Big Sister,

BIG SISTER ASSOCIATION OF GREATER BOSTON

Big Sister Reads!

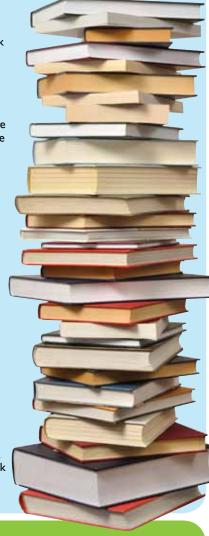
Big Sister launched a virtual book club, called Big Sister Reads, on March 1.

The club is open to all members of the Big Sister community, including staff, volunteers, supporters, and board members. Every two months, with the help of member suggestions, Big Sister Reads chooses one book with the goal of inspiring dialogue around issues that affect girls, women, and our community. Genres can range from nonfiction to memoir to novels, but always with a focus on topics that are relevant to Big Sister.

The first book we selected was Half the Sky: Turning Oppression into Opportunity for Women Worldwide by Nicholas Kristof and Sheryl WuDunn. This nonfiction work describes the oppression of women in the developing world and what can be done to encourage change. In our first month, more than 50 people joined our group on Goodreads, a social media site that focuses on books. Goodreads provides a virtual space where book club members can express their opinions about the book, share links to further research, and recommend books for future months. On our Half the Sky discussion board, Big Sister Bridgit shared this thought: "It's so much more meaningful to recognize such tragic occurrences as opportunities for positive change (and how to go about creating change), versus simply documenting the terrible things that happen around the world."

In April, our Goodreads group rose to more than 70 members as we prepared to read our second book, *The Liars Club* by May Karr. This memoir of the author's rocky childhood in an east Texas oil town in the 1960s was an interesting change of pace. Wrote Big Sister staff member Nikki: "I became hooked right away like you would in a good mystery novel. I also appreciate her description of her father which reads like a typical country song."

Beginning in May, Big Sister Reads moved to a bimonthly schedule to ensure that all who wish to participate have ample time to read each book. Group members voted to select All Souls: A Family Story from Southie by Michael Patrick MacDonald, a redemptive story of the author's childhood in the Old Colony housing development of South Boston. Big Sister Reads will be exploring this book throughout May and June, so there is plenty of time to pick up your copy and join the discussion!





Share your thoughts with us! E-mail: SMacDonald@bigsister.org



Big Sister Presents The 24th Annual BMW Raffle



It's that time of year! Big Sister will be holding its annual BMVV raffle once again this summer. Don't miss out on the opportunity to

win your choice of a brand new 3-series BMW convertible OR a \$38,000 cash prize! There are only 1,750 tickets, giving you great odds of taking this beautiful car home with you on July 30. Tickets are \$100 each or three for \$250, and are on sale now on Big Sister's website.

Big Sister staff members will also be selling tickets in downtown Boston throughout June and July at the following sites: 100 Summer Street, One Beacon Street, One Post Office Square, 28 State Street, and 225 Franklin Street. Don't forget to visit us at our newest sales locations: Rowes Wharf on Tuesday, June 5 and Dewey Square Plaza on the Greenway on Wednesday, June 20. You will even be able to spot the BMW cruising in the Dorchester Day Parade on Sunday, June 3! Proceeds from the BMW raffle will benefit our mentoring programs for Greater Boston's girls. The drawing will take place at 100 Summer Street on Monday, July 30 at 1:00 PM.



ISSUE 18 | SPRING 2012

Highlights

- ★ Big Sister Welcomes Spring With Our Signature Events
- ★ Challenges and Opportunities for Women Today
- * Big Sister of the Year Katy Shea Shares Her Words of Wisdom



RISE & INSPIRE BREAKFAST

On March 22, as the temperature in Boston rose, so did Big Sister Association. We rose early in the morning to further our mission at our annual Rise and Inspire Breakfast. Three hundred business leaders and community members joined us at the Mandarin Oriental Hotel to learn more about the importance of mentoring, and the positive effects it can have on girls, women, and the community as a whole

After guests networked and mingled, the program began with a video that highlighted several remarkable Big and Little Sister relationships, some of which have lasted more than a decade. Following the video, Big Sister CEO Deborah Re took the stage to introduce Bank of America Global Strategy and Marketing Executive and Northeast President, Anne Finucane. In her remarks, Ms. Finucane explained that her life did not follow the path that she had originally intended, yet she was still able to attain the important position that she holds today. Some of this success she attributes to the support of two caring and inspirational mentors. Ms. Finucane went on to describe Bank of America's work with Vital Voices Global Partnership, an international organization dedicated to mentoring emerging women leaders in developing countries around

Big Sister Welcomes Spring

the world. Through Bank of America's partnership with Vital Voices, women receive guidance from established leaders to help them make a bigger difference in their country while strengthening economies at the same time. Ms. Finucane explained that whether you are mentoring a girl in Boston, Massachusetts or Port-au-Prince, Haiti, you have an opportunity not only to change that one person's life, but to transform entire communities.

Boston City Councilor At-Large and Big Sister Ayanna Pressley continued the inspiring morning by sharing her own story. She said that she understood the importance of mentoring not because she had a supportive mentor when she was a child, but because she didn't. She recognizes that she could have benefitted immensely by having an adult in her life, in addition to her mother, whom she could talk to, trust, and rely on. So that another girl could receive the kind of support that she herself didn't have, Councilor Pressley volunteered to become a Big Sister. Her Little Sister Arianna turned out to be her perfect match—their names are similar, their birthdays are two days apart, and they simply enjoy each other's company. As a testament to the depth of their relationship, Councilor Pressley said: "I'm not an elected official who happens to be a Big Sister. I'm a Big Sister who happens to be an elected official." She went on to enforce the importance of mentoring, explaining that when you inspire a girl, you really can transform a community. "Girls rock, and women rule," she concluded.

CELEBRITY CHEF DINNER

Even the heavy rain did not dampen the spirits of Big Sister supporters who gathered at Radius on

April 22 for our thirteenth annual Celebrity Chef Dinner. One hundred and thirteen guests were in attendance to sample the creations of six talented Boston chefs. Michael Schlow (owner of Radius, celebrated chef, and long-time supporter of Big Sister) hosted the event in his fun and modern Financial District restaurant.

Chef Ting Yen (Oishii) started the dinner off with a sashimi sampler, which included seared tuna with grilled French jumbo white asparagus. cannonball grape with sea bass and black garlic. crispy salmon, and hamachi with jalepeno. Ming Tsai (Blue Ginger) provided the second course: olive poached salmon in a spring pea soup served with pea salad drizzled with citrus truffle vinaigrette. The third course came courtesy of Evan Deluty (Stella), who served spring vegetable risotto with rock shrimp, crispy leeks, and lemon. The next dish was rabbit rotolo, with parsley root, asparagus, carrot, morel mushrooms, and crispy prosciutto, expertly prepared by Leo Asaro (Via Matta). Radius's own Brendan Joy served the fifth course, which was a strube ranch wagyu served with miso, carrots, petite onions, and bordelaise. Pl Waters, also of Radius, completed the meal with a



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With Our Signature Events

dessert of chocolate textures—espresso, cherry, Brazil nut, and malted milk glace.

After listening to former Little Sister Linda Brennan, guests heard from CEO Deborah Re about Big Sister Association's role in the mentoring relationships and how they could support our work."We can help create the Boston it can be. Not just for some, but for all." Together, attendees donated \$62,000 during our annual "Matchmaker Challenge" appeal, sponsoring 62 girls on the wait list. Jim Speros, Big Sister board member and Chief Marketing Officer at Fidelity, took two girls off our wait list. "My wife and I like to say that as parents our job is to give our children roots and wings; they need both," said Jim. "Big Sister can give girls wings, and a chance to soar." Altogether the event raised \$157,000.

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At the end of the evening, the late Peter Yozell was recognized for his generosity and support of Big Sister. Peter recently passed away, and this year's dinner was dedicated in his memory. Peter's wife Jeanne, former Executive Director of Big Sister, was in attendance along with their son John Yozell (a member of Big Sister's Board of Directors) and his wife Abby.

FASHION SHOW

On Tuesday evening, April 3, the Fairmont Copley Plaza's Grand Ballroom was transformed into an impressive runway in preparation for Big Sister's 2nd Annual Fashion Show. The Fairmont Copley Plaza's Designer-in-Residence Denise Hajjar unveiled her Spring/Summer 2012 Collection at this event in order to raise money for Big Sister's mentoring programs.

When the doors opened at 6 pm, the room was abuzz, as close to 300 Big Sister supporters gathered, mingled, and networked over hors d'ouevres and cocktails. Guests were also entertained by the live performance artist, Judy St. Peter, who painted a portrait of Lady Gaga to Lady Gaga's music.

Emcee WCVB-TV5's Susan Wornick set the tone for the evening with her wit, enthusiasm, and support of Big Sister's mission - to help girls achieve their full potential by providing them with positive mentoring relationships with women.



The fashion show got under way, with many notable professional women modeling Denise Hajjar's collection. There was Jacqui Budd, chair of the board of directors of Dress for Success; WCVB-TV's Lifestyle Reporter Linda Holliday: Liberty Mutual's Melissa MacDonnell: the Greater Boston Chamber of Commerce's Katy O'Neil: and Brooke McNally, daughter of Board President Sharon McNally and Vice President of Vox Global.

Immediately following the fashion show, Susan Wornick stirred up the room and began the live auction. Proving her talent as an auctioneer, she encouraged the audience to bid and bid often. Between the live auction, raffle prizes, and ticket sales, Big Sister raised more than \$30,000.

The evening was topped off with father-anddaughter photographers Kerry Brett and Bill Brett signing copies of their book, Boston, Inspirational Women. Through the generous donation of Carolyn Mugar, every guest went home with a book as a memento.

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Challenges and Opportunities for Women Today

elen Drinan is the president of Simmons College, an all-women's school located in Boston. Here she discusses the importance of mentors, Simmons College is an all-women's community partnerships, and education.

In a recent Boston.com op-ed, you advocated for the importance of role models. Can you tell us about one mentor you've had in your life? How has he or she helped you to achieve success?

When I was in high school, I studied Latin and did very well in the subject. Not only did I enjoy the work of understanding this long dead language, but also I so admired my teacher, Miss Martha Vining. I was fortunate to do all my Latin courses with her. She was a role model long

before she became a mentor. Initially, I was impressed with her command of the subject, her cool demeanor under pressure, and her attention to each student accompanied by her control of the class. As I moved from second to third to fourth year Latin, I became more eager for her advice and guidance, and she offered that generously. I will never forget that she advised me to pace myself over my academic choices, suggesting that doing

very well with a focus was better than spreading myself too thin over things less important to me. Today I understand that advice as finding something for which you have a passion, and throwing yourself into that. A lifelong benefit from one piece of well crafted insight!

Big Sister and Simmons College have had an excellent partnership for many years. Why are partnerships like ours so important for women and girl-serving organizations?

The development of girls to women is a continuous, life-long process with a series of different challenges and opportunities along the way. Big Sister and Simmons share complementary missions, which support this continuous process. Big Sister is an organization that encourages girls as they move into young womanhood, while Simmons serves young women as they take their full place in adulthood. By partnering with like-minded organizations, we increase the knowledge, efficacy, and reputation of each other's efforts.

school. What do you think are the benefits of a gender specific education? I believe that women's colleges continue to offer today what they have always offered — the opportunity for capable and talented women to try out any leadership role to which they might aspire; to present themselves in the classroom without concern about male competition or approval; and to experiment with academic and non academic interests which help them to determine who they wish to be in adulthood.

In an atmosphere of support, they have the

opportunity to try out skills so necessary for

"The development of girls to women is a continuous, life-long process with a series of different challenges and opportunities along the way." - Helen Drinan

later success, and to do so without the stress of gender based social complexity.

What are some of the challenges facing young women entering the business world today?

Still in our country and culture, there are subtle and strong biases related to what women are well suited to do, and top leadership spots in business remain a big concern for many decision makers. It is also the case that women are perceived as greater risks when given opportunities, so much so that research demonstrates that women tend to be promoted on performance, while men are promoted on potential. A critical experience for anyone successful in business is having profit and loss responsibility; women are less likely to get these assignments and more likely to get staff roles, which tend to divert careers away from the top leadership roles. And finally, the question of having children adds complexity to choices for women, and increasingly, for men.

You are a member of the board of leaders for 2020 Women on Boards, an organization dedicated to increasing the number of women on U.S. public boards to 20% or greater by the year 2020. Are you seeing a steady growth of leadership opportunities for women?

During the course of my career, I have seen enormous breakthroughs in terms of legal and legislative support for equal opportunity and equal pay as well as protections against discrimination. When I first started out, women were not admitted to the most prestigious business schools, and they were not allowed in most bank lending officer training programs. Today, those things do not happen. However, the hope that once the pipeline of talented women

> was full, there would come a time of parity in opportunity has not been realized. We have made progress in fits and starts, rather than in "steady" steps, and I believe that will continue for the foreseeable future. The culture has to be supportive of this continuous shift, and the challenge of culture change is enormous, resulting in slower progress than many of us had hoped for.

What advice would you give to girls and young women who want to someday become leaders in the Boston community?

It is always important to be as clear as possible about what you would like to achieve and what you are willing to do to get there. Then, it is imperative to get the best possible education you can for your chosen field, recognizing that we all need to be life-long learners, as most fields are evolving so rapidly. Next, it is very important to think through the kind of work experience necessary to prepare you for your ultimate goal, and to be very intentional about those experiences as you change jobs over your career. Never forget about the people you will need to support, guide, and encourage you professional friends, role models, mentors, and sponsors — and do a great job building and sustaining your network. In the end, clear goals and the help of great people will move talented and motivated people to great heights.

spread from East Meets West Catering, and hosted beer and cocktails courtesy of Boston Beer Company and Berkshire Mountain Distillers. The event will also include an exciting silent auction and raffle. Sponsored by Boston.com, the Urban Block Party will attract more than 200 young professionals from the Boston area. Last year's event was a sell-out success, raising more than

Big Sister of the Year Katy Shea **Shares Her Words of Wisdom**

ig Sister of the year Katy Shea has been matched with her Little Sister Victorya for more than two years.

What made you decide to become a Big Sister?

I had been thinking about doing some kind of volunteering but I hadn't been focusing on mentoring. One of my co-workers invited Big Sister to present and I attended the session out of curiosity. When I heard that there were girls who had been waiting a long time for a match, my heart just broke a little right there. I imagined myself at that age, really wanting a Big Sister, being brave enough to ask for one and then being let down. When they told us about the different types of time commitments you could make I began to see myself actually doing

Who is one mentor that you have had in your life? How has he or she influenced your life story?

My mother has always been a huge influence for me. She was a nurse for 50 years and instilled in me that it's the time you take to make someone feel special, cared for, and respected that elevates the human spirit and allows people to find peace and be well. My mother worked nights at the hospital, so it was Dad who mostly read to us as children performing each narrative complete with sound effects and dramatic characterizations. He sang us silly impromptu songs about whatever was happening in the moment and taught me to use humor, music, and theater to relate to others and also to express care and love. Together, my parents have shaped my story tremendously in terms of who I am and how I interact with the

How has your relationship with your Little Sister Victorya grown and changed since you were first introduced?

Vikki and I first met at Harvard Kent Elementary in Charlestown. I remember Vikki was small,



shy, and silent. We started connecting through simple games like Hangman, Slaplack, and Trouble (she was eight when we were first matched). We talked and joked more and learned about each other and became friends. We just played Hangman a few weeks ago for old time's sake and were guessing 12-word sentences in under a minute. It reminded me how far we have

You were recently awarded the Heroes Among Us award by the Boston Celtics. How did it feel to be recognized in that

To be honest, it was extremely humbling. Standing in front of all those people and hearing them talk (with an echo over the PA) about your life, your Little's life—it was unlike any other experience. It was really great to be in this "other world" with Vikki and her parents. We met Bill Russell and the Mayor, shook hands with Paul Pierce, and even ran into Rajon Rondo all by himself in the hallway by the locker room what a thrill!

You helped us host a volunteer recruitment table at your workplace, McGladrey. What did you think?

It was interesting to try and "sell" the experience to people; it's something I obviously believe in with all my heart, but sometimes it's difficult to express how rewarding and meaningful it is to be a Big Sister, while also communicating how fun it is. It brought some clarity to my own mind about what motivates me and how I can be a better Big Sister. I found myself saying, "My Little Sister makes me want to be a better person" – and I don't mean that to sound so serious - but she does. She motivates me to want to do everything from learn to dominate at Double Dutch to getting a second degree. I want to inspire her to follow her heart and make the life she wants for herself (since she is inspiring me to do the same).

What advice would you give to a woman who is considering becoming a Big Sister? When I talk with women about becoming a Big Sister I often hear these familiar words: "I would love to do it, but I just don't have the time!" I know we are all so busy (I work full time, take two classes, sing in a jazz band, spend time with my boyfriend, friends, family, etc.), but please believe me that mentoring can create more space in your life. It truly brings good things into your world and allows you to feel that balance of inspiring and being inspired by another human being. The best idea is to just call the Big Sister office or attend an info session. Find out more take the first step!



Katy's Top 5 Benefits of Being a Big Sister:

I. Stress Management

Zen state achieved after 20 minutes of coloring is equal to at least 5 Bikram Yoga Classes – is cheaper and resulting artwork makes for awesome hipster fridge decoration.

2. Artistic Development

Your drawing ability is, like, totally amazing. (Just go with it.)

3. Honest Fashion Advice

10-year-old girls will tell you if those jeans look good or not and what they think of your haircut. (And they will be right.)

4. Excuse to be a Girl Again

When was the last time you went roller skating in leg warmers, got your face painted with a unicorn, had a hot pink feather braided into your hair, and wore a candy necklace- all in the same day?

5. Perspective

You had a big crisis at work, crazy traffic on your commute, forgot about your dentist appointment... then your Little sees you and breaks away from her friends, runs to you and wraps her arms around your legs and asks you how you are, and the answer is suddenly: "Awesome. I'm awesome."



On Thursday, June 7, Big Sister Association's Young Professional Board will host its annual Urban Block Party at the Exchange Conference Center on Boston Fish Pier from 6 pm to 10 pm. The Urban Block Party is an exciting fundraiser to benefit Big Sister Association's team in the Rodman Ride for Kids. The Rodman Ride for Kids is an umbrella charity that raises funds for children's social service agencies throughout Massachusetts, including Big Sister.

This fantastic 80's-themed event will feature live performances by the band Fast Times, a delicious Tickets are \$85, available for purchase from Big Sister's

\$27,000 for Big Sister.

Andrea Bakal & Victoria Taryn Townsend & Chardanney Shelly Donovan & Elaine

Shannon Flynn & Sary

Ericka McFee & Joanna

Maya Rosen & Karla

Janine Palmer & Jade

2012 MATCH MAKER CLUB

Big Sister Association

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Haley House Displays Artwork By and About Little Sisters

Since April 23, the Dudley Square nonprofit Bakery and Café Haley House has displayed a series of artwork by and about Little Sisters. Pieces include dolls constructed of recycled materials, professionally shot photographic recreations of famous works of art featuring Little Sisters as present-day subjects, collaged plates, and portraits painted by and of Big and Little Sisters. Most of the artwork was created throughout 2011 at different events organized by Big Sister Association for Big and Little Sister matches. During these activities, Big and Little Sisters spent time together while having fun and learning new ways to express themselves. The collaged plates were created by Little Sisters in our group mentoring program. The artwork will remain on display through June 1. Haley House Bakery Café is located at 12 Dade Street in Roxbury.

The following Big and Little 2012. Congratulations to all on your lasting friendships!

3 Years

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ormerly of Fidelity Investments, David

devotes his time and resources to a

Spotlight on Board Member David Bruce

number of charitable organizations with a focus on providing opportunities for low-income youth. In addition to his work on Big Sister's Board of Directors, he is also on the Council with New England Historic Genealogical Society and is a Lifetime Member of the Francis Ouimet Society and Massachusetts Society of Mayflower Descendants. Recently, David co-chaired the Boston Center for Youth and Families Gala, ran the Boston Marathon benefitting the Women's Lunch Place, and participated in the Rodman Ride in support of Big Sister. He currently serves on the 2012 House Committee for the Boys & Girls Clubs of Boston. David and his fiancée, Holly McGrath, help

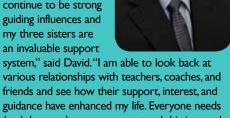
Sister staff members participate in a foosball tournament in the office, thanks to David's generous gift

direct the charitable efforts of the Highland Street Foundation – a private family foundation committed to addressing the needs and concerns of children and families in Massachusetts and California, specifically in the areas of education, housing, mentoring, health care, environment and the arts. To date, the foundation has contributed more than \$125 million to non-profit organizations.

When asked what interested him in Big Sister, he said:"I believe a positive mentoring relationship can have the biggest impact on someone's life. As a Boston resident, I was well aware of Big Sister's outstanding reputation for serving girls. I was overwhelmingly impressed with CEO Deb Re, the hardworking and dedicated team, and a board

truly committed to serving youth in need. I recently attended the Big Brother Big Sister National Conference in California and had the opportunity to hear from fellow mentoring programs. Although each was very inspiring, Big Sister Association of Greater Boston well exceeded cities two or three times our size in making matches - serving nearly 3,000 girls. It is an honor to be part of such a dynamic, creative, and compassionate organization."

Mentoring is clearly important to David, who was fortunate to have had many role models in his own life."My parents continue to be strong guiding influences and my three sisters are an invaluable support



various relationships with teachers, coaches, and friends and see how their support, interest, and guidance have enhanced my life. Everyone needs (and deserves) encouragement and this is exactly what Big Sister provides."

David, who is very active within Boston's philanthropic community, believes that everyone should give back in whatever way they can."I feel that it is a right and a responsibility, and can be in the form of volunteering your time, talents, or resources," he said. "Big Sister's ongoing success is due to its ability to engage supporters in all size, shape, and form. Collectively, this support provides a solid foundation which garners impressive results, generates continued awareness and enthusiasm, and ensures long-term sustainability."