

PUBLISHED BY THE JUNIOR LEAGUE OF OAKLAND EAST BAY

The BayView

WINTER 2012



Planting the Seeds



Planting the Seeds

plant (v.)

1. a: to put or set in the ground for growth
b: to set or sow with seeds



There is a secret among gardeners, whether they seek to cultivate perfect roses or raise sweet home grown vegetables. The secret is the experience itself; the act of working the soil and planting seeds, combined with patience and nurturing. The reward of such efforts is fruitful crops to be enjoyed weeks, months or even years into the future. This year, the JLOEB is Planting the Seeds for the future.

We are developing an “issue-based” community impact model. Rather than choosing projects, we will be selecting an issue facing Alameda and Contra Costa counties on which to focus our efforts. In a time of shrinking non-profits, this model will allow us to lend volunteer support, partner for collaborative projects and make a sustainable community impact. This model will allow the League the flexibility and resource management to match community needs with membership.

Training the women of JLOEB to be effective leaders is the key making a long term impact in our community. Over 60 new members have joined JLOEB this fall to learn and practice new skills, share their knowledge with each other and get involved in the community. We continue to expand our leadership training and volunteer development, both formally and informally.

This December, we will have a very special General Membership Meeting to educate our members on poverty among new mothers and sort and pack newborn clothing in partnership with Loved Twice. It is the focus on education and training that makes JLOEB different from any other volunteer organization.

We are thrilled to continue our partnership with *Diablo Magazine* as the sponsor of a very successful 2011 *Artful Living Home Tour* and the second annual Chocolate Indulgence – the East Bay’s Sweetest Event! We are also pleased to announce a new partnership with Neiman Marcus, as JLOEB will be one of the beneficiaries of the Neiman Marcus Opening Gala in Walnut Creek on March 8, 2012.

The women of JLOEB inspire me with their passion, vision and drive. You always amaze me with your teamwork, compassion and support of the organization and each other.

“The creation of a thousand forests is in one acorn” - Ralph Waldo Emerson

Warm regards,

JLOEB 2011-2012 BOARD OF DIRECTORS

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Enter the Issue-Based Community Impact Model

The Junior League of Oakland-East Bay is in the midst of a transformation designed to shift our mindset from change that is episodic to change that is systemic. With support and guidance from the Association of Junior Leagues' International, JLOEB is moving from a project-based to an issue-based community impact model. AJLI's extensive research has noted a decline in the scope and impact of Junior Leagues' community work throughout the country. Project-based, episodic volunteering has displaced Leagues' capacity to collaborate with the larger community to identify and develop sustainable responses to issues. As a result, we have had a limited impact in our community compared to our capability.

Enter—the issue-based community impact model. Following months of research, discussion and member input, JLOEB members will select an impact area at the January General Meeting. The final two areas under consideration are Early Childhood Education and Family Self Sufficiency. Regardless of the outcome, our ability to begin building sustainable community partnerships, engaging in meaningful discussions with community leaders through our advocacy efforts and developing our own JLOEB-created projects will start immediately. In fact, one group of women has been focused on the successful implementation of the community impact model since they received a phone call from then-President **Mackenzie Lesher** asking if they would serve on an Action Learning Team (ALT) Work Group. **Jean Atkins, Randi Ervin, Allison Fletcher, Laura Lamison** and **Tricia Stenger**, along with Sustainers **Gayle Tornberg** and **Noel Twist**, all said yes, and with the patience of their leader, **Tasia Cammack**, began down the Action Learning highway.



The ALT's mission is to create a plan for complete implementation of the impact area model. To this end, the ALT has set five goals.

1. Establish a clear message, making sure that every League member articulates the impact area in the same way.
2. Create an environment where the JLOEB is recognized by our community as being a resource about our impact area topic.
3. Ensure the impact area model is supported by the organizational structure of the JLOEB.
4. Offer significant educational opportunities that focus on building the skills needed for members to become effective civic and community leaders.
5. Build a structure for the impact area model which is capable of being sustained for several years to come.

The Project Research and Development (PR&D) Committee has also been hard at work preparing the League for this major change. This team, consisting of Chair **Clarissa Green** and members, **Nicole Crogan, Megan Davis, Randi Ervin, Melinda Garcia, Elizabeth Lieber** and **Caryn Moore** have been our “boots on the ground” educating the League about our possible impact areas and leading the discussion that will help our League make this decision. Following the vote, PR&D will begin looking for possible collaborations in the community, opportunities for League-sponsored programming and setting up initial volunteer opportunities with potential partners.

This is indeed a very exciting time for the League. Stay tuned...



Artful Living Home Tour Shines Again

They say that home is where the heart is, and nowhere was this more true than in the East Bay communities of Alamo, Danville, and Diablo on the weekend of November 4th and 5th. The 8th Annual *Artful Living Home Tour*, the signature fundraising event of Junior League of Oakland East Bay, allowed guests the rare opportunity to tour several interesting and elegant homes in the East Bay while supporting the mission of the League.

“One of our goals this year was to expose more people to this fantastic fundraiser, which ultimately allows us to have a greater impact in the community,” stated Home Tour Chair, **Lauren Inman-Semerau**. “With the help of our membership, we identified over 50 local organizations to offer tickets to. Many of these attendees who had not heard about the Tour before now plan on making this an annual event.”

The Home Tour showcased five homes, each with its own unique style and story. From old world European charm to modern sophistication to a 1919 historic renovation, each home offered inspiring examples of architecture, as well as interior

and landscape design. New this year was a “VIP” home located in the prestigious Northridge Estates. Guests in this special home were treated to hors d’oeuvres, champagne, and spectacular views of the Diablo foothills.

Once again, the Home Tour Boutique, held on Thursday, November 3rd, featured beautiful crafts, jewelry, handbags, home goods, cookbooks, photography, and edible delights from a variety of vendors who all donated 20% of their proceeds to the League. This year, the record-setting boutique provided over \$4,400 to the League, with Toss Designs (monogrammed bags) and Powell Girls (travel tag items) leading the way. Guests shopped for unique and handmade wares while enjoying wine and nibbles provided Barefoot Wine & Bubbly, Nothing Bundt Cakes, Harvest Fine Catering, Josie K. Biscotti and Pascal French Oven.

Junior League thanks its tremendous media sponsor, *Diablo Magazine*, as well as sponsors, Barefoot Wine & Bubbly, Persons Plastic Surgery, Artesa Dental, Girls Just Gotta Have Funds, and Tiffany & Co. Congratulations to Junior League



Sustainer, **Holly Hogan**, who was the winner of a stunning necklace donated by Tiffany & Co. Two local restaurants, Peasant’s Courtyard and Prickly Pear Cantina, graciously donated to Junior League a portion of all proceeds on November 4th and 5th. We look forward to developing these new partnerships for the Home Tour and beyond.

Home Tour wouldn’t be the success it is without a committed team of passionate women. Our sincere appreciation to the Home Tour Committee:

- * Chair -- **Lauren Inman-Semerau**
- * Chair-Elect -- **Sara O’Bryant**
- * Operations Chair -- **Christi Rossi**
- * Homes Chair -- **Beth Westerhouse**
- * Sponsorship Chair -- **Amy Craig**
- * Boutique Chair -- **Elke Rank**
- * Home Coordinators -- **Monica Burke, Shelly Estevez, Denise Lombard, Shannon Sathiacama, and Barb Wilson.**
- * Home Tour Committee Members: **Creston Higgins, Jocelyn Jackson, Tabitha Kahn, Kimberly Low, Denise Maloney, Sonja Schell, and Jessica Young.**

Pictures clockwise from upper left:

- 1) President **Heather Hamilton**, JLOEB Office Manager **Pam De Luca** and Past President **Mackenzie Leshner** show off their Toss Bags.
- 2) Sustainers **Myra Belfiore, Kathleen Odne, Catherine Dieterich** and **Shannon Kirby**.
- 3) Sustainers **Carol Leslie** and her daughter **Lyn Haithcock**.
- 4) **Stephanie Masuda, Leslie Padien** and **Shelly Estevez** volunteer at the Diablo home.
- 5) **Maria Falaschi** and her mother, Susan Penna-Falaschi.
- 6) Home Tour Boutique centerpiece.
- 7) President-Elect **Alison Fletcher** with her mother, Sustainer **Ann Fletcher**.
- 8) Sustainers **Holly Fitch Hogan, Amy Dellinger** and **Joan Tornlof**.
- 9) **Laila McCluskey, Marcy Dixon** and baby Tarah.

Upper right corner:

Home Tour Chair **Lauren Inman-Semerau** and **Jaime Polson**.

Meet Our Membership: Elke Rank and Odette Vandaveer

ELKE RANK

Years in League: 6

Placement: PR Chair and Home Tour



What have you found unexpected about the League?

I am always impressed by the women. They have careers and families, and yet find time to do volunteer work. The League is full of very

dedicated women who are passionate about community service.

What has been your favorite placement?

Home Tour. After my New Member year, I was placed on Home Tour as a last choice, and I found that I loved it! It brings every League member together. My experience on Home Tour has given me a stronger sense of community engagement.

What's your guiltiest pleasure?

Reality TV. I never miss *Project Runway* and *Amazing Race*.

Do you have any hidden talents?

Yes, but something ridiculous, like pantry organizing.

What is one thing on your bucket list?

Travel, lots of travel! I have an opportunity to go on a cruise to the Baltic Sea next year and I cannot pass it up.

What is your "desert island" book, CD, or movie?

The "*Twilight*" series and the movie *Pride and Prejudice*.

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

Michelle Obama.

What was your first (or favorite) job?

My first proper job was at an ice cream shop. I remember being surprised at how warm the shop felt, despite the cold ice cream!

What are memorable "words of wisdom" you have received?

Measure twice, cut once.

What is your advice for women new to JLOEB?

Your first year is very busy, but remember to slow down enough to make some real connections with women in the League.

ODETTE VANDAVEER

Years in League: 2

Placement: New Member Committee

What has been your best Junior League experience so far?

Our New Member project, Emancipation Preparation. Foster kids arrived in the morning with protective attitudes and left with changed, positive demeanors. The kids really opened up to the experience and were inspired by our Challenge Day speakers.

What have you found surprising about the League?

At the prospective member social I attended, I heard Sustainers speak about the League as a lifelong passion. For many women, the League isn't just something they do in their spare time, it's a huge part of their lives.

How did you come to live in the East Bay?

I am originally from New Zealand, and came to California to work as a nanny. I decided to stay after meeting my husband. That was 16 years ago!

What's your guiltiest pleasure?

I like to watch cartoons in the morning instead of the news. It's too depressing. My favorite cartoon is *Jem and the Holograms*.

Do you have any hidden talents?

I'm a very good organizer -- maybe a little OCD! I could come to your house and organize your closet. It's just something I like to do!

What is one thing on your bucket list?

I would love to travel to the Japanese countryside for an authentic cultural experience.

What was your first job?

My first job was working as a checkout girl at a supermarket. It gave me empathy for people who work retail jobs!

In one word, what does the Junior League symbolize for you?
Friendship.



Odette Vandaveer and her husband, John

Meet Our Membership: Arel Wenté and Tasia Cammack

AREL WENTE

Years in League: 29
Sustainer



Maridel Moulton and Arel Wenté

I answered, “Yes!” and was so excited. I knew that the League was classy, social, fun, productive, and it would get me to expand my Livermore horizons, but I didn’t say that. I am positive that I was way too thrilled to have said anything but a delightful “yes.”

What is your favorite Junior League memory?

The League was a salvation in terms of stimulating exposure to many new educational venues, such as training and speaking. One of my favorite memories was when I invited my committee to our home in Lake Tahoe, and being the only boat on the lake in September. We also went up to Tahoe for a ski trip in the winter.

Did you have a “life-changing” League moment?

The League put me on a confident path to public speaking. I immediately segued that into being an invited guest lecturer on cruise ships around the world, which I did for 20 years. I am not sure that I would have jumped into this had it not been for my public speaking training in the League.

What was your favorite JLOEB Placement?

Definitely the year I chaired the Training Committee. There were several past Presidents on the committee including **Nancy Colbert**, **Kathy Ferber**, and **Gala Mowat**. You can imagine the great times we had. Confident women. No hard coaching work!

What is your favorite travel destination?

Too hard to answer. I have traveled a lot—all good. I do love London though.

What is your favorite movie?

It’s Complicated with Meryl Streep.

In one word, what does the Junior League symbolize for you?

Empowerment.

TASIA CAMMACK

Years in League: 5
Placement: Community Council Director

What has been your favorite placement so far?

Last year, while on Project Research & Development, I had the opportunity to research service organizations in our community. I learned first-hand about their needs and how the League can help them reach their goals.

What have you found surprising about the League?

I knew the League provided training opportunities, but was I was surprised to discover the training was very applicable to my professional life.

Who inspires you in life?

My best friend is an environmental activist who works on campaigns that are meaningful to her. She inspired me to focus my efforts on issues important to me personally and to pursue a career with a cause.

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

I live in Oakland and I love it! I can ride my bike to work and I live near friends. There’s plenty going on in Oakland, but unlike living in San Francisco, I don’t have to worry about parking.

What’s one thing on your bucket list?

To hike the lakes district in England....which I’m planning to do next year on my honeymoon!

What is your “desert island” book?

The Sun Also Rises by Ernest Hemingway. I’ve read it a thousand times!

What was your favorite job?

My favorite job was working at the college book store at my alma mater, the University of Nevada, Las Vegas. I sometimes miss the simplicity of that job!

What is your advice for women new to JLOEB?

Stick with it!



Meet Our Membership: Meghan Basso and Anne Wu

MEGHAN BASSO

New Member

How did you learn about JLOEB?

My mom was a member 20 years ago. I admired her voluntarism growing up. I learned about the current League from Sustainer, Kim McAtee.

What has been your best experience so far?

The New Member social at **Odette Vandaveer's** house was a blast! Getting to know the other women in my New Member class has been the best part of my experience so far.

How do you spend your days?

I work in Commercial Real Estate in Walnut Creek. I also play softball and soccer, and what little time I have left I spend with my husband!

What's your guiltiest pleasure?

Dirty Kettle Martinis with 3 olives!

Do you have any hidden talents?

No. I tried to get onto the show "*Wipe Out*" and they asked that question, so I told them "mechanical bull riding." I got a call back. I never responded because I feared they'd figure me out.

Who inspires you?

My Mom and Dad—happily married for 30 years. My Mom taught me how to be a brave, strong, gracious woman and my Dad taught me how to work hard, live better and to never compromise the ZDD (zippity-do-dah).

What are your most memorable "words of wisdom"?

"Would you rather be happy or right?" Words of wisdom I tell any of my friends who are getting married!



ANNE WU

New Member

How did you first hear about Junior League?

A co-worker was with the JLSF and had wonderful things to say about the League's impact in the community, and about the friendships she'd made. When I moved to the East Bay nine months ago, I figured the League would be a great way to get to know people and to learn about my new community.

How do you spend your days?

I love my job. I am a transactional attorney working for a start-up company that has grown tremendously -- we're now a public company!

Are you a native Californian?

No, I grew up outside of Boston. I moved West six years ago and lived in San Francisco and various places on the Peninsula before moving to the East Bay.

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

I really like having the biking and walking trails and the opportunities to be active. I take my two dogs running on the Iron Horse and Contra Costa trails.

What's your guiltiest pleasure?

Reality TV, I watch a lot of it! I love cooking shows like *Top Chef* and *Chopped*. I also like *The Amazing Race*.

Do you have any hidden talents?

I've been told I make a mean mac & cheese!

What's one thing on your bucket list?

I would love to take a six month sabbatical and travel around the world. I would love to travel to Africa, South America, Australia, and Antarctica.

What was your favorite job?

I once interned at a biotech company and researched the impact of drugs on rat brains. It was a very unique experience!

What are the most memorable "words of wisdom" you have received from someone?

Never give up. Life isn't always fair, but make the best of a given situation.



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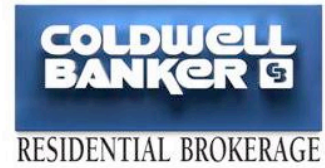


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There (Really) Ought To Be A Law

Shocked by the number of post-natal suicides in California in 2008, a Provisional League Member from Los Angeles suggested there needed to be some sort of system to prepare doctors and related experts to deal with depressed pre- and post-natal mothers. This Provisional entered her idea into the “There Ought to be a Law Contest” that the Junior Leagues of California State Public Affairs Committee (SPAC) holds each year. Following close work with the state SPAC Committee and Assembly Member Pedro Nava (D-Santa Barbara), the idea transformed into a bill and passed the legislature in 2010. Now every year in May, California recognizes Perinatal Depression Awareness month.

If you have ever thought, “there really ought to be a law about...”, **Christine Gerchow** and **Ginger Crowne**, your SPAC Senior and Junior representatives, would love to hear from you! **Your idea might be accepted as our new proposed bill!** Suggestions could include ideas for new laws or a change in an existing law. Ideas for new legislation must relate to one of the California Junior Leagues’ four focus areas, which are:

* **Education:** SPAC is committed to ensuring that all children and young adults receive educational opportunities that are developmentally appropriate, increase academic achievement, and lead to better marketability for individuals in the workplace.

* **Family Support:** SPAC advocates for programs and policies that promote the physical and the emotional well-being of all members in a family.

* **Health:** SPAC pushes for better access to quality health care and prevention programs that will improve mental and physical health of our community.

* **Violence Prevention:** SPAC addresses the impact of violence in our communities through prevention, intervention and education.

Every year, the 33 State Public Affairs Committee (SPAC) representatives from 16 Junior League chapters in California meet to review all of the suggestions presented by members from across the state. As a group, we decide which idea to sponsor as a piece of original legislation in California, and contact our legislators to act accordingly.

Please e-mail Ginger Crowne at gingercorona@gmail.com with your idea for a new law by February 15, 2012. Be sure to include your name, phone number, the Junior League focus area that may be helped by this law, any expert you know who we should talk to about the issue, as well as his/her contact details. Thank you for your thoughtful input.



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JLOEB By The Numbers

\$2,525 *Amount raised for Super Stars Literacy at the premiere of "The Help"*

82% *Actives and New Members who are full-time, part-time or self-employed*

\$1,454 *Amount raised at Fall into Fashion event with partners J.Crew and Élevé*

44% *Sustainers who serve as a board member of a non-profit community service organization*

830 *Volunteer hours for Friday and Saturday of the Artful Living Home Tour*

\$39,255 *Amount raised at the 2011 Artful Living Home Tour*

33% *Sustainers who transferred from another League*

JLOEB Upcoming Events

Sustainer Winter Social

Thursday, February 9, 2012
Toast Wine Bar, Oakland
6:00 p.m.

Chocolate Indulgence

Saturday, February 11, 2012
Round Hill Country Club
7:00 - 10:00 p.m.

Neiman Marcus

Grand Opening Gala

Thursday, March 8, 2012
Neiman Marcus Walnut Creek
7:00 - 10:00 p.m.

Annual Sustainer Luncheon

Tuesday, April 12, 2012
Orinda Country Club
11:30 a.m. - 2:00 p.m.

SPAC Day at the Capitol

Monday, May 7, 2012
Place: Capitol Building,
Sacramento
9:00 a.m.

May Celebration Dinner

Tuesday, May 8, 2012
Place: TBD
6:00 - 9:00 p.m.

Sustainer Spring Social

Tuesday, May 17, 2012
At the Home of **Beth Gebhardt**
6:00 p.m.



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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.

The Junior League of Oakland-East Bay *presents*



Saturday, February 11
7:00 – 10:00 p.m.

Round Hill Country Club
3169 Round Hill Road, Alamo

Join us for an evening of competition, chocolate, and celebration!
Chefs from local restaurants will feature their most decadent chocolate desserts as they compete for the title of BEST Chocolate Dessert in the East Bay.

Desserts will be judged by a panel of "expert" judges as well as event guests.
Hors d'oeuvres and wine tasting included. Don't miss the East Bay's Sweetest Event!

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Proceeds from **Chocolate Indulgence** support the charitable endeavors of the Junior League of Oakland-East Bay, Inc., which has contributed more than \$3 million and 7 million volunteer hours to local communities in its 75-year history.

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