

JUNIOR LEAGUE OF
NASHVILLE

Women building a better community

Report to the Community 2004



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Editors of the Junior League of Nashville Report to the Community: Sandy Morse, Amy Atkinson and Carolyn Johns.

A strong foundation and the dedication of 2,000 volunteers. Together we are building a better community through the action and leadership of trained Junior League volunteers. I am pleased to share with you the 2003-2004 Report to the Community that includes highlights of our projects and recognition of the generous donors that help make this possible. The Junior League of Nashville has a rich heritage of more than 80 years of service to our community. We are strengthened by the time we share together and the impact of the work we do together. Thank you for supporting the Junior League of Nashville with your time, talents and resources.

Linde Pflaum
President 2003-2004



Highlights of 2003-2004

- Expansion of the programs of the JL Home at the new Vanderbilt Children's Hospital.
- Completion of the Training & Conference Center building plan including furnishings and equipment.
- The creation of an operating structure for usage of our newly renovated Training and Conference Center. More than 500 meetings and trainings held in the Center this year.
- The 10th anniversary American Girl Fashion Show held four sold out shows. A special community show was held for the girls from our partner agencies and included a free American Girl doll underwritten by donors to take home.
- POSH was expanded and resulted in a record level of sales and income for the JLN.
- A very successful Show House was held over two weeks and included a new creative event, the Designers' Estate Sale.
- For Santa's Sake reached out to more than 300 families to bring the joy of the holidays. Over 250 volunteers devoted time to 34 community projects with \$464,000 in funding.
- Introduction of a new \$50,000 community grant.
- JLN volunteers helped with two hands-on impact projects resulting in a new playground for First Steps and outreach to 5,000 children at the Vanderbilt Children's Hospital "We Care for Kids Day."
- Development of a new three-year strategic plan through the involvement of members and community partners.
- Launching of Endowment campaign to support the JLN and its mission into perpetuity.
- Monthly trainings focusing on personal growth and leadership and facilitated by highly respected professionals.
- Selling over 3,000 *Notably Nashville* cookbooks.
- Approving changes in members' financial requirements so that we can continue to grow and improve volunteer training.
- 148 new and outstanding Provisionals trained and ready for action.
- 50 new Transfers getting involved and making a difference in their new community.
- Upgrading and reconfiguring our technology to achieve significant cost savings and efficiencies.
- Introduction of a new logo, which is used by the Association of Junior Leagues International and Leagues all across the country, connecting us to 171,000 volunteers.



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President Elect **Patti Hart**
Sustainer Representative to the Board **Mary Stumb**

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Project Chair Coordinator
Project Chair Coordinator
Project Chair Coordinator
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Training Co-Chair
Training Co-Chair
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Sustainer Representative

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Show House Comm. Coordinator
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Tonya Stevens
Karin Prentice
Beverly Farr & Carolyn Amiot
Gretchen Goldstein

Paragon Award Winners 2004

ACTIVE OF THE YEAR LISANNE HITT

The Outstanding Service Award is presented to the member who best exemplifies the purpose of the Junior League of Nashville, a woman who is committed to promoting voluntarism and improving our community through the effective action and leadership of trained volunteers. Our Active of the Year has been a member of JLN for seven years. She has been extremely active in the League and is currently serving as Chair-Elect on our Home Board. Lisanne has served as Community Research Chair, as well as VP of Community. This year we implemented a new community model for agency grants, which was adopted under Lisanne's leadership as VP of Community. She is willing to give countless hours while promoting a positive image for the Junior League of Nashville. In addition, she has been very involved in many of our agencies including CASA, Family & Children's Service and YWCA. She has truly made a difference in the lives of women, children and families in our community.



SUSTAINER OF THE YEAR BETH ALEXANDER

The Sustainer Service Award is presented to the Sustainer who best exemplifies how to lead a life of voluntarism and one who has translated her volunteer education and training into community commitment and involvement. Beth is a former Junior League of Nashville president (1989-1990), currently serves on the Board of the Association of Junior Leagues International, and is the Nominating Chair of the Association. Beth also held leadership positions with AJLI from 1992-1997. She is currently serving as a director on the boards of the Public Library Foundation, United Way, St. Luke's Community House and Family & Children's Service. She has chaired the boards of the Tennessee Repertory Theater, Family and Children's Service and The Volunteer Center. This award recognizes her incredible support of the 2004 Decorators' Show House, her continued commitment to others and her spirit of voluntarism. Beth leads the way in serving our community.



FIRST YEAR ACTIVE SUSAN IRBY

The First Year Member Award is given to the First Year Active who has given her time and service above and beyond the call of duty. Susan is a Budget and Finance Manager for the State of Tennessee. As JLN Real Estate Oversight Manager, Susan took the requirements of a fairly new position and developed and implemented many new systems into the League, including taking a physical inventory of the property and equipment of the JLN and establishing a cross-referencing system. She also ensured that routine repairs and maintenance of our building occurred in a timely fashion. Her initiative is rare for a First Year Active, thus making her truly deserving of this award.



COMMUNITY SERVICE AWARD DR. HARRY JACOBSON

The Community Service Award is presented to a non-member of the Junior League who has demonstrated the ideals of Junior League volunteer service, leadership and dedication to improving our community. This year's winner is Dr. Harry R. Jacobson, Vice Chancellor for Health Affairs at Vanderbilt University. In this role, he serves as the Chief Executive Officer of the Vanderbilt Medical Center. Dr. Jacobson is also known for the many contributions he has made to improving Nashville. He is a member of the board of directors of the Nashville Health Care Council, the Middle Tennessee Council of the Boy Scouts of America, EBM (Evidence-Based Medicine Solutions) and Renal Care Group.



Dr. Jacobson has been a longtime friend and supporter of the JLN. With his support, the JLN partnered with the Curb Family Foundation in making a \$1,000,000 gift to the Children's Section of the Nashville Public Library.

Dr. Jacobson supported the renovation of the JLN Training & Conference Center, encouraging our League to continue to lead the way in training community volunteers. This has been an especially exciting year for Dr. Jacobson, with the opening of the new Monroe Carell, Jr. Children's Hospital at Vanderbilt.



Memories of Mountview Show House 2004

The 2004 Show House featured the historic Mountview, home of Trudy and Will Byrd. Mountview, located on Franklin Road in the heart of Brentwood and listed in the National Register of Historic Homes, was built in 1861 with bricks that were hand made on the property. The home also features the original smokehouse, which served as the Art Gallery during the 2004 Show House. Mountview has been home to only five families in its long history. The home was built by William A. (Buck) Davis and his wife and completed at the onset of the Civil War. During that time Mountview served as a hospital. After watching the war from their front porch, the Davis' chose to sell Mountview only four short years later to Ashley Boscom Rozell. His family resided there until 1924 when he sold the house to Charles P. Wilson. We were honored that Mr. Wilson's son, David K. Wilson, and his wife served as this year's Honorary Show House chairs. The Wilson family sold Mountview to Nashville contractor, Ray Bell, and subsequently to the Byrds.




The Show House opened on Saturday, April 17, 2004 with a black-tie Gala and remained open through Sunday, May 2, 2004. The Sustainer Luncheon welcomed a crowd of more than three hundred and featured Dr. Ben Caldwell, father of the homeowner, speaking on the history of Mountview. Other special events included sold-out Dine by Design evenings featuring restaurant Zola, Deer Park Grille and F. Scott's. We also continued the very successful Taste of Show House event, which this year included an auction. Our final special event featured an afternoon lecture on the history of the house with noted historian Vance Little. Bread & Company catered the Tearoom offering a variety of box lunches and desserts. A fabulous array of gift shop vendors displayed their beautiful treasures in what became know as Mountview Marketplace.

We continued to receive great community support through underwriting again this year. Renewing their commitment to Show House were SunTrust, Morgan Keegan/Regions Bank, NBC Bank, Caterpillar Financial and AmSouth Bank. We were thrilled to receive a new gift this year from Expo Design Center. Our in-kind support was invaluable as well. We had a wonderful new Guidebook partner this year with Nfocus. Their creative team designed a beautiful logo for all our printed materials. Their continued work on ad sales, layout and design resulted in an outstanding Guidebook of which we distributed almost 12,000 copies. News Channel 5 provided great support through Talk of the Town coverage and Gaylord once again provided our parking shuttles.

We were absolutely thrilled to feature a home so rich in history. Extensive renovations were made to the kitchen, master bath, and porch and the design spaces were beautiful. It was nice to welcome new decorators as well as old friends. Favorite rooms included the modernized kitchen and breakfast area, the foyer with handpainted finishes and the little girl's bedroom. The public was very interested in this lovely old home and enjoyed the opportunity to see it up close. The Byrds and the Junior League of Nashville were recognized in 2004 with a preservation award from the Heritage Foundation of Franklin and Williamson County for the renovation and beautification of Mountview. We certainly had a great year working on this Show House and thank the Byrds for sharing the gift of Mountview with all of us!

by Jessica Clark & Dara Dickson - 2004 Show House Chairs





New Logo Captures the Essence of the League

Stop for a moment and think about some of the products or services you use in your daily life. Some names that my come to mind include Nike, Gerber, Visa, and Kraft. Why do these name brands easily come to mind? Well, typically these names represent strong, capable brands you know and trust. The brand is the image and perception of the product and company, created to build confidence and form a preference with consumers.

Now, consider the many places and many ways that Junior League volunteers have made an impact on the programs and agencies in our community to enrich the lives of women, children and families. It is the image of the thousands of Junior League volunteers and their dedicated service that create the Junior League "brand". To help illustrate this, we are proud to launch a new logo and a new look to our members, our partners, and our community. We often look for symbols in logos, and the JLN logo and tagline work well together to represent our efforts in the community.

The new logo is designed to capture the essence of our organization – its history, leadership and mission. The logo consists of a symbol, logotype, and tagline that produce a compelling impression of what it means to be a Junior League member. It depicts the letters "J" and "L" in bold red forming a center column to symbolize the strength our volunteers bring with their service. The logo itself is classic and will retain its solid feel of strength for some time to come. It also works well with our new tagline, "Women Building Better Communities".

JLN has used several different logos throughout its history, including the skyline of Nashville, and the most recent "fan" icon symbolizing outreach that was adopted during Beth Alexander's presidency in 1989-1990. Fourteen years later, it is appropriate to update the JLN look and, moreover, link Nashville to other Junior Leagues throughout the world. The Association of Junior Leagues International, AJLI, adopted this new logo and has encouraged individual Junior Leagues to do the same. Many Leagues have already jumped on board, so you'll see the new logo from Los Angeles to Cleveland to Washington, D.C.

The Board voted to adopt the new logo at its first meeting of 2003-2004 and the Marketing Council introduced the new logo to the membership, our partners, and the Nashville throughout the year. By promoting the power of our



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Women building a better community

organization, we help to strengthen communities, embrace diverse perspectives, build partnerships and inspire shared solutions.

By Laura Creekmore, Vice President of Marketing

The Textile Project Art Exhibit at Junior League Family Resource Center

A multicultural textile art exhibit, with an artist reception, opened on Thursday, March 25, 2004 in the Junior League Family Resource Center (JLFRC) at Vanderbilt Children's Hospital.

The textile pieces were solicited by the Junior League of Nashville on behalf of the JLFRC and Vanderbilt Children's Hospital to highlight the diversity of family cultures served by the Junior League Family Resource Center. Most of the 33-piece collection is hanging inside the JLFRC, located at the second-floor entrance of the hospital, and are key elements of its interior design. A few of the pieces were so large they were placed in other areas on the second floor of the new hospital. Over \$21,000 of donated textile art, representing 20 cultures were on permanent display.

The Junior League Family Resource Center at Vanderbilt Children's Hospital is a place where all families in the Middle Tennessee area can find information about children's health, development, and support networks.

Junior League Home Expands at New Vanderbilt Children's Hospital

As the official opening date drew nearer, there were lavish parties and tours. There was a dedication ceremony and even a JLN Membership Meeting. These were elegant, well-attended events with delicious food, colorful decorations, riveting speakers and even, a brass band! But nothing could compare with what was to come...



photo courtesy of Neil Brake

After months of anticipation, preparation, excitement and a little frustration, THE DAY finally arrived. Sunday, February 8, 2004 was a day those involved would not soon forget. It was the day the move into the new, family-centered, state-of-the-art Monroe Carell, Jr. Children's Hospital at Vanderbilt, finally happened.

It began 30 minutes ahead of schedule, with the first patient being moved from the Pediatric Emergency Department into the new Hospital. At 7:00 am, one-year-old Dedrick Woodard, Jr. became the first patient to be welcomed into the new facility that took four years to build at an estimated cost of \$172 million. Boasting 600,000 square feet and 206 beds, the new Hospital is dramatically larger than its previous location within Vanderbilt Hospital. The Junior League was one of the initial lead partners in the new building, granting over \$2 million to help construct the free-standing expansion of the Junior League Home and its programs. JLN allocated another \$500,000 to launch the soon-to-be completed Junior League Eating Disorders Center at the clinic at Vanderbilt Children's Hospital.



photo courtesy of Neil Brake

By 10:30, the first in-patient, Gary Ellis was moved to his room. Throughout the day, 112 patients, along with their families and equipment, were transported from the former VCH to their new home. Some patients were transported in their beds, some in wheelchairs. Some had IV's attached, some were sleeping, but many were awake and enjoying the festivities associated with this long-awaited day. Everyone – staff, patient and volunteer alike – felt the joy of moving into such a well-planned, family-centered space. It went flawlessly, thanks to well-trained staff and volunteers who had rehearsed this scenario several times.

Reflective of our long-standing partnership with VCH, Junior League volunteers were there for the big day, helping fellow volunteers check-in, directing the flow of patient "traffic" and distributing water bottles to thirsty volunteers and staff who had been shuttling patients back and forth all morning long. By 4:30, long before anyone had estimated, the move was complete and the Junior League Home for Crippled Children celebrated its fourth location in its 80+ year history.

by Mary Lee Bartlett, 2003-04 Home Board Chair

2003-2004 Gifts to the Community

VOLUNTEER HOURS 120,000+

ABUSE AND NEGLECT

Project Chair Coordinator, Gwen McCoy	
CASA (Court Appointed Special Advocates)	\$ 7,500
Exchange Club Family Center	\$ 3,000
National Council of Jewish Women (Special Advocates for Victims of Violence)	\$ 5,000
Our Kids Center	\$ 10,000
Rape & Sexual Abuse Center	\$ 10,000
TOTAL	\$ 35,500

CHILDREN AND FAMILIES AT RISK

Project Chair Coordinator, Rebecca Wylie	
Bethlehem Centers of Nashville	\$ 2,000
Centerstone Community Mental Health Centers	\$ 7,500
Magdalene	\$ 10,000
Nashville's Table	\$ 7,500
Oasis Center	\$ 6,500
Red Shield Family Initiative	Volunteer Only
Renewal House	\$ 2,500
TOTAL	\$ 36,000

EDUCATIONAL DISADVANTAGE

Project Chair Coordinators, Laura Schield and Ginny Condra	
Alive Hospice	\$ 5,000
Book 'Em	\$ 2,500
Boys & Girls Club	\$ 3,000
First Steps, Inc.	\$ 3,600
Nashville Public Library	Volunteer Only
RIF (Reading Is FUNdamental)	\$ 5,000
RSVP/Senior Citizens Inc.	Volunteer Only
TOTAL	\$ 19,100

VOLUNTARISM AND QUALITY OF LIFE

Project Chair Coordinator, Ashley Henry	
Adventure Science Museum	Volunteer Only
Frist Center for the Visual Arts	\$ 2,500
Nashville Children's Theatre	\$ 6,120
Nashville Zoo	Volunteer Only
St. Luke's Community House	\$ 11,300
TOTAL	\$ 19,920

HEALTH

Project Chair Coordinator, Marcy Rehse	
Gilda's Club of Nashville	\$ 5,000
High Hopes, Inc.	\$ 2,250
Interfaith Dental Clinic	\$ 3,986
League for the Deaf & Hard of Hearing	\$ 2,500
Ronald McDonald House	\$ 4,162
Saddle Up!	\$ 7,500
Siloam Family Health Center	\$ 7,500
Susan Gray School for Children	\$ 3,600
Vanderbilt University Bill Wilkerson Center	\$ 2,000
TOTAL	\$ 38,498

JUNIOR LEAGUE HOME AT VANDERBILT CHILDREN'S HOSPITAL

Home Board Chair, Mary Lee Bartlett	
Annual Grant *	\$ 300,000
Activities and Programs	\$ 5,700
TOTAL	\$ 305,700

COMMUNITY ASSISTANCE FUND

Monroe Harding Children's Home	\$ 1,500
Community Resource Center	\$ 1,900
TOTAL	\$ 7,500

MARKETING SPONSORSHIP FUND

ATHENA Award	\$ 1,000
Boulevard Bolt	\$ 2,500
Center for Nonprofit Management	
Salute to Excellence	\$ 300
Girl Scout Gold Award Luncheon	\$ 1,500
Mary Catherine Strobel Awards Luncheon	\$ 250
Mayor's Summit on Children and Youth	\$ 5,000
Women's Fund Luncheon	\$ 750
YWCA Academy for Women of	
Achievement Award	\$ 1,500
TOTAL	\$ 11,800

TOTAL GIFTS TO THE COMMUNITY

\$ 474,018

***Note:** The Junior League of Nashville founded the Home for Crippled Children in 1923. The Home was incorporated to Vanderbilt Children's Hospital in 1971. The Junior League committed \$1,200,000 in 2002 to Vanderbilt Children's Hospital to fund the programs of the Junior League Home with annual payments of \$300,000 through 2007.

POSH opens its Doors to the Community

POSH has traditionally been a JLN holiday event for members-only, but in 2003, the Board of Directors voted to open the event to the public during the first weekend in December.

The event was highly successful as more than 4,000 Junior League members and holiday shoppers found gifts for the holidays, special occasions, and themselves at the more than 115 vendor booths. The POSH committee believes the success was due to the commitment of its volunteers and vendors. According to Julia Cashion, POSH Chair for the event, "the event exceeded expectations."

The 10th Anniversary of the American Girl Fashion Show Hosts A Community Celebration

The traditional fall fundraiser, American Girls Fashion Show, was expanded during its 10th anniversary to include a Community Celebration, under the leadership of Chairs, Michele Toungette and Linda Biek. The JLN invited girls from JLN-sponsored agencies to attend the community celebration fashion show, with a guest, free of charge. In addition to the show, they were treated to a Tea and a new American Girl doll. This was made possible through the generous contributions by JLN members who "adopted" dolls.

Partnerships with the Mall at Green Hills, Vanderbilt Children's Hospital, Accent Flowers by Pat Higgins, and Nashville Parent magazine, made it an unforgettable occasion. Throughout the weekend event, everyone shared the laughter and joy of hundreds of little girls, as they spent a couple of hours watching the magic of make-believe come to life.

Junior League Cookbook

After the successful launch of *Notably Nashville* in November of 2002, the focus for the Cookbook Committee in 2003-2004 chaired by Jennifer Orth and

Avery Wilson was to expand the marketing efforts for the book beyond the Nashville area. Over the course of the year, new retail store accounts were opened and cookbooks were swapped with 12 other Junior Leagues, sending our books across the country from California to Florida. An email marketing system was developed to reach a database of more than 1,000 independent bookstores all over America and closer to home, we participated in Christmas Village and POSH. All of these efforts resulted in the sale of more than 3,000 cookbooks and provided a firm basis for next year's marketing and sales efforts.

Capital Campaign 2004

The Junior League of Nashville launched a five-year Capital Campaign in 2001 to renovate the Training and Conference Center and to purchase the Administrative Offices to accommodate the needs of a growing membership. We thank all the donors who generously pledged their support to the Capital Campaign, and the following donors making contributions in 2003-2004

INDIVIDUALS

Mr. and Mrs. Stephen Alford	Jean Jackson Hastings
Laura S. Allen	Senator and Mrs. Douglas Henry
Sheila L. Armstrong	Kirstin Humann
Steve and Mary Lee Bartlett	Regina Jensen
Sandra C. Battocchio	Beth and Paul Moore
Mr. and Mrs. Frank Bumstead	Mr. and Mrs. Edward G. Nelson
Mr. and Mrs. John P. Campbell, III	Dorothy C. Pace
Mr. and Mrs. Benjamin E. Carswell	Elizabeth and Larry Papel
Laura Currie	Linde and David Pflaum
Mr. and Mrs. Martin D. Davis	Mr. and Mrs. Fritz Richter, III
Laurie and Steven Eskind	Sheri Rieger
Mr. and Mrs. Andrew Ewing, Jr.	Marti M. Rosenberg
Jean Dobson Farris	Mr. and Mrs. Michael W. Sheehan
Karen and Gene Fleming	Bertie and Don Shriver
Tracy Richardson Frazier	Kathleen and Ned Spitzer
Melissa Merriman	Lisa and Peter Stickel
and Robert A. Frist, Jr.	Julie and Breck Walker
Mr. and Mrs. H. Rodes Hart	Dudley Brown White
Patti R. Hart	

CORPORATIONS AND FOUNDATIONS

The Atticus Trust
 Mr. and Mrs. Martin S. Brown
 The Martin Foundation
 and Ellen H. Martin
 SunTrust Bank
 Vanderbilt University Medical Center



Sponsors, Donors & Recognition

AMERICAN GIRLS FASHION SHOW DONORS

Co-Chairs:

Linda Biek & Michele Tounette

The Junior League of Nashville thanks the following donors who supported the American Girls Fashion Show fundraiser.

GRAND SPONSORS

Vanderbilt University Medical Center
The Mall at Green Hills

SPONSORS

Pleasant Company Productions
Billy Ray Cyrus Charities Foundation, Inc.
National Bank of Commerce
Otter Imaging, Inc.

MAJOR IN-KIND DONORS

Accent Flowers by Pat Higgins
Sprint Printing

IN-KIND DONORS

2 Chicks
All Dolled Up
Amerigo's Restaurant
Amy's Unique Gifts
Angel Image
Antonio's Ristorante
Ash Blue
Baja Burrito
BB King's Blues Club
Belcourt Theatre
Bellacino's Pizza
Bennett Galleries
Blockbuster Video
Blue Ridge Mountain Sports
Brentwood Skate Center
Brentwood Stationers
Brushfire Pottery
Build-A-Bear
Cafe Nonna
Calypso Cafe
Carissa's Armoires and Antiques
Celebrity Limousine
Centennial SportsPlex

Chapel Bistro
Cheekwood Botanical Gardens &
Fine Arts Center
Chez Jose
Children's Playroom
Chuck-E-Cheese Pizza
Cotton Mill
Crayon Soup
Creative Fitness Center
Curves for Women
Da Vinci's Gourmet Pizza
Dalt's Restaurant
Davis- Kidd Booksellers
Dillard's at Green Hills
Donut Den
Doodlebugs
Easy's In The Village
FAO Schwartz at Parisian
Fido
Finezza Trattoria
Flour Shop Bakery
Franklin Cinema
Freshwater Designs
Funikijam Music
Gaylord Opryland Resort
& Convention Center
Ginette Boutique
Green Hills Family YMCA
Green Hills Grille
Happiness Place
Hermitage Hotel
Hollybelle
Ilex
Imaginarium
J. Alexander's
J. J. Ashley's
Jersey Mike's
Katy's Hallmark
Kiddie Korral
L.L.B. Designs
Laurie Nelson
Le Peep Restaurant
Let It Shine Gymnastics
Little Bits
Loew's Vanderbilt Plaza
Lonnie Young Shoes
Macaroni Grille
Mad Platter
Maggie Moo's
Mambu Restaurant

Mark English Gallery
Matteo's Pizza
Mellow Mushroom
Mina's Toys Store
Miss Molly's Pippin Parlor
My Second Home
Nashville Children's Theatre
Necessary Elements
Noshville Delicatessen
Pancake Pantry
Paper Moon
Parisian
Phillip's Deli
Phillips Toy Mart
Plaid Rabbit
Plain Jane
Pockets & Posies
Private Edition
Ragamuffin Shoppe
Regal Cinemas
Rodeo Drive Body Salon and Day Spa
Rose Peppers Cantina
Rowanne Designs
S.T.E.P.S. Inc.
Scott Ellis Photography
Sherod
Silver Bells Jewelry & Gifts
Smoothie King
Spell's Dance Theatre Shop
Standard Candy Company
Stein Mart, Nashville
Talbots for Kids
The Children's Shop
The Corner Market
The Tulip Tree
The Art Store
The Cellar
The City Market
The Learning Express
The Little Cottage Children's Shoppe
The Melting Pot
The Paper Place
The Parent-Teacher Store
The Perfect Addition
The Picket Fence
The Picnic Cafe
The Stoveworks Restaurant
Thu Huynh
Union Station Hotel
Viking Culinary Arts Centers

Westside Gymnastics
 What's In Store
 Whipperwill Farm Day Camp
 Whitt's Barbeque
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