

The BayView

SPRING 2012



Another Successful Year



Planting the Seeds

Wow! What an amazing year for the Junior League of Oakland-East Bay. (JLOEB). The women of JLOEB have *Planted the Seeds* for our future and ongoing successes. The goals set out for this League year were ambitious, but were no match for the tenacity, strength and talent of this **League of Extraordinary Women**. From leadership training, to setting the stage for greater financial community impact and the selection of a new focus area for future programming, our members can reflect on the year and be proud of JLOEB.

Judge each day not by the harvest you reap but by the seeds you plant.

Robert Louis Stevenson

The League year has been highlighted with great fundraisers, meaningful training opportunities and impactful community events. The year kicked off with great shopping socials at J. Crew and Container Store, an Oktoberfest picnic and the 8th annual *Artful Living Home Tour*. In the spring, we hosted our 2nd annual *Chocolate Indulgence* with six amazing restaurant participants. Thanks to those restaurants as well as *Diablo Magazine* for your support of the Junior League.

This year, JLOEB offered 32 training opportunities with over 200 women attending throughout the year. Our members worked with over 23 community agencies to provide hands-on volunteers. And our public affairs committee hosted JLOEB's first **Public Policy Institute** focused on advocacy and education of our community. Our New Members planned a morning of nutrition and personal health advice as well as exercise for over 25 families at Alternative Family Services – **Shake It! Move It! Grill It!** In December, we held our first ever Done-in-a-Meeting event with our partner, Loved Twice, where we learned about the issues of poverty in our community, followed by the sorting and packing of 156 boxes of baby clothes, equal to 11,700 items and approximately \$35,000! We look forward to continuing our partnership with **Loved Twice** as part of our selected impact area – Family Self-Sufficiency.

The Junior League of Oakland-East Bay envisions an East Bay where food, clothing, housing and jobs are plentiful — creating a community where families are self-sufficient and thrive.

The JLOEB was also the recipient of a generous gift. JLOEB was selected as one of the beneficiaries of the **Neiman Marcus Opening Gala** in Walnut Creek. This event was a great opportunity to interact with our community and share the mission of the Junior League. Thank you, Neiman Marcus!

I am always amazed at what our members, working together, can accomplish. I am so proud to be a member of the Junior League of Oakland-East Bay. Thank you for the opportunity to serve as President. It is a gift for which I will always be grateful.



JLOEB 2011-2012 BOARD OF DIRECTORS

Heather Hamilton – President
Allison Fletcher – President-Elect
Rebecca Bergmann – Administrative Vice President
Jessica Peterman – Secretary
Melissa Jose – Treasurer
Christine Gerchow – Senior SPAC
Stephanie Allen – Development Co-Director
Candace Wenzel – Development Co-Director

Jean Atkins – Membership Council Director
Heather Power – Marketing and Communications Council Director
Tasia Cammack – Community Programs Council Director
Jaime Polson Flanagan – Ways and Means Council Co-Director
Sarah Tolson – Ways and Means Council Co-Director
Amy Dellinger – Sustainer Council Co-Director
Kim McAtee – Sustainer Council Co-Director
Noel Twist – Sustainer Council Co-Director

Community Impact Selection: Family Self Sufficiency

Vision: The Junior League of Oakland East Bay envisions an East Bay where food, clothing, housing and jobs are plentiful—creating a community where families are self-sufficient and thrive.

Welcome to the start of a new era for the Junior League of Oakland-East Bay. In January, the membership voted in a new community impact area—Family Self Sufficiency—and in April, adopted an accompanying vision statement. But when it comes right down to it, what does it all mean?



Helping East Bay
Families Thrive

Helping East Bay Families Thrive

Our League has chosen to focus our efforts on helping families gain access to the resources they need to be self sufficient, specifically on the resources of **food, clothing, housing and jobs**.

In a few words (words which now serve as our new “Impact Statement”), it means that the Junior League will create a community where families thrive by providing:

- * JLOEB Programming
- * Strategic Partnerships
- * Civic Leadership
- * Community Education and Advocacy

We’ll do this by organizing our own events and creating educational materials. This could take the form of Kids in the Kitchen events focused on building nutritious meals with the budget of a family receiving government aid or hosting interviewing and resume writing workshops or a variety of other opportunities.

Our League will also form strategic partnerships with other organizations that are currently helping East Bay families become more self-sufficient. While the process has just begun, we anticipate a continued alliance with our current partner, Loved Twice, as well as Alternative Family Services—the organization our New

Members paired with for their their *Shake It; Move It; Grill It* project in March 2012. We will seek new partnerships with organizations such as the Alameda and Contra Costa County Foodbanks and Dress for Success.

In addition to providing hands-on support, we’ll serve as community educators and advocates. Junior League will both raise awareness in the community and in our local government about the struggles East Bay families face, and become a “go-to” source for local non-profits and the media.

Forging Foundations

The 2012-13 League year will be about building a strong foundation for the new impact area. The objective is to have League members, be they active, new member or sustainer, serve as leaders and subject matter experts on the issue of family self sufficiency in the East Bay.

We will begin by offering advocacy activities and trainings within the Impact Area, with the goal of expanding the programming of our Public Policy Institute around family self sufficiency.

Join Us

Join the Junior League in our efforts to help East Bay families thrive. A list of upcoming shifts and trainings can be found on our website, www.jloeb.org.

The Jewel Box

Gold, Silver and Jewelry Collection for Re-Sale

Please contact Catherine Dieterich for a
Personal and Confidential Appointment in Your Home

925-256-4462

catherine@dieterichllc.com



Everything's Coming Up Chocolate

Legendary actress Audrey Hepburn once said, "Let's face it, a nice, creamy chocolate cake does a lot for a lot of people; it does for me." How deliciously on point. Chocolate has the power to bring a smile to our lips and bring people together, as it did on February 11th for the Junior League of Oakland-East Bay's Second Annual Chocolate Indulgence. Guests sampled scrumptious sweets from East Bay eateries, perused vendors at the new marketplace, and sipped from an expanded selection of local wines.

And as the name suggests--indulge we did! Adult Chocolate Milk and The Chocolate Addict provided chocolate tastings and demonstrations, while five local wineries, Quady Winery, Rock Wall Wine Company, Tenuta Winery, The Naked Grape, and Wente Vineyards presented their finest for the fete. While the event's 275 guests indulged in all things *cacao*, six lucky judges were put to work -- charged with choosing the evening's very best chocolate dessert from six East Bay restaurants, including Blackhawk Grille, Bocanova, Cypress, Élevé, Jack's Restaurant & Bar and Underdog Wine Bar.

"As a judge, picking a winner among these desserts was a challenge," said JLOEB President, **Heather Hamilton**.

Ultimately, Blackhawk Grille received the "People's Choice Award" for its Boca Nero, a bitter-sweet chocolate pudding cake. Cypress Restaurant in Walnut Creek received the judges' award for the "Best Chocolate Dessert in the East Bay" for its Chocolate Hazelnut Tart.

The first Marketplace at Chocolate Indulgence included wonderful wares and treats from Carrie's Creations Jewelry, Clarine's Florentines, Cocoa Collection SF, Cocotutti, Jade Chocolates and Narsai's Specialty Foods, with vendors generously donating 20% of their proceeds to the Junior League.

The event raised over \$13,000, with proceeds generated from ticket sales, raffle prizes, and an incredibly successful silent auction. "Seeing 2012 as a growth year for the event, we prided ourselves on taking risks and trying new things," said Special Event Committee Co-Chair, **Rexanne Emigh**.

Chocolate Indulgence wouldn't be the success it is without a committed team of passionate women. The League offers sincere appreciation to event Co-Chairs, **Rexanne Emigh** and **Lisa Pickup**, and to the Special Events Committee: **Crystal Smith**, **Janaia Roeder**, **Kit Davison**, **Liz Claytor**, **Rachel Fawkes**, **Stephanie Ferman** and **Tyler Martz**.

The Judges

Deborah Grossman,
Bay Area Food and Wine Journalist
Ethan Fletcher, Diablo Magazine
Heather Hamilton, JLOEB President
Jamie Broadhurst,
VP, General Manager, Neiman Marcus
Katrece Montgomery,
The Chocolate Addict
Lauren Lyon, JLOEB Member Judge

Event Sponsors:

Diablo Magazine
Body Time
Bouquetière Floral Designs
Coco Delice
Girls Just Gotta Have Funds
Golden Bay DJ Company
Minuteman Press Lafayette
Monaghan's On the Hills
Power West Video

Member Sponsors

Liz Claytor
Allison Fletcher
Heather Hamilton
Melissa Jose
Mackenzie Leshner

We also thank our many donors who helped our Silent Auction raise nearly \$14,000. How sweet it is!

Pictures clockwise from upper left:

1) **Brittney Beussink**, **Amanda Backstrom**, and **Carrie LaShell** get ready to *Indulge*. 2) Sustainers **Sonja Vukasin** and her daughter **Kristina Brouhard** take in the night. 3) JLOEB President **Heather Hamilton**, **Gretchen Killion**, **Jean Atkins** and **Diane Bode** place their final bids in the Silent Auction. 4) New Members **Kate Harrington** and **Valerie Gray** enjoying the night. 5) Party-goers peruse the Silent Auction items. 6) **Tasia Cammack** and **Angela Nava** in full celebration mode. 7) Cypress Restaurant welcomes guests. 8) Neiman Marcus representatives **Craig Kuwabara**, **Santana Diaz**, **Jamie Broadhurst** and **Meghan Murray** take in some chocolate before their opening Gala.

SPAC Honors Christine Gerchow with Highest Award

Congratulations to JLOEB Senior SPAC, **Christine Gerchow**, who received the California SPAC Community Impact Award, the highest honor a SPAC delegate may receive. The award pays tribute to a woman whose actions exemplify civic leadership in their local community as an extension of the advocacy skills developed through their SPAC tenure.

Christine was honored primarily for two community projects she spearheaded. The first project, Kick Butts Day, was in response to the many teenagers Christine saw smoking outside of her San Francisco home. With help from Target, Walgreens, and the Imagine Bus Project in San Francisco, Kick Butts Day hosted a fall festival in Golden Gate Park for kids and families to create anti-smoking posters that were distributed district-wide. They also enlisted Campaign for Tobacco Free Kids to send official Kick Butts Day activity packets to every San Francisco Unified School District school. The following winter and spring, essay and poster contests were held at schools around the city producing some very incredible results.

Not stopping there, Christine also went on to create the Club Read program. Having taught on the Monument Corridor in a bilingual first grade classroom, she experienced first-hand how badly both the students and parents wanted to learn English and to read. Enter—Club Read. With the help of the Monument Crisis Center, Christine set up summer reading classes to a group of first through fifth grade students while simultaneously offering English classes to their parents. At the end of summer, they held a pizza party in celebration of their reading, hard work, and family participation in learning.

We are so proud of Christine and her dedication to SPAC-related causes. In her own words, “SPAC has been the most rewarding, mind-expanding placement I could have imagined. Thank you to JLOEB for the opportunity to be a delegate!” No Christine...thank you.

BY CHRISTINE GERCHOW AND KRISTEN DEL SIMONE

SPAC Hosts Public Policy Institute

On Saturday, April 28, JLOEB hosted its inaugural Public Policy Institute (PPI) at the Concord Police Department. CEO and Executive Director of California Women Lead, Rachel Michelin, discussed the importance of both developing a message and building a local advocacy strategic plan around our new impact area—family self-sufficiency.

Following Rachel’s remarks, Assembly Member Joan Buchanan presented an overview of the California budget and the background of how our state fell onto such difficult financial times. Outlining the state’s structural debt and its unrealistic revenue expectations, she also discussed how difficult it has been to be in the Legislature during a time of deep cuts. Ending on a positive note, the Assembly Member reminded attendees that developing awareness of issues through advocacy is critical to sparing some programs from cuts or ensuring they are reinstated in the future.

The PPI was a tremendous success and has blazed the trail for a new, ongoing tradition for public affairs training within the League. A special thanks to the Concord Police Department and Peet’s Coffee and Tea for giving us “room and brew”. The future of Public Affairs is strong in the JLOEB, California State Public Affairs Committee, and AJLI!



(L to R) -JLOEB President **Heather Hamilton**, Assembly Member Joan Buchanan, Public Affairs Committee Member **Lisa Taw**, and Senior SPAC, **Christine Gerchow**.

Shake It! Move It! Grill It! And Then Some!



Shakin' it...Zumba style!



Jeannie Paulovich, Kerry Seo, Janel Welborn, Erica Kelly and Meghan Basso load it at the New Member event.

Despite uncooperative weather and having to resort to “Plan D”, the 2011-2012 JLOEB New Member class executed a very successful, *Shake it! Move it! Grill it! A Kids in the Kitchen* event.

Partnering with Alternative Family Services, a Northern California foster, adoption and mental health agency, the New Member class, in association with AJLI's Kids in the Kitchen program, set out to tackle an issue not only prevalent in Northern California, but one that impacts the entire United States: childhood obesity. Despite programs aimed to help children and their families live healthy lives, rising rates of childhood obesity show no signs of slowing down. In Alameda County, 34% of public school 5th, 7th and 9th graders were categorized as overweight or obese in 2010. Recent studies also show that children in foster care are at a higher risk of becoming overweight.

“Specifically, health and nutrition is an undervalued area for many of the families and youth served by AFS,” Jennifer Harper, AFS Director of Development and Marketing, said. “Many youth and parents have health issues including diabetes due to poor nutritional habits.”

The New Member class developed a variety of activities to get 12 to 17 year olds moving and to teach them healthy eating habits they could implement every day. Stations during the event included circuit training, smoothie making, healthy snack options, an “eat this instead” station, good oral hygiene how-tos and Zumba. Despite the rain, the day was packed with energy, laughs and enough smiles to bring out a few patches of blue sky just in time for lunch, which was provided by Oakland's own Bad Boyz of BBQ.

“The Bad Boys serving great food and grilling in front of the kids was very valuable even though it was not a formal station. The opportunity to be in a positive community environment where healthy eating is a focus set a great example,” Harper said.

The New Member class put incredible dedication to bring this event to life, but the day could not have been possible without our sponsors and donators. Special thanks to: AFS, Kaiser Permanente, Bad Boyz of BBQ, Oakland Athletics, Safeway and the Raiderettes!



Sustainers Celebrate at the Annual Luncheon

With the Orinda Country Club as the backdrop, over 60 Sustainers and Honored Actives came together to celebrate both friendships and our annual Sustainer of the Year.

Many of those in attendance were friends of the Sustainer of the Year honoree, **D.D. van Löben Sels**, including **Maridel Moulton**, **Ginny Hooper**, **Suanne Inman**, and **Linda Ingham** who all served on the Executive Committee during D.D.'s presidential term. As D.D. rose to accept the award, a flash mob broke out waving blue and gold streamers in unison to the Cal Fight Song. Having recently taken part in a flash mob at the Neiman Marcus Gala, D.D. assured the lunch guests that all would be well in just a few minutes.

D.D. spoke of fond Junior League memories, including the day she decided to become JLOEB President. She recalled her husband, Page, placing a call to the Nominating Chair stating, "We accept."

As lunch began, attendees were treated to a presentation by nutritionist, Nathan Brammeier, who challenged our notions of what we should eat, how we should exercise, and how we should relax. Mr. Brammeier recommends the Paleo diet, mimicking our hunter-gatherer ancestors. The diet includes fish, grass-fed pasture raised meats, vegetables, fruits, and nuts, and avoids dairy, beans, grains or sugar. Many attendees took copious notes during the presentation. However, the lemon tart with fresh berries and raspberry coulis was too tempting for most to pass up. We'll start the Paleo diet tomorrow!

A huge thank you to Sustainer Co-Directors **Amy Dellinger**,



Front row (L to R) - **Betty Henry**, **Linda Ingham**, **Suanne Inman**, **Carol Leslie**, **D.D. van Löben Sels**, **Barbara Duff**, **Marsha Servetnick**. Back row (from left) - **Barbara Blunden**, **Candy Caldwell**

JLOEB By The Numbers

\$16,786 ⇨ *Amount raised thru Annual Fund campaign*

New Members in the 2012 class ⇨ **44**

102 ⇨ *JLOEB members who contributed to the Annual Fund campaign*

Lifetime Sustainers in first year ⇨ **37**

200 ⇨ *Women served thru our training programs*

1,500 ⇨ *Chocolate Indulgence dessert samples*



Arel Wente and **Sue Smegal** share a laugh at the Sustainer lunch.

40th  Year

Lafayette Lakefront Site • Ages 4-16
Free Home Transportation & Extended Care

Win a Week of Camp! Sign Up Online:
www.roughingit.com/jrleague



For most people, their home represents the largest financial purchase or sale of their lifetime.

So when you're making a crucial decision to buy or sell, don't you want a Realtor you can trust?



Kim McAtee
925.376.3974
KimMcAtee.com
JLOEB Member
CA DRE#01349169

COLDWELL BANKER
RESIDENTIAL BROKERAGE



PIEDMONT

The Real Pleasantville

Enjoy wonderful small town amenities and top-rated schools K-12.

Conveniently located just 20 minutes from San Francisco in one of California's most exclusive and sought after communities.

Also serving the many neighborhoods of Oakland and Berkeley.



Debbi DiMaggio
Partner

Debbi@DebbiDiMaggio.com
DebbiDiMaggio.com
510.414.6777

Helping Others Gives
Success True Meaning

HIGHLAND PARTNERS
BOUTIQUE REAL ESTATE INTERNATIONAL PRESENCE

Meet Our Membership

CLARISSA GREEN

Active

Years in League: 8

Placement: Project Research and Development

How long have you been a member of the JLOEB?

I transferred into JLOEB in 2004 from Long Beach.

What has been your favorite placement so far?

Tough question! It's a tie between Placement Chair and Project Research & Development Chair. I love connecting with our members and helping them find placements that will best meet their skills and interests. The PR&D Committee helped our membership understand the new impact area model, Family Self-Sufficiency. It's an honor to be a part of this legacy.

Who do you admire and why?

Gwyneth Paltrow. She's a working mom who's driven, talented, dedicated to her family, and takes care of herself. And, my kids will actually eat recipes from her cookbook!

What's your guiltiest pleasure?

Listening to Radio Disney, even without kids in the car.

What's your favorite airplane activity?

Sleeping!

What's one thing on your bucket list?

See Madonna in concert



What do you like best about living in the East Bay?

We're close to the ocean, and also close to the mountains. The weather is perfect for boating, which we love.

What's your guiltiest pleasure?

Taking the weekend off from work to go to Wine Country. We love to drive along the hills and explore!

What's one thing on your bucket list?

To travel to Ireland and Rome.

What is the last song, album, or book you purchased?

The Last Lecture by Randy Pausch.

If you could meet one famous person, who would it be?

Bill Gates.

GAYLE TORNBERG

Sustainer

Years in League: 15

What was your favorite placement?

A project called Battered Women's Alternative (now called STAND).

Our committee worked on a project called You Never Win With Violence. We presented violence prevention curriculum to junior

high students in Mt. Diablo Schools, and empowered kids to recognize when something isn't right in their home and how to get help.

What's your guiltiest pleasure?

Bubble baths, reading what friends are doing on Facebook, sleeping in on weekends, and lounging around the house.

What's your favorite airplane activity?

Landing! I don't enjoy flying.

What's one thing on your bucket list?

Travel! Spend some quality time on the Amalfi Coast.

If you could meet one famous person, who would it be?

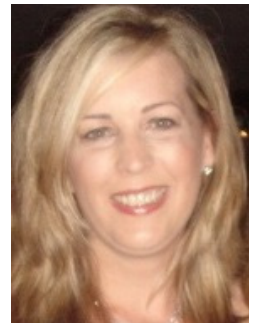
Oprah

Do you have pets?

Yes, a 100 pound Doberman named Kohl. He is super sweet and very loving, and thinks he is a lap dog!

What is your advice for women new to JLOEB?

Engage yourself and look for opportunities to learn, to train, to have fun, and to try new things.



MARTHA GARCIA

New Member

What made you want to join?

I've been an "unofficial member" of the Junior League for 15 years. My family has relocated a lot, and I've volunteered with Junior Leagues in different places. I never committed to membership...

until now! I didn't know anyone in the

Bay Area when we moved, and a friend recommended I join.

What has been your best Junior League experience so far?

Our New Member course meetings. People share great ideas in the New Member meetings - rapid fire ideas!

Neiman Marcus Gets Creative



Eleven past, present and future JLOEB Presidents enjoy the Neiman Marcus festivities.



Liz Cantwell, Heather Power and Teri Reynolds after a post pink-carpet walk.

Nearly one thousand revelers gathered on March 8th to fete the grand opening of Neiman Marcus Walnut Creek. The Junior League of Oakland-East Bay was honored to be included among the four charitable beneficiaries for the “creative” black tie event, joining the Diablo Regional Arts Association, Monument Crisis Center, and the Taylor Family Foundation. With all costs generously underwritten by Neiman Marcus, the evening raised nearly \$200,000 for the four charities.

The Walnut Creek store, only the 43rd location for the renowned retailer, was a gorgeous setting for a truly exceptional evening. Attendees were greeted by a “pink carpet”, an array of live entertainment, the delectable cuisine of Barbara Llewelyn Catering, and local wines and spirits from throughout the Bay Area. And no *creative* party is a complete without a “flash mob”. JLOEB members **Maridel Moulton, D.D. van Löben Sels**, and **Marsha Servetnick** were enlisted to dance alongside a variety of professionals. No pressure there!

While partygoers enjoyed a wonderful night, our League is most thankful for the opportunity to strengthen our mission and expand our impact with the generous gift of nearly \$50,000 from the event. The Board, in conjunction with the Development Committee, allocated the funds toward small infrastructure office improvements, new marketing materials, training for members, a grant for our nonprofit partner Loved Twice, and most exciting, the exploration of a training lecture series for our members and community.

Many thanks to our newest “creative” community partner, Neiman Marcus Walnut Creek!

THAT CRAFTY

MOTHER

Custom Embroidery
Leah Crane Kao
www.thatcraftymother.com

JSP
concierge

Helping busy people get things done!

- Personal Assistant
- House & Office Organization
- House & Shopping
- Bill Paying & Bookkeeping
- Administrative Assistance
- Cleaners

Let me be your personal assistant without the full-time commitment!

Justin S. Parnas (415) 347-1484
JLOEB Member since 2004 www.jspconcierge.com

JL
**JUNIOR LEAGUE OF
OAKLAND-EAST BAY, INC.**
Women building better communities®

3730 Mount Diablo Blvd., Suite 345
Lafayette, CA 94549
(925) 284-3740
(925) 284-5221 - fax
Info@jloeb.org

Nonprofit Org.
U.S. Postage
PAID
San Ramon, CA
Permit #89

The Junior League of Oakland-East Bay, 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. • **The Association of Junior Leagues International, Inc.** (AJLI) reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.



WE'RE THRILLED TO BE HERE AND CAN'T WAIT TO MEET YOU!

Neiman Marcus

WALNUT CREEK IN BROADWAY PLAZA 925.279.3000 NEIMANMARCUS.COM