



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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Over \$1 million raised in just eight days to support **Next is NOW**; College celebrates renewal and recommitment

Thanks to the generosity of alumnae and friends, the Office of Alumnae Relations and Development raised over \$1 million to support the College's **Next is NOW** special initiative.

Beginning with a Day of Giving on March 3 to recommit to Sweet Briar College, goals were exceeded throughout this fundraising push. On March 3, final totals came to \$512,314.55 from more than 800 gifts.

The push continued through March 10 with another goal of \$500,000, a goal that alumnae and friends also exceeded. Final totals for the March 3 - March 10 drive came to \$1,144,677.41. Gifts of all sizes and types comprised the final amount, making this initiative truly a collaborative effort.

In addition to this push to raise \$1 million, the College marked March 3 with a service in the Chapel and the planting of a new rose garden between Gray and Pannell. During the rose-planting ceremony, President Phil Stone gave an inspiring speech on our commitment to the College. The full text of the speech is available [here](#).



Helen Murchison Lane '46 and President Phil Stone in Florida.

Alumnae clubs around the country celebrated the future of Sweet Briar on March 3 and throughout the week leading up to March 10, founder Indiana Fletcher Williams's birthday.

On March 31 from 6pm to 8pm, Sweet Briar will host a dell party open to the general public with free live music, local food trucks, and excellent company. This event is open to the general public.

Now the focus turns to participation from Reunion and non-Reunion classes — all classes should be challenging each other to give their best gifts throughout March!



Members of the Chicago (above) and Colorado (below) Alumnae Clubs celebrate Sweet Briar's future on March 3.



Reunion Registration Available!

The Office of Alumnae Relations and Development is excited to announce that registration for Reunion 2016 is now available. Events kick off on Friday, June 3 and will conclude Sunday, June 5. While we will honor the classes ending in a 1 or a 6, all alumnae and their families are welcome to campus to enjoy the wonderful activities and gatherings we have planned.

This year, we are excited to offer an engagement festival and will continue many traditions from previous years, such as a tennis tournament, gala, and tours of Sweet Briar House.

Please visit the [Reunion website](#) to register for this year's Reunion. You can find a full schedule of activities [here](#). If you have any questions about accommodations, activities, or anything else, please call the Office of Alumnae Relations and Development at (800) 381-6131.

If you would prefer not to register online, please contact our office. We can provide a form for you that you can send back to our office or take your reservations by phone.

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

Support Sweet Briar in creative ways

Gifts of family business interests provide income tax savings and protect the family business for future generations.

Donors who own private companies can contribute private stock to Sweet Briar College and receive a generous current income tax charitable contribution deduction for the gift. This income tax charitable contribution deduction can then be used over a period of six years to reduce federal income tax. Sweet Briar College frequently sells the donor's gift of private company stock back to the donor's private company and thus the Donor retains 100% control of the private company. When the donor's private company purchases the stock from Sweet Briar College, the company reduces corporate accumulated earnings and eliminates the possibility of a penalty accumulated earning tax.

This is a tax-smart plan which has been approved by the Internal Revenue Service. The plan provides the following benefits:

Donor reduces federal and state income tax.

Donor transfers private company to heirs while saving gift and estate taxes.

Donor reduces the possibility of a penalty accumulated earnings tax.

Illustration #1

Mr. and Mrs. Scott own all 500 shares of the stock in their family business. They make a gift of 10 shares worth \$100,000 to Sweet Briar College and receive a \$100,000 dollar federal income tax charitable deduction. Since they are now in a 40% income tax bracket, they save \$40,000 dollars in federal income tax – essentially increasing their spendable income by \$40,000 dollars.

Because the stock pays no dividend, Sweet Briar College sells the stock back to the family business at fair market value. The repurchase is made from accumulated earnings, thereby reducing or eliminating the possibility of a penalty accumulated earnings tax.

Illustration #2

Mr. and Mrs. Wilson also own a family corporation and wish to make a charitable gift to Sweet Briar College. At the same time, they would like to increase their children's ownership stake in the family business without incurring gift or estate tax.

By taking advantage of the federal gift tax exemption, the Wilsons have transferred 200 of their company's total 500 shares to their children free of tax. The remaining 300 shares will be taxable in the Wilson's estate and will produce a hefty tax.

To alleviate this problem, the Wilson's donate 100 shares of their stock to Sweet Briar College. Their corporation then buys the shares from Sweet Briar College, absorbing them into the corporation as treasury stock. This leaves 400 outstanding shares – 200 for the Wilsons and 200 for the children. The children's share of the business has increased to 50% without incurring gift or estate tax.

Gifts of Family Business Interests provide one of the most tax-smart gift opportunities for family and philanthropy. We would welcome the opportunity to visit with you about this gift or other tax-wise gift opportunities that benefit both you and your charitable interests.

This information is not intended as legal advice. As always, donors should consult their own advisors who alone can advise them whether or not this gift is appropriate in their own unique circumstance.

For More Information:

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Vixen Voices: Corinna Hedge '16 shares Sweet Briar history on Pinterest

The Vixen Voices column includes news about our current students.

A senior at Sweet Briar, Corinna Hedge '16 has worked in the Office of Alumnae Relations and Development for 2 years. This year, a special opportunity came up for Corinna: an internship in the office to collect images from Sweet Briar's archives in the Cochran Library to share with alumnae and friends worldwide.

Using the social media website Pinterest, Corinna has shared over 300 images from the early years of the College's history. The board, called "Sweet Briar History," shows everything from images of the Williams family, to early professors of the College, to the social events on campus like May Day.

Corinna has had the unique opportunity to collaborate with History professor Katherine Chavigny, a social and cultural historian of 19th-century America, and research services and instruction librarian Liz Kent León.

Corinna, a history major, says, "Throughout my experience working on this project, I have come to realize how truly unique Sweet Briar College is. Before researching in the archives and reading about the establishment of women's colleges, I did not realize how intentional each and every aspect of the College was. Placing the history of Sweet Briar into a wider, more broad historical context has given me a deeper understanding of the College in regards to its establishment and development. This fresh outlook has allowed me to feel more connected with my College, which in turn has deepened my appreciation for Sweet Briar."

Please visit <https://www.pinterest.com/sbcalumnae/sweet-briar-history> to check out the Sweet Briar History Pinterest board.



Do you have questions or comments about The Briar Wire? Please contact Clélie Steckel, editor, at (800) 381-6131.

Vixen Athletics Corner

By Neil Brown, Sports Information Director

Lacrosse

The Sweet Briar lacrosse team started its season with a bang, defeating Hilbert College, 12-6, at home. Not only was this the first win for Interim Head Coach Megan Behrle '09, but multiple Vixens had career games against the Hawks. Senior Reba Gagne scored four goals to match a career-best and classmate Torrey Schwartz tallied four goals and an assist to mark her best day as a Vixen lacrosse player. Three players, Ashley Federico, Alexa Dahlin, and Katie Torretti, all scored their first collegiate goals in the Sweet Briar victory. Junior keeper Emily Williams made a career-high 17 saves during her winning effort in goal. After opening spring break with the win over Hilbert, the lacrosse team traveled to suburban Atlanta. The team used the trip as an opportunity for extended training and were also able to play a game against Oglethorpe University. The host team Stormy Petrels jumped out early and the Vixens were never able to overcome an early deficit, dropping the contest, 18-7.

Tennis

The Vixen tennis squad traveled to Hilton Head Island, SC for a series of matches over spring break. Sweet Briar ended the trip with back-to-back wins over Delaware Valley University and Bridgewater College. This is the first time the Vixen tennis team has beaten Bridgewater since the 2010 ODAC tournament. After falling to the Eagles 6-3 in the season finale, the Vixens turned things around four days later in the ODAC Quarterfinals where they won by the same score line. That season was the first of two in a row that the Vixens reached the ODAC semifinals under Head Coach Teresa Boylan.

Softball

Vixen softball spent its spring break week in North Myrtle Beach, SC for the Fastpitch Dreams Spring Break Classic, where they played five games over four days. Senior Nene Jones, who collected eight hits in 11 at-bats and crushed two home runs, led the team offensively during the trip. The Lynchburg native also had five RBI and scored four runs.

Travel to the Mediterranean with Sweet Briar Alumnae

Take a seven-night cruise from Barcelona to Rome with alumnae, family and friends, October 14-22, 2016! This tour will take you to Mahón and Minorca, Spain; Sète, France; Marseille and Provence, France; Portofino, Italy; Monte Carlo, Monaco; and Florence, Pisa, Tuscany, and Rome, Italy. If you are interested in the tour, please call (800) 381-6131 and we will gladly send you a brochure.



Sweet News: Sweet Weeks of service are coming!

This year, the College will host Sweet Weeks of Service (SWOS) from May 16 (the Monday after Commencement) through May 25, and again from August 1 through August 19.

On-campus accommodations and meals will be available. There will be a wide range of projects, both indoors and outdoors. If you are interesting in coming to campus for Sweet Weeks of Service, please complete [this form](#).

The shattered bauble and one girl's love for Sweet Briar

By Catherine O'Brien West '99

On March 4, 2016, there was triumph and tragedy in my living room. One of my most treasured possessions, a hand blown glass bubble, given to me by one of my dearest friends on the day I graduated from Sweet Briar — the woman who should have been my junior year roommate — well, my bubble popped. No, it exploded, in a miniature modeling of the big bang theory (science, not TV show).

My darling daughter was repositioning a wing back chair to transform the living room into a 'den' with her best friend. In her enthusiasm, the chair encroached on the mantel where my bubble bauble hung, pressed it into the wood, and the bubble exploded, tiny beautiful shimmering bits of glass flying everywhere. I was working at the dining room table. My head flew up at the terrible sound. My eyes locked with my daughter's and before tears could flood my eyes, my daughter's welled and overflowed. In moments, she was inconsolable.

I held her in my arms trying to soothe her even as the child in me wanted to sob, or wanted the right to sob, or expected to desire to sob. I was confused. I did want to sob. But I wanted my daughter to be all right. And we saved Sweet Briar. My bubble is safe. We — a divine sisterhood of the rose — just raised a half a million dollars in a day. My daughter sobbed in my arms not because she was in trouble or even feared trouble. She sobbed because she knew the bubble was Sweet Briar symbolized in pride of place in our home. She was afraid she'd broken my heart along with the bubble. She sobbed as I sobbed on March 3, 2015.

Telling her it was all okay was not enough. I told her it was a symbol and it was no longer perfect as it didn't have representations of her and her daddy in it. That together we could find a new special ornament.

I bundled my wonderful nine year old in my arms and tried to soothe her and began to try to explain, in gentle terms, to my daughter's friend the tragedy. But she stopped me. She said, "The bauble was Sweet Briar and you love Sweet Briar — it was your college." All at once I knew the beauty of my bubble was not lost. It was passing to the next generation. My daughter was still crying in my arms and I lifted her chin, forcing her to look in my eyes. "It's okay. We saved Sweet Briar. Come with me."

We scrambled to my room where I yanked my "I'm possible t-shirt" from my dresser and pulled it over her head. Her eyes wide with surprise she started to laugh saying, "it's enormous on me." Our eyes met, mine laughing too and I said, "Well, that's your punishment then." And then, "It's okay honey. We saved Sweet Briar." And I thought to myself, "We always will." I felt triumph, not desolation at the loss of my bubble bauble because the two young women before me — sensitive, sweet and innocent at just nine years old — know Sweet Briar is a treasured place of strength.

I, too, find that rather than a floating ephemeral memory on my mantelpiece, Sweet Briar is an ongoing vital and vibrant part of my life. Next is now. Next is the stories I share with my



Catherine O'Brien West '99 and daughter, Olivia.

daughter, her friends, my work placement student trying to get a Duke of Edinburgh award who wants to study engineering.

I run my own business, or rather, I run a business I founded for the benefit of my local community. But the point is, it's tough financially, but deeply rewarding and right. I wish I could give more back financially — and am giving as much as I can — and my desire to do more is motivating my leadership. The fight to save Sweet Briar taught me so many new things. Sweet Briar keeps teaching me, and now I find — years before I'd expect her to be considering Sweet Briar — my love of Sweet Briar is a testimony that speaks volumes to my child and her friends. So yes, next is now.

Catherine O'Brien West FRSA '99 founded Significant Seams CIC in 2010/11 after more than fifteen years in marketing and fundraising in arts and education and a formative stint at Wunderman, a Young & Rubican marketing agency. Catherine contributed a chapter about Significant Seams to the anthology entitled "Craftivism: the Art and Craft of Activism" and was invited to become a Fellow of the RSA, the Royal Society of Arts, Manufactures & Commerce for her role in establishing the organization. Significant Seams uses textile craft to strengthen communities and support people in vulnerable life moments through a range of programs, arts commissions, and special projects with schools, museums, galleries and other partners, and runs a retail craft supply shop. Find out more at www.significantseams.org.uk. Catherine currently is volunteering to help coordinate Alumnae Abroad. She led the design and creation of the website www.sweetbriarabroad.com with Elisabeth Mahler '98 and conceived of its interactive map features and instigated the global "I am Sweet Briar" photo campaign.

Sweet Briar College Magazine

The next issue of the College's magazine is now available online! [Click here](#) to read the issue. If you'd like to order a printed copy of the magazine, you will be able to purchase one next week.

My fellow Alumnae and friends,

This time of year above all not only evokes biblical themes and corollaries for some, but also reminds us of rebirth and springing forward, blooming and growing. The spring season, this year in particular, reminds us to look ahead.

You all know the joy of Sweet Briar in the spring when we emerge from a cold winter. The tulip poplar in front of Sweet Briar House is in full flower, and the forsythia is bursting in front of the Fitness and Athletics Center (FAC), while the daffodils are pushing up and greeting each of us along the campus trails and dells. Sweet Briar is alive and thriving again! The picture of the flora nestled against the backdrop of Ralph Adams Cram's architectural genius reminds us of the enduring foundation of Sweet Briar.



The perennials growing around our campus know nothing of the past, but they bear witness, as does our architectural and natural legacy, that Sweet Briar's promise of perpetuity lies in our hands. Just as the vision for Sweet Briar's future lies with us, so too does the stewardship of the natural and the built environment.

The Alumnae Alliance has put together so many vibrant working groups and one of them is focused on land use and sustainability. In a meeting last month on campus, they discussed the initial stages for a preservation and conservation vision for the college. They will continue that endeavor as we all approach the formulation of a new strategic vision.

The new paradigm of engagement throughout this last year has proven to the world that Sweet Briar College's assets, our human capital, our curriculum and the product of women's leadership are notable, global and have impacted every community in America and abroad.

This year the all-classes reunion brings us together to revitalize our vision at this important inflection point in our history, so that we can truly recommit and spring forward. Thanks to all of you who have tirelessly given time, talent and treasure to propel our College toward that new vision. **Next is NOW!**

Gratefully,
Mary Pope

Mary Pope M. Hutson '83
Vice President for Alumnae Relations and Development

next is **NOW**

Party With Your Past, Fund Our Future During the **Next Is NOW** Streamathon

We've spent March celebrating Sweet Briar Forever, coming together to demonstrate our renewed strength and commitment to the College's mission of providing young women a liberal arts education, in perpetuity.

The month promises to go out not like a lamb but instead with a bang, as generations of alumnae join in our Next Is NOW Streamathon, a livestream fundraising event airing on The Briar 92.7's live feed from 7 to 10 PM EST each night, March 28, 29, and 30.

Tune in to virtually hang out with an alumnae/student DJ team for every decade and to Party With Your Past and Fund Our Future, listening to the songs that take you back to your years at the Briar. Make a donation to the Next Is NOW initiative to have your request or dedication played. Which decade can raise the most money and Rock and Rule the School? Tune in (and pledge) to find out:

- **Monday, March 28:** Not all the 90s girls are grungy, right? Tune in to hear all the decade has to offer from 7-10 PM EST.
- **Tuesday, March 29:** From 8 - 10 PM EST, 21st Century alums (Classes of 2000 - 2016) will be spinning what's new, what's nearly new, and whatever you request. At 7 EST a very special guest DJ will kick off the night with all the best sounds of the 40s, 50s, and 60s. Shagadelic, baby!
- **Wednesday, March 30:** Shake your groove thing, rock the Kasbah, beat it, and answer the phone because London's calling all night long, as 1970s and 1980s alums take your pledges and help you get on down.

Tuning in is simple, just [click here](#). Help your decade become the fun (and fund) raising champion by making a donation or converting a pledge and getting your request played by calling 434-381-6927. Let's all Party With Our Past while we Fund Our Future, #SweetBriarForever style!

Monthly Giving

Are you interested in making an automatic monthly donation to the Sweet Briar Fund? If so, e-mail Sarah Lewis, Director of Advancement Services, to schedule a time to set up recurring monthly giving at slewis@sbc.edu.

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.

Presidential Scholarship Competitions

On the weekends of February 6-7 and 20-21, the Office of Admissions hosted two Presidential Scholarship Competitions. These students and their families took tours of campus and each participated in interviews with a faculty panel. The students enjoyed a dinner in the Mary Helen Cochran Library followed by an event in the Museum hosted by the Office of Student Life and Academic Support. The first weekend, 15 students attended; the second weekend, Sweet Briar hosted 26 students. An additional 7 students conducted their interviews via Skype.

Leigh Ann White '86, visiting assistant professor of economics and faculty panelist, said, "Their enthusiasm struck me, not only for their own academic growth but for Sweet Briar. They all were impressed by the leadership that our alumnae demonstrated. When the students talk about the alumnae and their leadership — and that it aligns with the mission of the College — that's a powerful message. I think it's going to be very competitive."



Prospective students and their families, faculty, and Admissions staff enjoy dinner in the Mary Helen Cochran Library.

Hampden-Sydney alumnus inspired by SBC Alumnae, creates Alum App

William Ballance HSC '11, inspired by the movement to save Sweet Briar in 2015, created an app called "Alum" to facilitate alumni engagement for many colleges in the United States. As events unfolded after March 3 of last year, William saw Sweet Briar alumnae trying to find a way to connect with each other in the midst of chaos.

Alum provides one place for alumnae to connect — rather than having multiple pages or groups on Facebook, the app is a real-time discussion board that pulls an individual's educational information from Facebook to instantly connect him or her to all educational institutions on the user's profile. Alum is also private; only alumnae from each school can participate in Sweet Briar's feed on the app.

Right now, Alum is only available on iOS devices. Get it on the App Store [here](#).

To support Next is NOW, visit sbc.edu/gift or call the Alumnae Relations & Development Office at (800) 381-6131.

