

# NYJL MINUTE

January/February 2015

## Healthy Beginnings Help Create Healthy Futures

**T**his fall, the Healthy Beginnings committee transitioned to a new community partner, the Andrew Glover Youth Program (AGYP). AGYP's mission is to prevent young people from committing crimes and entering the prison system. Their efforts address a problem with significant societal implications and costs; according to the Mayor's 2012 Management Report, more than 4,000 New Yorkers under age 16 were admitted to detention at a cost of \$634 per day per youth. Compounding the magnitude of these statistics, spending time in juvenile detention seems to increase the likelihood of future incarceration: the recidivism rate for youth in New York State stands at 80%.

To meet this enormous challenge, AGYP runs programs providing daily supervision for first-time juvenile offenders, offering an alternative to the prison system. Programs include engagement with the court process, counseling, and after-school educational and recreational programs, creating communities to support participants as they work to build better futures. And the approach is highly successful: 94% of AGYP's graduates stay out of prison.

The NYJL contributes to AGYP programming through on-site workshops at their Lower East Side location. Healthy Beginnings organizes activities to build confidence, such as writing letters to their future selves, creating posters illustrating personalities and goals, and practicing job interview scenarios. Our committee tailors these activities to complement existing AGYP projects. "Our committee members walk away from each session feeling inspired by the work AGYP is doing," said co-chair Kristen Oliver, "but daunted by the scale of the challenge that the program is addressing. We are happy to be supporting such an impactful organization."

### WHAT'S INSIDE

- Meet the OSs and OVs
- I Volunteer Because
- 63rd Annual Winter Ball



### SAVE THE DATE

#### NONPROFIT BOARDS CLEARINGHOUSE SPRING COURSES

**T**he NPBC, which trains participants to be effective board members, will offer two courses this spring: five consecutive Wednesday nights on March 25 and April 1, 8, 15, and 22; and a one-day accelerated course on Saturday, April 18.

## NYJL Launches New Website

**N**otice anything different about nyjl.org? On November 17, the New York Junior League's website received a fresh look, just in time to celebrate what would have been NYJL founder Mary Harriman's 133rd birthday. The new nyjl.org is your source for information about all facets of the NYJL: community involvement, fundraising events, training and leadership opportunities, and more! A supplement to the NYJL's existing publications, the News Log section provides the latest and greatest NYJL news in real time. Find out what you missed at a recent fundraising event, or learn about new opportunities to make a difference in our community.

In conjunction with the new site, the NYJL's Archives & Photography committee has launched an #IVolunteerBecause social media campaign to celebrate the many reasons why our volunteers are proud to serve the New York City community through their work with the NYJL. See the sidebar on page 5 for more information on this campaign and how to participate.

## NYJL Mission Statement

The New York Junior League is an organization of women committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action of and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Stacey Lawrence Lee  
President

Suzanne Manning  
Executive Vice President

Cynthia Irons  
Support Senior Council Head

Kathleen O'Leary  
Internal Communications Council Head

Lauren Goodwin  
Communications Associate

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Internal Communications Associates

Please send submissions for the  
March/April 2015 issue  
to [publications@nyjl.org](mailto:publications@nyjl.org) by  
January 15.

NYJL Minute is a publication of  
The Junior League of the City  
of New York, Inc.  
130 East 80<sup>th</sup> Street, New York, NY 10075  
Phone: (212) 288-6220  
[nyjl.org](http://nyjl.org)

## OFFICE OF THE PRESIDENT



Dear Volunteers,

I hope your holidays were happy and your new year is off to a superb start. I have made the same resolution for over 20 years — to do 52 new things each year. It's a fun resolution and it also makes me say "yes" to all sorts of things outside of my normal routine. I have Zorbed in Tennessee (Google it... it's a hoot) and taken falconry lessons in Vermont. Some years it's easier than others to accomplish my resolution and last year was no exception because of all the new opportunities I experienced as president of the NYJL.

This year may require a bit more planning and effort but one thing I am resolved to do is visit each of our community committees at least once. The appeal of joining the NYJL for me was the opportunity to be a hands-on volunteer, working directly with people who needed help and support. My early NYJL resume is chock full of community committee work. I gradually migrated to support committees and all the critical work they do to keep our amazing organization running and enable us to fulfill our mission. This is a resolution that excites me and I am looking forward to seeing you and all of the wonderful work you do for our fellow New Yorkers.

I am also very excited about the work we are doing on our 2015-2018 Strategic Plan. The Board of Directors approved five strategic priorities that will help move the NYJL forward over the next three years and I am pleased to announce them.

### • Strategic Priority I: Community Impact

By 2018, the NYJL will increase the effectiveness of its Community Program by filling gaps in current programming with regard to its Concentration Areas (Adult Education & Mentoring, Children's Education, Children's Health & Welfare, Culture & the Arts) and its Core Competencies (Direct Service, Training & Education, Capacity Building), by ensuring its volunteers are well-prepared for their work in the community, and by evaluating community projects against the NYJL's critical success factors (impact, membership satisfaction, reputation-building and fundability).

### • Strategic Priority II: Technology and Information

By 2018, the NYJL will upgrade its technology and will be able to capture and analyze comprehensive, accurate data regarding the operations of the organization, including membership, finances, fundraising and training, in order to support effective decision making and management of the organization.

### • Strategic Priority III: Volunteer Power and Training

By 2018, the NYJL will offer its volunteers a wide range of training and other opportunities to develop and enhance their leadership skills, and will have a robust pipeline of interested and capable volunteers at all levels of the organization who are trained and prepared for leadership roles.

### • Strategic Priority IV: External Reputation and Visibility

By 2018, the NYJL will enhance its reputation and increase its visibility with key external stakeholders, (e.g. potential volunteers, community partners and donors), and communicate more effectively what the purpose of the organization is, what it does, and what it seeks to achieve.

### • Strategic Priority V: Financial Strength and Sustainability

By 2018, the NYJL will expand and diversify its revenue sources in order to ensure its financial health and sustainability.

These priorities were proposed by our Strategic Planning committee who were guided by our Community Partner and Membership surveys to ensure we reflect the goals and desires of you, our volunteers, and those we serve. The next step is to align these goals with strategies for achieving them. I thank Gale Kroeger, Allison Kellogg and the entire Strategic Planning Board committee for their diligent work to steer us in the right direction.

Our focus on these priorities over the next three years will keep the NYJL's positive momentum moving forward. Today, our community programming is strong and we are more than 2,700 volunteers strong. I also want to take this opportunity to extend my heartfelt thanks to the hard work and dedication of you, our superlative volunteers, as well as our incredible staff.

I am looking forward to keeping my new year's resolution and to sharing 2015 with you!

*Stacey Lawrence Lee*

# Calendar

Visit the calendar on the Membership Area of [nyjl.org](http://nyjl.org) for additional event information.

## JANUARY

### 1 Thursday

New Years Day, NYJL closed

### 2 Friday

NYJL reopens

### 3 Saturday

NYJL Run Club, 9:30 a.m.

### 5 Monday

Performing Arts Plus: Dinner and Verdi's 'Aida,' 5:15 p.m.

### 6 Tuesday

Nonfiction Book Group: *The Tigress of Forlì: Renaissance Italy's Most Courageous and Notorious Countess Caterina Riario Sforza de' Medici*, by Elizabeth Lev, 6:00 p.m.

### 8 Thursday

January Birthday Lunch, 12:00 p.m.

### 10 Saturday

DIAD On Demand: Go Project 9:00 a.m.-12:30 p.m.

### 13 Tuesday

Daytime Book Group, *Defending Jacob*, by William Landay, 12:30-2:00 p.m.

VTL, 7:00 p.m.

DIAD On Demand: Story Love 7:30-9:00 p.m.

### 14 Wednesday

Transfer Holiday Party, 7:00 p.m.

### 15 Thursday

Lecture Luncheon: The SS Normandie and the Dawn of Modernity, 11:30 a.m.-2:00 p.m.

Winter Chair Training, 7:00 p.m.

### 20 Tuesday

New Membership Orientations, 7:30 & 8:30 p.m.

### 21 Wednesday

Great Decisions/Daytime, U.S. Trade Policy, 11:00 a.m.

### 22 Thursday

Great Decisions/Evening, U.S. Trade Policy, 6:00 p.m.

### 27 Tuesday

Winter Antiques Show, 10:45 a.m.

VTL, 7:00 p.m.

### 28 Wednesday

Performing Arts Plus: Philharmonic Rehearsal and Lunch, 9:30 a.m.

### 30 Friday

Astor House Events 4th Annual Après-Ski Winter Party, 7:00 p.m.

### 31 Saturday

DIAD On Demand: Meal Delivery 10:00 a.m.

## FEBRUARY

### 7 Saturday

NYJL Run Club, 9:30 a.m.

### 9 Monday

VTL, 7:00 p.m.

### 16 Monday

President's Day – NYJL Closed

### 17 Tuesday

Transfer Orientation, 7:30 p.m.

### 18 Wednesday

New Membership Orientations, 7:30 p.m. and 8:30 p.m.

### 23 Monday

DIAD On Demand: Bottomless Closet: 5:45-7:45 p.m.

### 25 Wednesday

The Barnes Collection Tour, 8:00 a.m.

VTL, 7:00 p.m.

New Membership Sip and See, 7:30 p.m.

### 28 Saturday

Winter Ball, 7:00 p.m.

## I Volunteer Because...

The NYJL has launched a social media campaign to help spread the word about the countless reasons our volunteers give of their time. Every year our 2,600 volunteers donate more than 250,000 hours giving back to the community, and many volunteers have already joined the discussion to share why they're committed to service.

Unsurprisingly, the reasons our volunteers have shared are as diverse as the women of the NYJL. Some of you volunteer because you get to "hang out with friends while giving back to the community." Some of you volunteer because you "get to witness examples of love and support." And some of you, like Affiliation Co-Chair Karen Laudeman, volunteer because you "love meeting inspiring women."

Help us keep the conversation going by letting us know why you volunteer. Use the hashtag #IVolunteerBecause on Facebook, Twitter, and Instagram, and each week the NYJL will retweet, share, and regram a selection of your posts.



Lauren Junge raking in the rain at DIAD.



# Sustainers

## Welcome College-Age Provisionals

The Sustainer Committee congratulates the members of the Thanksgiving Eve Ball Committee for introducing this year's College-Age Provisionals to the NYJL. Now in its 66th year, the TEB is held in honor of the NYJL's newest and youngest members. Chairs of the Ball, Deni Wendt and Caroline Williamson, report that this year's TEB was again a great success. We look forward to these young ladies becoming leaders at the NYJL.

Sydney Alexis Charlotte Adams  
Anne Lenoir Dougherty Chachas  
Louisa Helen Colas  
Gillian Catherine Ayres Cowley  
Elizabeth Frazier Cromack  
Genevieve Zoe Crystal  
Annabel Webb Darling  
Anna Chase Davis  
Katherine Morgan Diaz  
Taylor Jarrett Ferguson  
Anne Mason Hay  
Katharine Wright Jessiman-Ketcham  
Sarah Ann Langan Ladouceur  
Grace Serena Lafaie  
Julia Abigail Leuchtenburg  
Lindsay Margaret Manocherian  
Alexandra Karina Angel Mishaan  
Anna Ivanovna Pouschine  
Claire Elizabeth Anne Robinson  
Kathryn Adele Hogan Scott  
Katherine Elisabeth Shifke  
Elizabeth Caroline Sullivan  
Jacqueline Emma Trouveroy  
Marguerite Ruth Van Zijl  
Alexandra Claire Viklund  
Louisa Sidney White  
Caroline Woodward Yerkes



Dear NYJL Volunteers,

The New Year offers many new and interesting events hosted by the Sustainer programs. The luncheon lecture on January 15 will feature guest speaker Sustainer Maureen Crilly, who will discuss the SS Normandie and the Dawn of Modernity; Duplicate Bridge will be held on January 20; and, on January 22, the Sustainer Evening subcommittee will partner with the Affiliation committee to host Courtesy, Couture, and Cocktails. This event will feature a presentation from Dempsey & Carroll on the Art of Correspondence, and Couture Designer Mark Ingraham will have a collection of clothing for sale. The Outstanding Sustainer Reception will be held on Friday, January 23, to celebrate this year's honorees, Catherine Crane and Peggy Anne Dineen.

Andrea Q. Robinson is the guest speaker for the luncheon on February 12. Ms. Robinson will speak about her book *Toss the Gloss – Beauty Tips, Tricks and Truths for Women 50+*. On February 25, Trips and Tours will visit the Barnes Exhibit in Philadelphia; and on February 26, the Chinese New Year will be celebrated in the Roosevelt Dining Room. And, don't miss out on attending Winter Ball, *Deco and Diamonds: A Jazz Age Affair* on Saturday, February 28, at the Pierre Hotel.

The NYJL continues to offer Sustainers many rewarding experiences. Most recently, it has been such a pleasure to collaborate with and mentor the Special Events area, more specifically Golden Tree. Several Sustainers participated in decorating for Golden Tree while others offered professional advice on décor. This was a true testament of collaboration this year. I applaud all of you who were involved in this effort.

All events are listed on the Calendar of Events on the NYJL website and are open to all NYJL membership categories. I hope to see you at one of our future events.

Warm regards,

*Jeannie Egas-Trouveroy*

Sustainer Chair and Council Head for Sustainers

## Sustainers Host Alexander Vreeland and Nina McLemore

Two memorable sustainer-sponsored events took place in October, a lecture luncheon with guest speaker Alexander Vreeland and a reception and dinner with apparel designer Nina McLemore. Alexander Vreeland, grandson of Diana Vreeland, fashion doyenne and past editor of Vogue magazine, spoke about his grandmother and her fashionable, sometimes outrageous, ways from his book, *Diana Vreeland Memos: The Vogue Years*. Later in the month, the Sustainer Evening and Affiliation Committees hosted apparel designer Nina McLemore. Over a delightful dinner prepared by Chef John, McLemore spoke about executive presence and how to make a first and lasting impression. Committee members modeled her jewel-toned jackets which were for sale at the event. McLemore donated ten percent of the evening's sales proceeds to the NYJL. Attendees had a fabulous time at both events.



Luncheon Co-Chairs Deni Wendt, Celeste Rault, and Marcy Pearson Sendax with Alexander Vreeland



Kathleen Fischer, Nina McLemore, Sustainer Evening subcommittee vice-chair Claire Luppi Munguerra, and Francine Jacques

## New Beginnings Committee Begins Work at WPA's Hopper Home

**N**early all of us are aware of the pop-culture phenomenon *Orange is the New Black*, a Netflix series that combines poignant and humorous depictions of female friendship with the harsh realities of life as an incarcerated woman. What you may not know is that the NYJL has a storied history of improving the lives of women who are moving forward post-incarceration. The NYJL's New Beginnings committee is in its second year with community partner Women's Prison Association.



Chanequa and Vivian showing off a peach cobbler they made together at the Hopper Home.

While the partnership between New Beginnings and the WPA is a fairly recent one, NYJL volunteers have long worked with the organization through previous committees. In fact, the WPA is one of the NYJL's oldest community partners, and NYJL Sustainer Tina Daniels currently serves as the President of the Board of the WPA. Serving alongside Tina as a Vice President of the Board is Piper Kerman, author of the memoir on which the Netflix series is based and a veteran of the women's prison system. This fall, New Beginnings began work with women living at Hopper Home in the East Village. Hopper Home is the historic headquarters of the Women's Prison Association, which was established in 1845. Following a number of upgrades and city certifications, Hopper Home became a fully operational homeless shelter in August of this year.

Focusing on the whole self with the idea that confidence comes before competence, New Beginnings is bringing a wide range of topics to the Tuesday evening program—from goals and strengths to ideas of comfort—utilizing journal writing, craft making, photography, and cooking. New Beginnings additionally incorporates one-on-one sessions such as resume writing and digital skills.

New Beginnings is part of the Adult Education and Mentoring Council. Following the closure of the Bayview Correctional Facility, New Beginnings was established to continue to help the population of women who have served time in jail as they try to get back on their feet following incarceration.

"The work New Beginnings does with WPA continues the long history the NYJL has had with New York's population of incarcerated women," said New Beginnings co-chair Charlene Chuang. "This partnership believes in providing these women not only with the tools necessary to be self sufficient and financially stable, but also with the confidence and resources of peers (both NYJL volunteers and women living at Hopper Home) to be happy and authentic women."

## 63rd Annual Winter Ball

**G**litter and glamour will greet you at this year's Winter Ball, *Deco and Diamonds: A Jazz Age Affair*.

Through the elegance and exuberance of the Roaring Twenties, this Winter Ball celebrates optimism, artistry, and creative freedom, as well as unprecedented advancements for women. The NYJL's Winter Ball committee will honor the seven exceptional Outstanding Volunteers and Outstanding Sustainers who exemplify commitment to serving the New York City community and tending to the needs of local women and children. Please join us as the Winter Ball returns to Manhattan's famed Pierre Hotel, on Saturday, February 28, 2015.

*Deco and Diamonds: A Jazz Age Affair* features a VIP Reception for Harriman Circle Ticket holders, a cocktail reception, a seated dinner, silent and live auctions, and dessert and dancing. For more Winter Ball news, including opportunities for underwriting and to purchase tickets please see [www.nyjl.org/events/winter-ball/](http://www.nyjl.org/events/winter-ball/).



Winter Ball, Enchantment in the Secret Garden, March 1, 2014.

Credit: Kate Weiman

# Meet the 2015 Outstanding Sustainers and Outstanding Volunteers

## OUTSTANDING SUSTAINERS

### *Catherine Crane*



Cathy appreciates the NYJL for its ability to give volunteers "new perspectives and insights into their community while building life-long friendships with other like-minded women who are eager to contribute to their communities."

Within the NYJL, Cathy has been involved in a variety of activities including the Sustainer Committee, which she chaired from 1990-1992. While chairing the Sustainer Committee, Cathy hosted a "Speak Up" session, where a former member came to express her frustration at not being able to find qualified Board members for her organization through the NYJL. From this conversation, the Nonprofit Boards Clearinghouse committee was born. Following her time as Sustainer Chair, Cathy served as chair of the Nonprofit Boards Clearinghouse.

Beyond the NYJL, Cathy is an active member of The City Garden Club of New York City, where she has held a variety of roles over the past 20 years including Nominating Chair, Conservation Committee chair, and Program Chair. She is currently facilitating the Planning Task Force for the organization's Centennial in 2018.

### *Peggy Anne Dineen*



Over the course of her wide and varied NYJL career, Peggy Anne has held a number of roles including President, Thanksgiving Eve Ball co-chair, and Community Vice President.

In 1994, Peggy Anne was recognized as an Outstanding Volunteer. Currently, Peggy Anne is an advisory member of the Thanksgiving Eve Ball committee.

Beyond the NYJL, Peggy Anne has also been actively involved with organizations and community initiatives over the years including the Town of Southampton Board of Ethics, Westhampton Beach Performing Arts Center, and the Milbank Housing Development Fund, where she served on the Board as an NYJL representative.

Currently, Peggy Anne is a member of the Health Advocates for Older People (HAFOP) Board of Directors. Within HAFOP, she has also held the roles of Senior Vice President and Gala chair. She values the NYJL for helping her to develop her leadership skills and affording her the incredible opportunity to interact with fellow volunteers, community partners and the New York City community.

## OUTSTANDING VOLUNTEERS

### *Jana Beauchamp*



Since joining the NYJL in 2003, Jana has made her mark in the community, co-chairing sizeable community committees, including Performance of a Lifetime, Artistic Journeys, and Stanley Isaacs. In 2011, Jana took on the dual roles of Youth Education Council associate and Research and Strategic Planning Youth Education liaison. In 2013, she joined the Management Council as the Culture & the Arts Council Head. She developed the first-ever community impact study and created a unique collaboration resulting in a mural developed by Project Muse students inside the Playground Improvement Project's Tompkins Square Park.

Today, Jana is the Community Senior Council Head on the Management Council, overseeing all areas of community programming. Jana spent nearly a decade in the Membership, Corporate, and International Department at the Council on Foreign Relations. She paused her foreign policy career to pursue her passion for writing and is currently a columnist and contributor for New York Family Magazine and Galavante.



## Sharon Bonanni



A dedicated volunteer and talented leader, Sharon joined the NYJL in 2004 with an interest in working in the community. She initially served on the Artistic Journeys committee and then moved to the Performance of a Lifetime committee, which she subsequently went on to co-chair.

Following her time in the community, Sharon turned her attention to the communications area, where she held the roles of Publications co-chair and Internal Communications Council Associate for three years. She was instrumental in the revamping of both the NYJL Minute and Up to the Minute, as well as in the launch of the Friday Flash. Last year, while serving on the Communications Task Force, Sharon helped craft the NYJL identity statement, as well as create content for the new NYJL website. Additionally, in 2009 she was elected to serve on the Nominating committee.

This year, Sharon is serving as the Management Council Secretary. Professionally, she is a Global Marketing Copywriter at Avon Products, Inc., writing creative package copy and developing brand concepts.

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## Cynthia Vitari Song



For more than a decade, Cynthia has given her time and energy to a number of activities within the NYJL. Initially beginning her NYJL career on the Empowerment for Personal Strength committee, which she subsequently went on to co-chair,

Cynthia mentored women in prison

and teenage mothers, developing programs on domestic violence awareness and self-esteem. Following her time on Empowerment for Personal Strength, as well as the Human Resources committee, Cynthia was invited to serve as the inaugural co-chair of the College Coaches committee, which tutored women in prison and helped them to prepare for their GED. In 2005, she was recognized as an NYJL Woman to Watch.

In 2010, Cynthia turned her attention to developing the NYJL's newest volunteers as a volunteer on the Provisional Training committee.

Currently, Cynthia is a Director at Large on the NYJL Board of Directors. Additionally, she is also the chair of the Board's Human Resources committee and a volunteer on the Development and Investment committees. Professionally, Cynthia is on the Tax Human Capital team at PricewaterhouseCoopers.

## Allison Marie Hyers



Over the past 15 years, Allison has utilized her talents and interests in training to help develop the potential of her fellow volunteers as well as others within the greater New York City community. She has educated new volunteers as a Provisional Trainer, helped develop the greater New York

City nonprofit community as a co-chair of the Nonprofit Boards Clearinghouse committee, and currently co-chairs the Forum for Nonprofits committee. Allison also had the opportunity to use her background in the training area last year when she was invited to join the Training and Leadership Task Force. She was also a volunteer on last year's Nominating committee.

Allison is grateful to the NYJL for helping her to become "someone who can contribute to my community both locally and globally."

Professionally, she is the Vice President of Talent Development at West Elm, leading the areas of Human Resources, Talent Acquisition and Talent Development.

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## Leah Wenger



Since joining the NYJL in 2005, Leah has shared her enthusiasm with every volunteer she has encountered. Following her first placement on the Public Relations committee, Leah joined the Innovation Task force where she helped implement volunteers' ideas to help grow the NYJL. Leah then turned

her attention to the community, spending three years on the National Foundation for Teaching Entrepreneurship (NFTE) Business Mentors committee, mentoring business owners and helping them to turn their ideas into realities. In 2011, Leah was appointed as one of the inaugural co-chairs of the Affiliation committee.

"While serving on the Innovation Task Force," Leah says, "I heard NYJL volunteers highlight the need for different types of networking groups and programs that would allow them to meet other volunteers outside of the committee on which they were serving. When I heard the Affiliation council was being formed, I couldn't have been more excited to address a desire so many of our volunteers shared!"

Leah currently sits on the Management Council as the Affiliation Council Head. Professionally, she is a Director at Bank of America Merrill Lynch, overseeing client engagement strategies for the CEO and COO.



*The Junior League of the City of New York*  
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## *I volunteer because . . .*

### **Allison Kellogg – Outstanding Sustainer, 2013**

*"I volunteer because it is such a rewarding way to spend my time and enriches my life on so many levels: helping others, learning about and improving our community, and meeting extraordinary people, many of whom have become life-long friends."*



### **Caroline Tyburczy Donohue – Outstanding Volunteer, 2011**

*"I volunteer because I want to help improve the well-being of New Yorkers who are less fortunate. I know that as a volunteer with the NYJL, I am part of a team that is making a difference in their lives and in our community."*