



KEYNOTE PRESENTATIONS AND KEYNOTE SPEAKER BIOGRAPHIES

Friday Night - Keynote Speaker

Leveraging Social Media for Maximum Results

The social media highway can be daunting with so many options for engaging your audience. Facebook, Twitter, YouTube, a website...where do you begin? How do you get the most out of all those online tools? A detailed roadmap will be provided to get your organization started. This powerful keynote presentation explains how to leverage social media platforms to build your organization's brand, effectively communicate with your stakeholders, raise revenues, and foster loyal communities. Throughout this keynote, you will be given practical advice and best practices to help participants harness the power of social media to achieve their marketing goals.

Keynote Speaker – Shellee Smith

Shellee Smith, President of Global Media Advisors Group, is an Emmy award-winning communicator and former network television correspondent helping companies and nonprofits craft THEIR stories. She brings more than 20 years of experience in communications, management consulting and journalism to her clients. From Shanghai to New York, Shellee and her team provide expertise in media/public relations, crisis management, social/digital media and a full range of training programs executives. Shellee has a distinguished background in public relations and journalism. She served as the Director of Communications for Zecco Holdings Inc., an online investment firm that she helped launch on Wall Street. As a national correspondent for NBC News, she covered breaking news stories and in-depth features for the Today Show, Nightly News with Brian Williams, MSNBC and CNBC. Before joining NBC, Shellee led a nationally recognized investigative team at WXYZ-TV in Detroit. She was featured on the Oprah Winfrey Show as one of the top investigative reporters in the country. Her recognitions include: Alfred DuPont Columbia University Award, George Foster Peabody Award, two national Edward R. Murrow awards, an Investigative Reporters & Editors Award, and seven Emmys.

Saturday Lunch - Keynote Speaker

One Woman Can Make a Difference

One person can make a difference. You just have to believe in yourself, be passionate about giving back, build coalitions, put in many hours of work, and be patient. M.C. has made a difference for the memories of hundreds of women and girls who were killed or have disappeared from the U.S.-Mexico border town of Ciudad Juarez since the 1990s. In 2000, M.C. also represented the Junior League of El Paso, the Junior League of Oakland-East Bay, Junior League of Saint Paul, the Junior League of San Francisco, and the Junior League of San Diego in the U.S. Supreme Court in an effort to uphold the constitutionality of the civil rights remedy under the Violence Against Women Act. Lunch attendees will be inspired by M.C.'s stories to make a difference of their own in the world, and will learn how one person — one woman — could and did have an effect on the lives of hundreds of other women...in her own way.

Keynote Speaker – Mary-Christine “M.C.” Sungaila

M.C. Sungaila, Partner at Snell & Wilmer L.L.P., a prominent appellate lawyer with high-profile appellate practice. She is also a recognized human rights advocate and community leader. Prior to joining Snell & Wilmer, she was a partner with Horvitz & Levy LLP, where, for 13 years, she successfully briefed and argued appeals raising cutting-edge and core business issues statewide, nationally and internationally. She has particular experience in complex toxic tort cases involving emerging issues of importance to the chemical industry. She has helped define the scope of the duty to warn sophisticated users of product hazards, set the guidelines for admitting expert testimony at trial and overturn multi-million dollar judgments.



In 2011, her innovative amicus brief in the closely-watched U.S. Supreme Court class action *Wal-Mart v Dukes* — one among fifteen different briefs filed in support of Wal-Mart by a number of veteran Supreme Court litigators — earned her the title “Appellate Lawyer of the Week” from the *National Law Journal*.

In 2010, she was the 29th alumnae member honored by Alpha Phi International Fraternity for professional achievement and was also named one of the Top 100 Women Litigators in California by the *Daily Journal*. Her pro bono work in the areas of human rights and women's rights includes a win in the Inter-American Court of Human Rights against Mexico that has been called “one of the most important legal victories for international women's rights in decades.”

M.C. serves as chair of the Amicus Curiae Committee of the International Association of Defense Counsel (IADC) and vice-chair of the IADC's Appellate Practice Committee, as well as an appointed member of the American Bar Association (ABA) Rainmakers Board, the National Association of Women Lawyers' Amicus Briefs Committee, and the Women Lawyers' Association and Los Angeles County Bar Association's Joint Task Force on Retaining and Promoting Women in Law Firms. She continues to take a leading role in the community at large serving as a California Ambassador to the Vision 2020 Equality in Sight Conference; as a state coordinator for Justice Sandra Day O'Connor's online civics education program iCivics; on the executive committees of LACMA's (Los Angeles County Museum of Art) Modern and Contemporary Art Council; and on Claremont Graduate University's Board of Advisors for Arts and Humanities. At the end of 2010, she concluded two terms as board president of Break the Cycle, a national organization committed to ending teen dating violence.

Her recognitions include: Top Women Lawyers of 2011, *The Daily Journal* (2011); Visionary of The Year Award, Coastline Community College Foundation (2011); “20 Women to Watch” in Orange County, *OC Metro Business Magazine* (2011); Alpha Phi International Fraternity Frances E. Willard Award (2010); Top Woman Litigator, *Los Angeles Daily Journal* (2010, 2005); *The Best Lawyers in America®*, Appellate Law (2010-2011); *Southern California Super Lawyers®*, Appellate (2004-2011); Top 50 Females in Southern California (2008-2011); and Top 25 Lawyers in San Fernando Valley, *San Fernando Valley Business Journal* (2007).



ROUND TABLE DESCRIPTIONS AND SPEAKER BIOGRAPHIES

Workshops Session I:

Managing Intense Media and Public Scrutiny in a Crisis

With today's instantaneous coverage of crises – fraud, government investigations, workplace violence and more – nonprofit directors and their board members need to be prepared to manage intense media and public scrutiny. Joan Gladstone will share proven techniques for successfully managing traditional media, social media, and stakeholder communications in a crisis. With her vast experience in this subject and Joan's engaging, entertaining presentation, attendees will quickly learn how to be prepared and self sufficient when facing a crisis situation.

Moderator – Joan Gladstone

Joan Gladstone is president and CEO of Gladstone International, one of Orange County's most respected public relations firms. The firm's primary focus is crisis communications, specifically, crisis intervention and planning. Since founding her firm in 1989, Joan has managed national media relations and stakeholder communications related to labor strikes, foreign-object-in-food crises, environmental issues, municipal bankruptcies, landslides, political protests, regulatory agency investigations, property rights lawsuits, executive transitions and more. Recently, Joan was selected as a professional speaker by Vistage International, the world's leading chief executive organization serving 14,000 members in 15 countries. In 2007, Joan was elected to the prestigious Public Relations Society of America (PRSA) College of Fellows. Acceptance to the College of Fellows is based on lifetime achievement. Fewer than 500 senior practitioners and educators worldwide have achieved this honor since 1988. In 1997, Joan received the *Orange County Business Journal's* respected Women in Business Award for her business achievements and community service. The previous year, she won the national PRSA highest honor, a Silver Anvil award, for community relations excellence. Joan is very active in the Orange County community. She has served on the boards of the Orangewood Children's Foundation, Orange County Museum of Art, and Laguna Playhouse. She also chaired the national Urban Land Institute's Orange County District Council. Joan has conducted workshops and seminars on crisis communications and media relations for more than 100 associations, businesses, public agencies and nonprofits. She has coached more than 3,500 executives how to manage the media with confidence. Joan's teaching experience extends to the next generation of public relations professionals. She has taught public relations at Chapman University in Orange, CA for the past three years. Joan has written many articles related to crisis communications. Her most recent article, "Convincing CEOs to Communicate Quickly in a Crisis," was published in PR News' *Crisis Management Guidebook* in November 2010. She fulfilled a goal to assist entrepreneurs in getting a successful start when she authored a best-selling book, *Starting and Growing Your Own PR Firm*, published by PRSA in 1998. The second edition was published in November 2006. Joan was awarded a bachelor of science degree in public relations at Boston University's College of Communication and graduated summa cum laude. She received her Accreditation (APR) from PRSA in 1983.

Leadership Style and Development

Leadership is built on a foundation of trust that celebrates talents, results, relationships, and emotional intelligence on the part of the leader. Leaders often find themselves "squeezed" between relationships and results. This session will be an overview of Leadership Styles and tools to help you develop leaders within your league. It will cover tips to help you gain more confidence and professionalism in your work with the league as well as the workplace. Explore how your leadership traits and personality factors impact your leadership ability and effectiveness.

Moderator –Janet Colclaser

Janet Colclaser has trained Junior League and other Boards of Directors in non-profit management and leadership skills for many years. After joining the Junior League of Orange County, California in 1984, she chaired a project and the Training and Future Planning Committees, then served as Projects Vice-President and President. She also chaired the Ad Hoc Committee that guided JLOCC's process for selecting focus issue areas. In addition, Janet was a member of AJLI's Resolutions Committee and served twice as JLOCC's Sustaining Advisor. A founder of the Orange County



Community Foundation, Janet led their grantsmanship process while serving on that Board of Directors for 12 years. She was also a member of the Executive Committee of the Orange County Chapter of the American Red Cross, as well as the Board of Directors of the Greater Orange County Volunteer Center, where she chaired the Center's training component. In 2010, the JLOCC awarded Janet its Kathryn Rauston Community Service Award. Currently, Janet works for a City of Irvine Councilman, focusing on land use and public works issues, while serving her second year on JLOCC's Sustainer Committee.

Fundraising in an Economic Downturn

Our current economic climate has meant a lot of belt tightening throughout our communities. Everywhere you turn people and companies are cutting back on their spending and excursions. How are nonprofit organizations faring? There are some things to think about in your efforts to continue to fund your mission statement and projects in these tough economic times and our moderator will share with you her expertise and tips.

Moderator – Heather McKenzie-Densmore, CFRE and Viki Barie, CFRE

Heather McKenzie-Densmore has been a JLOCC member since 1988 and went to Sustaining membership in 1998. Heather sat on the Board of Directors as the Training Director in 1991 and the Marketing Director in 1997. She also served as the chair of one of the League's projects, was a Placement Advisor, and Public Affairs Chairman, she has served on The Christmas Company, and the Finance Committee. Heather served as a Sustaining advisor to the League's Cookbook committee and on the Sustainer Committee. Heather is Vice President of Development for Habitat for Humanity of Orange County. Heather has been a Certified Fund Raising Executive (CFRE) since 1997 and has raised over \$25,000,000 in her career. Heather holds a B.S. in Business Administration from the University of Phoenix. Heather has also lead fundraising teams for the Boys & Girls Club of Santa Ana, the Discovery Science Center and Goodwill Industries of OC. Outside of the League, Heather has sat on the Boards of CASA, The Volunteer Center of Orange County Professional Women in Building (an association of the BIA) and The Association of Fundraising Professionals (AFP formerly known as the National Society of Fund Raising Executives). Heather is a past President of AFP, is a past Co-chair of National Philanthropy Day and was a delegate at the National Assembly for six years. Heather has taught several classes in Fundraising on various topics including classes to prepare people for the CFRE exam. In 2010 Heather was awarded by her peers in AFP Outstanding Fundraising Professional for Orange County. Heather enjoys sailing, cooking (she has a collection of Junior League cookbooks) and spending time outdoors. She is married to her husband, John.

Viki Barie, CFRE is currently Director of Development for Major Gifts at St. Joseph Hospital Foundation in Orange, CA. Prior to joining St. Joseph Hospital Foundation in 2003, Viki was a fundraiser and management professional for 14 years at the YMCA of Orange County and the YMCA of Greater Sacramento. She began her fund development career at the Friends of the St. Louis Public Library. Viki has extensive experience in annual giving, special events, grantwriting, volunteer development, and non-profit management. She is a fund development trainer for the Association of Fundraising Professionals (AFP), the Association of Healthcare Philanthropy (AHP), and other professional entities. She served as co-chair of the AFP Orange County Chapter 2001 National Philanthropy Day. Viki is also a past AFP Chapter Treasurer, and President of the AFP Orange County Chapter. In 2011, Viki was named AFP OC Outstanding Professional Fundraiser. Viki has bachelor degrees in English and Geology from Washington State University and a Certificate in Non-Profit Management from the University of Missouri, St. Louis. Additionally, Viki is a Life Member and past board member of the Jane Austen Society of North America, as well as a 20+year member and former board member of various Junior Leagues. She supports many charitable agencies, including the C. S. Lewis Foundation, World Vision, and African Children's Choir among others. Viki is an ordained Deacon and Elder in the Presbyterian Church (USA) and a former Session member of Irvine Presbyterian Church, Irvine, CA. She has held the Certified Fund Raising Executive (CFRE) credential since 1993.



Workshops Session II:

Media Relations for NonProfits

Increase your chances of getting the news media to cover your story or event by learning directly from a panel of journalists. The digital era has had a profound impact on the media landscape and news reporters have more work to do in less time than ever before. Learn what it takes to effectively reach busy journalists and bloggers and persuade them to cover your story. Panelists will share basic pitching tips along with advice on developing stories that are relevant and interesting to local news audiences.

Moderators – The panel will consist of local reporters on a variety of different print media

Amy Senk, Founder & Publisher, Corona del Mar Today, Freelance Writer

Cindy Carcamo, Orange County Register

Michele Gile, KCAL 9 & CBS 2

Amy Senk graduated from the University of Missouri – Columbia with a bachelor's degree in Journalism and spent a decade working as a news reporter for the Kansas City Star and the Contra Costa Times. After relocating to Southern California, she developed Corona del Mar Today, an online newspaper for the village of Corona del Mar in Newport Beach in 2009. The community-focused newspaper was among the first, solely electronic news sites in the country, a model that has since been widely duplicated. As editor and publisher, Amy oversees all content and business aspects for Corona del Mar Today. She also regularly contributes to several lifestyle magazines as a freelance writer.

Cindy Carcamo is an award-winning staff writer at The Orange County Register, where she currently covers immigration issues. Her work on immigration has appeared in publications around the globe. She joined the Register staff in 2003 as a law enforcement reporter. Prior, she covered crime and courts at The Fresno Bee and has reported for a variety of newspapers in the U.S. and abroad, including The Dallas Morning News and The Buenos Aires Herald in Argentina.

Michele Gile has worked as television news reporter for more than two decades. After beginning her reporting career in Palm Springs, Michele went on to work in Santa Barbara and later for CNN before accepting a position with KCAL 9 in Los Angeles. She is currently the Orange County reporter for both KCAL 9 and CBS 2. Michele's busy career has included stories from the Laguna Beach fires, the L.A. Riots, the abduction of Samantha Runnion, and many other important news events. Her work has garnered numerous professional honors including two Emmy awards, a Golden Mic and the national Clarion Award for the best television spot news story. Michele is a graduate of the University of Southern California's Broadcast Journalism School.

Social Media and Junior Leagues

Ever wonder how to effectively leverage your social media within your own Junior League? This roundtable will emphasize member sensitivity/diversity, privacy basics and legal issues. Discussion will also include how to bridge the gap between "born digital" younger members and those who are far less comfortable with new media.

Moderators – Shellee Smith and Kim Sherman

Shellee Smith, President of Global Media Advisors Group, is an Emmy award-winning communicator and former network television correspondent helping companies and nonprofits craft THEIR stories. She brings more than 20 years of experience in communications, management consulting and journalism to her clients. From Shanghai to New York, Shellee and her team provide expertise in media/public relations, crisis management, social/digital media and a full range of training programs executives. Shellee has a distinguished background in public relations and journalism. She served as the Director of Communications for Zecco Holdings Inc., an online investment firm that she helped launch on Wall Street. As a national correspondent for NBC News, she covered breaking news stories and in-depth features for the Today Show, Nightly News with Brian Williams, MSNBC and CNBC. Before joining NBC, Shellee led a nationally recognized investigative team at WXYZ-TV in Detroit. She was featured on the Oprah Winfrey Show as one of the top investigative reporters in the country. Her recognitions include: Alfred DuPont Columbia University Award, George



Foster Peabody Award, two national Edward R. Murrow awards, an Investigative Reporters & Editors Award, and seven Emmys.

Kim Sherman, Founder and Managing Principal of Echo Media Group, has nearly 20 years of rich experience in all facets of public relations. Kim has worked to establish a thought-leading company that services businesses all over the world. As an industry leader, concept builder, and dynamic entrepreneur, she works in tandem with top-level executives to align with their business objectives and develop programs to enhance their brand awareness among specific audiences. Her remarkable talent for creating opportunities has consistently helped clients—from Fortune 500 companies to small- and medium-sized startups—successfully bring their ideas and goals to the marketplace. Under Kim’s charge, Echo Media Group has not only served a multitude of local businesses and organizations over the course of her career, but also has expanded the footprint of leading international companies by establishing their presence in the United States. Kim also is a noted speaker and the recipient of multiple industry accolades, including numerous PROTOS awards from the Public Relations Society of America (PRSA), as well as the PRSA Pinnacle Award for the “Best Overall Public Relations Campaign.”

Total Body Health

Achieving a balanced and healthy life is easier than you think. The Total Body Health workshop will provide insights on how to manage various aspects of women’s health and wellness. Find out how to prevent premature aging and stay looking young naturally. Learn about the natural and healthy way to balance and normalize hormones. Find out the effects of stress on your body and tools for minimizing stress to live a healthier and happier life. Also, learn how to boost your immune system to maximize health. These are just a few of the topics covered in this informative workshop.

Moderator - Dr. Douglas Di Siena

Dr. Douglas Di Siena is owner and director of Di Siena Family Chiropractic and Optimal Nutrition. He is a Lifestyle and Nutrition Coach with a passion for helping people live a happy and healthy life. He is a regular keynote speaker at life enrichment events and has co-authored the bestselling book, *Possibility Living*. His latest mission is to make health and wellness a focus in the workplace and make health screenings a part of corporate culture.

Workshops Session III:

Building Lasting Community Partnerships

So your League is good at identifying community organizations in need and mobilizing womanpower to do the job. Great! Now, how do you sustain that impact and forge long-term partnerships that continue to benefit all involved? Hear first-hand how the Junior League of Orange County partnered with a veteran Boys and Girls Clubs leader to create meaningful volunteer opportunities that positively impacted hundreds of local at-risk youth for nearly a decade. From 1995 to 2004, the Awesome Destinations career mentoring program and The World Is Mine teen pregnancy prevention program paired Junior League role models with boys and girls from eight Boys and Girls Club locations. Today the JLOCC and Boys and Girls Clubs of Garden Grove continue to collaborate and support each other in new community ventures.

Moderators - Pat Halberstat and Catherine Treinen

Pat Halberstadt has served as Chief Professional Officer for the Boys & Girls Clubs of Garden Grove, California, for more than 34 years. Pat is a lifelong resident of the community served by the organization she leads, which currently has five Club sites, 49 After School Education & Safety Program (ASES) school sites, two High School After School Safety and Enrichment for Teens (ASSETs) programs, a licensed preschool, a Truancy Reduction Center, a Juvenile Justice Center, 12 Family Literacy sites, and a Family PLUS Center. These various programs are supported by a staff of more than 450 dedicated and enthusiastic professionals. Under Pat’s guidance, the Club has grown from serving 50



to more than 5,000 kids each day. The Clubs are open daily with programs in character and leadership development, education and career enhancement, the arts, health and life skills, and sports, fitness and recreation. Most recently, Pat spearheaded the establishment of a health center which provides medical, dental, vision, and counseling services to the children of central Orange County. In 2008, her staff and board completed an expansion of the Boys and Girls Clubs of Garden Grove which, within a one-year period, literally doubled its service capacity, budget, and staff. Currently, Pat is a member of Boys & Girls Clubs of America's (BGCA) National Advisory Committee for Family Support, founding board member for Healthy Smiles for Kids of Orange County, the Leadership Committee for "Success by Six," and a Community Advisor for the Junior League of Orange County, California. She is a very proud recipient of the BGCA Pacific Region 2008 Horizon Award. Pat is an ardent advocate for children and youth of all ages, especially the great necessity for quality programs which support the needs of today's kids and their families. Catherine Treinen has been a JLOCC member since 1994 and went to Sustaining membership in 2006. Among other placements, Catherine sat on the Board of Directors as Treasurer of the League in 1997 and Vice President in 1998. In 1995, Catherine chaired the JLOCC's first project (The World is Mine) with the Boys and Girls Clubs of Garden Grove. In 1999, she chaired the League's signature project; S.E.E.K., which was a collaboration project with the Boys and Girls Clubs of Garden Grove and the Boys and Girls Club of Capistrano Valley. Since going Sustaining, Catherine has remained active in the League in an advisory role, mostly on *The Christmas Company* and this year is the Chair of the Southwest Exchange Conference, and is the Membership Chair of the Sustaining Committee. Outside of the League, Catherine has served on other nonprofit boards, including Boys and Girls Clubs of Garden Grove and the Boys & Girls Club of Capistrano Valley. Catherine was awarded with the JLOCC's President's Outstanding Service Award in 1996 and the Kathryn Raulston Community Service Award in 2008 for her contributions to the JLOCC as well as to the community and for serving as an outstanding example for other volunteers.

Life After Active Membership and Taking Your League Experience on the Road

Learn ways to serve your community and make an impact with other nonprofits outside of the Junior League. You will also hear how Junior League members have taken their Junior League experience on the road and have paid positions in the nonprofit world.

Moderators – Stephanie Paggi and Carolyn McInerney

Stephanie Paggi has been a JLOCC member since 1981 and became a sustaining member in 2006. Stephanie sat on the Board of Directors for 5 years and served as President of the League in 1998. As a sustaining member, she has advised the League's major fundraiser, The Christmas Company, served as an advisor to the Board of Directors and is currently serving as chair of the League's Sustaining Members' Committee. In addition to her League work, Stephanie has served on other nonprofit boards including president and fund development chair of the Association of California School Administrators' and was recently appointed by the Orange County Superintendent of Schools and the Board of Supervisors to the Local Planning Council for Child Care and Development. Stephanie was a recipient of the JLOCC's Kathryn Raulston Community Service Award in 2007.

Carolyn McInerney has been a JLOCC member since 1977 and went sustaining in 1998. Carolyn sat on the Board of Directors for at least 4 years and served as President of the League in 1996. She sat on the Board of Directors as a Sustaining Member in 2002. Carolyn is employed by the County of Orange, as manager in the Office of the CEO. Outside of the League, Carolyn is in her third term on the Irvine Unified School Board, and was appointed by the Governor to the California Teaching Credentialing Commission. Carolyn has served on other nonprofit boards including Irvine Public Schools Foundation, Orangewood 44 Women for Children and the Family Violence Project. Carolyn was a recipient of the JLOCC's Kathryn Raulston Community Service Award in 2004.



League Membership, Retention and Development

Junior Leagues are no longer the “only game in town.” Everyday new nonprofits emerge, competing for community volunteers. How can Junior League distinguish itself amongst the choices? How can Junior League attract and retain members? What are the trends in Junior League memberships? How can we best distinguish ourselves as a “training organization?” What are some ideas to achieve “membership satisfaction?” The moderators of this workshop will share some of the ideas that have and haven’t worked for them and each League will be encouraged to share their own suggestions and successes. This workshop will hope to answer these and other burning membership questions you may have.

Moderators – Kristin Scheithauer and Valerie Hannah

Kristin Scheithauer has been an Active member of the Junior League of Orange County, California, Inc. since 2005. She is currently serving in the role of President. Kristin has previously served as President-Elect, Membership Director, Provisional Chair, Board Assistant, and Assistant Editor of the *League Log*. Kristin was awarded with the JLOCC’s President’s Outstanding Service Award in 2008. An Orange County native, she earned a Bachelor of Arts in English from UC Irvine and a Master of Arts in broadcast journalism from USC. Currently a self-employed, part-time media relations consultant and editor and full-time mom, Kristin was previously an account supervisor in Hill & Knowlton’s Irvine office and the community services director at KMPH FOX 26 in Fresno. Kristin also volunteers with the American Cancer Society in Orange County and is a division commissioner for the American Youth Soccer Organization (AYSO).

Valerie Hannah has been a JLOCC member since September of 2008. Valerie started her provisional year in the Junior League of San Francisco in 2006. During her time in the San Francisco League, Valerie was a committee member the Training and Development committee, Placement, Transfers and HUGS, and was a Provisional Co-Chair before she transferred into the Junior League of Orange County. As part of the JLOCC, Valerie has served on a number of committees, including Programs & Arrangements, Strategic Planning and Evaluation, and the Community Garden. She served two years on the Board as the Vice President in 2009-2010 and Membership Director in 2010-2011. Valerie is a Reading Instructor for California State University, Fullerton, and Fullerton College. In her spare time, Valerie likes to read by the pool and travel to new places with her husband, Jeremy. Valerie finds being a part of the Junior League rewarding because of the inspiring women she has the privilege to work with and learn from. Valerie was awarded with the JLOCC’s President’s Outstanding Service Award in 2009.

Workshops Session IV:

Fundraising Best Practices

This is an interactive opportunity for Leagues to exchange ideas about fundraising - what works, what doesn't work. Get input about strategies which have been tried elsewhere - what would they do the same? What would they do different? What about direct mail campaigns, planned giving, endowments? Everyone will share equally and have an opportunity to ask questions. No idea too small, no questions are dumb!

Moderators - Lori Hawkins and Mara Hampton

Lori Hawkins has been a JLOCC member since 1993 and went to Sustaining membership in 2006. Among other placements, Lori sat on the Board of Directors as Treasurer of the League in 1998 and Fund Development Director in 1999. In 2003, she chaired the League's major fundraiser, *The Christmas Company*. Since going Sustaining, Lori has remained active in the League in an advisory role, mostly on Christmas Company. Lori was awarded with the JLOCC’s Board of Directors’ Leadership Service Award in 2004. Outside of the League, Lori has served on other nonprofit boards including, Boys & Girls Club of Capistrano Valley, the Family Violence Project, and is currently serving on the Southern California Advisory Board and Corporation Board for Vision of Hope.

Mara Hampton has been a JLOCC member since 2003. Mara's placements have been centered mostly in the fund development area of the League. She was part of The Christmas Company for two years, chaired a very successful



Spring Fundraiser Golf Tournament and sat on the Board as Fund Development Director. In her professional life, Mara is self employed as an HR Consultant. This year, Mara and her 7th Grade daughter Kate were invited to join the Newport Chapter of the National Charity League, where they hope to continue to develop their commitment to community service, leadership and culture.

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Finding Your Style

What’s Your Message? Do you want to attract Bentley quality opportunities, but have an image that might be attracting something less? It only takes 3 seconds. Did you know that the human mind is capable of creating an entire story in less than three seconds based upon what we experience visually? The team at Pittman, Lamitie & Associates use their Total Image Solution(TM)* network of programs aimed at helping businesses, individuals and philanthropic groups and organizations grow their businesses, personal pursuits and philanthropic passions. We use our talents and expertise to make sure that your visual message is consistent with your verbal message. Choose your personal 'brand' or others will do it for you. "You can have anything you want in life if you dress for it." - Edith Head *TM Pending.

Moderator - Joanne Pittman

In 1982, Joanne Pittman began her career in the fashion industry working in fine boutiques providing both men’s and women’s apparel. She quickly discovered that her success was greatly influenced by her ability to problem solve and meet the diverse need of each client even more so than simply putting together a single ensemble. She advanced in the industry as a merchandiser and buyer for a wide variety of specialty boutiques. Joanne’s most recent experience has been in the couture and haute couture sectors on a global scale servicing a diverse high profile and elite clientele.



As a personal stylist and professional image advisor with over 22 years of experience, Joanne has had the opportunity to service and wisely advise corporate entities and individuals of all walks of life. Her ability to create strategic image and budgeting solutions has enabled her client base to quickly and efficiently obtain their lifestyle, professional, personal and philanthropic goals. Always with the focus of individual awareness, strengths and wellbeing, Joanne carefully crafts and tailors image solutions to bring out the best internal and external qualities that each individual possesses. As one of the principals and founders of Pittman, Lamitie & Associates, Joanne has created practical programs and templates offering the Total Image Solution™*. These programs address the complicated and sophisticated demands in the small business and corporate world today. In addition to business related programs and workshops, Joanne has also created a unique and highly personal approach for programs geared toward the intricate needs of individuals. She seamlessly transitions the client into new and relevant solutions to their complicated lifestyles and needs. Over the years, Joanne has been certified and trained in body typing, color analysis. She also has extensive experience with fine tailoring, garment construction and textiles. Her understanding of industry standards and practices used in the process of fashion merchandising from textile sourcing, manufacturing, vending, and retail are an integral part of each program. In addition, Joanne has had experience with nutrition, personal training and fitness which dovetails into the Total Image Solution™* she provides her clientele. Although this training has been of great value, Joanne says that her most important training has been in the offices, homes and dressing rooms of each individual she has been privileged to service. Her hands on approach for over 22 years has given her the experience with most every image situation imaginable and has proven to be an invaluable asset in her arsenal of expertise.