



The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER

SPONSORED BY THE ALUMNAE ALLIANCE AND PRODUCED BY THE ALUMNAE RELATIONS AND DEVELOPMENT TEAM

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A letter from Alumnae Alliance Council Co-Chairs

Sarah vonRosenberg, Ph.D. '72 and Debra Elkins, Ph.D. '93

Dear Alumnae,

On behalf of the Sweet Briar College Alumnae Alliance Council, we are delighted to provide you an update after the launch of the new Sweet Briar College Alumnae Alliance. Our mission is to foster and sustain "...Sweet Briar's vibrant learning environment for women. The Alumnae Alliance promotes programs and services that enhance strong bonds of fellowship, mentorship and vision and supports Sweet Briar as an institution dedicated in perpetuity to producing extraordinary scholars and leaders who serve the needs of a contemporary world."

Following the efforts this summer led by Alice Dixon '82, Board of Directors Liaison to the Alumnae Alliance to design the structure of the new Alumnae Alliance and its Council, we are operationalizing a "hub and spokes" organizational structure. We are developing seven initial working groups, each led by co-chairs. Our co-chairs are identifying operational lead(s) to focus on subtopics within the different working groups. These working groups permit alumnae to contribute to the areas of greatest immediate need to support the College and each other. Status updates from each working group follow below.

Class Acts/Reunions

Phyllis Jordan '80 and Amy Leigh Campbell '97

This working group is preparing for Reunion and Annual Giving assignments as well as conducting an internal audit of class officers to determine whether or not these officers will continue to be active or if new ones need to be elected. Social Media officers will be added, including those for "sister classes" who are not connected online.

Clubs/Geographic Structure

Cady Thomas '98 and Kathryn Yunk '91

This working group is supporting active clubs, identifying regional alumnae who can take on developing clubs where needed, including engaging our international alumnae. They are moving quickly to develop and offer club officers training to support and enhance club operations.

Development

Lisa Longino '78 and Beth Ann Newton '86

This working group is evolving from the Major Donors Task Force of Saving Sweet Briar to a Steering Committee for the College and aligning to support our call to action and the next phases of development as the budget is being approved.

Media, Marketing and Communications

Meg Guegan '92 and Margaretta Colangelo '87

This working group is assisting the Alumnae Alliance and the Alumnae Relations and Development Office with identifying,

evaluating and supporting adoption of technologies and social media capabilities for our alumnae network.

The Network

Katie Schellhammer '95 and Sarah Clement '75

This working group is connecting alumnae across generations, supporting the Office of Student Life, especially in career development areas of student internships, mentoring, post-graduation career networking and grad school advising. Further, it is helping alumnae connect through a variety of life-long learning programs and other college volunteerism programs.

Recruiting

Julia Schmitz '03 and Michelle Badger '06

This working group is supporting the College by coordinating alumnae who work with the College's Admissions Office as Alumnae Admissions Recruiters (AARs).

Strategic Initiatives Team

Debra Elkins '93, Sarah vonRosenberg '72 and DeDe Conley '72

This working group is developing the Alumnae Alliance Council and its operations, including the logistics of running the Council and the Alumnae Alliance. This working group also coordinates input from alumnae on special assignments. These assignments are requested through the Alumnae Relations and Development Office on behalf of the operational initiatives prioritized by the College.

The Alumnae Alliance Council is also working closely with the Alumnae Relations and Development Office to explore and refine communications to our eight decades of alumnae. Since much of this communication is occurring online, the Council is setting up "sister classes" to connect with those who do not access the Internet.

Sweet Briar needs the continued engagement of our alumnae to ensure the future of the College in perpetuity. We believe our alumnae are the most engaged alumnae network in the United States. Through the Alumnae Alliance, we offer to the College substantial professional expertise which we plan to leverage for the future of Sweet Briar.

We pledge to ensure that our Alumnae Alliance Council's work upholds the "4 Ps" – Passion of Sweet Briar alumnae for our alma mater, Professionalism in providing expert advice, Patience in developing results for College consideration and use, and Perseverance to support the College and its hard-working and dedicated staff through these challenging times. It is our sincerest hope that, over time, we will be able to help instill these core values, such as the "4 Ps", throughout the body of Alumnae

"DEAR ALUMNAE" CONTINUED ON PAGE 2

Board of Directors of Sweet Briar College

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Systems Specialist
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For more information about Alumnae House staff, please visit <http://sbc.edu/alumdev/meet-staff>.

"DEAR ALUMNAE" CONTINUED FROM PAGE 1

Alliance volunteers and the rest of the Sweet Briar family. We are very grateful for the opportunity to lend our professional strengths to the College, and we vow to continue to uphold our "4 Ps" in our interactions with the College, the President, the Board, College staff, and each other.

We ask you to maintain the high level of engagement that you have demonstrated these last several months by joining various Alumnae Alliance working groups and the social media communications forums, if you have not done so already! To be connected with the Council members, please call (800) 381-6131. We believe that through this dynamic "hub-and-spokes" Alumnae Alliance model, we can best leverage your considerable talents and expertise in support of the College and each other.

All the best,

Sarah vonRosenberg, Ph.D., '72 and
Debra Elkins, Ph.D., '93 ■

Sweet Briar names VP for alumnae relations and development

Mary Pope Maybank Hutson '83 has been named vice president for alumnae relations and development, effective Jan. 1. Hutson led the Saving Sweet Briar Inc. campaign's Major Donor Task Force beginning in March, when the former administration announced its intention to close Sweet Briar, through September, when the group delivered its final payment to the College and fulfilled the terms of the settlement agreement to keep the College open.

Since July 1, Hutson has served on Sweet Briar's new board of directors, including as chair of the Advancement Committee and a member of the Building and Grounds Committee.

"Mary Pope's ability to galvanize her fellow alumnae has made her a unique choice for this position," President Phillip C. Stone said in making the announcement.

"She has clearly demonstrated her ability to raise resources by her work with Saving Sweet Briar, which resulted in commitments of almost thirty million dollars to the College. Her significant experience in nonprofit fundraising and her deep devotion to Sweet Briar will make her a good colleague and an invaluable leader in our efforts to restore the College to financial strength. We are delighted she is joining us."

For the past 13 years, Hutson has served as executive vice president of the Land Trust Alliance in Washington, D.C., a national land conservation organization.



Hutson, a native of Charleston, S.C., graduated from Sweet Briar with a Bachelor of Arts in international affairs. Her professional career has involved building relationships with individuals, as well as fostering coalitions in the public and private sector, and raising resources primarily for land conservation, historic preservation, and in the political arena in the United States and abroad. She previously worked in the American embassy in Kenya.

Hutson managed the Land Trust Alliance's policy work on Capitol Hill, yielding billions of dollars in federal funding for conservation groups. She helped secure the largest philanthropic gift in the history of the organization and built and staffed its National Council, a group convened to provide expertise on emerging trends, to strengthen the Alliance's political effectiveness and to develop the necessary resources to advance the Alliance's conservation programs. She was a lead fundraiser for the Land Trust Alliance's successful capital campaign, which is expected to exceed its goals by the end of December.

Hutson is not only committed to women's leadership, but has been breaking gender barriers throughout her career. She was executive director of the Lowcountry Open Land Trust in Charleston and she was the first woman appointed to the South Carolina Department of Natural Resources Board in 1995, setting state policies for land and water resources. She helped start the "Becoming an Outdoor Woman" group in South Carolina, one of the first such groups in the nation. She also served as the only woman on the North American Wetlands Conservation Act Council for the past 11 years, appointed by three secretaries of the Department of the Interior, and she has been a committed mentor to young men and women in conservation.

As a Sweet Briar student, Hutson was a nationally ranked varsity athlete and a volunteer mentor for her fellow students. She was a member of the QVs, Earphones and Aints and Asses; captain and member of the varsity tennis and basketball teams; an admissions tour guide; athletic trainer; Social Committee member and community volunteer. Since graduation, she has participated in the College's Friends of Athletics and was president and fund agent for her class for several alumnae reunions. In 2012 she was inducted into the Athletics Hall of Fame. She is a member of the Williams Society.

"It is a privilege to serve my fellow Sweet Briar alumnae in a role where I can devote my energies to the promise of perpetuity represented by Indiana Fletcher Williams' gift of land for the sole purpose of educating women to be leaders in America," Hutson said.

"I believe we all have a responsibility to continue the legacy of her leadership as a 'woman of consequence.' The gifts of my Sweet Briar education to my life have been pivotal to my ability to give back to my community, and I know we all need to be part of ensuring the sustainability of Sweet Briar for the next century.

"I believe there is nothing more important I could do at this inflection point in Sweet Briar's history than dedicate myself to working side by side with my fellow alumnae to ensure the perpetuity of the College. Sweet Briar needs all of us!"

Hutson succeeds A.P. "Bun" Perkinson, who has been serving as vice president for alumnae relations and development since September. ■

Sweet News: New memorial revealed during Founders' Day Service

By Jennifer McManamay, Assistant Director of Media, Marketing and Communications for Media Relations

It wasn't exactly the usual crowd clustered inside the protective wall of the Fletcher-Williams family cemetery atop Monument Hill for the 2015 version of Sweet Briar's Founders' Day.

There was a bunch more lawyers in attendance for one thing, an uncommonly large turnout of alumnae for another — and many fewer students than in a typical year. But then, it was a Founders' Day that wasn't supposed to happen after an announcement on March 3 that the College would be closing its doors for good.

The out-of-the-ordinary guests —including Amherst County attorney Ellen Bowyer and members of a legal team from Troutman Sanders — were victorious warriors in the battle that kept Sweet Briar open. Among the day's festivities, they were being honored for their work.

The annual tradition began on the Quad with the investiture of Phillip C. Stone as the College's 12th president. The ceremony — a simple one by comparison to a typical inauguration to the office — was immediately followed by a procession of regalia-clad faculty, students and staff. As has been the case every year in recent memory, bagpiper William Plail led the long line of celebrants along the road to Monument Hill, where students lay daisies on the grave markers of the founding family. But there were other differences in the way this Founders' Day — Sept. 25, 2015 — unfolded. Following Chaplain Matt Gaventa's invocation, Scripture readings and the laying of the flowers, Tracy Stuart '93 took the microphone. Stuart is the founder of Saving Sweet Briar, Inc., the alumnae-led group whose savvy legal and public relations campaign reversed the attempted closure of the school.

"Like Indiana Fletcher Williams, who took the tragic death of her beloved daughter Daisy and turned it into something timeless with the creation of this amazing institution, I hope we have also properly honored her legacy and spirit by taking something tragic and turning it into something magnificent, the rebirth of Sweet Briar College," Stuart said.

"I believe that this historic struggle has turned out to be a blessing by directly involving and including more of our alumnae, faculty and students in the growth and development of the future of Sweet Briar."

Calling out some by name, Stuart acknowledged all those who'd join the fight to save Sweet Briar, including the students who made the bold decision to come back. She noted that the outcome is a "restoration of what was so obviously right and just" — because Sweet Briar is more than a beautiful place.

"It is the combination of so much, a state of mind, a feeling that stirs our deep emotions of fond memories, a bittersweet longing for youth, and a beaming pride of having shared this unique women's college experience together," she said.

Having won, so far, the fight to preserve that experience for future generations, Stuart said the feeling evoked her days as a student-athlete.

"When thinking of Sweet Briar and the time I spent here, my mind sometimes drifts to the playing fields, the opponents, the hard-fought victories. We all felt that kind of victory on June 22nd. And it is up to us to make this victory last," she said.

Stone stepped to the microphone next and noted that, in addition to the daisies, a single rose had been placed on the grave markers for Indiana, James Henry and Daisy.

"Three roses for the Williams family," he said. "Let us commit that never again on this hilltop will there be tears of sorrow or pain, only tears of joy in celebration."

He then directed the crowd to move behind the large family memorial where he and board chair Teresa Pike Tomlinson '87 unveiled a new engraved plaque. In a moment, he would ask her to place a fourth rose on its stone foundation.

"Today seemed to be appropriate to touch this sacred property one more time," Stone said, noting the monument had stood undisturbed since it was placed. He read the new inscription, a brief poem:



We kept the faith
College saved
Vision endures
Roses still bloom
July 2, 2015

"We kept the faith," he said again as cheers went up from the gathering. "And now we place the fourth rose."

Gaventa closed the ceremony, sending his listeners forth into the "rainy and festive afternoon" with a charge. He said, in part, "Go into this day and this celebration weekend with joy marked as children of the power of this holy ground. Go with courage and imagination and love. Go as ones who shine with the story of this sacred place, for all the world to see."

Upon Gaventa's final amen, from somewhere in the middle of the umbrellas and rain-sprinkled heads, a voice, clearly distinguishable as that of Wendy Weiler '71 piped up.

"Yay, Sweet Briar!" There was laughter, and then, a chorus of lilting voices rising in song:

Sweet Briar, Sweet Briar, flower fair,
The rose that on your crest you wear,
Shall never fade but always bear
Thy beauty, oh Sweet Briar. ■

#GivingTuesday kicks off Fall 2015 Phonathon

The Office of Alumnae Relations and Development is delighted to announce the kickoff of the Sweet Briar Fund (the new name of the annual giving program). Students conducted a mini-phonathon kicked off on December 1 (#GivingTuesday) through December 3. The small and mighty team called historic donors to update alumnae on what is happening on campus. Many thanks to the student callers and our Phonathon manager, Courtney Dwyer '16 for great diligence before they head into Reading Days and final exams.



Vixen Voices: Students emulate Alumnae Sweet Work Weeks in Sweet Day of Service

The "Vixen Voices" column includes news about our current students.

On Sunday, November 15, a student-led program welcomed 46 students, faculty, staff and alumnae and completed 30 projects during a Sweet Day of Service organized by the Student Government Association (SGA). Projects included removing leaves and debris from academic buildings and dorms, weeding, window cleaning, rearranging furniture, removing old posters, cleaning trails, maintaining bricks, cleaning the Chapel, straightening the library and more. Many thanks to all who participated and the SGA for organizing this special day!

BIG News! Makayla Benjamin '18 rides for Team USA in world finals competition

By Neil Brown, Sports Information Director

For many athletes, representing your country on an international stage is the ultimate achievement. Suddenly, you have an entire nation supporting and rooting for your success. Sweet Briar College sophomore Makayla Benjamin will get a chance to experience that when she rides for the United States at the AIEC-SRNC World Finals.

Benjamin, an engineering major and business minor, will be one of three riders representing Team USA in Germany from Dec. 29, 2015, to Jan. 1, 2016. In total, 15 countries will compete during the three-day competition.

"I feel very honored to be selected to represent both Sweet Briar College and Team USA on this international stage," Benjamin said. "I hope to represent well and continue improving my riding while I am there."

"I am extremely proud of Makayla and thrilled that she has been given this opportunity," said Mimi Wroten, director of

riding at Sweet Briar. "Makayla is a dedicated, hard working and talented rider whose focus, attention to detail and determination will take her far in this competition. She will be a great representative of both Sweet Briar and the United States of America."

Selection for the team is based on how well riders have done at previous Student Rider Nations Cup competitions during the year. During the summer, Benjamin traveled to Sweden for a competition in hopes that it would earn her a spot on Team USA for the world finals.

"Luckily, I competed well and was selected as one of the top three riders on the team to represent [the United States] at the world final."

The competition is broken into four stages, with the first stage having every rider competing in both dressage and show jumping. Then the field is cut down to 12 riders for another round of dressage and show jumping on different horses. The finals on New Year's Eve consist of the top two riders competing head-to-head on the same two horses in front of the judges.

"The experiences outside of the competitions are also amazing, because the organizers know that we are visiting the city as well as competing," Benjamin said. "They plan nightly events that get us out into the town and involved in the host country's traditions. We are developing so many relationships with different people from around the world."

Some of the evening events include a welcome party, pub crawl, New Year's Gala, and awards ceremony. And thanks to connections she has made through this program, Benjamin is going to be spending two weeks working in Holland after the competition.

"It's just such a great community to be a part of and it's a wonderful opportunity to meet so many people from around the world who all have a common goal."

Benjamin says that the World University Equestrian Federation — known by its French abbreviation, AIEC — family is a very supportive group and she has felt welcome since her first competition. She is also thankful for how supportive Sweet Briar has been in all her endeavors and for pushing her to be better every day.

The AIEC-SRNC World Finals take place in Marburg-Dagobertshausen, Germany. ■

Report from November Career Services Panel

On November 11, the Office of Career Services hosted a Field Major Specific Career Event at the Conference Center. Five alumnae and the parent of an alumna discussed their experiences in the natural sciences, health sciences and the environment with students. Many thanks to those who participated: Rebecca Penny Humphrey, PhD '08, Megan Maloney '08, Ann Kays Tsuji, PhD '96, Shannon O'Neill Beasley '02, Morgan Franke '13 and Mary Alice "Cookie" Papadimitriou PA '84.

If you would like to participate in future career services panels, please contact DJ Stanhope at (800) 381-6131.

“Next is Now”: 2016 fundraising challenge to all alumnae

Sweet Briar needs all of us now as we activate the process of restoring leadership, scholarship, good governance, stewardship and excellence! Together, we can accomplish anything.

The Office of Alumnae Relations and Development has launched the annual giving program with a broader plan to diversify our funding sources. This is now a comprehensive vision called “NEXT IS NOW.” It all started in November with:

- a Thanksgiving teaser showing appreciation for support over the past year;
- a mini phonathon (details to the left), jump started on December 1 with #GivingTuesday;
- a case for support outlining the full initiative, which will come to your mailboxes soon; and
- a letter from fundraising champions who will be reaching out in the new year.

When you receive the case for support, you will see that we have an ambitious goal of raising \$30 million by June 30, 2016. We need your support now just as much as we did during the Saving Sweet Briar campaign. Join us! To make a gift now, visit sbc.edu/gift or mail your checks to:

Sweet Briar College
Sweet Briar Fund
PO Box 1057
Sweet Briar, VA 24595

Spotlight on Estate Planning: Now Is The Time To Consider Tax Smart Year End Gifts – Save Income Tax!

Gifts of Cash

Cash gifts to Sweet Briar are deductible up to 50% of your adjusted gross income provided you itemize your deductions on your tax return. The deduction may be carried forward for five years.

Gifts of Appreciated Securities, Real Estate or Business Interests

By making a gift of long term appreciated property; you can save income taxes twice. First, you save by receiving a charitable deduction for the current value of the gift. Second, you save by eliminating the payment of the increased capital gains tax on the property's increased value. These gifts are deductible up to 30% of your adjusted gross income, a deduction which may be carried forward for five years.

Charitable IRA Rollover Gift

The Charitable IRA Rollover Gift has not been approved for 2015. Most people believe it will be reinstated later in December for 2015 and will be applied retroactively for this tax year. Many are making such transfers already based on this assumption. This gift provides a way for member's age 70 and $\frac{1}{2}$ or older to transfer up to \$100,000 tax-free from an IRA directly to Sweet Briar. This gift also provides a way to avoid the required minimum distribution by directing that it be paid to Sweet Briar.

Gifts that Provide Increased Income for Life

A life income gift such as a Charitable Remainder Trust or a Charitable Gift Annuity allows you to give to Sweet Briar and provides life income for you and another if you wish. These gifts

frequently increase your income; save income tax, capital gains tax and estate tax; and also benefit Sweet Briar.

Gifts of Home or Farm

You can give your residence or farm to Sweet Briar now and keep the use of the property during your own and another's lifetime. You receive a current income tax deduction for your future gift to Sweet Briar and save income tax now.

To discuss these suggestions further or answer any questions, please call or email today!

Claire Dennison Griffith '80
Director, Major and Planned Gifts
Alumnae Relations and Development Office
(434) 381-6479
cgriffith@sb.edu

Pilot program launching for the Alumnae Admissions Recruiters (AAR) program

The Office of Admissions recently purchased new software that will help our AAR volunteers reach prospective students in their areas. This database matches the zip codes and other profiling criteria of prospective students with AARs within the same area. Admissions will expand the use of software to target and develop synergies between prospective students and our alumnae base. To sign up to be an AAR, please call Marcia Thom-Kaley, Director of Alumnae Admissions Recruiters at (434) 381-6331.

Sweet Briar College partners with Edelman

Sweet Briar College's Board of Directors approved a recommendation from the administration to employ Edelman, a global communications marketing firm, to support recruitment and communications efforts, especially through the social media platforms most commonly used by high school students. Edelman is working closely with the offices of Admissions and Media, Marketing and Communications in a collaborative effort to engage prospective students, generate positive awareness and assist the college in meeting its fall 2016 enrollment goals. Victoria *Rangel* Gerken '04 works at Edelman as senior account supervisor.

Alumnae efforts reinvigorate cultural programs on campus

On Sunday, November 8, Sweet Briar alumna Judith *Greer* Schulz, class of 1961, dazzled the audience in the Memorial Chapel for the Janet Lowrey Gager Concert. Performing at the piano alongside mezzo-soprano Ellen Hinkson, Judy and her performance partner presented works by Bach, Rachmaninoff, Bartók and a song cycle by Robert Schumann. In addition to providing unique cultural experiences for students and members of the local community, events like these also help bring campus back to life.

Alycia Hugo (flute) and Sean Beavers (guitar) will perform together in the next concert in the series, which will take place on Sunday, February 7 at 3pm in Memorial Chapel.



Update on President Phil Stone's Inaugural Tour

In the September issue of *The Briar Wire*, we promised you an update on the series of President Stone's meetings around the United States. We are happy to report that President Stone has now visited Charlotte, NC; Atlanta, GA; New York City, NY; Richmond, VA; Philadelphia, PA; Dallas, Houston and Austin, TX; Birmingham, AL; and Washington, DC. In 2016, the tour continues in the Bay Area, CA; Baltimore, MD; San Antonio, TX; and the United Kingdom. If you live in any of these areas and are interested in attending these events, please call Donna Dodd at the Office of Alumnae Relations and Development at (800) 381-6131.



Alumnae and friends met with President Stone at a brunch in Philadelphia, PA.



President Stone answers questions from Alumnae in Dallas, TX.



Director of Alumnae Admissions Recruiters, Marcia Thom-Kaley, with Hunter Stoner '15 and Mary Landon Darden '74.

Students drive Sweet Briar chapter of Relay for Life

This year, Sweet Briar College's chapter of Relay For Life is excited to invite and encourage our alumnae to participate in all of the students' events to support the American Cancer Society. The student committee is comprised of four members of the class of 2016 who work with Professor Tom Loftus as their advisor and earn a practicum credit. The committee consists of an event planner, Calee Whitten; a marketer, Torrey Schwartz; a fundraiser and recruiter, Megan Shuford; and an accountant, Kristen Frey. The committee says, "We all joined Relay For Life because we are passionate about its mission to find the cure for cancer and raise awareness about the disease."

If you would like to support the Sweet Briar chapter of Relay for Life, please call Clélie Steckel at the Office of Alumnae Relations and Development at (800) 381-6131. ■

Do you have an email address you want to share with us? Do we need to update your information in our database? If so, please give us a call toll-free at (800) 381-6131 or send an email to alumnae@sbc.edu.