



This Book is dedicated to the volunteers,
shoppers and donors who have made
the Boutique at the Rink
an overwhelming success in our community.





We are forever grateful to Pat Lowman

(a former Liberty High School English teacher) for her expertise in putting all these Boutique memories together for your enjoyment.

Without her many hours of dedication to this project, we would still be looking at a lot of photos and articles spread out over dining room tables.

All information in this book was gathered from local newspapers
(The Morning Call, The Express-Times, The Bethlehem Globe-Times and
The Bethlehem Press) periodicals, scrapbooks and personal recollections.
Photographs by Dana Grubb and Jan Ruhle.
Information from the early years came from a book written by Bobbie Spilman called Worth Remembering.

Although the author and her committee members have made every effort to ensure that the information in this book is correct, the author does not assume and hereby disclaims any liability. Any omissions and errors were inadvertent.

A special thank you to Celeste Martin of One Central Design for her layout, design and creativity. She brought our words and photos to life!

Boutique Book Committee:

Francie DeSalvio

Claire Rij

Jan Ruhle



Since the Boutique's inception,
monies raised by the sale have been donated to organizations
that support people affected by Cancer.
Recipients of the monies generated by the sale have gone to
The American Cancer Society,
The Wellness Community now known as
The Cancer Support Community of The Greater Lehigh Valley,
St. Luke's Cancer Center
and St. Luke's Hospice.

Over the forty years we have raised more than \$2,500,000.00









For the Cancer Crusade... The Boutique at the Rink

The "Boutique at the Rink" is a Do-Your-Thing kink
On behalf of the Cancer Crusade.

We'll have fun and raise money, if you'll help us, honey;

We really do need your aid.

We need fashions, all sizes, so give us the prizes

That hang in your closet unused.

Spring, winter or fall, it's no matter at all.

If it's chic, then it won't be refused.

And indeed we mean chic, because this boutique

Won't be rummage, but very high style.

So before you vacation, give us a donation,

And make our sale super-worthwhile!

~ Pat O'Connell, 1974

1974

Do *Your *Own*Thing -But Do Something For Cancer!

Back in 1974, whoever would have imagined that a local endeavor staffed solely by volunteers would have evolved by 2014 into a major fundraiser that included more than three hundred volunteers? Even before the advent of the Boutique at the Rink, the Lehigh Valley had a history of fundraising for cancer relief. For years, card parties were held in local homes, with each player donating \$2.00. During that time, Mrs. Stanley Frantz (Pearl) was director of the Northampton County Unit of the American Cancer Society, and Mrs. Stewart Cort (Liza) was local cancer chairman. Mrs. Lewis Foy (Marge), a member of the local cancer committee, hoped to offer fundraisers in which more people could participate. Eventually, she came up with "Do Your Own Thing- But Do Something For Cancer!" Projects included swimming meets, gourmet cooking classes, Christmas card sales, bus trips, house and garden tours, and dessert parties like the one held in 1974 at the home of gourmet cook, Susan Hillman. In 1969, Mrs. Foy was named area chairman of "Do Your Own Thing" and served in that position until 1980, after which time she generously supported the Boutique for 15 years.

During a meeting of the "Do Your Own Thing-But Do Something For Cancer" Committee in 1973, Mrs. Frank Griswold (Cleone) suggested a sale of nearly new, designer-type clothing like the highly successful fundraiser with which her daughter was familiar in Wellesley, Massachusetts. An informal survey conducted locally elicited positive responses to her suggestion and also revealed that a sale featuring factory surplus new clothing had been profitable in Pen Argyl. Under the auspices of Ms. Mary Ellen Dietrich, Director of the Northampton County Branch of the American Cancer Society decided that a clothing sale would be the newest project of the "Do Your Own Thing" committee.







CHECK for \$27,500 is presented by Chairman of this year's Boutique, to Mrs. Lewis Foy, shairman of the Do

Your Own Thing campaign of the Cancer Society. At left is Mrs. Charles man and will be chairman next year.



September 14-15

Rosemary Irish, Chairman Cleone Griswold, Co-Chairman

\$10,000

The chairman and co-chairman each recruited friends for the sale committee, a tradition that continues today. During a January 22, 1974 meeting at Rosemary's home, September 14 and 15 of that year were chosen as sale dates. Mrs. Lala Leach suggested the Bethlehem Municipal Ice Skating Rink as a possible site. Ruth West contacted city Park and Public Property Director Joseph Mangan, and the committee was given permission to use the Rink from the time the AAUW Book Fair closed in May until after the September sale. Rosemary contacted the IRS regarding tax regulations, and insurance was obtained. Former Life Magazine correspondent Pat O'Connell, co-chair of publicity with Mary Lou Behler, christened the sale "Boutique at the Rink." In what now seems to have been visionary, hot pink and black were chosen to represent the Boutique.

First Valley Bank sponsored the printing of the Boutique's first flyer (and continued to do so for many years), which had been designed with the help of Henry Von Spreckelsen of Bethlehem Steel Corporation. The unique lettering of the flyer was repeated on posters and also on outdoor signs and banners painted by Barbara Stabile, Mary Lou Cummings and Mary Lou Behler. Cleone Griswold stored early donations to the Boutique in her attic, and she graciously continued to do so for several years.

Former Life Magazine correspondent Pat O'Connell,

co-chair of publicity with Mary Lou Behler, christened

the sale "Boutique at the Rink."

In March of 1974, the owner of Scotty's Fashions in Pen Argyl explained the

details of her city's clothing sale during a luncheon attended by Marge Foy and several Boutique Committee members. She also donated some clothing to the fledgling group. (Starting in 1980, Scotty's graciously donated gifts of fabric.)

In May 1974, the original 38 Bethlehem members of the Boutique Committee attended a general meeting during which sub-chairmen were appointed and assignments for the sale were given. Both Scotty's and Orr's Department Stores donated racks that would be used in addition to the pipes and

chains obtained by Paul Irish that would hang from the rafters at the rink. Word of mouth "advertising" resulted in clothing donations that exceeded the expectations of the committee. In fact, requests for clothing donations were so successful that the pool house was needed to handle all the children's wear. Local merchants donated new clothing that remained after their summer sales, and other merchants donated gift certificates for the Boutique's raffle, for which Wally Long of Long Funeral Home printed tickets.

Before the sale, Freedom High School's Key Club, under the guidance of advisor Richard Jay, assisted with heavy lifting and moving. Parks personnel like Joe Mangan, Robert Hassick, Charlie Brown and Norman Stark had been so cooperative and helpful that the Boutique chairmen hosted a reception at the rink for them the week prior to the sale.

A decision had been made regarding the committee's access to sale merchandise: There would be no purchases made before the sale itself. While the sale was going on, customers had requested a "bag sale" at the end. The committee responded to their requests by closing for an hour on the second day of the sale and reopening for two hours

of bag sales: grocery bags filled with clothing went for \$1.00, while a trash bag filled with Boutique treasures was priced at \$2.00. (No one

had imagined exactly how much one trash bag could hold!)

Originally, the Boutique at the Rink had been conceived as a one-time event. When a wrap-up session was held after the remarkably successful Boutique and committee members realized that another organization might "borrow" their idea, the decision was made to continue the Boutique. Rosemary Irish and Cleone Griswold agreed to stay on board as chairman and co-chairman with the addition of co-chairman Carol Green.

September 26-27 **1975**

Rosemary Irish, Chairman Carol Green, Co-Chairman Cleone Griswold, Co-Chairman

\$13,860.96

Pink hats adorned the clothing racks, and Rosemary made pink satin bands and pink name tags which were worn by the volunteers during the sale. Men's clothing was moved to the pool building this year, and members of MORA Club acted as dressing room attendants. Publicity pictures were taken as designer fashions were modeled around the J. Carl Behler pool and in the Serenity Garden. The Freedom Key Club again generously offered their help, and chances for gift certificates donated by local merchants were sold. Free shuttle buses were available at various Bethlehem locations during the second day of the sale. This year, lamps, mirrors, umbrellas and leather

Rosemary noted that preparing for the Boutique is like having a baby; it takes nine months.

Carol Green replied, "That's right, and the 'labor' comes at the end, too!"

goods were available, and Cleone again sold estate-donated furniture and accessories from her attic and basement. Rosemary noted that preparing for the Boutique is like having a baby; it takes nine months. Carol Green replied, "That's right, and the 'labor' comes at the end, too!"

On the last day of the sale, free shuttle bus service to and from the rink was available on both the south and north sides of Bethlehem. Also, this year's sale offered some new items such as mirrors, lamps, trays, umbrellas and suitcases.

October 14-16

Carol Gr
Casey SI

Carol Green, Chairman Casey Shook, Co-Chairman

\$24,400

The third year of the Boutique at the Rink continued to be a community effort. Since the Bethlehem Municipal Ice Skating Rink was not available during the summer, Mayor Gordon Mowrer and Parks Director Louis Szmodis arranged for the use of Rogers Street Naval Reserve Building from May until September. An extra day was added to the sale, which was moved to October. Adam Meyer Moving and Storage transported clothing on hangers from the Naval Reserve Building to the Rink in September at no charge, and city workers moved all the boxes. Lehigh Lithographs printed 500 posters, and 42 local merchants contributed either gift certificates or new clothing for the raffle. Community vans transported senior citizens and others to the sale. On Thursday, two women gathered up their items and left the Boutique,

each thinking that the other had paid for all the items. The true Spirit of the Boutique blossomed when one of those women returned the next day and paid \$10.40 for their unintended heist.

1976 marked the beginning of the Boutique section for new and designer ladies clothing. Pearl Frantz sold replicas of Centennial platters and goblets. At the bargain price of 10 cents each, ties were especially popular this year. Not a single tie remained at the end of the sale. Lehigh University fraternity boys came for their Halloween costumes—in the women's section. All clothing that had not been sold was donated to Allentown State Hospital, MH-MR Programs, Head Start, Holy Infancy Church, Southeast Neighborhood Center and Allentown Rescue Mission.



October 6-8

1977 Casey St.

Casey Shook, Chairman Ann McCann, Co-Chairman

\$20,245

This year, special emphasis was placed on sorting and displaying clothing by type: formal wear, sports items, and everyday wear. 60 posters were placed on LANTA buses, and pre-sale fashion shows that proved to be very successful were held during a parents' meeting at Sayre Child Center and at the Senior Citizens' Center. A new sales policy allowed committee members to purchase items prior to the sale for an additional 25% over the marked price. Clothing that remained after the sale was donated to a mission project and the Salvation Army.

Although the sale had been scheduled for October, the Boutique decided to make one exception when a new wedding gown valued at \$550 was donated in April, just

two months shy of the traditional month for weddings. A very lucky bride-to-be bought the gown for just \$100.

During the pre-sale sorting process, a satin purse was found to contain a fan-shaped piece of white jade. Jewelry Chairman Lala Leach, who went

on to volunteer her time and talents at the Boutique for many years, had the piece appraised by a jeweler and learned that its value was \$500-\$700. After some intensive amateur sleuthing, the donor was located, and the jade was returned to a very happy woman who noted that it had been a gift from her mother.

September 28-30

1978

Ann McCann, Chairman Bobbie Spilman, Co-Chairman

\$21,500

Thanks to the efforts of Mayor Paul Marcincin and Parks

Director John Schweder, the Boutique was able to remain at the Naval Reserve Building for its hectic sorting period. Over 200 volunteers were joined by Lehigh University fraternity Chi Psi, who adopted the Boutique as its community project and devoted countless hours to its success. A quilt created by former students of Mary Louise Brion from a design used for the last 13 cent stamp issued as part of the Folk Art Series took center stage for the raffle.

Some of the treasures donated this year included a piece of Steuben glass and old, framed railroad stocks.

Local "Ladies of the Night" bought much of the Boutique's fanciest lingerie

Local "Ladies of the Night" bought much of the Boutique's fanciest lingerie and even purchased a wedding gown for one of their coworkers. Pennsylvania Playhouse personnel discovered that the Boutique yielded a wealth of clothing that could be transformed into costumes.

October 4-6

Bobbie Spilman, Chairman Ann Bennett, Co-Chairman

\$27,500

Recruited by Rosemary Irish, Chairman Bobbie Spilman had served on the Boutique Committee since Thanks to Rosemary Irish, the rink was transformed into a vision in pink with streamers, large paper cabbage roses, tablecloths and mum centerpieces."

Griswold sold magnificent furniture that had been donated by friends.

its inception. In honor of her mother, who had died of lung cancer at the age of 50, Bobbie accepted the position of chairman when was she was 50. (Note: Bobbie played an active role in the Boutique until 1994, when she and her husband moved to Florida.)

1979 brought a few changes to the Boutique. For one thing, the Chuckwagon, a food trailer for customers during the sale, appeared. Also, items were sold at full price on Thursday and on Friday until 4 PM, when the prices were slashed in half; the bag sale was held on Saturday. This new pricing schedule allowed workers more time to locate clothing that in previous years had been stashed away during the half price sale for convenient retrieval during the bag sale. The price of filling a grocery bag with treasures from the Boutique increased to \$2.00, while a treasure-filled trash bag was now \$4.00. In addition to gift certificates, raffle prizes included eight weekends at resort areas. A silent auction was held for a gray Persian lamb coat worth \$600, a Don Johnson oil painting and a Dresden china lamp. The Best Bib and Tucker Consignment Shop donated clothing. Cleone Chairman Bobbie Spilman hosted a wine and cheese party, which included a pre-sale on special gifts, at the Rink for workers and their spouses. Thanks to Rosemary Irish, the rink was transformed into a vision in pink with streamers,

large paper cabbage roses, tablecloths and mum centerpieces. Lew Foy, Bethlehem Steel Corporation Chairman, marveled that he couldn't believe that this "lovely spot" was "the Rink!"

The pocket of a man's sport coat that had been donated was found to contain lovely earrings that Lala Leach identified as Venezue-

lan. Following her assumption that the earrings had probably been purchased by a Bethlehem Steel Mining Department employee, she tracked them down and ultimately returned them to their grateful owner, who was indeed

the wife of a mining engineer and was also a former Boutique worker.







October 9-11 1980

Ann Bennett, Chairman Kathie Klein, Co-Chairman Mrs. Herman Collier, Honorary Chairman

\$25,000

Approximately four thousand shoppers visited the Boutique during opening day. For the first time, the Chuckwagon sold through open windows within the Rink building, and dry cleaning establishments donated "abandoned" clothing. Special gifts and collectibles such as a silver-plated tea service and an antique carving set were displayed this year in the new Top Drawer section of the Boutique. Duckloe Furniture Company donated a traditional room setting of two limited edition Chief Justice armchairs and a Bishop White settee for the raffle. The room setting was displayed in the lobby of First Valley Bank. Other raffle donations included a Fred Bees painting, a serving chest from Roland and Roland Furniture Store, a pair of needlepoint pillows from Tom Bass Clothiers, a Karastan rug from Schoen's, a flower arrangement from Joanne Kostecky, a lamp from Wanamaker's, a pair of brass candlesticks plus an 18th-century doorstop from the Moravian Book Shop, and a \$100 gift certificate from Linens Plus for a custom window treatment. Proceeds from the raffle totaled \$3,082.

Chairman Ann Bennett hosted a wine and cheese party where a vast amount of crystal and china donated by Bixler's Jewelers was displayed. Bag sale prices rose to \$3.00 for a grocery bag or two for \$5.00. Co-Chairman Kathie Klein will never forget the leaky roof in the pool building, which made strategic placement of men's and children's clothing a necessity.

As one of the volunteers was perusing some fine gold jewelry that had been donated, she gasped, "There's my ring. It has been gone for over a month!" It turned out that the ring, easily identified by the inscription "MIZPAK" plus her name,

had been given to her by her mother back when the volunteer was 16. Evidently it had been mixed in with some costume jewelry she had donated to the Boutique.

October 1-3

1981

Beverly Liddick, Chairman Betty Williams, Co-Chairman

\$27,600

In previous years, fabric had been donated by Hob In The Wall, The Fabric Center, Stretch & Sew, Horizons, Fabric Mart and Lehigh Frocks. In 1981, The fabric section of the Boutique, chaired by Marge Smith, took off when Scotty's of Pen Argyl donated an incredible array of new fabrics in woolens, wool blends, cotton and synthetics. Marge Smith, Casey Shook and Bev Liddick actually were invited into the factory after hours to choose the fabrics for the Boutique. The Top Drawer section of the Boutique was enhanced by works of art collected by Mr. and Mrs. Bernard Cohen, who penned the Globe-Times column "Innocents"

Abroad," during their round-the-world travels.

Raffle chances were \$1.00 a piece or 6 for \$5.00 and featured hostess chairs and a table from Roland and Roland Furniture, a \$250 gift certificate from Schoenen's Markets, a room of miniature furniture from the Heritage children's shop, stainless steel for four from Bixler's Jewelers, champagne glasses from C. Leslie Smith, and cookbooks from Moravian Book Shop. Chairman Bev was pictured wearing one of a dozen designer hats that had been donated to the Boutique. Cleo Ritterhoff replaced Marge Foy as chair of the "Do Your Own Thing-But Do Something For Cancer" initiative upon Mrs. Foy's retirement.

Mary Brendel, who helped check out items during the Boutique

sale, recalled a satisfying story of a woman who claimed that

she had only \$50.00 to clothe her family for the year and had

found all the clothing they needed at the Boutique.

Sept 30-Oct 2

Becky McMullen, Chairman Mary Brendel, Curtie Johnson and Mary Louise Wright: Co-Chairmen

\$28,200

According to September 30, 1982 edition of The Globe-Times, "There were cars jamming the parking lot, long lines of vehicles parked on the grass behind Memorial Pool, a refreshment stand selling hot dogs and soda, and crowds of people streaming expectantly towards the action" on the first

day of this year's Boutique.

A truly bright spot for volunteers this year was the opportunity to work at the Rink from May until the sale. Since the "Top Drawer" section of the Boutique had been robbed of many lovely donations during a breakin at the Rink, security was increased. On a bright note, however, three station wagon loads of Christmas merchandise were donated by the Christmas Barn, helping Top Drawer earn a record \$5,000. All the women's clothing that had been donated to the Boutique as well as all the fabric in the yard-goods area was sold.

Some "Top Drawer" items were sold prior to the Boutique itself. Some of these items included a mink cape, a Persian lamb coat, a

large oil painting and four chairs circa 1825. This year's "Boutique Within the Boutique" section offered new clothing from local women's stores plus new men's and children's coats.

The Boutique's own "jewelry aficionado," Lala Leach, a volunteer since the Boutique's inception, was featured in an article that appeared in the "Accent" section of the September 12, 1982 edition of The Sunday Globe. In that article, Mrs. Leach is quoted as saying, "Because we're raising money for charity, I don't believe we should give it away. People come for bargains and we

> have bargains, but be sure it's clear that jewelry isn't included in the bag sale. What is not

> > sold is kept from one year to the next." This year, the jewelry section took in \$1,226. Bag sale prices again saw an increase to \$4.00 for grocery

bags and \$8.00 for trash bags. There was no raffle due to the reluctance of some workers to sell chances.

Mary Brendel, who helped check out items during the Boutique sale, recalled a satisfying story of a woman who claimed that she had only \$50.00 to clothe her family for the year and had found all the clothing they needed at

> the Boutique. On a lighter note, Boutique volunteers were amused to recognize Co-Chairman Mary Louise Wright's feet peeking out from under the long dress

of a mannequin featured in a publicity picture published by a local newspaper.

This year's volunteers were honored at a "thank you" wine and cheese party hosted by this year's chairman and co-chairmen at the home of Mary Louise Wright.



October 29-31

Becky McMullen, Chairman Mary Brendel, Co-Chairman

\$30,900

Clara Dunwoody graciously brought in baskets of fresh apples from her orchards for workers to eat and to sell. Due to the

large amounts of money taken in during the sale, police protection was needed to accompany Treasurer Joan Taylor to the bank each day. Joan Taylor entertained

volunteers with her outlandish party outfits assembled from Boutique racks. At one point, hospitality Chair Kay Morgan took her shoes off while working and found that they'd gone missing by the end of the day. When they were eventually located in the shoe bin priced at \$1.00, Kay exclaimed in mock indignation, "but they were my good shoes!"

The large selection of nearly new household and gift items in the Top Drawer section sold out quickly this year, as did the expanded fabric area. Even the Chuckwagon refreshment area was sold out and forced to reorder food.

The volunteers were reminded of the Boutique's mission when a female cancer victim checked out with a smile and a coat for each of the five members of her family.

The Northampton Unit of the American Cancer Society honored Boutique Chairman Becky McMullen with a letter opener engraved with the American Cancer Society insignia. The co-chairmen were given pens with the same insignia.

September 28-30

1984

Mary Brendel, Helen Challenger, Lois Moore: Co-Chairmen

\$43,250

This year, the Top Drawer section boasted a silver-plated coffee pot, a cut glass decanter, music boxes, a handmade mohair shawl, crystal and china. Pennywise and Lehigh Frocks donated many new dresses. Of the 100-plus merchants who had been contacted for gifts, 55 responded. Restaurant gift certificates ranging from \$15.00 to \$35.00 were sold at \$5.00 off. Most of the fabric was sold, and the rest was donated to a nursing home to be made into lap robes. Fabric chairman Marge Smith presented next year's chairman and assistant chairman, Lois Moore and Pat Cooney, with pink aprons so that they would be more easily identified at the sale. It was suggested that picnic tables and benches be placed outside the Rink so that Chuckwagon customers would have a comfortable place to sit and eat.

Jan Ruhle and Holly Sachdev, who made up the Merchant Solicitation Committee, picked up truckloads of new items donated by Lenny's clothing store in Easton, the Moravian Book Shop and the Dress Barn.

Cancer victim Mary Schaffer, a first-time volunteer at the Boutique, wrote a letter to the editor of *The Globe-Times*, from which the following is excerpted: "For the first time this year, I was involved in the Cancer Boutique. Never have I witnessed a more dedicated, hardworking group of volunteer women. What goes on in preparation behind the scenes is mind-boggling." Mary went on to thank the newspaper for its support and to credit the chairmen and "almost 200 women" involved with the Boutique and concluded with "Also, businesses and individuals who donated thousands of items are to be thanked. It doesn't seem possible there is anything left in people's closets. Cooperation on the part of all made for a very successful sale."

September 26-28

1985

Lois Moore, Chairman
Pat Cooney, Co-Chairman

\$47,500

Invitations created by Marge Foy were sent to 320 ladies, inviting them to a tea she would be hosting at the end of August. Printed in red ink on pink cards, the invitation was accompanied by a small card that read



The tea yielded donations that Pearl Frantz appraised at more than \$3,900. Many of these beautiful items were purchased at the tea. Two metal laundry washtubs were also available for purchase prior to the sale.

The tea was one of many "firsts" this year. Another was the purchase of tag guns to mechanically attach price tags to clothing, and yet another was the sale of mums from Kroeger's. Also, a tent was set up in the ice rink area for the Top Drawer section of household goods, including items like

...a moment of silent prayer was observed in memory of former Boutique chairman Betty Williams and volunteer Mary Shaffer, both of whom had died of cancer recently.

silver and Lenox china. When a hurricane warning was issued on the first afternoon of the sale, Kuss Brothers was called to dismantle the tent. Charlie Brown and crew were joined by Boutique workers and their husbands to move the household goods back to the Rink proper. Despite the eight inches of rain and the school closings on September 27, the sale continued, and the Boutique made a generous profit. Christmas trees and decorations actually sold out.

At the post-Boutique luncheon, a moment of silent prayer was observed in memory of former Boutique chairman Betty Williams and volunteer Mary Shaffer, both of whom had died of cancer recently.









July 15, Sept 25-27 Pat Cooney, Chairman Sandy Duff, Co-Chairman

\$54,054

Committee volunteer Kay Morgan came up with the idea of holding a summer sale to sell seasonal clothing when it was needed most and also to make room for more fall items at the September sale. Held in the parking lot of the Rink, the Boutique's first Summer Sale was a huge success, taking in \$3,300 in just four hours.

Westminster Village donated items left over from their sale, and Allentown's Calvary Temple Church regularly picked up clothing the Boutique couldn't use. This year's sale included a variety of fur hats, stoles, boas and jackets; some complete ski outfits; a size 6 wedding dress priced at \$30.00; and a sewing machine donated by Leonard's; plus silver, china, appliances, knickknacks and all manner of clothing. Teenager Jeff Treadwell donated many hours of lifting and hauling, while Peter Pook and a group of retired gentlemen directed parking on sale days.

Co-chaired by Marge Foy and Rosemary Irish, a Benefit Tea for which 600 invitations had been sent was held on September 10th at the home of Mr. and Mrs. Walter Williams. Flower arrangements were done by Louise Dimmick, Cleone

Griswold was in charge of the gift display, Lois Moore directed the hostesses (former Boutique chairmen), and the wives of Bethlehem Steel executives poured. Pearl Frantz did the appraisals of the beautiful donations from guests. Over \$3,000 of this year's profits were made at the Summer Boutique and over \$5,000 at the Benefit Tea.

For the second year in a row, a superstorm threatened the Boutique. Two days before the sale, the tent that covered all the household items was blown 15 feet sideways and lifted over the railing. Heavy rain began falling on the resulting uncovered housewares. Chairman Pat, alone at the Rink when the storm had hit, made frantic calls to committee members, who quickly arrived with husbands in tow. The group of male helpers included James Fritsch, President of the Northampton County Unit of the American Cancer Society, whose wife, Mary, was a Boutique volunteer.

This year's Top Drawer section featured silver-plated serving dishes, candy dishes, sugar and creamer, candlesticks, and coffee carafe sets. Many sterling silver pieces also were available. Many Top Drawer items were donated by those who attended the pre-Boutique tea at the home of Mrs. Walter Williams.

At the annual meeting of the Pennsylvania Division of the American Cancer Society, Lois Moore, Pat Cooney and Northampton County Executive Director Mary Ellen Dietrich accepted the top state project award that was bestowed upon the Boutique at the Rink.

Tea for The Canoer Boutique

Tea for a trinket or a treasure

Trialets and Treasures are tax deductable Course Contributions

(Emphotically no elephants, white or gray . way acceptable)

Tea served at Deer Haven

Bring a benutiful bauble or tote a terrific treasure

Date: Wednesday, September Tenth

July 14, Sept 23-26

Susie Gurin, Chairman
Barbara Cisek and Carol Ritter, Co-Chairmen

\$59,000

In June, an "Off To A Fast Start" luncheon featuring Fay Swafford Originals was held at the Hotel Bethlehem. A Summer Sale that netted a \$4,567 profit was again held in the parking lot of the Rink.

This year, the sale was expanded to four days. During the first two days, items were sold at full price, Day 3 became Half Price Day, and Day 4 became Bag Day. All Seasons Recreation in Easton graciously provided a motor home where Boutique volunteers could relax during the sale. Dan Wells of Stiegler, Wells and Brunswick arranged for a new design for brochures and posters, and David Ritter of Cher-

nay Printing in Coopersburg did the printing.
In order to secure the tent holding the household goods in the event of another storm, it was moved to the area between the ice rink complex and the tennis courts. Another small tent was erected to sell house plants donated by Hickory Grove Greenhouses.

One of the changes this year was that the Top Drawer section became Housewares. Smith's of Bethlehem and Macy's at the Lehigh Valley Mall loaned the Boutique much-needed clothing racks. Members of

Lehigh's Delta Tau Delta Fraternity helped a great deal during the sale. Business was so good that only one rack of clothing plus some shoes and purses remained at the end of the sale. ...a shopper who had undressed to try on Boutique
"finds" in the dressing room. When she went to
retrieve her own dress, it seemed to have
disappeared. Despite a thorough search by workers,
the dress was never found...

As always, the Boutique elicited some amusing anecdotes. One involved a man who, upon his return home from the Boutique, proudly showed his wife the new suit he'd just purchased only to learn that it actually was his own suit, graciously (and silently) donated to the Boutique by his wife. Another incident centered on a shopper who had undressed to try on Boutique "finds" in the dressing room. When she went to retrieve her own dress, it seemed to have disappeared. Despite a thorough search by workers, the dress was never found, and the shopper was encouraged to select a dress of her choice at no charge.

At the Boutique wrap-up luncheon, Ken Smith, President of the Northampton County Unit of the American Cancer Society, announced the pending merger of the Lehigh and Northampton Units and noted that the Boutique had donated \$433,746 in its 14 years. Executive Director Mary Ellen Dietrich, who had been extremely supportive of the Boutique, announced her retirement and introduced her successor, Scott Thompson.







1988

Ronnis Shaw, Judy Rusk and Samantha Fritsch model gowns.

Boutique steps out in style with preview sale of gowns









June 14-15, Sept 28-Oct 1

1988

Carol Ritter, Co-Chairman Barbara Cisek, Co-Chairman

\$69,500

For the first time, 41 bridal gowns were sold prior to the Fall Boutique sale. Donated by Bridals by Genevieve of Bethlehem, the gowns were available for \$15 each on Monday mornings at the rink.

A Boutique Apron was sent to TV weatherman Willard Scott, who displayed it on the NBC *Today* Show just before the Boutique opened its doors. This year the summer sale was extended to a day and a half and held indoors with food available for purchase. The \$9,000+ profit was especially impressive, considering the unbearably hot weather.

Dan Wells of Stiegler, Wells and Brunswick designed a logo, and twenty-three committee chairmen donned pink silk screened aprons for the sale. A Marketing Committee composed of Mary Ellen Ham, Pat Kandianis, Mary Brendel and Sandra Boote was able to obtain eight corporate sponsors: First Valley Bank, Binney and Smith, ReMax, Chernay Printers, Nazareth National Bank, ABC Printers, Ris Paper Company and Hamilton Printing. The Marketing Committee also coordinated media coverage by Twin County Cable, Channel 39 and local newspapers in addition to creating a banner. John, a welder from the local vo-tech school, built racks for the clothing.

A Boutique Apron was sent to TV weatherman Willard Scott, who displayed it on the NBC Today Show just before the Boutique opened its doors.

Co-chairmen Barbara and Carol hosted a Boutique luncheon of hot dogs and brownies for city officials, including Bethlehem Mayor Ken Smith, to show their appreciation for fifteen years of help and support. The luncheon also featured the unveiling and distribution of a pink booklet entitled Worth Remembering. Written by past-chairwoman and longtime Boutique volunteer Bobbie Spilman, the booklet reflected on the history

of the Boutique and featured anecdotes from each of its 14 years.



June 13-14, Sept 27-30

1989

Helen Becker and Carol Ritter, Co-Chairmen Ellen Harter and Suzy Titlow, Assistant Chairmen

\$88,000

This year, the Boutique inherited everything from the apartment of a Bethlehem woman who died without heirs and generously had willed her possessions to the Boutique. Four pieces of mahogany furniture from her donations were offered prior to the sale at the bargain price of \$225 for the set.

Some unique items offered at this year's Boutique were a fur jacket donated by a New York furrier and settings for 12 of a circa-1920 hand painted Merito china. Many new items were donated by local merchants.

Brown's Cleaners of Hellertown donated their services to dry-clean high-quality clothing.

Lenny's of Easton donated an entire rack of clothing, including a Lanz dress valued at \$150, Boutique-priced at \$50. Some of the other new clothing available this year included a men's Izod sweater for \$8, a Gortex ski suit for \$40, and a wedding gown complete with hat, veil and lace inserts for \$250. There also was an array of all types of clothing for men, women, children and teens, plus miscellaneous items such as a Hummel figurine, assorted backrests, a bevy of bedspreads and curtains, bowls, holiday decorations, Lenox china, jewelry and even crutches.

... the Boutique inherited everything from the apartment of a Bethlehem woman who died without heirs and generously had willed her possessions to the Boutique.

Rosi McIlwain passed on a trip to her native Germany this year to continue to serve in the position of Properties Chairman for the sixth year in a row. In an article published by *The Globe-Times*, Rosi credited Orr's and Macy's Department Stores; the city of Bethlehem, particularly Parks and Public Properties Director Charlie Brown and his crew; fraternities from Moravian College and Lehigh University for lending hours of much-appreciated help to the Boutique; and her husband, Peter, a United Airlines pilot who wore many hats during the Boutique.

Mrs. McIlwain noted that her initial reason for volunteering at the Boutique related to the fact that a U.S.-trained German doctor had successfully treated her sister's cancer many years ago, when the girls were teens.

Co-Chairman Carol Ritter noted that the first-day crowd at the Boutique was the largest ever. Since its inception, the Boutique at the Rink has donated more than \$500,000 to the local unit of the American Cancer Society.







1991



program seen may the latest election on the discussion of the Beauty of the Latest Value (Latest Value) (Latest Ing. Aprillate Carrier Society and American Carrier Society (Latest Ing. Aprillate Carrier Society (L

on, which has received \$770,000 from the mile during the roug 18 years 18 from the male during the roug 18 years 19 Art to 8 n.m. through friday, A long take and be least 10 and to 1 per Generally.





June 12-14, Sept 26-29

Irene Pope, Co-Chairman Bonnie Sperling, Co-Chairman Helen Weaver, Co-Chairman

\$81,000

The Lehigh Valley Unit of the American Cancer Society named Carol Ritter, co-chairman of the Boutique at the Rink for the past three years, the 1990 Volunteer of the Year. Carol also was chairman of the Cancer Society's 1990 Residential Community Crusade "Door to Door" campaign and served as this year's co-chairman of women's sizing and pricing at the Boutique.

A pre-Boutique sale featuring formal gowns bargainpriced at \$15 was held on mornings of June 4-8th from 9 AM to noon.

This year's Boutique featured two new sections: A Craft Section organized by Bonnie Sperling and a Toy Section proposed and chaired by new volunteer Velda Mescher. The "Boutique within the Boutique" section included five wedding gowns, furs, new formal gowns, a Persian lamb coat, two new Ultrasuede outfits, and a violet coat and skirt set. Donations also included hundreds of yards of new fabric, which volunteers separated into fouryard, 45-inch wide and three-yard, Jo Ann Frey, chairman of the local unit of the American Cancer Society, noted that, "Without the Boutique, we would have serious budget problems."

60-inch wide pieces. The former were sold at \$1.50 a yard and the latter at \$2.00 a yard.

An abundance of men's and children's clothing was located in the Municipal Pool dressing room, and plants were sold from a tent located on the parking lot.

Jo Ann Frey, chairman of the local unit of the American Cancer Society, noted that, "Without the Boutique, we would have serious budget problems." Last year the Boutique provided funds that were used to pay for local patient and educational services in addition to purchasing a large van for transporting patients to hospitals and doctors' appointments.

Each of this year's Boutique co-chairmen had a close relative who battled cancer.

June 18-20, Sept 25-28

Karen Assetto and Candy Day, Chairmen

\$107,000

Many volunteers are drawn to the Boutique because of their personal connections to cancer, and 1991 was no ex-

ception. One reason that volunteer Frank Dologite One of the many causes supported by the Boutique's donation to volunteered his time and effort was the fact that his wife, a Boutique volunteer, died of cancer. This year's

co-chairman, Karen Stoll Assetto, dedicated her efforts to the memory of her father, James Stoll, who died of cancer only a short time before opening day of the 1991 Boutique.

This year's Boutique featured a variety of new dresses and gowns, plus wedding headpieces that were Boutiquefoot rug that was raffled off during the second day of the 1991 Fall Sale. Another raffle "first" designed to boost sales

> was a \$100 Shopping Spree into which everyone who made a purchase on the second day of the sale was entered. This year, the Bag Day

bags were provided by the Boutique at the price of \$4 for a grocery bag, \$6 for a medium bag and \$10 for a plastic garbage bag. Volunteers included 220 "regulars" plus approximately 300 who work during the sale only.

Sales were given a boost by Boutique-themed bulletin



the American Cancer Society was the nine-cents-a-mile stipend

given to parents who needed to transport their children to the

Children's Hospital of Pennsylvania (CHOP).

priced at \$10. Other donations included a \$150 top hat, a tartan plaid cape donated by Donegal Square, a wedding gown and an assortment of Lionel train cars in addition to a plethora of clothing, jewelry, holiday decorations, crafts, home goods, toys and fabric. Barb Mowrer cleverly crafted some of the donated fabric into children's Halloween costumes. Five new clown outfits were offered for \$25 each. A dozen fur coats were available in addition to 160 new gowns that were priced from \$25-\$35.

Last year, scraps of wool salvaged from items that were in no condition to sell were washed, cut, and placed in the capable hands of Bethlehem Rug Braiders, who created a 5x7 boards and strategically placed brochures. Proceeds from the Summer Sale enabled the local unit of the American Cancer Society to purchase a much-needed computer. In all, proceeds from the Summer and Fall Boutiques increased by thirty percent over last year. One of the many causes supported by the Boutique's donation to the American Cancer Society was the nine-cents-a-mile stipend given to parents who needed to transport their children to the Children's Hospital of Pennsylvania (CHOP).





Myrna Sims, center, as 1992 chairman, will be assisted by, from left, Sandy Latshaw and Rose McIlwain. The women have all worked for the 'Boutique' for many years.







June 17-19, Sept 30-Oct 2

1992

Myrna Sims, Chairman Sandy Latshaw, Co-Chairman Rosi McIlwain, Co-Chairman

\$103,000

1992 initiated several changes in Boutique policy. The first of those changes was the cessation of pickups for donations. Another change involved drop-off donations, which had been accepted several days a week during the month leading up to the sale. Now, donors were encouraged to drop their items off at the Rink on Monday mornings only. Finally, the Receiving Committee was asked to be a bit more selective in approving merchandise that would be appropriate for the Fall Sale, particularly since space at the Rink was at a premium.

In an article featured in *The Morning Call*, this year's chairman, Myrna Sims, noted, "To me, the Cancer Boutique is an example of the wonderful community we live in. It is evident in the way people gather together to donate and to work." In another *Morning Call* article, journalist Tina Bradford in her "About Bethlehem" column gave several examples of the skill, dedication, and humor found within the cadre of Boutique volunteers. For example, men's committee co-chairman Bev Bevington carefully

measured suits to make sure that they were sized and grouped properly; hospitality chair Suzy Titlow made sure that volunteers had coffee, iced tea and snacks; and Houseswares committee co-chair Judy Roy enjoyed modeling "some of the more colorful donations," to the delight of her fellow volunteers.

This year, a few items, such as a wedding dress and knitting machines, were available for purchase prior to the sale. The wool rug that had been crafted by Bethlehem Rug Braiders for the raffle was on display at the Bag Lady until the 29th of September. Again, billboards featuring the Boutique at the Rink served as a worthy advertising tool.

Items that remained after the final day of the sale were taken to Allentown State Hospital and the Salvation Army. Those that were in poor condition found their way to the textile trailer at the Bethlehem Recycling Center.

June 16-18, Sept 29-Oct 2

1993

Sandy Latshaw, Chairman

\$129,000

This year, one of the unique raffle prizes was a teddy bear created from furs that had been purchased at last year's Boutique. Chairman Sandy Latshaw noted that Linny Fowler paid \$200 for one of the most unusual items donated to the Boutique: an English pram.

Proceeds from this year's Boutique were used for medication, transportation and cancer support programs in addition to the purchase of a computer, wigs and nutritional supplements.



June 8-10, Sept 28-Oct 1

1994 Pat

Pat Beaver, Chairman

\$86,500

By the end of the sale in 1994, the Boutique at the Rink had raised more than \$1,000,000 since its inception. By this time, there were 80 year-round volunteers involved in planning, sorting, pricing and packaging for the Boutique. By the conclusion of the Fall Sale, the number of volunteers had increased to 200.

Two of the designer fashions available at the "Boutique Within the Boutique" were a beaded evening dress and an Ultrasuede suit, each priced at \$25.

20 YEARS

The Boutique at the Rink had raised more than \$1,000,000 since its inception. By this time, there were 80 year-round volunteers involved in planning, sorting, pricing and packaging for the Boutique.

June 8-10, Sept 20-23

1995

Susie Gurin, Chairman

\$75,000

New this year was a pre-sale Celebrity Fashion Show prior to the Boutique. One hundred guests attended the preview event, which was held under a tent on the grounds of the Rink. Celebrity models included State Representative Lisa Boscola, former state representative Kathy McHale, Pam Semmel of Oldies 99, Diane Grey of WLEV, Heather McCartney of B104, and Kristin Curtis of WLEV and WEST. The Boutique's very own "celebrity" models included Chairman Susie Gurin, Jo Ann Frey, Executive Director of the Lehigh Valley Chapter of the American Cancer Society, WFMZ-Channel 69's Nancy Werteen served as emcee. Refreshments and dessert were served at tables decorated with centerpieces made of pink flowers. Guests were invited to peruse the Boutique and purchase items of their choice for an additional 50 percent of the ticket price.

The sale itself spread out from the rink into a tent and across the parking to the pool's locker room area. This year's "Boutique Within the Boutique" offered name-brand items such as a Castleberry knit suit and a black silk Brooks Brothers dress, in addition to clothing from Talbots, Liz Claiborne, Chaus and Herman Geist. The housewares section was eliminated from this year's Boutique. During the sale, Hogar Crea handled the refreshments, proceeds from which went to their drug treatment program.

In a Morning Call article written by Sonia Csencsits, Jo Ann Frey, Executive Director of the Lehigh Valley Chapter of the American Cancer Society, was quoted as saying, "The boutique is the premier fund-raiser of the American Cancer Society Lehigh Valley Unit and is instrumental in providing services to the community."





1997

Kathy Klein



Fran Weaver, of Bethlebem, looks over stacks of material put under a tent in preparation for the Boutique at the Rink sale, which opened today. The tehigh holds many houselhold wares. Weaver is the assistant treasurer for the Lehigh Vulley American Cancer Society.

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MICHAEL XUBEL Special to The Morning Call





June 6-8, Sept 25-28

1996

Kathie Klein, Chairman

\$65,000

Approximately 75 volunteers not only sorted through countless bags of donated clothing but also removed spots, ironed and mended before pricing and hanging

those donations onto racks. Some of the designer labels found at this year's Boutique were Nipon, Geiger, Donna Karan and Harve Bernard. The item with the

highest Boutique price tag was a mohair coat for \$30.

Chairman Kathie Klein credited the Boutique's success not only to those who donate their possessions but also to those who donate their time. "We are here to take things from people and give back to the community," Kathie noted in a Morning Call article.

"We've got something for everybody."

"We help so many people with these sales. The requests for help

from cancer patients continue to increase and so far we can

help them. We also help the public with cancer prevention

information and help those on limited means."

In a letter published in the November 7, 1996 edition

of the Express-Times, Mary Brendel said of the Boutique, "We help so many people with these sales. The requests for help from cancer

patients continue to increase and so far we can help them. We also help the public with cancer prevention information and help those on limited means."

The proceeds from this year's sale were targeted for an antismoking video to be used at local schools.

September 24-27

1997

Kathie Klein, Chairman

\$53,000

This year marked the end of the summer sale.

In the September 14, 1997 edition of the Morning Call, Chairman Kathie Klein was quoted as saying, "Donations have been fabulous. The first Monday we were here,

there were 100 bags waiting for us. People think of this as their cause because they know the money goes for something local." This year's sale featured among many other things a wool coat which, according to a note found inside a pocket, was purchased in 1953 on the Queen Mary.

Klein added, "We remember people who took part and passed on. Those of us who are here want to do something for those people. My neighbor died of cancer. Others here work in memory of people they knew. This brings us together for the cause."

Designer fashions were priced between \$15 and \$25. New bridal shop dresses worth \$200 were priced at \$10, a wool Geiger jacket went for \$20 and a Pendleton blazer was available for \$15.

Items that remained after the sale were given to Goodwill Industries.

NO BOUTIQUE THIS YEAR DUE TO ROOF CONSTRUCTION AT THE RINK

Sept 30-Oct 2

1999

Ellie Zsitek, Chairman

\$35,400

Ever since its inception in 1974, the Boutique at the Rink had been held in the rink house and under tents. Now that there was a roof over the rink itself, there was far more room to spread out and display the merchandise in not only the building but the rink itself. This year's Boutique also featured a refreshment section complete

with a seating area, women's and men's

dressing rooms, and a "break room" for volunteers. Prior to the sale, a tractor trailer held many donated items, such as clothing, shoes, accessories and sporting goods.

Household goods and toys were not offered at this

year's Boutique.

For the 25th year, Lala Leach inspected and, if need be, repaired jewelry donated to the Boutique. During that time, jewelry sales rose from \$600 to \$5,000.

A Morning Call article dated September 17, 1999 noted, "Lori Beers of Easton said she learned of the '99 Boutique from a notice in the bulletin of Faith Lutheran Church, Forks Township. The notice sought donations, so Beers decided to donate. But she also became a Boutique volunteer. And she

volunteered her mother, Emily Heitzman of Easton, too. 'I saw a need and thought this would be great,' Beers said." The same article related how Loretta Lipositz of Northampton became a volunteer after finding a notice seeking volunteers attached to the bag of merchandise

For the 25th year, Lala Leach

inspected and, if need be, repaired

jewelry donated to the Boutique.

During that time, jewelry

sales rose from \$600

to \$5,000.

she had purchased at the Boutique. Another volunteer, Mike Fidorick, was quoted as saying, "I love military things, and I saw a jacket filled with insignias and medals but someone was wearing it. I asked if I could buy it and did for \$20. ...I've been here since."

Since there were only 35 volunteers to sort, tag, and display all the donations, new volunteers for next year's Boutique were recruited from this year's Boutique shoppers.







September 13-16 Ellie Zsitek, Chairman

\$42,000

Donations for this year's Boutique were accepted for several weeks in August at a trailer located at the Rink. Dona-

tions of furniture and/or books were not accepted.

A few changes were initiated this year. For one

thing, entrances and exits at the sale were limited and clearly noted. Also, the number of cashiers increased from four to twelve, and baggers were available to make the checkout process more efficient.

In addition to the Boutique volunteers, many other people and businesses gave of time, talent and goods. Sponsors Nazareth National Bank and Bob's Optical Care provided banners, and Banko Beverage Company provided

a second truck. The truck filled with donations was stored on the Banko Beverage Company lot on Hanover Avenue. Hot dogs came from Valley Farms, baked goods from Krick's Bakery, and sodas from Pavlish Beverage Company Students from Liberty High School, Moravian College and Lehigh University provided some muchneeded brawn. Liberty High School students helped out on Saturdays, and Lehigh University students helped with sorting and pricing.

Boutique volunteers and supporters mourned the loss of longtime volun-

teer, Bill McPhillips, who died of cancer in December of 1999. McPhillips was the engineer who not only designed and built

> many of the racks used at the Boutique for over ten years but also picked up and delivered those racks. Since he had given

his diagrams for the racks to Boutique Chairman, Ellie Zsitek, vo-tech students were able to create more racks as needed. From 2000-2007, vo-tech teachers David Williams and Stanley Dixon and their students built racks for the Boutique.

Quite a few shoppers were so impressed with the mission of the Boutique that they volunteered to help out next year.

One shopper, a man who works at a local hospital, purchased twelve suits to wear on the job.

Again this year, bags were supplied by the Boutique on Bag Day. A paper shopping bag was priced at \$4, a large kitchen bag for \$8 and a large garbage bag for \$12. Left over items in good/fair condition were donated to the Good Shepherd Home and the Salvation Army, and the rest was recycled.



Boutique volunteers and supporters mourned the loss

of longtime volunteer, Bill McPhillips, who died of cancer

in December of 1999.

September 26-29

Ellie Zsitek, Chairman

\$48,000

The tragedy of 9/11 occurred as Boutique volunteers were busy pricing and sorting at the Rink. Volunteer Loey Lombardi

will never forget working next to a woman whose daughter worked at the Twin Towers. When the

Despite the horrors of 9/11, Boutique volunteers showed up at the Rink and worked the next day.

woman learned of the disaster, she left the Boutique and later returned with an incredible story. Evidently a stranger had walked up to the woman's daughter shortly after the plane struck and asked her if there was anyone he could call to reassure them that she had not been harmed. She gave him her own daughter's (the Boutique volunteer's grand-daughter) phone number and heard him say into the phone, "Your mother is fine and is walking away from the Towers." Despite the horrors of 9/11, Boutique volunteers showed up at the Rink and worked the next day.

Boutique volunteers borrowed cinder blocks from the masonry business on Illicks Mill Road and used the blocks to

support planks supplied by construction worker Wayne Remaly. These were used to

display shoes that had been donated to the Boutique, since tables were in short supply. Additional tables were borrowed the week of the sale from East Bath Rod and Gun Club.

Joan Persing, a Boutique volunteer, asked Banko Beverage Company for a case of water for the Boutique workers. Not only did Banko donate that case of water; they continued delivering a case of water each week after that up until the sale.

June 5-8 2002

Ellie Zsitek, Chairman

\$42,000

This was the first year the sale was held during the first weekend in June rather than in September in order

to enable ice hockey teams to use the Rink during the fall.

When Boutique Chairman, Ellie Zsitek, heard

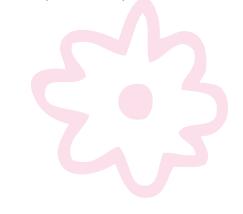
talk of how the money given by the Boutique to the American Cancer Society might be "leaving the area" to be used elsewhere this year, she became concerned. Veteran Boutique volunteer Joan Persing, at that time, an admin-

istrative secretary at St. Luke's Hospital, spoke with Jerry Beaver, who was in charge of "outreach" at St. Luke's

St. Luke's had plans for a new campus (Anderson Campus) with a state-of-the-art cancer center. Understanding the desire for monies raised to stay local, St. Luke's was then chosen to be the Boutique beneficiary.

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desire for monies raised to stay local, St. Luke's was then chosen to be the Boutique beneficiary.





June 4-7 2003

Ellie Zsitek, Chairman

\$46,550

This was the first year that proceeds from the Boutique at the Rink went to St. Luke's Cancer Center and Hospice Services of the Visiting Nurse Association of St. Luke's (which is a sanctuary for many cancer patients)

rather than the American Cancer Society. In an article that appeared in the March 7, 2003 edition of The Morning Call, Boutique

Boutique Chairman Ellie Zsitek noted that in spite of the fact that most of the volunteers were 60+, they could "run circles around any 20-year-old."

Chairman Ellie Zsitek noted the change. It was also announced in a letter sent to 350 Boutique volunteers. Some of this year's proceeds went to a building fund for an inpatient hospice facility, while some were earmarked to educate several nurses in a specialized area of breast care treatment.

The only remaining Boutique "founding partner," 87-year-old Lala Leach, was one of almost 200 who volunteered their time and efforts in organizing this year's Boutique. Mrs.

Leach was a familiar face in the jewelry section for 29 years. Veterans in the Boutique's refreshment area were Ed and May Glagola, who also ran the Liberty High School Booster Club concession stand for 40 years. Another "regular"

was Bethlehem's Parks and Recreation Director, Charlie Brown, who had been an integral part of the Boutique since its in-

ception. Boutique Chairman Ellie Zsitek noted that in spite of the fact that most of the volunteers were 60+, they could "run circles around any 20-year-old," according to an article in the June 6, 2003 edition of *The Chronicle*.

In 2003, volunteers were able to shop a day before the sale. At the conclusion of the sale, residents of groups such as Kids Peace and Turning Point were invited to help themselves to remaining items.

June 9-12 2004

Ellie Zsitek, Chairman

\$43,000

This year's Boutique featured almost 80 tables and 97 racks of donated merchandise. Again, many of the volunteers were cancer survivors.

2004 marked Victoria (Lala)
Leach's 30th year as jewelry chairman for the Boutique at the Rink.
Working tirelessly organizing, cleaning and polishing her merchandise since the Boutique's

inception, she herself had become one of its treasures. A survivor of two bouts of lymphoma, Mrs. Leach had also served as a volunteer at St. Luke's Hospital since 1957.

For the first time in 30 years, 100% of the proceeds from the sale went to the Hospice Building Fund of the Visiting Nurse Association of St. Luke's Hospital.

2004 also marked the opening of the Wellness Community. Keynote speaker for the opening event was Hamilton Jordan, a three-time cancer survivor who had been Chief of Staff for President Jimmy Carter. (Jordan's sister-in-law, Susan Haytmanek, would become Boutique Chairman in 2009.)



June 8-11 2005

Ellie Zsitek, Chairman

\$50,420

The two trucks that had been used for storage had become too worn to drive any longer, so they were stored at the Banko facility. Volunteers transported the equipment from the storage site to the Rink for setup. At the

conclusion of this year's Boutique, Chairman Ellie Zsitek noted a need for a place in which to store items that are used every year.

May 17-20 **2006**

Ellie Zsitek, Chairman

\$48,959

From 2003-2006, the Boutique at the Rink created an endowment with a contribution of \$138,000 to the

VNA Hospice House. A plaque expressing thanks to the Boutique was placed in the lounge and kitchen area of Hospice House, which had been dedicated in January of 2006. Boutique Chairman Ellie Zsitek said at that time, "When I see it and read the words of appreciation, I am so proud of our volunteers who helped make a dream come true." Hospice was particularly meaningful to Ellie, who had lost her husband, mother, and two brothers to cancer. "The house is so serene," she said.

"It's almost another reality where, despite the negative outcomes, the atmosphere is so positive."

Mrs. Zsitek noted that monetary gifts from the public would also be welcomed. Les and Suzy Titlow responded with a monetary donation on their 60th wedding anniversary.

This year, thanks to the support of Dave Himmelberger of the BASD transportation department, trailers were stored on BASD property. More than 200 volunteers contributed to the success of this year's Boutique.

May 30-June 2

Ellie Zsitek, Chairman

\$46,519.50

At the conclusion of this year's Boutique, quite a few suggestions were made to ensure the success of future endeavors. One of these suggestions entailed more of a structure for volunteers (of which there were 234 in 2007), including a board and subcommittees to clearly delineate policy and charitable distribution. Another was the possibility of "advertisement banners" available from \$500-\$1,000 to be displayed in each department to help with expenses. Rental of equipment was also suggested in addition to the idea of a shorter intake period. The idea that volunteers should not be able to make purchases until

the day before the sale was also considered. Unfortunately, despite these suggestions and a look to the future, the Boutique was unable to secure a new chair. As a result, it was determined that the Boutique could not continue. All Boutique supplies

and equipment were dispersed to local _charitable agencies.







Shoppers, get ready



Lindsey Hunsicker, 14, of Bethlehem, uses her mother Linda's shoulder for support in writing out price tags for the annual Boutique at the Rink fund-raiser at the Municipal Skating Rink on Illick's Mill Road in Bethlehem. The event, which features hundreds of second-hand items for sale, begins Wednesday and runs through Saturday.





PRESS PHOTOS BY DANA GRUBB





May 28-31 2008

Claire Rij, Chairman Linny Fowler, Fairy Godmother

\$58,000

In the summer of 2007, Patrick Bower and Lori Coursen from the Development Office of St. Luke's Hospital decided to see if it would be possible to resurrect the Boutique at the Rink. Pat put feelers out in the community and through word of mouth contacted Claire Rij, a Boutique volunteer in the 90's, to see if she might be interested in starting over and chairing Boutique at the Rink 2008. Using volunteer lists from previous years, Claire was able to get together about 100 individuals who agreed that with everyone pulling together and spreading the word, Boutique at the Rink 2008 could become a reality. Through her generosity, Honorary Chairman Linny Fowler was a driving force in the process of replacing necessary items. It was, in fact, like a scavenger hunt. The very first racks that were acquired came from a woman in her 70's who was selling her retail business in hopes of getting back into strip tease dancing

with her granddaughter! Slowly the necessary supplies needed to run the sale were acquired. The Bethlehem Area Vo-Tech made five beautiful wooden floor mirrors and designed two much-needed dressing rooms, the snack bar was upgraded to be more appealing to shoppers, the raffle was expanded and personal checks were accepted for the first time. One new and very successful addition was a Preview Night held on the Tuesday night before the sale officially opened. For a \$10 donation, shoppers had the opportunity to have first dibs on the many Boutique treasures.

Boutique 2008 proved to be a resounding success owing mainly to the resolve and hard work of volunteers who had donated so many years to its longevity. All dollars raised now supported not only the St. Luke's Cancer Center and St. Luke's Hospice, but also the Wellness Community in Bethlehem. A wrap-up luncheon was held for the Boutique volunteers at the Hanoverville Roadhouse.

May 28-31

Susan Haytmanek and Claire Rij, Co-Chairmen

\$87,870.32

For the second year, Preview Night proved a fun and profitable way to usher in the Boutique. Attendees were treated to entertainment by the Southside Brass, refreshments, and a fashion show. The fashion show, hosted by Francie De-Salvio, featured Boutique clothing modeled by cancer survivors. A handmade quilt and a new Prada purse were the prizes in a special Preview Night raffle.

Volunteers have always proved to be the backbone of the Boutique, and this year was no exception. In addition to the scores of volunteers who sorted, priced, set up and sold donated merchandise, groups from various businesses and organizations, such as Air Products and Chemicals and Quota Club of Bethlehem, also provided much-needed help. Talley Ruhle started www.boutiqueattherink.com. Some of the other groups that donated their services this year included

Demco Automation of Quakertown, which stored Boutique equipment; AAA Moving and Storage Co., who moved donations that had been stored in Quakertown to the rink; St. Luke's Hospital, which among many other things, provided snacks for Boutique volunteers and transported equipment and donations; and Fountain Hill Storage, which stored donations during the year. Of course, one of the major donations each year has come from the city of Bethlehem, who donates the Rink, without which there would be no Boutique at the Rink.

This year's sale again benefitted St. Luke's Cancer Center, the Wellness Community, and the VNA Hospice of St. Luke's. This year, St. Luke's generously offered to host a celebratory luncheon for volunteers at Northampton Country Club.

June 2-5 2010 Susan Haytmanek, Co-Chairman Francie DeSalvio, Co-Chairman Claire Rij, Co-Chairman

\$116,534.41

2010 marked the return of policies that had worked in the past. An Executive Committee was established to

assist the co-chairs with the intricacies of running the Boutique. Also, the relationship established with Adams Outdoor Advertising eventually led to the use of 2 stand-

Profits had increased to such an extent that off-duty
Bethlehem police officers were scheduled to provide security
for the volunteers and also to accompany
the Boutique's treasurer to the bank.

ing billboards plus time on the state-of-the-art digital billboard located on Bethlehem's Hill to Hill Bridge. The pre-Boutique wine and cheese event was reinstituted "to make the Boutique better." Evening donation drop-offs were new this year, too, when the rink was open Wednesday nights from 4-7.

Profits had increased to such an extent that off-duty Bethlehem police officers were scheduled to provide security for the volunteers and also to accompany the Boutique's treasurer to the bank. The Bethlehem Fire Marshall offered his expertise in the areas of fire aisles and exit strategy. His suggestions would make set-up at the Boutique much easier for years to come.

In order to assist shoppers in locating various departments within the Boutique more easily, Sharon Kunsman made pink banners to hang from the ceiling.

This year, MI-BOX and Rodney Pursell of Adam Meyer Moving contracted to store our equipment. Lead by Pat Salabsky and Brenda Krajci, the recycling effort at the Boutique was commendable. In addition to making

64 trips in her trusty Tahoe to recycle glass, plastic, cardboard and metal, Brenda delivered 240 bags of crumpled paper to St. Theresa's in Hellertown for a school

fundraiser. Pat Salabsky stopped too many times to count at Valley Farm Market to pick up the indispensable egg cartons. The Boutique's recycling/shipping container was filled 4 times!

For the first time, all volunteers were asked to sell raffle tickets. Raffle Chair Pat Buffman secured all prizes from Lehigh Valley businesses, enabling the raffle to make a profit of \$7,500.

The post-Boutique luncheon for volunteers was again hosted by St. Luke's Hospital at Northampton Country Club.













May 31-June 4

Francie DeSalvio, Co-Chairman Susan Haytmanek, Co-Chairman

\$150,530.66

Because a new concrete floor was being poured on the rink, sorting volunteers worked out of the pool

house. Items were boxed and stored in a tractor-trailer donated by Adam Meyer Moving as well as in a race car trailer owned by Greg Bierbaum, brother of housewares chair Michelle Colbert. The "Boutique Within the Boutique" operated out of Claire Rij's garage. In late May, everything was moved to newly-poured concrete of the rink. No longer were the pallets needed,

because the floor didn't "sweat." For this year's sale there were no walls around the rink, and volunteers and merchandise were truly able to spread out. By 2011, the number of volunteers of all ages at the Boutique had risen to almost 400, some of whom took donations home for laundering and/or mending. POPMART at American Hairlines, Jane Roncoroni Fine Clothing and Pat's once again donated a variety of new items. *The Morning Call* helped out by running 4 free ads for the Boutique.

The 2011 Boutique ushered in some changes, such as splitting the Children's Department into the Boys' and the Girls' Departments and the Men's Department into Men's Boutique and Men's Casual. A new Tweens department made its appearance this year, too. Also, the Boutique's web site was expanded to ten pages, and the Facebook account became more active. This was the first year credit cards were welcomed, with credit card sales totaling \$23,718. Another

"first" was a computer sign-in/ sign-out system for volunteers to track their hours. This also was the first Boutique

Skating Rink.

to feature 2 highly successful half-price days. Finally, 2011 was the first time the Boutique was charged a rental fee to use the rink. The amount charged this year was \$825, which was an adjusted amount due to the shortened availability of the rink due to construction. Up until this time, the city of Bethlehem had graciously donated use of the Municipal

This was the first year credit cards were welcomed, with credit card sales totaling \$23,718.

...but returned the following day with another \$250, since

she had found a \$7,500 appraisal in the pocket and felt

that it was the right thing to do.

This year, the Boutique received a donation of more than 30 fancy hats one woman's entire hat collection shortly after the Royal wedding of William and Kate. Volunteers enjoyed trying them on and pretending they'd been invited to the wedding.

The name "Preview Night" was changed to Premier Night to clarify the fact that this indeed is the first night of the sale, since last year one of the attendees at the event thought the event was just for looking rather than buying. The morning of Premier Night, Dru Thomas and Dave McCormack arrived bright and early to set up a professional display of the Boutique's "finest" merchandise. The evening again featured a fashion show followed by live music courtesy of the Southside Brass, who only requested chairs, hot dogs and water. One of the shoppers purchased a fur coat for \$250 on Premier Night but returned the following day with another \$250, since she had found a \$7500 appraisal in the pocket and felt that it was the right thing to do.

Thanks in large part to the efforts of Pat Buffman, the raffle took in \$9,298. Volunteers celebrated the record amount of funds taken in at the Boutique at a luncheon featuring raffle prizes at Northampton Country Club. The luncheon again was sponsored by St. Luke's Hospital.

The Boutique at the Rink was awarded a Shining Star by St. Luke's Hospital-Allentown Campus. Since 2001, the Shining Star

Awards have been given to individuals and organizations that give back to the community.

In 2011 the Boutique at the Rink started keeping track of volunteer hours through the St. Luke's volunteer sign-in system. In 2011, 166 volunteers logged in 8,311 hours to bring the Boutique to life!



May 29-June 2 Francie DeSalvio, Co-Chairman

Joan Fishman, Co-Chairman

Susan Haytmanek, Co-Chairman

\$183,324.81

Reporter Melanie Falcon of WFMZ Channel 69 News did 3 live spots (5:30, 6:00 and 6:30 AM) from the rink with Boutique Co-Chairmen Francie and Joan, who then

continued on with their regular workday. (This might have been aptly titled "Around the Clock at the Rink.") near the end of half-price day at an additional 25% off
for an hour. After the
e up with the ingenious idea of
announcement was made

for an hour. After the announcement was made over the PA system, the slacks flew off the racks. The success of this ven-

Claire Rij and Jan Ruhle came up with the ingenious idea of offering the large number of slacks that remained near the end of half-price day at an additional 25% off for an hour.

ture led to PINK LIGHT SPECIALS for the coming year.

Claire Rij and Jan Ruhle came up with the ingenious

idea of offering the large number of slacks that remained

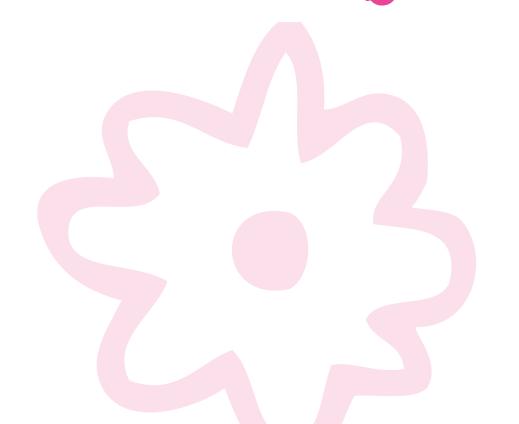
This year, in search of sponsors to offset expenses, a committee was formed to create and send sponsorship requests to local individuals and businesses. The two sponsorship levels were \$250 and \$1,000; a total of \$11,750 was donated.

Once again, Jane Roncoroni and POPMART at American Hairlines graciously donated new merchandise. *The Morning Call's* Spencer Soper (aka "On the Cheap") wrote a great piece for the newspaper in addition to a video for the online edition. Joan Fishman drove to Reading to pick up hot dogs that were donated by Berks.

Closing time for the sale was moved from 1 PM to 4 PM on Saturday, resulting in the sale of almost all of the merchandise. Thanks to a young man who purchased \$100

worth of raffle tickets, Pat Buffman exceeded her goal of \$10,000 on Bag Day. The final tally was \$10,371. The two credit card machines at checkout noted that credit card sales for this year had reached \$36,352.

This year through the St. Luke's volunteer signin system, 210 volunteers worked 9,138 hours to make the Boutique a success!







Dolores Kennedy, Helen Margie, Sharon Simms





Kathryn Feinberg, Carlyn Toner





May 28-June 1 2013

Francie DeSalvio, Co-Chairman Joan Fishman, Co-Chairman Susan Haytmanek, Co-Chairman

\$205,506.45

When Boutique Super Supporter Linny Fowler passed away in January of this year, her family generously donated many items from her home to the Boutique. Judee Hinkle donated an amazing amount of men's clothing that had belonged to John Lunsford, owner of the Snyder, Hinkle and Lunsford Funeral Home in Bethlehem. This year, in fact, there were so many donations from people who were moving or had passed away that storage space at volunteers' homes was depleted. Fortunately, Rodney at Adam Meyer Storage provided us with a pod in which to store the overflow.

When the expanded Garden/ Christmas Holiday/ Outdoor Sports Equipment area was moved to the stone area outside the rink, the Boutique Co-Chairmen worried that shoppers might not make their way over there. With new signage and clever pathways, however, it turned out that all the merchandise was sold.

Despite the decision not to have volunteers directing traffic in the parking lot this year, shoppers seemed to manage quite well. Two temporary checkout lines to the side of the rink were opened on the first half-price morning in an effort to ease checkout wait times. There were also "cash only" and "5 items or less" lines. With an expeditor in charge of directing the lines, checkout went much more smoothly, to the delight of customers and volunteers alike.

Another successful 2013 innovation was an ATM machine in the lobby. Also, on Half Price Day, Pink Light Specials would pop up whenever there seemed to be a need to move a bit more merchandise. (For example, an announcement would be made over the PA system that "all skirts are 75% off for the next hour. Look for the volunteer wearing the pink tiara, and she will mark your price tag. You may then check out any time until closing. You

must have your tag marked within the hour. HURRY!" The resulting rush to that department was truly amazing.)

This year the Ladies Dressing Room, complete with mirrors, racks, tables for sorting and returning merchandise and a 15-person limit, was successfully moved to outside the Rink. Another innovation: the Boutique is now on Twitter @boutique_Rink. Also, a Mail Chimp account was established to reach donors, volunteers and shoppers. The list included 650 names for e-mail blasts.

Lehigh Valley Dry Cleaning in Easton donated two carloads of clean clothing that had not been picked up.

Davis Beverage donated and delivered Snapple. Hours before Premier Night, a pallet of Snapple toppled over, fell off the truck, and rolled all over the parking lot. All the bottles were eventually captured from under cars in the lot.

This year for the first time, gift certificates to the Boutique at the Rink were available for purchase. Sponsorship levels changed to include 4 donor levels: \$1,000= Boutique Area Sponsor; \$500= Gold Sponsor; \$250= Silver Sponsor; up to \$250= Boutique Buddies. The sponsorship total for 2013 was \$19,620. Raffle proceeds totaled \$10,550. Metal was taken to E. Schneider and Sons of Allentown for a profit of \$500, and credit card sales climbed to \$62,074.

The Boutique family lost several very special members this year: Kate Filipos, Linny Fowler, Jeanne Markotic, Lee Miller, and Sharon Simms.

This year, 217 incredible volunteers logged in through the St. Luke's volunteer sign-in program with a total of 9,047 hard worked hours to make the Boutique a reality!

May 27-31
2014

Jan Connell, Maureen Cort, Co-Chairmen Karen Hein, Sharon Kunsman, Co-Chairmen

40 YEARS

A "Do-Your-Own-Thing-For-Cancer" event intended to be a once-and-done thing had evolved into an annual community fundraiser that was still going strong forty years later.

The April 2, 2014 orientation meetings for Boutique volunteers surely would have made the founders of the Boutique proud. Imagine: A "Do-Your-Own-Thing-For-Cancer" event intended to be a once-and-done thing had evolved into an annual community fundraiser that was still going strong forty years later. The hundreds of volunteers present at the 2014 orientation at Wesley Methodist Church learned that much had already been accomplished to help ensure another successful event. For one thing, several businesses (such as Adams Outdoor Advertising, The Bethlehem Press, The Morning Call, and Lehigh Valley Style Magazine) already had committed to donating their services. Also, a 5K run at the end of April sponsored by the Hotel Bethlehem and an Iron Pigs event in early May had been planned to raise funds for the Boutique. Volunteers learned that Turnkey had agreed to buy everything deemed unsuitable for the Boutique at the rate of 8 cents a pound, and that VIA would pick up all unsold housewares following the sale. Pink canvas bags featuring the Boutique's logo and pink magnets were given to the volunteers, who were encouraged to make use of these handy "advertisements" that had been paid for by St. Luke's Hospital. It was noted that pink bags would also be given to attendees of the Boutique's Premiere Night and would be available for purchase at the Boutique.

Downtown Bethlehem women's boutique owner Jane Roncoroni had already donated a substantial amount of new merchandise, as she has done in many years past. Moravian Village donated from the "gently used" items in its gift shop, and 18 sponsors already had committed to monetary donations totaling \$20,800. In addition, volunteers learned that the Boutique at the Rink would be paying \$1,325 for the use of the facility.





Linda Hunsicker

Loey Lombardi, Ruth Hughes















Boutique Bucks



This idea, initiated in 2010, was the brainchild of Pat Kesling and Claire Rij and made possible by the generosity of Linny Fowler. Linny made a monetary donation to the Boutique with the understanding that a portion of the

The children would come through with their purchases and

their hot pink "Bucks" in their hands, never knowing that

the lady who was asking them, "What do you have

there to buy?" or, "Who are you buying that for?" was the

woman who had made their shopping trip possible.

money was to be used by several local agencies to allow their participants the chance to shop at the Boutique. The idea of "Boutique Bucks" was born. Pink colored bills in various denominations were designed and printed by Jen Gibbs at the Cancer Support Community. The Boutique would then contact the local agencies that Linny selected and the "Bucks" would be given to the di-

rectors of those agencies. The directors would distribute the "Bucks" to participants he or she deemed necessary. The "Boutique Buck" shoppers would arrive on the afternoon of half-

price day and use their "Bucks" on any purchase they needed. For many years, the Boys and Girls Club of Bethlehem, under the direction of Gary Martell, would arrive with their "Bucks." Linny would be sitting in the refreshment area near the checkout area enjoying the afternoon and watching what was going on at the Boutique. The children would come through with their purchases and their hot pink "Bucks" in their hands, never knowing that the lady who was asking them, "What do you have there to buy?" or, "Who are you buying that for?" was the woman who had made their shopping trip possible. It also was Linny Fowler who helped Claire Rij in 2008 with a substantial donation in order to get the Boutique up and running with new racks and supplies. Linny continued to make a donation of sponsorship every year until her passing in January of 2013, but what will be remembered most is how much Linny just liked to be at the Boutique, talking to shoppers and volunteers and shopping herself with a full cart. Noticing all the merchandise in Linny's cart, Francie DeSalvio jokingly asked her one evening if she wanted some "Boutique Bucks." Linny smiled, laughed and said, "Oh no, honey! I have some different bucks for this!"

The jewelry department also plays a big part in the "Boutique Bucks" program. Shortly before the shoppers arrive, volunteers will pull a huge selection of jewelry with "special pricing" out for the kids to choose from. It's not certain who enjoys those hours more, the children shopping or the volunteers, headed by Helen Margie, who has overseen the Jewelry Department

grateful for the generosity

of Jan and Jay Ruhle for continuing the "Boutique Bucks" program in 2013. (Jan is a long-time Board Member of the Boys and Girls Club of Bethlehem and a volunteer at the Rink since 1984.) The "Boutique Bucks" program is another way that the Boutique and the community have come together, not only in the cause of "Fighting Cancer with Style" but also in sharing and caring.

for many, many years. Hot dogs and sodas are supplied for all "Boutique Buck children shoppers." It all adds up to a wonderful day for ALL involved. The Boutique also was

Mother Nature and the Boutique: A Unique Relationship Among All Part

Relationship Among All Parties

In 1974, the Boutique sale was held only within the walls of the ice skating house, but as the years progressed and the sale grew, much of the sale was moved to locations outside where Mother Nature could become involved in the Boutique directly. According to recollections, 1986 was the year a tent was used for the first time outside on the rink area. On the afternoon of the first day of the sale, a warning was is-

sued for Hurricane Gloria. The tent was removed, and things were moved into the ice house. Eight inches of rain fell in the Lehigh Valley on September 27th. Schools were closed, and people were asked to stay off the roads, but the sale went on with much success. With everyone believing their bout with Mother Nature was behind them, she showed up for a second consecutive year with another storm. In 1987, the tent was blown 15 feet over the railing, exposing the housewares to hours of rain and wind. Archives reveal that the 1988 sale was described as being "unbearably hot." In 2008, Chairman Claire Rij was distraught with the high temperature in the rink building and knew they needed to get air into the building. Veteran volunteer Fran Weaver said, "No problem," and adeptly proceeded to remove the iron grating from the windows, thus allowing much-needed air to circulate within the building. In recent years, volunteers have worked through freezing April temperatures only to have the sale open with 98 degree heat. In 2012, a thunderstorm warning was issued for the north side of Bethlehem. The Bethlehem police officer on duty at the Boutique found the chairman who was on duty at the time, Francie DeSalvio, and asked that she make an announcement over the PA system to all shoppers of the impending storm. It was 7 PM, right in the middle of Premier Night. Francie thought, "Let's see what happens in a few minutes; maybe it will be nothing." So no announcement was made. The police officer again located Francie and said, "You must make the announcement now!" Francie replied, "But the shoppers will stop shopping and leave!" "That is too bad. You must... for the public's safety!" The announcement was made, shoppers shopped right through the storm, the front came through and the temperature dropped from 94 to 74 in 15 minutes. Shoppers were overheard saying, "Oh, it feels so much better now. I could shop all night!" Thank you, Mother Nature!

We do sometimes wonder about Mother Nature and her relationship to us. She does love to "turn it up" right around the sale days. Just ask any volunteer who has worked at the sale since it was moved to May/June...maybe Mother Nature is not a shopper at heart!

The Boutique also has a unique relationship with some animals as well. Being in close proximity to the Bethlehem Golf Course, volunteers have seen their share of friendly little mice. There has also been a resident groundhog since 2008 that seems to live under the hockey room and tends to think it is funny to run across volunteers' feet. In 2011, it was discovered that a raccoon had found a cozy place to sleep in the wall rafters on the south end of the rink. Volunteers continued working, and he continued on with his nap. The next day he had moved on. With the dog park close by, the Boutique has had many a canine friend wander in to take a look as well. Volunteer Kathryn Feinberg has been known to bring her dog, Flossy, to visit while working in the housewares and seasonal departments. Tootsie, a corgi owned by volunteer Jan Ruhle, can be found many days in the Boutique Women's section. Other not-quite-so-delightful residents are THE BIRDS. Once the roof was constructed over the rink in 1998, they found that the roof material makes a wonderful, warm, safe nest. They have over the years picked many holes in the roof to hide away. They dodge and swoop, leaving a huge mess in their wake. Volunteers have tried battery-operated plastic owls that move back and forth, with no success. Then, of course, there is the covering of the merchandise EVERY night from the first day of setup to the last bag on Bag Day. Every size, shape, color, and type of material, including sheets of plastic, have been used to cover donations. Clothespins and tape are used in case of wind. Volunteers tell themselves every day of the event, "We really do love Mother Nature and all living creatures," but some days it is really difficult. The birds are as much a part of the Boutique as the cherished volunteers and shoppers...they are all at the Rink every year, no matter what!



Recycle Effort by the Boutique Volunteers 2008-Present



Brenda Krajci and Pat Salabsky

During the event, volunteers make between 70 and 80 trips

to the Bethlehem Recycle facility on Illicks Mill Road

just down from the rink to recycle cardboard,

flat board, plastic and glass.

led this effort, and guickly all volunteers became aware of what to save, what to recycle and where it all was to be placed. Inside the hockey room is a mini Boutique recycling facility where recyclables are kept before moving on to their next destination. During the event, volunteers make

between 70 and 80 trips to the Bethlehem Recycle facility on Illicks Mill Road just down from the rink to recycle cardboard, flat board, plastic and glass.

Starting in 2013, metal has been sold to a recycling plant in Allentown. Copper wire is cut from all appliances that have been tested and found not to be working. Even nonworking Christmas lights are recycled for the wire inside. Plugs are cut from the wires and sent to a separate area at the recycling facility. The Boutique acquires many plastic bags that contain donated clothing. All plastic bags are saved in huge

bags supplied by the Giant food stores. These filled bags, which barely fit in Pat and Brenda's cars, were taken to the Giant food stores in Bethlehem. The manager at Giant has said that those bags are turned into plastic park benches used throughout the Lehigh Valley. The Boutique receives hundreds of shoes, many in their original boxes, which are saved as well. Throughout the set -up period, volunteer Gloria Kern takes the boxes to St. Stephen's Lutheran Church in Bethlehem, where a program called Operation Christmas Child is in place. The original program was started many years ago by Rev. Billy Graham. The boxes are lovingly filled and decorated by church members and sent to many children all over the world. The Boutique gives St.Stephen's approximately 200 boxes per year. Gloria has had this relationship between the Boutique and St. Stephen's since 2004. Many floral vases are donated that are not the type of glass that is deemed recyclable. The Boutique keeps and sells interesting shaped and colored vases and also has a relationship with several florists who come to pick up the clear

> vases throughout dropoff time. They in turn fill 10 of them with beautiful flowers to adorn the tables in the refreshment area as well as areas

throughout the lobby. Blankets, bedding and pillows that the chairmen feel cannot be sold are donated to local animal shelters. We appreciate everything the public brings to the rink in the form of a donation, and we do our best to see that it in turn makes a profit for our charities or for the better good of our earth.

Memories

In addition to the monetary aid given to fight cancer and to support those coping with the disease, the Boutique at the Rink has left its faithful volunteers and shoppers with a montage of memories, some inspiring, a few bittersweet and many amusing.

...The Bethlehem *Globe-Times* noted in its "Pardon Our Paragraphs" section that on the first morning of the *first* Boutique (September 14, 1974), Chairman Rosemary Irish overheard this conversation between two shoppers: "Well, the prices are much better this year than last, aren't they?" The response to that question was, "Yes, and it seems to be much better organized, too." Deja vu, perhaps?

...1979 Boutique Chairman Bobbie Spilman recalls sorting clothing at the Bethlehem Area School District Education Center and then transporting the clothing on racks across town to the Rink in an open truck.

...From a letter dated November 2, 2001 to Boutique Chairman Ellie Zsitek:

"Ever since the Cancer Boutique this year I have wanted to write to you and express my appreciation for the wonderful experience we always have at the sale. I had the pleasure of speaking to you briefly (as you were very busy) and to some of the other women who were so happily working and waiting on people. Of course, we made numerous purchases and were amazed at how organized everything was. It must have taken a lot of time and effort to sort and tag all those items. Being the owners of a small store, we can understand in part what all that entails. But what really is so truly wonderful is the true spirit of giving so generously of yourself to benefit others. This is what we appreciate most of all. Please let all those who were involved know that their volunteering and selfless giving is greatly appreciated. Because I am a volunteer myself in a different type of endeavor, I know the feeling of satisfaction you can receive when you see that you have helped someone. It is what helps to make life worth living. I'm sure you agree, so I thought you might enjoy reading this article on volunteers. We shall be looking forward to shopping at next year's Boutique! Sincerely, Joanne Keller"

...Linny Fowler was a caring and generous supporter of the Boutique. Mary Ann Skutches, a longtime Boutique volunteer, remembers the time "when a bus arrived and a number of elderly people emerged carrying "Monopoly money." (In reality, the "Monopoly Money" was part of the Boutique Bucks program.) One of the women, who was blind, was thrilled that she was able to "purchase" quite a bit of jewelry. Mary Ann later learned that the Monopoly outing had been made possible by Linny Fowler.

...Veteran volunteer Suzy Titlow remembers sorting small items into groups, which were then put into empty shoe boxes. She will never forget the time she found \$200 hidden under the tissue paper in one of the boxes.

...Some might wonder how the Boutique method of sorting donated items evolved into a process of wearing rubber gloves and dumping donated items onto tables rather than pulling them from bags and boxes. Let's just say that there had been too many far too close encounters with dead mice, spiders, unmentionables (such as jock straps), false teeth and the like.

...Ann Bennett recalls putting all the finishing touches in place before the sale only to have the fire department show up and announce that some of the exits were blocked, sending the volunteers "back to the drawing board."

...Lois Lombardi remembers the year when "there seemed to be quite a few old, dated dresses in two's." Lois and one of the other volunteers would entertain both customers and other volunteers by donning the matching dresses and pretending to be Hess's models.

...Fran Weaver reminisces, "When we had our luncheon afterwards, we called it a Fashion Show. If you bought an outfit or item to wear, you were to wear it to the luncheon and walk down the aisle modeling it. The one year a woman bought a coat, hat, shoes, two outfits, so she had them all on. In order to show them, it was almost like a strip tease act; everyone was in stitches."



Kristi men "I g

...Longtime Boutique shopper Kristina Dorville shared these memories in April 2014:

"I grew up in Bethlehem but now live in Arlington, Virginia. I have been coming to the Boutique since I was a young girl. First I came with with my mom, since she usually volunteered to work at the sale and then with my best friend,

Aubrey, when we were in High School.

We even skipped school so we could be there for opening day (sorry, Mom and Dad)! We would talk for weeks leading up to the sale about what we would find, who would go to what area first, and what time we should arrive to be the first people in the door. Neither Aubrey nor I still live in Bethlehem, and haven't since 1998, but I have still made it home every year for the sale.

"We have always had so much fun at the sale. We see some of the same volunteers every year who look for us, just like we look for them – we're the two crazy girls trying on fur coats and having the time of our lives hunting for treasures. I now have a fairly extensive fur coat collection, almost all purchased from the Boutique – mostly before people were interested in them, so we were able to scoop them up at a steal! That collection came in handy when I got married in November. All of my bridesmaids (all best friends from Bethlehem since 6th grade or earlier) wore fur stoles from my Boutique collection.

"My other favorite Boutique find is a chandelier. It was gaudy and gold when I got it, but I knew it had potential. I picked this up for \$10 and couldn't love seeing it more every day in my dining room with a fresh coat of paint and cleaned-up crystals. It reminds me of all the fun Boutique adventures I've had over the years.

"I can't wait for another 40 more years of fun, friendships, memories and treasure hunting that the Boutique has in store for us! And yes, I'll be making the three hour drive up this year again... just like always."

...One time a shopper arrived at the Boutique with a list of things she hoped to buy, complete with sizes and colors. She approached a volunteer and asked for assistance just as one would ask a sales clerk in a department store for help in locating merchandise. The volunteer noted that this was not a store where one could place an order. It turned out that the woman, who was not from the Lehigh Valley, had driven by the Boutique. When she saw all the cars, she assumed it was the store at Westgate Mall that she had been looking for.

... From 2012 to 2014, the Boutique has received, through the effort of volunteer Eleanor Rich, a Marc Jacobs handbag for the raffle. Eleanor's son, Robert, who is with Marc Jacobs International, states, "I love donating to my mom's favorite charity." The purse, worth over \$1,500, is very popular and helps the Boutique in its efforts to reach its goals.

...Susan Haytmanek, Boutique Co-Chairman from 2009-2013, notes the "establishment of a logo, mission statement, and consistency in use of these in all printed and electronic materials" plus the "establishment of a Timeline, clearly denoting Boutique co-chair responsibilities August through June" as positive policy changes. She also credits volunteer groups such as Air Pro retirees construction team, Kohl's, BASD and Parkland teachers, County helpers and Guardian Insurance with playing a part in making the Boutique a success.

...For several years there was a small tent outside the Boutique from which plants were sold. Jan Ruhle and her mother, Marion Wheeler, ordered the plants and sold them at the Fall Sale.

...Fran Weaver explained why a Spring sale was started in addition to the Fall Sale. It seems that there wasn't much of a market for summer clothes in the fall; most of the summer clothing that was sold was used to fill a bag on Bag Day. "So we started packing the summer clothes and stored them for a Spring Sale."

"Congratulations to all of you - Wow- 2.4 million!"
-Bobbie Spilman, Boutique Chairman, 1979
Note received in March 2014

"Bravo to the spirit and dedication of the Boutique at the Rink volunteers over the years! Kudos also to the City of Bethlehem for providing space for our endeavor. Originally intended to be a once and done event, Boutique has evolved into a cherished Bethlehem tradition. Rock on!"

- Myrna Sims, Boutique Chairman, 1992 Note received in March 2014 The Boutique at the Rink carries on, clothed in pink,

To fight cancer and lessen its sting.

Many months in advance, volunteers get the chance

To prepare for the sale in late Spring.

Ever since it began, the Boutique's had a plan

To raise money, awareness, and aid.

Meant to be just one year, the Boutique is still here,

Since the first firm foundation was laid.

Volunteers form a team that performs like a dream.

(Okay, sometimes teams flounder a bit.)

At the end, though: success! Who'd expect any less?

Dedication like that doesn't quit.

The donations arrive, and the workers survive

Despite hurricanes, heat, and The Birds.

Merchants give things brand new, plus some services, too,

The press offers support with their words.

Though it's changed quite a bit, the Boutique's still a hit

For its mission is simply the same.

Whether "Do Your Own Thing" or a sale in the Spring,

Fighting cancer's the name of the game.

It began with a tea (forty years- can it be?)

And evolved into something quite grand:

A successful Boutique... and what makes it unique

Are the people who offer a hand.

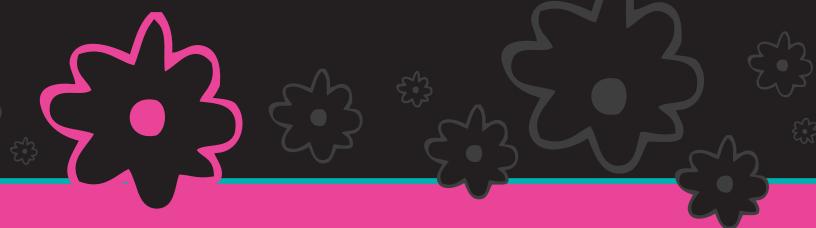








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Year	Co-Chairs	Sale Dates	Profit
1974	Rosemary Irish, Cleone Griswold	September 14-15	\$10,000.00
1975	Rosemary Irish,Cleone Griswold, Carol Green,	September 26-27	\$13,860.96
1976	Carol Green, Casey Shook	October 14-16	\$24,400.00
1977	Casey Shook, Ann McCann	October 6-8	\$20,245.00
1978	Ann McCann, Bobbie Spilman	September 28-30	\$21,500.00
1979	Bobbie Spilman, Ann Bennett	October 4-6	\$27,500.00
1980	Ann Bennett	Oct 9-11	\$25,000.00
1981	Beverly Liddick, Betty Williams	October 1-3	\$27,600.00
1982	Becky McMullen, Mary Brendel, Curtie Johnson, Mary Louise Wright	Sept 30 Oct 1-2	\$28,200.00
1983	Becky McMullen, Mary Brendel	October 29-31	\$30,900.00
1984	Mary Brendel, Helen Challenger, Lois Moore	September 28-30	\$43,250.00
1985	Lois Moore, Pat Cooney	September 26-28	\$47,500.00
1986	Pat Cooney, Sandy Duff	July 15, September 25-27	\$54,054.00
1987	Susie Gurin, Barbara Cisek, Carol Ritter	July 14, September 23-26	\$59,000.00
1988	Carol Ritter, Barbara Cisek	June 14-15, Sept 28-30 Oct 1	\$69,500.00
1989	Helen Becker, Carol Ritter, Ellen Harter, Suzy Titlow	June 13-14, September 27-30	\$88,000.00
1990	Irene Pope, Helen Weaver, Bonnie Sperling	September 26-29	\$81,000.00
1991	Karen Assetto, Candy Day	June 18-20, Sept 25-28	\$107,000.00
1992	Myrna Sims, Sandy Latshaw, Rosi McIlwain	June 17-19, Sept 30-Oct 1-2	\$103,000.00
1993	Sandy Latshaw	June 16-18, Sept 29-30 Oct 1-2	\$129,000.00
1994	Pat Beaver	June 8-10, Sept 28-30 Oct 1	\$86,500.00
1995	Susie Gurin	June 8-10, Sept 20-23	\$75,000.00
1996	Kathy Klein	June 6-8, Sept 25-28	\$65,000.00
1997	Kathy Klein	Sept 24-27	\$53,000.00
1998	Did Not Hold Due To Roof Construction At Rink		Total \$0.00
1999	Ellie Zsitek	Sept 30-Oct 1-3	\$35,400.00
2000	Ellie Zsitek	Sept 13-16	\$42,000.00
2001	Ellie Zsitek	Sept 26-29	\$48,000.00
2002	Ellie Zsitek	June 5-8	\$42,000.00
2003	Ellie Zsitek	June 4-7	\$46,550.00
2004	Ellie Zsitek	June 9-12	\$43,000.00
2005	Ellie Zsitek	June 8-11	\$50,420.00
2006	Ellie Zsitek	May 17-20	\$48,959.00
2007	Ellie Zsitek	May 30-31 June 1-2	\$46,519.50
2008	Claire Rij	May 28-31	\$58,000.00
2009	Claire Rij, Susan Haytmanek	May 27-30	\$87,870.32
2010	Susan Haytmanek, Francie DeSalvio, Claire Rij	June 2-5	\$116,534.41
2011	Francie DeSalvio, Susan Haytmanek	May 31 June 1-4	\$150,530.66
2012	Francie DeSalvio, Susan Haytmanek, Joan Fishman	May 29-31 June 1-2	\$183,324.81
2013	Francie DeSalvio, Joan Fishman	May 28-31 June 1	\$205,506.45
2014	Jan Connell, Maureen Cort, Karen Hein, Sharon Kunsman	May 27-31	





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Thank you for Forty Years of Memories