

The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER

Dear Fellow Alumnae and Friends,

For the Love of Sweet Briar, I appeal to you! The enduring impact of Sweet Briar on all alumnae, our families and friends is notable. Love and devotion to our institution has pervaded all of the conversations I have had with countless alumnae over the past year, laced with memories of the landscape, the faculty, the relationships with each other and every other aspect of the institution. As we approach the two-year mark since the rescue effort was initiated, it seemed appropriate to examine what it will take for all of us to continue to LOVE and nurture Sweet Briar.

Often I receive feedback that too many messages from the College are related to fundraising and that we are “asking” too much of the alumnae. Actually, I am aware that many institutions are at least weekly visitors to the email inboxes of their supporters ... and I believe that we have been fairly conservative in our outreach. Maybe this particular feedback is relative to the past and what we were conditioned to expect from our institution. Maybe that is why we were stunned on that early March day in 2015.

However, the past is past, and the new normal for Sweet Briar for the near future includes challenges we must answer. As President Stone has consistently said, the College needs students and money.

The alumnae and friends of the College have certainly delivered. Many of you have helped recruit students, donated time and talent and have also given generously because you care—you love Sweet Briar for many individual reasons. As of the end of January, we have raised \$6.3 million toward our ambitious goal of \$20 million. This number is over \$4 million above the amount we had raised in the same time period last year.

We need to maintain this momentum. Even as we keep our overall budget relatively flat with a fiscal discipline unlike any time in our history, the main challenge we have right now is crystal clear: with more than \$40 million in associated costs and the loss of students in the classes of 2016, 2017, 2018, and 2019, and a minimal window to re-recruit the Class of 2020, the closure announcement put Sweet Briar in a significant hole. We must now shepherd these small classes through to their graduation as we recruit new, larger first-year classes.

Our Path to Sustainability

■ Sweet Briar Fund
(gifts and grants)

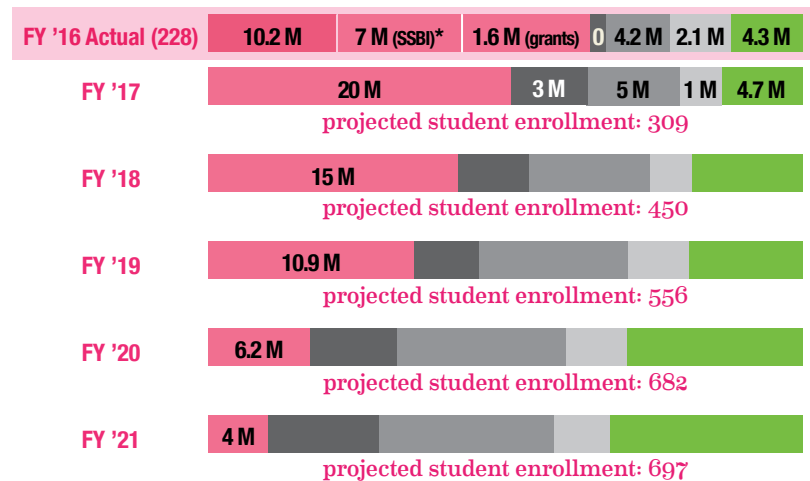
■ Endowment

■ Auxiliaries

■ Tuition & Fees

■ Other

Income



Endowment draw-down rate is 5% each year after 2017.

Five-year growth in revenue from tuition, fees, grants and auxiliary enterprises will lead to decreasing reliance on the Sweet Briar Fund for operating expenses. Increasing budgetary health will allow us to grow our endowment and meet future capital needs.

* Saving Sweet Briar, Inc. (\$12 million total: \$7 million in FY 2016, \$5 million in FY 2015)

We must love Sweet Briar enough to continue to energetically recruit new Sweet Briar women and to continue to give selflessly until Sweet Briar is sustainable! This call to action is real and immediate. If EVERY Sweet Briar alumna recruits one student a year to visit Sweet Briar and puts Sweet Briar at the top of her philanthropic priorities, we will continue to thrive!

Please consider our appeal to you to make this year another unqualified success with students and funding to propel our beloved alma mater forward. Only YOU, each and every one of YOU, can make this happen.

With gratitude,

Mary Pope M. Hutson '83

Vice President for Alumnae Relations and Development

mpmhutson@sbcc.edu

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*We have a position open in our office.
Visit [sbc.edu/human-resources/
faculty-staff-job-openings/](http://sbc.edu/human-resources/faculty-staff-job-openings/) to find out
more.*

*For more information about Alumnae
Relations and Development staff,
please visit [sbc.edu/alumnae-
development/staff/](http://sbc.edu/alumnae-development/staff/).*

(800) 381-6131

*PO Box 1057
Sweet Briar, VA 24595*

*Special thanks to Maggy O'Donnell '18 for
her help with this issue of The Briar Wire.*

Planned Giving: Where there's a will, there's a way to give to Sweet Briar

It is wise to review your will once a year. This is essential if you wish to insure that your will contains your current plan for your family and others. It is especially important to review your will if any of the following changes have occurred during the past year.

Changes in Your Life

- Your current will may have been written to leave your property to a surviving spouse, but your marital status may be different now. You may wish to update your will to include new friends or to reflect your current views regarding the distribution of your assets.
- You may have additional children, or perhaps, your children have grown, married, and now have children of their own. You may have children with special needs or others for whom you wish to make special provisions.
- Your selection of a guardian for your minor children, if you and your spouse are unable to care for them, is an extremely important decision. Circumstances may have changed over the years. You should review your will to see if your initial selection is still appropriate.

Changes in Your Financial Situation

- Financial changes frequently require a new will for the effective planning of your estate to benefit your family and other heirs. Your business may have grown; you may have inherited property; or perhaps you have acquired property in another state. If your estate has decreased, you may want to simplify your will in order to save trustee fees and other costs.

Changes in Your Location

- Moving to another state frequently requires a new will because state laws differ.

Changes in Federal and State Laws

- Federal estate and state inheritance laws change; these changes influence the way wills are written to provide maximum advantage for your family and other heirs. Your attorney can tell you which changes affect the disposition of your property to your family and other heirs.

Changes in Your Charitable Interests

- Gifts to charitable organizations through wills are extremely important, but charitable interests do change from time to time. You may have decided to include the College in your will.
- You can designate that the College receive a percentage of your estate. This is especially

convenient if you are uncertain of the exact value of your assets and therefore wish to avoid naming a specific sum.

- You can also provide an amount which, when invested, will continue an annual contribution to the College on a permanent basis.

How to Provide a Bequest

It may be simplest to designate that the College receive a percentage of your estate. Many donors designate a percentage so that they may contribute their estates as they have contributed their income over the years. However, if you wish to know the exact amount of your gift, so as to direct the use to which it will be put, you can also select a specific amount.

You might create an endowment and continue your annual gifts to the College forever. You simply select an amount which, when invested, will continue your present annual contribution.

After providing for your other heirs, you can leave the remainder of your estate to the College, thus removing the possibility that your property might go to the State if your other heirs do not survive you.

You can plan first for your spouse, children and grandchildren and then provide for the College.

You can provide first for the College and following a specific term of years direct that the assets will be returned to your children, grandchildren or others.

A Gift to Sweet Briar College

Wills offer many donors a way to make gifts which might not have been possible during their lifetime. You can include a gift for the College in your will and continue your support of our mission.

All gifts to the College through wills are important. If you have Sweet Briar in your will now, please advise us of your current provision. We will be pleased to send sample provisions for your consideration and additional information concerning the tax advantages of charitable gifts to the College.

For more information, please contact:

Claire Dennison Griffith '80, Director of Major and Planned Gifts

PO Box 1057 | Sweet Briar, VA 24595 | Phone 434-381-6479 | Email: cgriffith@sbc.edu

Check out our new planned giving page, plannedgiving.sbc.edu

This information is provided for educational purposes. It is not intended as legal advice. Please consult your own advisors who alone are aware of your individual situation and thus in the best position to provide an individual analysis and help you accomplish the best result.

Vixen Voices: Students share their love for Sweet Briar

"I believe in Sweet Briar because..."

...it has helped me reach my full potential by getting me ready to present my research, and also join Student Government for the first time as a senior!

— Rachel Higgins '17



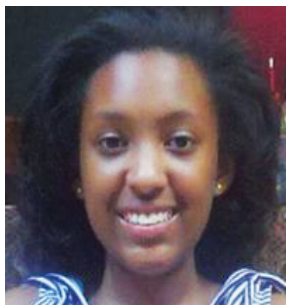
...the beautiful rural setting helps me focus on studies while making friendships at the lake or walking up to Daisy's grave.

— Jessie Schuster '17



... a sisterhood that can last for 115 years shows how strong women are. Sweet Briar College is one of 39 women's colleges and it has made history by showing how strong women can be when they all have a goal in mind. I believe in Sweet Briar because it is full of faculty and staff who want each and every woman to succeed. Sweet Briar provides opportunities for women to excel no matter their background. Most of all, I believe in Sweet Briar because Sweet Briar believes in me. It is through the dedication of many professors, deans, and our wonderful president, that I have become very confident both as a person and in my academics. Sweet Briar is a beautiful place full of beautiful women and opportunities.

— Kaiya Taylor '20



...the alumnae and students love this college, helped raise money, and saved Sweet Briar because of their love for this school and the people in it. If it were not for the faculty and staff, I would not have chosen Sweet Briar; if it were not for the faculty and staff I would not have come back to Sweet Briar. It is because

of them that I call this place my home and have grown to love it so much. I believe in the future of Sweet Briar because of the strong core that faculty and staff have that help drive this place—and their students—to success.

— Jona Cumani '18



Update: Tennis Court Rebuilding Project

Thank you to all who have contributed to this project so far. We are almost there! Our alumnae who played tennis at Sweet Briar have probably received phone calls from our scholar athletes on the tennis team, emails from our office, and maybe even a call from Vice President of Alumnae Relations and Development, Mary Pope M. Hutson '83, when she stopped by the Phonathon room to thank our callers. We are excited to tell you that we are close to the halfway point, but we still need your support! We are pleased with the response we've already received from many of you, but there are still opportunities for all of you to participate — we have \$200,000 left to raise.

Here are a few important things that you might like to know that will help you decide to strengthen your support for our tennis court rebuilding project:

- Our longstanding relationship with Van Der Meer Tennis camps continues with Adult Summer Camps and Tennis University at Sweet Briar
- Junior Tennis players looking to play in college are comparing facilities; unless this project is completed we will no longer be able to tout our championship level facility
- Revenue generation through institution-sponsored camps, clinics, showcases, and tournaments will be expanded (which also introduces prospective recruits to our beautiful campus)
- Varsity Tennis will continue grow into a competitive conference member that will make you even prouder!

To make a gift, please visit sbc.edu/give and for the "Designation" drop-down menu, please choose "Sweet Briar Fund." In the "If designation is" field, type "Tennis Courts Rebuild."

If you are interested in making a leadership gift to this project or if you have any questions, please contact Mary Pope M. Hutson '83 at mpmhutson@sb.edu. ■

Reunion 2017

Come home for the next all-class Reunion, June 2-4, 2017!

All alumnae from all classes (and their families!) are welcome, and we will honor those classes ending in 2 and 7.

Sweet Briar partners with Google to sponsor National Engineering Day events

As a part of National Engineering Week, Sweet Briar College will host an engineering banquet February 23. The event is cosponsored by Google. Featured speaker Antoine Picard, software engineering lead from Google, will be giving a Google Tech Talk. The banquet starts at 6 p.m. with *hors d'oeuvres* and a cash bar, with dinner and program from 7-8:30 p.m. Tickets are \$30.

The event is open to all local engineering companies. Local high school girls will be invited to an event that afternoon and will receive a free ticket to the banquet. This is an incredible opportunity for community members excited about engineering to come together and share ideas. The sponsorship results from an ongoing relationship with Google.

This is an amazing partnership for Sweet Briar and will benefit the launch of a computer science major beginning in fall 2017, pending approval by the Southern Association of Colleges and Schools Commission on Colleges. Since January 2016, Sweet Briar has worked with Silicon Valley companies to develop a curriculum that will give Sweet Briar women a competitive edge in the workplace. Google is working with the College to develop partnerships and mentorship programs for students — a remarkable opportunity that will further enhance Sweet Briar's STEM program. ■



Alumnae relations and development office welcomes Julia Paris '99 as director of advancement services

Julia holds extensive experience working with and managing Banner, Sweet

Briar's primary database in the areas of Alumnae Relations and Development, Finance, Human Resources, Admissions, and Student Life. Previously, she worked in commercial lending in New Jersey, accounting systems and databases in Germany, as Director of Development Services at Sweet Briar, and then as a principal functional consultant for the Banner Advancement module for Ellucian. Julia's consulting work for Ellucian took her abroad to Mexico, Colombia, Belgium, Canada, Saudi Arabia, and France before bringing her back to Sweet Briar College.

Julia's two daughters are also alumnae—Connie is Class of 1999 and Janine Paris Schofield is Class of 1996. Over the years, Julia has had standard poodle companions, including Anna Pavlova, who followed Julia everywhere on campus in her early days at Sweet Briar. Bandit, her miniature poodle, now trails her heels around campus when she's not in the office.

Julia's lifelong ambition has been to play the piano and play it well. For the past two years, she's taken lessons with Rebecca McCord, Professor emerita of music. Julia practices for an hour each day before coming into work. ■

Upcoming Days of Giving: Celebrate Sweet Briar Now and Forever

The second annual Days of Giving are coming up! On March 1, the College aims to raise \$500,000 dollars for the Sweet Briar Fund. Just like last year, the goal is to raise another \$500,000 by March 10 in honor of Indiana Fletcher Williams' birthday! You can donate online at sbc.edu/give and follow the progress meter on the Sweet Briar College Now and Forever Facebook page. Giving to the Sweet Briar Fund directly influences and supports academic programs, faculty, the student experience, and helps us be good stewards of our historic campus. Be a part of the movement! Help ensure that Sweet Briar will continue to educate women who will go on to lead lives of great significance. You can help Sweet Briar now. You can help Sweet Briar forever. YOU make the difference. ■

The Alumnae Relations and Development office is hiring!

We're looking for a motivated, experienced social media professional who can amplify our fundraising messages via online platforms. This is a part-time, temporary position that can be performed remotely. To find out how to apply, please read the job description here: sbc.edu/human-resources/faculty-staff-job-openings/.

Athletics and Riding Hall of Fame Inductees

Sweet Briar's Athletics and Riding programs are excited to announce this year's inductees for the Hall of Fame. These alumnae bring pride and recognition to the College through their achievements at Sweet Briar, their professional accomplishments, and their ongoing support of their alma mater.

Missy Ackerman '87

A standout field hockey and lacrosse player during her time at Sweet Briar, Missy Ackerman has gone on to a very successful coaching and athletics administration career.

Ackerman is currently serving as the Assistant Athletic Director for Business Operations, Corporate Sponsorships, and Marketing at Case Western Reserve University. Prior to her current appointment, Ackerman worked for Longwood University and Saint Gertrude High School in Richmond, Va.

In addition to her experience in athletic administration, Ackerman was an accomplished college lacrosse and field hockey coach, including five seasons at Sweet Briar. She coached 17 Academic All-Americans and 11 National All-Americans over her career. She was named Old Dominion Athletic Conference Coach of the Year in women's lacrosse three times and field hockey twice.

During her collegiate playing career, Ackerman was named All-Conference twice in both field hockey and lacrosse. During her senior campaign, she was named ODAC Player of the Year and an All-American for both sports. Her Sweet Briar career concluded by scoring 60 goals during the 1987 lacrosse season.

Missy is being inducted into the Sweet Briar College Athletics and Riding Hall of Fame for her athletic achievement and exemplary leadership qualities during her four years as a varsity athlete and for her extraordinary service to the College as the head lacrosse coach.

Sally Old Kitchin '76

A devoted and active member of the Sweet Briar College community since the day she stepped onto campus, Sally Old Kitchin has demonstrated over the years what it means to be a model alumnae volunteer.

A member of the tennis team during her college years, Kitchin is known best for her dedication to Sweet Briar as an alumna. From alumnae tours in the 1970's to serving as an alumnae club president in the 1980's and even serving on the board of directors in the 2000's, she has shown continued and consistent dedication to Sweet Briar College.

Kitchin has served the College in a variety of volunteer leadership fundraising roles, including serving on the following committees; Boxwood Circle, Fitness and Athletics Center Gifts, Parents Steering, and Reunion Gifts. Her generous, long-standing support of Sweet Briar's fundraising efforts has helped to improve the College for students of all generations.

Kitchin received Sweet Briar's Outstanding Alumna Award in 2011 for her continued and outstanding volunteer contributions to the College. Over the years, Sally has offered innovative insight and led initiatives that significantly improve the quality of the athletic programs. Sally is the quintessential athletic friend, supporting all varsity athletic programs at every turn and never hesitating to ask what more she can do to further the mission and impact of our programs.

Sally is being inducted into the Sweet Briar College Athletics and Riding Hall of Fame for her significant contributions over the decades to the College's athletics

program. Her constant, unwavering support of the athletics department has positively impacted the experience of all student athletes at Sweet Briar College.

Elizabeth "Keedie" Grones Leonard '76

A talented rider during her time as a student at Sweet Briar and a dedicated member of the College's riding program staff for approximately 20 years after graduation, Keedie Grones Leonard has demonstrated extraordinary service to Sweet Briar.

Leonard was a member of the Varsity Riding team all four years at Sweet Briar, member of the Riding Council, and the Athletic Association. She was also a trail guide and qualified teaching assistant for Paul D. Cronin, former Director of the Riding Program.

Upon graduation, Leonard became stable manager at the Harriet Howell Rogers Riding Center at Sweet Briar, organizing and managing riding competitions such as VHSA Horse Shows, IHSA Competitions, National ANRC Championships, Regional IHSA Championships, annual Hunter Trials, and the annual Hunter Pace Event. Leonard also took very special care of Sweet Briar's horses, spending time attending to their needs and educating Sweet Briar students in this level of care. Throughout her time at Sweet Briar, Leonard was known for her positivity, leadership, and a vital member of the riding program staff.

After Sweet Briar, Leonard operated and managed top equestrian events at the Virginia Horse Center and the Keswick Annual Horse Show. She is still a highly sought after horse show manager, known for her warm, professional demeanor. Keedie is being inducted into the Hall of Fame for her extraordinary service to Sweet Briar, its students, and the riding program.

Makanah Dunham Morriss '66

A talented rider from a young age, Rev. Makanah Morriss came to Sweet Briar in 1962 with her twin sister, Sally, and her show mare, Gay Chapeau. Morriss showed and hunted at Sweet Briar and at neighboring colleges and hunt clubs and was a trail guide, taking other students out on the College's many trails. She was chair of the Sweet Briar Horse Show her senior year, and prior to that was also a member of the Riding Council, YWCA, and the Campus Chest Committee. She was also an editor for the literary magazine and co-chair for Hunter Trials.

Morriss has shown dedication to Sweet Briar and the riding program for many years. She served as a committee member for Reunion gifts, Boxwood Circle, Visiting Committee on Riding, and has been a Class Secretary. Rev. Morriss is a retired Unitarian Universalist minister, and for her class's 50th Reunion in 2016, she officiated as one of four members of clergy for the Service of Remembrance.

Makanah's love of Sweet Briar has lasted beyond her four years as a student, making significant contributions to the College through her dedication, involvement, and support. She has stayed engaged, attending events at the College and serving as co-chair Friends of Riding, playing an integral role to the development of the program.

Congratulations to these deserving inductees of Sweet Briar's Athletics and Riding Hall of Fame! The Hall of Fame ceremony will take place on Sunday, April 9 at 9 a.m. in Josey Dining Room. RSVP to Megan Behrle '09 at mbehrle@sbcb.edu. Come one, come all!



YOU CAN HELP RECRUIT THE NEXT CLASS OF SWEET BRIAR WOMEN!

Sweet Briar is asking alumnae and friends of the College to personally refer prospective students to the Admissions Office through a new referral form that can be found on both the Admissions and Alumnae pages of our website as part of a referral initiative. There is no time commitment or follow-up required, so please keep it in mind as a simple but significant way to help Sweet Briar's growth and renaissance. Visit sbc.edu/admissions/refer-a-student/ to make your first referral today!

Need a large-print version of *The Briar Wire*? Call (800) 381-6131.