



Younger Woman's Club of Louisville

THE LOG

October 2010

www.ywclouisville.org

What choice would *you* make?

Rent and utility assistance for families that have no other place to turn. Underwear and socks for homeless men and women in Louisville's central city. Job training for 25 young single mothers to move them from welfare. Small items to return dignity and normalcy to women who have been victims of domestic and intimate partner abuse. All crucial needs in our community. Each makes a significant difference in the life of our community's most vulnerable members. If our available funds just won't support them all.....which would you choose?

Fortunately, this past year, all of the needs above—from the Sister Visitor Center, Schumann Social Service Center, Louisville Central Community Centers and the Center for Women and Families—were all funded by the YWC Charity Campaign. In fact, the Charity Campaign funded seventeen organizations for more than \$65,000 of requests, impacting the lives of more than 1000 in our community. **But they had requests from 35 organizations for over \$180,000, and the Charities Allocation committee deemed more than \$109,000 of those requests worthy of funding.** The funds raised didn't go far enough, and the committee had to make some tough choices.

Now imagine hearing this at our Allocations Celebration this Spring: *"Thanks to the incredible success of this year's Charity Campaign, we were able to fund EVERY request the Committee approved."* How inspiring and amazing!! What if you had the power to make that happen? What if you could eliminate the need to make the tough choice between which worthy needs are funded and which are not?

The fact is...you have the power to do just that in just three simple steps—and you can find out more about all of them in this month's LOG!

INSIDE THIS ISSUE:	
President's Desk	2
Calendar	3
Community Service	4
Charities Group	4
Member Fun	5
Behind the Scenes	6
Bulletin Board	7

Step 1—*Choose* to attend "Fall Into Fabulous!" The Fashion Show is shaping up as "THE" event of the fall...and by buying tickets, encouraging your friends to join you, and bidding on the oh-so-chic auction items, you'll help get the Charity Campaign off to a great start!

Step 2—*Choose to work* a phone bank, send a few e-mails, or recruit a new donor for the Charity Campaign.

Step 3—*Choose to support* the Charity Ball! There are so many ways—from helping find sponsors, to getting creative and irresistible auction items, to grabbing your best guy...or your best girlfriends...and making it a great evening!

Three easy steps to make a huge difference in this year's Charity Campaign. Look inside your October LOG for more info on all three. By making these easy choices now, together we can eliminate these tough choices later on....

So, what choice will YOU make?



From the President's Desk



Happy October Ladies,
Wow! What an exciting fall business meeting with over 90 people in attendance. Our speakers, Cathe Dykstra and Peggy Heuser, were fantastic. It is great to hear how YWC has had such a positive impact on a member's life and how our club has significantly impacted individuals at the Family Scholar

House. I felt so encouraged about our fundraising efforts and how much of a positive impact we as a group make on our community.

Our Fashion Show is finally here! On October 7th, the hottest ticket in town; our "Fall into Fabulous" Fashion Show will hit the runway at the Henry Clay. Grab your girlfriends or boyfriends and head downtown for a fashionable night. There is simply no reason not to go particularly after the pre-party shopping event at Clodhoppers where you selected the perfect outfit! Have you gotten your tickets yet?

Don't forget that our charity campaign drive is well underway. Our first phone bank was very successful. While it is not easy to ask people for money, Jill Kaplan and Elizabeth Bowling, did a fantastic tutorial on effective fundraising techniques. Thanks to both for your

help! We do have many generous individuals and businesses that support us each year, but we can always have more. If we all solicited a new donor this year, we may be able to not only meet our \$80,000 goal but also exceed it. We may be able to fund all of our deserving charities that ask for our help. Will you contact a new donor today? Our final phone bank will be held on October 27, so you'll have another chance to raise some money for our charity campaign.

October is filled with so many fun events. I hope you can make some if not all of them. We have not only the Fashion Show but also our beer tour and tasting at the BBC Taproom. Our programming chairs have worked hard to organize this happening that will be fun and relaxed. Don't forget to RSVP. There is also a Fabulous 40's luncheon and an opportunity to perform community service. There truly is something for everyone in our club with our wide range of events!

Thanks to everyone for all your hard work and involvement in making the Younger Woman's Club awesome!

— Laura

Reporters wanted...

Fancy yourself the next Huffington Post correspondent? The hottest new columnist chronicling the famous and fabulous? Polish your resume' by writing for the LOG!

We need a "correspondent" that can keep us posted on the goings-on with our Members-Elect, as well as some photos! If you're interested, e-mail Melissa Richards-Person at melrich44@yahoo.com

Look out for "shout outs!"

All through this month's LOG, you'll see "shout outs" that members have submitted to recognize other members for their efforts.

Congratulations to these ladies for going above and beyond for the YWC!

Wouldn't you like to recognize a YWC friend for her hard work on a project or program—or for something noteworthy they've done in the community? It's EASY - e-mail Melissa Richards-Person at melrich44@yahoo.com!



Younger Woman's Club

2010-2011

OCTOBER

October 7	6:30 pm	"Fall Into Fabulous" Fashion Show	The Henry Clay
October 8	Noon	Fabulous 40's Lunch	Winston's
October 8	6:00pm	Community Service opportunity (Carnival/Birthday party)	Cabbage Patch 1413 South Sixth Street
October 19	6:30 pm	Beer Tasting	BBC Tap House (636 E. Main St)
October 20	11:45am	Board Meeting	Nicole Bigg's House
October 27	6:30 pm	Charity Campaign Phone Bank	Republic Bank (Summit Location)

NOVEMBER

November 6	10:00 am	Fine Arts Christmas Gala	Science Hill
November 12	Noon	Fabulous 40's Luncheon	Corbett's
November 17	6:30 pm	Board Meeting	Krissie White's House
November 19	Noon	Book Club	Jack Fry's
November 30	7:30 pm	Board Ornament Exchange	Laura Russell's House

DECEMBER

December 2	5:00 pm	Charity Campaign "Shop for a Cause"	Work The Metal (Story Ave)
December 8	6:30pm	Charities Group Meeting	Whitney Watt's House
December 5	2:00 pm	Cookie Exchange	TBD
December 10	10:30 am	Board Meeting	Woman's Club
December 10	11:00 am	Holiday Tea	Woman's Club

JANUARY

January 12	6:30 pm	Board Meeting	TBD
January 13	6:30 pm	Book Club	TBD

FEBRUARY

February 5	7:00 pm	Charity Ball	The Pendennis Club
February 16	6:30 pm	Board Meeting	Hunter Weinberg's House
February 19	AM/PM	Caucus	Various Locations

MARCH

March 11	Noon	Book Club	TBD
March 24	6:00 pm	Board Meeting	Hurstbourne Country Club
March 24	6:30 pm	Spring Business Meeting	Hurstbourne Country Club
March 26	TBD	Fine Arts Event	KMAC & Proof on Main

Community Service & Charities

Upcoming Community Service Events:

October 8 (Friday)
Cabbage Patch
Carnival and 100th Anniversary Party
1413 South Sixth Street 6– 8pm

November 13 (Saturday)
Hosparus Memorial Service Set Up Harvey Browne
Presbyterian Church
Browns Lane 11 am
Flowers and decorations set up

November 7 (Sunday)
Ronald McDonald House Cooking Event with Fabu-
lous Forties
Meal Preparation 10:30 am



Phone a Friend for the YWC Charity Campaign!

The 2010-2011 YWC Charity Campaign is underway! Don't forget, each Member and Member-Elect must raise at least \$150.00 in Charity Campaign Donations **OR** work one of the telephone banks. The dates for the telephone banks are:

Thursday, September 23, 2010 at 6:30 PM

Wednesday, October 27, 2010 at 6:30 PM

The phone banks will be held at the Republic Bank located at 9600 Brownsboro Road in the lower level community room (directly across from the Summit Shopping Center).

The Charity Campaign Email will be sent to all email addresses in our database on September 15th! This is the first year we have asked for donations via email and hope this will be extremely successful!

The Charity Campaign Deadline is December 1, 2010.

A **"shout out"** to Casey Wilson, Angela Leinenbach and Sheri Dasgupta for creating the fantastic e-mails that were sent directly to past Charity Campaign contributors. "Such fantastic work!" - Lisa Morsman



YWC Member Fun

We've fallen! "Fall Into Fabulous Is Here!"

If you haven't yet bought your tickets....what are you waiting for? Hurry!

You don't want to miss the season's most stylish event! The Fashion Show Committee would like to thank the following sponsors whose contribution will make this a night to remember!



Corporate Sponsors

- AT & T
- Louisville Magazine
- Stock Yards Bank & Trust Company
- I-Cap
- Image
- Remax Properties East,
- Higdon, Myers and Kennedy
- Commonwealth Bank & Trust Company
- Deming, Malone, Livesay & Ostroff CPA's

Boutiques

- Blink
- Clodhoppers
- Dillard's
- Dressing Room
- Elizabeth's Timeless Attire
- Peacock Boutique
- Yudofsky

In-Kind Sponsors

- PAMA
- Pinnacle
- Louisville Magazine
- Underwired
- Tea for Two
- Republic Bank
- Hot Locks
- Mary Kay

A "shout out" to Steph Horne for donating the Fashion Show "Pre-Party" at Clodhoppers on September 30 for our members. "It was a lot of fun!" - Laura Russell



YWC Behind the Scenes

Get to know Your Bylaws

By Lisa Morsman, former YWC President

Last month, we detailed our club requirements as both a Member and a Member-Elect. Now it's time to take closer look at the one requirement that aligns most with our mission "to serve the community and our members in ways that enhance the quality of life of each".

Article III – Membership

Section 1 (A) Active:

She shall be required to secure a minimum of \$150 in Charity Campaign cash pledges.

This requirement can be met in the following ways:

- Secure cash pledges equal to \$150 from friends, family, neighbors or co-workers.
- Secure cash pledges equal to \$150 by contacting past donors and securing this year's pledge. Contact Casey Wilson at 560-8619 for more information.
- Call past donors at this year's phone bank to be held at Republic Bank on October 27th at 6:30 PM. RSVP to Casey Wilson at 560-8619.

Write a personal or company check for \$150.

Stay tuned till next month. We will review our requirements related to Charities Group – the group that decides which agencies will receive our hard earned money.

Remember to ask for the donations, you just may get a response of "Yes, we will because Yes We Care!"

Fine Arts File

Holiday Shopping at Wakefield Searce Galleries and lunch at the Historic Science Hill Inn

Mark your calendars for a lovely day in Shelbyville, KY on Saturday, November 6. This will be the first day that the Galleries will be decorated for the Holidays. Not only is this a wonderful way to get into the holiday spirit, but you will be inspired to go home and decorate YOUR home for the holiday season! It's also the perfect opportunity to find some exceptional gift items at affordable prices for those special people on your list. Get a head start on your holiday shopping list!

And of course, who would want to miss a Southern-style lunch shared with friends at the Historic Science Hill inn? Get your girlfriends together and join us!!

YWC Bulletin Board

Golden Rule Committee

The Golden Rule Committee is looking for women interested in preparing (or purchasing) the occasional family meal for YWC members who have recently given birth, are in the hospital, or have had some other major life event where meals would be appreciated. We hope to have a list of ten people or more to contact as the need arises--the first person or two to respond to the group email would make the meal. Ideally, you would only make a meal or two during the entire year. Making the meals is completely voluntary--there are no requirements that you do it when asked. If interested, please contact Krissie White (Krissie.White@hotmail.com) to have your name added to the email list. This is a great way to help out a friend or make a new friend!

A **"shout out"** to Amy Taylor for stepping up as the Advertising Chair for the LOG. "Can't wait to work with you!" - Melissa Richards-Person



Save the Date for these fun events:



Beer Tasting

October 19, 2010

6:30 pm

BBC Tap House

636 East Main Street

\$15 includes four tastings, one full beer & pizza

Shop for a Cause

December 2, 2010

5 pm -7 pm

Work the Metal

1201 Story Avenue

20% of all purchases will be contributed to the YWC Charity Campaign

Please invite your friends & family to both events. Evites to follow. Contact Elizabeth Bowling at elizabethbowling@insightbb.com for more information.

How about a good book?

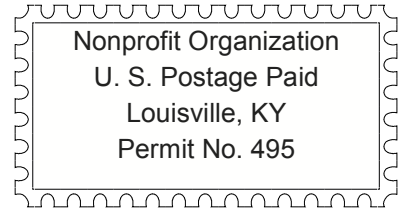
The YWC Book Club is a great way to meet members and members-elect and enjoy food, friends and lively conversation while catching up on the books that everyone is talking about! The book club is flexible and informal and all YWC members are welcome for any or all meetings! This year, we'll be holding some of our meetings in the afternoon, others in the evening, so please join us for these upcoming dates:

Friday, November 19th - 12 Noon Jack Fry's

For more information about Book Club, contact Karen Casi at karencasi@insightbb.com



1320 South Fourth Street
Louisville, KY 40208



The mission of the Younger Woman's Club of Louisville is to serve the community and our members in ways that enhance the quality of life of each.

POSTMASTER: Do Not Hold— Dated Material Enclosed

Officers of the YWC

President	Laura Russell
President-Elect	Shari Broecker
First Vice-President	Kassi Cawood
Second Vice-President	Jill Kaplan
Membership	Susan Kwasny
Recording Secretary	Steph Horne
Treasurer	Lisa McNair
Executive Secretary	Martha Royse
Charities Group Co-Chair	Whitney Watt
Charities Group Co-Chair	Emily Maynard
Charities Group Treasurer	Rachel Kudmani
Corresponding Secretary	Lauren Ogden
Computer	Sheri Dasgupta
Communications	Beth Sturgeon
Programs	Elizabeth Bowling
Programs	Kristen Miller
Charity Campaign Director	Casey Wilson
Charity Campaign Director	Angela Leinenbach
Parliamentarian	Caroline Keller

Special Interest Committee Chairs

Ball Co-Chair	Shari Broecker
Ball Co-Chair	Jennifer Reece
Community Service	Kate Holwerk
Fine Arts	Tracy Cutting
Garden	Carolyn Sheldon/Hunter Weinberg
Hospitality	Nicole Bigg
Lifestyles	Lynn Hillebrand
LOG Editor	Melissa Richards-Person
Long-Range Planning	Jamie Leddin

Chairman of Standing Committees

Book Club	Karen Casi
By-Laws	Kassi Cawood
Chaplain	Ashley Hembree
Exit Committee	Lauren Ogden
Fabulous 40s	Anne Miller
Finance	Lisa McNair
Golden Rule	Krissie White
Historian	Kate Holwerk
House Chair	Jennifer Durenberger