Change."

In Lisa's discussion, she focused on the power of inquiry and the discipline of asking questions. Instead of Brainstorming, where we try to find solutions to a given problem, try the technique of Questionstorming. Take a given topic or statement and then have your team see how many questions can be raised around it in ten minutes. One question per post-it note. Form questions using "Who", "What", "Where", "When", "Why", "How" and "What if"? Resist the urge to answer or judge the questions. Then cluster and prioritize the questions and have an open dialogue about the ones that resonated and deserve further investigation. By using this technique, you focus on the value or reasoning of an idea, explore new possibilities or paths, and consider implications and dependencies. You will find that questions typically beget more questions. Questionstorming exercises tend to be more engaging and invite others to collaborate, join the conversation and inspire innovation.

Has anyone ever tried this technique? Try it with your committees, at work or even at home. Let me know how it works for you!

## Placement Update

Beginning in the 2015-16 League Year, the JLRI will be implementing a new committee structure. Currently, we are a League with fourteen committees, but beginning next year will only have four: Membership, Fund Development, Communications and Community Outreach. We are excited about this change and feel that it will be an opportunity to increase member engagement and satisfaction and allow for greater member interaction and collaboration.

The committees will be led by the following group of talented women:  
 Membership: Krystal Kazi (Chair) & Phillippa Rackliffe (Chair-Elect)  
 Community Outreach: Sarah Klump (Chair) & Zahra Bond (Chair-Elect)  
 Communications: Lisa Museler (Chair), Chair-Elect currently vacant  
 Fund Development: Beth Newberry (Acting Chair) & Jenica Reed (Chair-Elect)

Next year will be a learning year for all of us as we get comfortable with this new structure, but we feel it's an exciting change for the JLRI!

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## 2014-2015 Board of Directors Junior League of Rhode Island, Inc.

President	Nancy Serpa
President Elect	Tory Trainor
Recording Secretary	Mary Catharine Miller
Acting Treasurer	Tory Trainor
Communications Council Director	Kate Barba Murphy
Community Service Council Director	Tracy Baran
Fundraising Council Director	Beth Newberry
Membership Council Director	Erin Herzog
Sustainer Council Director	Nancy Dorsey

## 2014-2015 Committees

### Nominating

Chair	Kim Bigonette
Chair-Elect	Erin Lambie

### Membership

Placement Advisory Chair	Putney Pyles
New Member Committee Chair	Sharon Currier
Recruitment Chair	Carrie Humphreys
Training Chair	Krystal Kazi
At Large	Polly Talbott

### Community Service

Community Outreach Chair	Sarah Klump
Project Development Chair	Jennifer Peters
SPAC Chair	Alison Bowman

### Communications

Meetings & Social Chair	Ginger Danaher
Meeting & Social Chair-elect	Sarah Brennehan
Public Relations Chair-elect	Cynthia Affronti
Webmaster	Kerry Mello
Anchor and Redbook	Nettie Riley

### Fundraising

Fundraising Chair	Alissa Stuckey
Fundraising Chair-elect	Kristen Alberti
Annual Giving Chair	Sara Martin

### Sustaining Members

Activities Committee Chair	Not placed
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### Ad Hoc Committees

ALT Chair	Tracy Baran & Mary Catharine Miller
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100th Anniversary Co-chairs	Petra Jenkins & Mary Catharine Miller
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### *Mission*

*The Junior League of Rhode Island, Inc. 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.*

### *Reaching Out*

*The Junior League of Rhode Island, Inc. reaches out to women of all races, religions, and national origins, who demonstrate an interest in and commitment to voluntarism.*

### *Vision*

*The Junior League: Women Around the World as Catalysts for Lasting Community Change.*

*The Junior League of Rhode Island  
21 Meeting Street-Garden Level  
Providence, Rhode Island 02903  
Phone (401) 331-9302  
Email: [jlri.jlrimail@verizon.net](mailto:jlri.jlrimail@verizon.net)  
Website: [www.jlri.org](http://www.jlri.org)  
Office Administrator Nettie Riley  
OFFICE HOURS:  
Monday—Friday: 9am to 12pm*

### Community Advisory Board

Lisa Guillette  
Executive Director  
Foster Forward

Brian C. Newberry  
Partner, Donovan Hatem LLP  
Rhode Island House Minority Leader

Valerie A. Endress  
Associate Professor of Communication  
Director, American Democracy Project  
Rhode Island College

# President's Message: Building our own community



Nancy Serpa, President  
2013-2015 League Years

As we approach our final months of the League Year, I would like to share with you some insights I gained from Vicki Clark at the AJLI Winter Conference in Orlando FL. The theme of Vicki's workshop was around the President's Role in Building Community. Many of you are familiar with our Junior League tagline: "Women building better communities". As you read that, we tend to immediately think about the external communities we serve and the community service work that we do. Seldom do we think about our own internal community within our own League.

However, the League's primary community that it serves first and foremost is its members. Since we are a member based organization, we want to ensure that our members feel a sense of belonging and a fellowship to our organization. The Junior League community at both the international and local level has evolved to become more heterogeneous, where change is the new norm, members have more freedom of choice and are more inclusive.

**"Where community exists it confers upon its members -- identity, a sense of belonging and a measure of security." John Gardner, recipient of lifetime achievement award for his work in Common Cause and Points of Light Foundation.**

Below are John Gardner's Characteristics of a Successful Community:

- Wholeness and belonging
- A shared culture
- Effective internal/external communication
- Caring, trust and teamwork

- Leadership and participation
- Encourages diversity of thought
- Productive balance between individuality & group obligation
- Links to and focus on the FUTURE

"Communities grow stronger when people regularly and persistently do a **variety of "simple" things together** that give them chances to connect with others, build trust and get involved in doing things together. The web of trusting relationships that grows from people sharing and helping, and joining together to recognize, help, involve and entertain one another makes bigger joint ventures possible and strengthens resilience." ([www.hks.harvard.edu/saguaro/](http://www.hks.harvard.edu/saguaro/) for more information)

Vicki also noted that there is a spectrum of community. On the one end you may have the less engaged member and on the opposite end you have the member where the League is fully integrated into her entire life. Women will move back and forth along the spectrum based upon their stage in life and that is OK. We should never pass judgment as to where someone is along the spectrum, especially if it is different from you.

We build community by getting to know one another: who we are, our interests, hobbies, culture and skill sets. By the same token, we destroy communities by boxing people into stereotypes or by member class. Talking badly or passing judgment of others is another way to destroy communities. We should always take the high road and create a safe environment where members can test and learn new things that may be out of their comfort zone. We should be supportive and not overly critical if things don't work out as planned. We are a training organization so let's encourage our members (including our leaders) to take some risks, make mistakes and grow from the learning process.

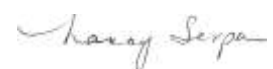
Here are some simple things that can help us build a stronger sense of

community - JLRI is doing many of these today but can enhance even further:

- Give members the opportunity to talk to each other and share ideas (e.g. pulse checks, roundtables)
- Encourage diversity of thought - incorporate ideas that are different from yours
- Perform some simple get to know you ice breakers and team building exercises
- Conduct mini surveys/evaluations to get some quick feedback from League members
- Placement advisors serve more as a mentors and counselors than trackers of commitments
- Sustainers get more involved as advisors and become more integrated on Committees or on the Board
- Leverage social media to start a discussion, celebrate successes **and our members! Join the "Small Leagues Doing Big Things" Facebook group** and expand your community with other Leagues.
- We are social creatures by nature, so let's get together and have some fun!

The key to building community is to center it on our MISSION, not around a given project or a fundraiser. We have to train our Board and Chairs to build a team to help develop women and build that sense of community, trust and caring. It should be a priority in our strategic and annual planning process. I challenge our League to ask ourselves - what are we doing to build community this month, this year, by the time we reach our 100th anniversary? Put it as an agenda item on our respective board, council, committee and general membership meetings. Try some of the simple tactics mentioned above. Keep it at the forefront of our discussions and I guarantee you will notice our League community getting stronger and happier as a result.

Moving forward - together!



# Project Development Update

May Home Makeover has been scheduled for Saturday, May 30 at 10:00am. JLRI will be helping a very deserving young woman named Carmen who recently aged out of DCYF care. She is a mom to a beautiful little boy, Antonio, who's young life has been wrought with medical challenges including having Spina Bifida, hydrocephalus (fluid on the brain) that required shunts, casts on his legs for two months followed by needing to wear braces, and multiple infections. Carmen has a lot of doubts, as most mothers do, but it is exacerbated by the challenges her son faces and whether she feels like she can successfully navigate the systems she needs to get him the proper medical care. Her apartment is small and Carmen shares a room with her son. In addition to household items, we are looking for inspirational sayings, pictures, etc. to put up in the apartment to help Carmen not lose faith in herself! [Click here to donate.](#)



Project Dev. Summary: A forum was held in early January to present the project parameters to members. Members were satisfied with what was presented and proposed some additional areas where we can expand. Project Development Chair Jennifer Peters presented on the project at the March GMM and a majority of members in attendance approved the project and the proposed aspects of the project.

Project Development and Community Service are working to get each area off the ground. Those areas include: Quarterly home makeovers, Skills help (Interviewing skills/resume writing/career panel, apartment help, FAFSA/college applications, etc.), Tutoring and GED help), Monthly dinners and Group Mentoring.

Real Connections Training & Career Panel: To help expand on the project and learn more about the issue of foster care, several members attended the Foster Forward Real Connections training on January 10th. Presented by a former foster youth and current clinician at Bradley Hospital, members were able to learn more about the experiences of the youth in the "system", reactions and feelings they may have, and how to handle them. This training is held about every six weeks on a Saturday from 9am - 2pm, with lunch provided, and is available to any member wanting to learn more.

On February 26th, several league members participated in a career panel hosted by Foster Forward. 17-18 youth signed up to hear members and non-members discuss their occupations and what led them to their respective fields. This was a good first time experience for the project, and in the future, JLRI will make every effort to host, plan and control this event, in order to present a variety of experiences.

## Winter Sparkle generates more than \$10,000



The Junior League of Rhode Island, Inc. (JLRI) is pleased to announce it raised \$10,798 at the 3<sup>rd</sup> Annual Winter Sparkle culinary event at the Governor Henry Lip-pitt House Museum on February 7<sup>th</sup>.

After a difficult end to 2014, which saw our Board of Directors take on the necessary tasks of crisis management, evaluating policies and procedures, and shoring up our organization, we are so humbled by the support of our membership and the **community who demonstrated their trust in the Junior League through this event,"** said Nancy Serpa, President, Junior League of Rhode Island, Inc. **"These funds will go a long way towards the work we are doing with youth aging out of the foster care system, especially our most immediate project of furnishing apartments for them as they begin their lives as independent adults."**

This year's Winter Sparkle was a showcase of culinary delights from local vendors including Chapel Grille, Easy Entertaining, the Pawtucket Country Club, Amos House More Than A Meal, JM Walker, Matunuck Oyster Bar, Traveling Vineyard, B&M Clambakes, Bake.Eat.Love, and Decadent Designs. VIP guests were also treated to a private preview party from Delsie Catering & Events and entertainment from Junior League of Rhode Island, Inc. member Jenica Reed of the Providence Singers.

**"Thanks to the generous financial and in-kind donations from community partners, vendors, and members, and the incredible work done by our Fundraising committee, expenses were minimal and so 80 cents for every dollar raised will support our mission,"** continued Serpa.

# Board Retreat Update

The 2015-16 Board of Directors met at the Ronald McDonald House on March 21.

Purposes: To understand your role as a governing board member and to build a strong team

Process: Team building activities, visioning, creative thinking, small & large group discussions, your expertise

Payoff: By gaining confidence & competence in your board role you will be more energized & successful

## Objectives

To build the Board team

To reach agreement on how the Board will work together

To initiate skill building for a high performing Governing Board

To create an Annual Plan draft

To plan/confirm meeting schedule

To learn and have fun

## Board responsibilities

1. **Maintain focus on the League's Mission, Vision, and Reaching Out Statement** throughout all programs and activities.
2. Govern in a manner that protects the sustainability and integrity of the League as a nonprofit organization.
3. Lead with respect and empathy for members.
4. Be authentic.
5. Engage in policy, planning, programs, and actions that have positive and lasting impact on the community.
6. Build a learning organization
  - Provide continuous learning opportunities.
  - **Use learning to reach the League's goals.**
  - Link individual performance with organizational performance.
  - Foster inquiry and dialogue, making it safe for people to share openly and take risks.
  - Embrace creative tension as a source of energy and renewal.
  - Be continuously aware of and interact with the community.
7. Encourage and accept member input:
  - Communicate (provide clear and timely information)
  - Seek feedback
  - Listen actively
  - Incorporate input
8. Join, collaborate, and network to make the League a part of its communities – **nonprofit, civic, volunteer, women's, service** provider, advocacy, local, regional, national (AJLI). Encourage members to participate appropriately in these connections. We reviewed council accomplishments for 2014-15 and worked on Annual and Strategic plans.

Thank you to Sue Ogle, Petra Jenkins, and Alison Croke for organizing and leading the retreat!



# Lyda Hill — 2015 Mary Harriman Award Winner

2015 Mary Harriman Leadership Award  
Winner Lyda Hill

*The Junior League of Dallas*

Because she has embodied the vision of our founder in every aspect of her life, Lyda Hill of The Junior League of Dallas is the winner of the 2015 Mary Harriman Award for Community Leadership.

Though she committed to donating the entirety of her holdings to charity when she joined the elite Giving Pledge in 2010, Lyda has never seen her wealth as the limit to her ability to serve in all aspects of her life—as a philanthropist, volunteer, entrepreneur and booster of public institutions.

Her innovations and accomplishments are legion. She created the Volunteer Connection, which sits at the vital juncture of supply and demand, matching volunteers with organizations in need. The concept was replicated in 70 cities across the U.S. and Lyda was honored **with the President’s Volunteer Action Award and an appointment to President Ronald Reagan’s Advisory Council on Private Sector Initiatives.**

She lent her mathematics know-how to the League by serving in positions requiring financial savvy, and ultimately served as the first President who also was a professional businesswoman, having built her company Hill World Travel, into the largest travel agency in the country at the time. She spearheaded a campaign for \$5 million to build a new headquarters.

She not only broke gender barriers by working as a female executive in a male world but she also broke with industry tradition **by incorporating computers into her business.** In 1975 she was invited into the Young Presidents’ Organization, becoming one of the first women in its membership.

**Lyda’s business acumen combined with her own personal battle with breast cancer to inspire investments in game-changing scientific and medical developments.** She launched Remedix Ventures, which invests in early biomedical research by universities and health care institutions, and the Oklahoma Breast Care Center.

**In 2013, Lyda became the only living single woman to make the Philanthropy 50, the annual list of America’s most generous donors, her gifts amounting to tens of millions of dollars to date.** Among the recipients of her generosity are her alma mater, **The Hockaday School, which will use her contributions to fund a STEM program, and the University of Colorado’s UTeach, which prepares a new generation of math and science teachers.** She has underwritten a substantive Challenge Grant to Meals on **Wheels; funded the University of Texas MD Anderson Cancer Center’s Moon Shots Program as well as the Center for BrainHealth, which aids the recovery of military veterans from traumatic brain injuries; and supported numerous environmental and marine conservation efforts by the Nature Conservancy and the Pew Charitable Trusts.**

In addition, Lyda gives her time and ideas to a wide variety of causes including the Visiting Nurses Association, the Dallas **Chapter of the World Presidents’ Organization, the Crystal Charity Ball, the Dallas and Texas chapters of the American Heart Association and Easter Seals of North Texas, among many others.** For her uber-voluntarism, **Lyda was given the Governor’s Award as the Outstanding Volunteer in Texas in 1988.**

**“I don’t get interested in something that can be done easily,” she says. Mary Harriman couldn’t have said it better.**



# Upcoming Events

SAVE THE DATE!

The 23<sup>rd</sup> Annual Pizzuti Open Golf Tournament is Friday, July 31<sup>st</sup>! Spend a day on the links and support the American Cancer Society and the JLRI at the Pawtucket Country Club.

Founded 23 years ago by Greg Pizzuti and JLRI Sustainer Grace Dugan, the day will begin with registration and brunch at 7:00 a.m. and an 8:30 a.m. shotgun start followed by an awards luncheon with silent auction and 50/50 raffle. All proceeds will benefit JLRI and the American Cancer Society. For more information and to register, please visit [www.jlri.org](http://www.jlri.org).



## JLRI CALENDAR MAY 2015 - SEPTEMBER 2015

Please check the eAnchor, Website and Volunteer Calendar regularly for updates to JLRI events.

### MAY

- 19 JLRI Annual Meeting Dinner at Zooma
- 26 Leadership Summit
- 30 Home Makeover for Carmen
- 31 2014-2015 JLRI League Year Ends

### JUNE

- 18 JLRI Book Club
- 23 Past Presidents Soiree

### JULY

- 21 GMM Meeting at SH Garden
- 31 Pizzuti Open

### SEPTEMBER

- 15 GMM Meeting at 1149 Restaurant

## May GMM at Zooma

Who: ALL JLRI members

What: Annual Meeting where we will be celebrating our 2014-2015 League Year accomplishments, Provisional Graduation, and Member Awards

When: May 19th 5:30-6:16pm social, 6:15pm dinner services, 6:30-9:00meeting

Where: Zooma Restaurant, 245 Atwells Ave., Providence, Federal Hill

Cost: \$37.50 per person Includes: apps, meal, and dessert and free valet parking. Menu and online payment details coming soon to the JLRI webpage! Payment via cash or check can be mailed to:

The Junior League of Rhode Island, 21 Meeting Street, Garden Level, Providence, RI 02903

Contact: Ginger Danaher at [ginger.danaher@gmail.com](mailto:ginger.danaher@gmail.com)



All Sustainers are highly encouraged to attend the Annual Dinner Meeting to celebrate the accomplishments of our JLRI this year! Please help us support and encourage Tory Trainor, as she begins her JLRI Presidency for 2015-2017. For carpooling needs or meeting questions, please contact Nancy Dorsey at [ndorsey330@gmail.com](mailto:ndorsey330@gmail.com).

# Hats Off to ...



- The JLRI Board of Directors: Nancy Serpa, Tory Trainor, Mary Catharine Miller, Tracy Baran, Erin Herzog Bisceglia, Kate Barba, Beth Newberry and Nancy Dorsey for putting in over 1000 volunteer hours of service during the December – January time period to address our financial issue.
- Tory Trainor for doing double board duty as Acting Treasurer and President-Elect.
- The Fundraising and Annual Giving Committee (Alissa Stuckey, Sara Martin, Joanne Chang, Kathy Chapski, Deb Parziale, Jenica Reed, Cristin Ciresi and Katie Wilkie) for continuing to expand our outreach with Holiday Auction and truly knocking it out of the park with our Winter Sparkle event! A special shout out to Jenica Reed (also a member of the Providence Singers) for her wonderful rendition of old standards that evening.
- Erin Herzog and Emily Cooper for coaching our Provisional class.
- Krystal Kazi for coordinating the Provisional Super Saturday II in March.
- Petra Jenkins and Sue Ogle for designing and facilitating our February GMM member discussion.
- The Project Development committee for offering an interesting mix of projects to the membership, focused on aging out of foster care issue.
- Betsy Smith and MC Miller for hosting our Sustainer forums in December .
- Jeanine Barry for graciously hosting our JLRI Holiday Party.
- Deb Cusack, Amy Gerhard, Carole McLaughlin, Nancy Serpa, Colleen Sullivan and Tory Trainor for stepping up to serve on our Financial Practices Ad Hoc Committee to strengthen our financial management policies and procedures.
- Tracy Baran for her legal expertise in completing our insurance claims and working with our lawyer.
- **Beth Newberry for initiating a Past Presidents' Winter Sparkle sponsorship outreach campaign.**
- Tory Trainor, Mary Catharine Miller and her husband Paul for setting up our new QuickBooks financials.
- Kate Barba and CAB member Valerie Endress for their support on our latest Sparkle press release.
- Jolene Brown for picking up the eAnchor responsibilities with such vigor and professionalism.
- Sue Ogle, Petra Jenkins and Alison Croke for facilitating the 2015-2016 Board retreat.
- Sue Petrocelli for hosting our Spring Sustainer Potluck.
- Webmaster Kerry Mello for helping us clean up our JLRI website.
- Catherine Catucci for kicking off our March GMM with a fun ice breaker and facilitating an accountability discussion at the April Management Team meeting.
- Placement Chair Putney Pyles and Committee Members Vanessa Kiley and Phillippa Rackliffe for their work in reconstructing the JLRI Committee Structure for the 2015-2016 League Year and also for bringing back our tradition of offering a Placement Fair.
- Tracy Baran, Ruth Clegg, Elaine Colarusso, Alison Croke, Grace Dugan, Lori Elias, Petra Jenkins, Carolyn Killian, Erin Lambie, MC Miller, Sue Ogle, Betsy Smith, Colleen Sullivan, Polly Talbott, Jackie Tracy and Tory Trainor who served as this year's *Members Who Mentor* for our Provisional Class members.

## Announcements for Members

Moving - Sad for JLRI - Great for Deb and Elyse! Best of luck to JLRI Provisional's Deb Culpepper and Elyse Comer as leave Rhode Island for Canada and South Carolina. Do great things in your new Junior League communities!

Baby News - Megan St. Ledger and husband Jason welcomed baby Tucker St. Ledger Wilhelm - 7lbs 14 oz to the family on March 23.



# JLRI Training Corner

## Committed to Developing the Potential of YOU!

### JLRI TRAINING AND RESOURCES

The Training Committee wants to hear from you. What are your needs and interests? Please let us know by contacting Krystal Kazi at [krystalkazi.jlri@gmail.com](mailto:krystalkazi.jlri@gmail.com).

### UPCOMING AJLI CONFERENCES

2015 Fall Leadership Conference

Date: September 17-19, 2015

Location: Sheraton New Orleans, 500 Canal Street, New Orleans, LA 70130

Registration Fee: \$650 per person (\$595 per person until August 24, 2015)

This training opportunity is open to all League members but targeted for those in leadership positions. Whether you are interested in League Governance, Membership Development, Fund Development, or Community Outreach, there will be workshop options available for everyone. If interested, please contact your Placement Advisor.

Organizational Development Institute (ODI)

Date: October 16-18, 2015

Location: Renaissance Seattle Hotel, 515 Madison Street, Seattle, WA 98104

Registration Fee: \$325 per person

This training opportunity is open to all League members and targeted for those interested in pursuing League leadership positions. If interested, please contact your Placement Advisor.

### WEBINAR WEDNESDAYS

These training opportunities are offered from 1-2 PM on the second and fourth Wednesdays from September through June. You can review the archives from previous webinars as well as their presentations. The upcoming June webinars are below:

June 10: The Junior League Nominating Framework

Featuring: Anne Dalton

Calling all Nominating Committee members!

**Anne Dalton, AJLI's Chief Officer for Strategic Initiatives, will lead the second in our June Webinar series with a presentation for Junior League Nominating Committees.** The session will discuss the competency-based nominating paradigm for Leagues. In this new model, candidates initiate the process via an application and go through an interview process. This webinar will discuss what the Nominating Committee will need to do to support the process. A good part of the webinar will be dedicated to these Nominating Committee functions, including developing and cultivating a leadership pool, creating transparency in the nominating process, creating standardized interview protocols to ensure fairness and efficiency, and writing Board job position descriptions, among others.

Click here to register: [https://www.ajli.org/?nd=workshop\\_detail&workshop\\_id=92](https://www.ajli.org/?nd=workshop_detail&workshop_id=92)

June 17: Making AJL Resources Work for You: Fund Development Team

Featuring: JuWon Choi and Inés Sucre

*Calling all Fund Development Committee members!*

As the Leagues' Association, AJLI develops resources and services to strengthen League operations. In this session, we will review and discuss how AJLI web resources and content support the work and continuing development of Fund Development teams. We will look at the AJLI Learning Portal for Fund Development, walk you through how to find funding prospects using **proprietary funding research databases readily accessible to you on the Association's member website, and show you where to find tools, samples, and templates for your fund development efforts.**

Click here to register: [https://www.ajli.org/?nd=workshop\\_detail&workshop\\_id=93](https://www.ajli.org/?nd=workshop_detail&workshop_id=93)

# Training Continued

June 24: Making AJL Resources Work for You: Membership Training Team  
Featuring: JuWon Choi and Inés Sucre

Calling all Training and Membership Development Committee members!

As the Leagues' Association, AJLI develops resources and services to strengthen League operations. In this session, we will review and discuss how AJLI web resources and content support your work in supporting and developing the potential of your members. We will introduce you to online learning opportunities for members on AJLI Member Central, including Webinar Wednesdays, the AJLI Learning Portal, and self-paced courses, training and development resources and showcases, and Association-wide Member benefits. Make the AJLI resources work for your membership training and development efforts!

Click here to register: [https://www.ajli.org/?nd=workshop\\_detail&workshop\\_id=94](https://www.ajli.org/?nd=workshop_detail&workshop_id=94)

June 25: Making AJL Resources Work for You: Marketing and Communications Teams  
Featuring: JuWon Choi and Inés Sucre

Calling all Marketing and Communications Committee members!

As the Leagues' Association, AJLI develops resources and services to strengthen League operations. In this session, we will review and discuss how AJLI web resources and content support the work and continuing development of Marketing and Communications teams. We will look at online content to support League websites, such as AJLI widgets, media guidelines for branding and social media, and ready-made customizable content, such as videos, logos, and background content, in addition to the many guides and resources for nonprofit marketing and communications in the AJLI Resource Library. Make the AJLI resources work for your marketing and communications efforts!

Click here to register: [https://www.ajli.org/?nd=workshop\\_detail&workshop\\_id=95](https://www.ajli.org/?nd=workshop_detail&workshop_id=95)

## OTHER TRAINING NEWS

JL Boston Regional Training March 7, 2015

Nancy Serpa, Mary Catharine Miller, and Tory Trainor attended a regional training on March 7 at JL Boston headquarters. Two of the topics were Member Centric and the importance of board leadership in advancing community impact.

Member Centric: Moving beyond traditional models in which members are seen as a body to be managed, and instead embracing a belief that members represent a dynamic pool of individuals with skills and talents, as a resource of potential **co-authors of the League's future.**



- Individual members are changing (Available time, expectations, motivations, skills, talents, experiences)
- Member mix is diverse (Available time, expectations, motivations, skills, talents, experiences)
- Our Community is Evolving (Vision, opportunities, needs, physical footprints, funding streams, volunteer resources)
- Technologies advancing (Internal and external communication, Funding opportunities, Training and development, Administrative processes)
- What should we retain from our current model?
- What do we want to change?
- What is the value proposition?
- Is it worth it to me?
- What will I get? (Make a difference in the **community, learn new skills...**)
- What will I give? (Time and money)

# Training Continued

The importance of Board Leadership in Advancing Community Impact

- Organize the Board/League around common outcomes
- Ensure Board leadership is strategic and long term
- Prepare and align functional Councils/ Management Committees, etc. to manage and implement League plans
- Get members engaged, excited, and motivated requires Board understanding of: Why community impact is important in the Junior League
- What an issue based community impact is
- Implications of issue based community impact for League systems
- Plan for getting there requires strategic leadership to identify key decision steps and planning
- Prepare training of Councils/ Management teams/ Committees, etc.)
- Plan for member-wide engagement

Win for League Members.

Multiple opportunities to engage in the community purposefully and meaningfully • Affect community changes • Opportunities to develop and apply community and civic leadership skills • Access to networks and communities of practice built on issues, opportunities to share resources, collaborate

Win for the League.

Strong, motivated, satisfied membership • Capacity and expertise to respond to community needs effectively and efficiently • Ability to sustain diverse community relationships • Positioned as an engaged stakeholder with strong community networks • Well-run and credible

Win for the Community.

Active cross-sectional community engagement in pursuit of innovative and effective long term solutions and agreements • Strong and sustained community networks that work collaboratively • Moving the needle on meaningful and lasting changes

## **The Lament of a Junior Leaguer's Husband**

(Revised by Dr. Mimi Hull)

A man knocked at the Pearly Gates,  
His face was worn and old,  
Seeking from the men of fate  
Admittance to the fold.  
"What have you done," Saint Peter said,  
To gain admission here?"  
"I've been wed to a Junior Leaguer  
For many and many a year."  
Provisional to Sustainer,  
She never could say no,  
While we ate take-out dinners  
And watched the dust balls grow.  
She'd arrive home often late at night,  
And then just to change her clothes.  
How many League projects she had  
The good Lord only knows.  
I hung her picture by the door  
And told the kids, "Be calm."  
If a lady knocks who looks like this,  
Let her in... She's your Mom!"  
"I know you're going to like this place,"  
St. Peter said with good cheer.  
"There are a lot of Junior League husbands  
And they are all residing here!"