

The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER FEBRUARY 2020 | VOLUME 6 | ISSUE 2

Dear alumnae and friends,

Happy New Year! From all of us at Sweet Briar, I hope this year is off to a great start for you.

I know I'm excited about what 2020 will bring to the College. In January, we welcomed several new faces. Aaron Basko joins us as the vice president for enrollment management. He brings experience as well as both tested and innovative strategies to drive enrollment. We also welcomed Lisa Powell as the director of the Center for Human and Environmental Sustainability. Lisa will help us capitalize on the natural bounty of our campus and ensure that Sweet Briar becomes a destination for students and scholars who are interested in issues pertaining to sustainability.

I'm glad for the opportunity to get back into the classroom this spring, where I am teaching the culminating course of the leadership core: The Consequential Citizen. Virginia has a deep and rich history and there is no better place to study the founding principles of American democracy than right here in the Commonwealth. I'm taking my class to presidential homes throughout the state so that the students can learn what our Virginia presidents can teach them about leadership and how they can play a meaningful role in the future of the United States.

This year also marks 100 years since the passage of the 19th amendment, granting women the right to vote. There will be some events later this year to mark that momentous occasion, which is critically important to an institution founded and sustained by women. We'll also celebrate 100 years of riding at the College, a hallmark of Sweet Briar's campus life. As a student of Mimi Wroten, our director of riding, I am particularly excited to celebrate this part of Sweet Briar's history.

In March, it will be five years since Sweet Briar's community rallied to save this beloved school. Because of the dedication, effort, and generosity of so many people, we have come a long way since then. Our future is bright, thanks to our students, alumnae, faculty, staff, parents, friends and donors. Other liberal arts colleges faced with their own challenges now look to Sweet Briar for innovative, creative ways to overcome their obstacles. I am grateful for all you have done to contribute to that innovation, securing our college's future.

I hope to see you in the coming year, especially at Reunion, May 29-31. Come back to campus anytime and celebrate 119 years of this venerable college!

Yours sincerely,
Meredith Woo
President



Reunion 2020

May 29 - 31, 2020

Register now at sbc.edu/reunion!

Events include:

Dell Party on Friday

Celebration Dinner and Dance on Saturday

Alumnae Colleges

Riding, golf, and much more!

Board of Directors of Sweet Briar College

Georgene M. Vairo '72, *Chair*

Dr. Meredith Woo,
President of the College

Andrew C. Benjamin, *Vice Chair*

Scheline Crutchfield

Alice Dixon '82

Marianne "Mimi" C. Fahs '71,
Secretary

Kelley Manderson Fitzpatrick '85,
Executive Committee Member at Large

Carol McMurtry Fowler '57

Sally Mott Freeman '76

Lendon Gray '71

Fred "Buzzy" Griffin

Karen Jackson, *Executive
Committee Member at Large*

Keenan Colton Kelsey '66

Gillian Munson, *Executive
Committee Member at Large*

Holly Prothro Philbin '95

Mason Bennett Rummel '83

Stephen P. Smiley

Caville Stanbury-Woolery '06

Claude Becker Wasserstein '82

Marshalyn Yeargin-Allsopp, MD '68,
Executive Committee Member at Large

Alumnae Relations and Development Staff

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

Lea Sparks Bennett '83, *Alumnae
Relations and Development
Assistant*

Lee Anne MacKenzie Chaskes '83,
*Alumnae Relations and
Development Associate*

Debbie Cochran, *Executive Assistant*

Emily Dodson '18, *Alumnae
Relations and Development
Associate*

Margaret McClellan Driscoll '92,
Major Gifts Officer

Paula Eanes, *Office Manager*

Claire Dennison Griffith '80,
*Senior Director of Alumnae Relations
and Development*

Lea Harvey '90, *Director of
Strategic Initiatives, Corporate and
Foundation Relations*

Sarah Lewis, *Stewardship Manager*

Lisa Wray Longino '78, *Director of
Major Gifts*

Julia Paris '99, *Director of
Advancement Services*

Rachel Pietsch, *Assistant Director of
Alumnae Relations*

Bonnie L. Seitz '01, *Assistant Director
of Advancement Services*

Clélie D. D. Steckel, *Director of the
Sweet Briar Fund and Editor of
The Briar Wire*

Katie Keogh Weidner '88, *Major
Gifts Officer*

Wanda Vest, *Data Entry Manager*

Significant gift from Richard C. Colton Jr. will advance Sweet Briar College riding program



Well-known philanthropist Richard C. Colton Jr. has given \$1 million to Sweet Briar College to support the renovation of the College's stables, which will be named the Howell Lykes Colton '38 Stables in honor of his mother.

"At Sweet Briar," said the College's president Meredith Woo, "one third of our students identify as riders, whether for competition or recreation. Their participation in the program helps them learn lessons of perseverance, discipline and teamwork. We are committed to supporting the excellence of our riding program and I thank Dick Colton for his tremendous generosity, which is an important part of that commitment." Mimi Wroten, director of the College's program added, "I am extremely grateful for this gift. The renovation of our stables will allow us to continue the legacy of providing exceptional horse care and a superior experience for riders of all levels."

Colton's mother, Howell Lykes Colton, was a member of the Sweet Briar Class of 1938. She was a member of a number of clubs and organizations on campus, and also served as the student head of riding. As a student and an alumna, she

exemplified the traits of leadership, confidence and service that Sweet Briar has always sought to instill in its students.

"To this day, my mother's life and what she did with Sweet Briar has definitely impacted us," Colton said. "Being part of its comeback is honoring my mother and has been a wonderful part of my life. Also, Sweet Briar is really well-known for its riding and I want to help keep it up. I'm satisfied to be able to help."

In fact, Sweet Briar has become something of a tradition for the Colton family. Although Colton wasn't able to follow his mother to Sweet Briar — he graduated from Washington & Lee in 1960 — his sister, Keenan Kelsey '66 did attend the College and both have been generous to Sweet Briar. In fact, Keenan is a current, dedicated member of the Sweet Briar Board of Trustees. "My mother was very happy that my sister went to Sweet Briar and had a good career there," Colton told us. "She would be proud that her son and daughter have supported the College."

Read the full story at sbc.edu/news.

Lisa Powell joins Sweet Briar College

Lisa Powell has joined the Sweet Briar College faculty as director of the Center for Human and Environmental Sustainability and associate professor of environmental studies.

Lisa comes to the College from British Columbia, Canada, where she has been researching ways to strengthen regional food systems, crop diversification and adoption of new agriculture technologies, and land use policy, food literacy education, among other areas of inquiry. She served as coordinator of a university-based program supporting and researching food literacy education and access to healthy and sustainable food for K-12 students, and she has mentored over 20 undergraduates in a food systems career development internship program.

She is widely recognized in BC as a leader and expert in the development of research-based resources for farmers, food processors, policymakers, educators, and other food systems stakeholders, and she has served on multiple agriculture-focused advisory groups for provincial and regional governments. Her work has been published in numerous scholarly journals and books and she has been an invited speaker at agriculture-focused events across North America.



An experienced educator, researcher, and leader of grant-funded projects, Lisa will shepherd the College’s sustainability programs, including teaching courses related to the environment and agriculture. Lisa is excited to work collaboratively with the Sweet Briar community to integrate the College’s land stewardship initiatives and agricultural enterprises with curriculum, research

projects, and a range of opportunities for students, faculty, alumnae and the wider population of Central Virginia.

Lisa grew up on a Kentucky family farm, in which she still has an active management role. She earned a B.A. in mathematics from Harvard and an M.S. in mathematics from Vanderbilt, before shifting her educational focus to interdisciplinary study of the environment, food, and agriculture. She has both an M.A. and a Ph.D. from the University of Texas at Austin.

Key Dates and Upcoming Events

Date	Event
Feb. 20	Engineer’s Week Banquet
Feb. 27 - 29	Spring Musical: “Fountain of You”
Mar. 2 - 10	March Days of Giving (see page 5)
Mar. 6	Senior Musical Theatre Cabaret
Mar. 18	Presentation by Common Read Authors: Madeline Miller, “Circe” and Emily Wilson, translator of “The Odyssey”
Mar. 23	Daisy’s Harp Concert
Mar. 28 - Apr. 1	Streamathon (see page 4)
Apr. 3 - 4	Spring Dance Concert

Find details about these events and view the full events calendar at sbc.edu/events.

Date	Event
Apr. 5	Alumnae Lacrosse Game
Apr. 22	Earth Day Community Dinner
May 8 - 9	Senior Theatre Project: “Circle Mirror Transformation”
May 16	Commencement
May 29 - 31	Reunion
Jun. 30	Last day to make a gift in this fiscal year! Make a gift online at sbc.edu/give .

Looking for a list of our FIERCE athletics competitions? See the schedule of upcoming home and away games at vixenathletics.com/calendar.aspx.

Dana Bordvick Poleski '98 and Emily Dodson '18 Return to Sweet Briar

Sweet Briar has hired Dana Poleski '98 as its new director of media relations and content strategy. Dana most recently spent 12 years at Centra Health in Lynchburg, Va., doing marketing, advertising, publications and brand management. Prior to Centra, Dana also worked at the United Way of Central Virginia and Amazement Square doing marketing and communications work.



In her new role at Sweet Briar, Dana will handle all media requests for the College and be the school's primary social media manager. She'll produce content for the website as well as the wide variety of publications produced by the College. "Dana has spent nearly 20 years in the communications field and her skills and experience will be invaluable to Sweet Briar," says Amy Ostroth, senior director of communications. "Plus, as an alumna, she brings an important perspective to the work we do in the office. We're incredibly happy to have her on board."

Sweet Briar has also welcomed back Emily Dodson '18 as a new alumnae relations and development associate. As a student, Emily was involved in many areas of campus. She was the Admissions Ambassador Chairwoman for two and a half years, a member of Student Government, part of the Ethics Bowl Team, and a Reunion Student Worker in 2017 and 2018.



During her senior year, Emily accepted a position in M&T Bank's Management Development Program where she spent a year working in Richmond, VA with monthly training trips to Buffalo, NY and Baltimore, MD. After the conclusion of the program, she served as a Management Associate in a local Richmond branch of M&T.

In her new role at Sweet Briar, Emily will be training to become a major gifts officer and will be working

closely with Lisa Wray Longino '78, Director of Major Gifts. She will also be leading the Student Giving Campaign to help engage current students in the mindset of philanthropy that is so integral in our alumnae network. "We are delighted to have Emily join Alumnae Relations and Development," said Mary Pope M. Hutson '83, vice president for alumnae relations, development and communications. "Her contagious enthusiasm and positive perspective is a wonderful fit for our team. We all look forward to working with her as we continue to engage alumnae and promote Sweet Briar College!"

Streamathon is Back in 2020!

March promises to go out not like a lamb but instead with a bang, as generations of alumnae Party With Our Past and Fund Our Future during Streamathon 2020, a livestream fundraising event airing on The Briar 92.7's live feed from 8 to 11 p.m. EST each night, March 29 – April 1. This will close out Sweet Briar Forever Month, when we celebrate the future of our alma mater.

Each evening guest DJs from every decade will spin the songs that take us back to our years at the Briar. Make a donation of any size to the Sweet Briar Fund during the Streamathon and have your request or dedication played.

Which decade can raise the most money and Rock and Rule the School? Tune in to find out:

- **Sunday, March 29:** 21st Century alums will be spinning what's new, what's nearly new, and whatever you request. Can the millennials shake out their pockets like a Polaroid picture and raise both the roof and the most money?
- **Monday, March 30:** Not all the 90s girls are grungy, right? Tune in to hear all the decade has to offer.
- **Tuesday, March 31:** It's all happening, baby. Request your favorite 60s and 70s tunes.
- **Wednesday, April 1:** Shake your groove thing, rock the Kasbah, beat it, and answer the phone because London's calling all night long, as 1980s alums take pledges and help you get on down.

Anyone can call in a pledge or request any night; credit will be given to the appropriate decade no matter when the donation is made.

Tuning in is simple. Just visit briar927.org to access the feed. Donations and requests can be made directly online or by calling in. Stay tuned for more details coming soon. The Alumnae Relations and Development Office is particularly grateful to El Warner '85 for helping coordinate another Streamathon.

So let's all Party With Our Past while we Fund Our Future, March 29-April 1!

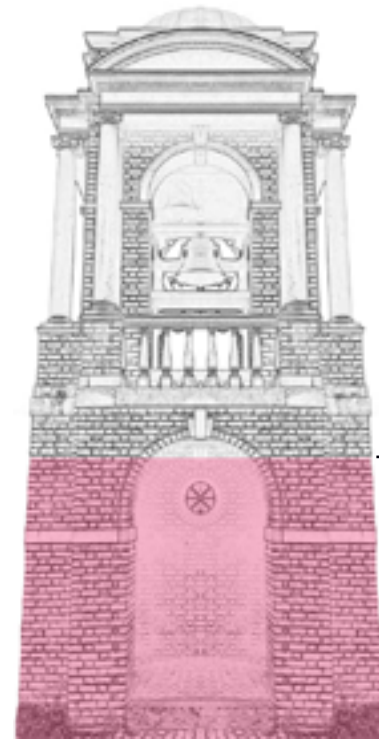
Help Us Raise \$6 million for the Sweet Briar Fund!

With \$2,272,832 in new gifts to the Sweet Briar Fund this year, Sweet Briar has reached 37.9 per cent of its unrestricted fundraising goal. With approximately five months remaining in this fiscal year, the College has **\$3.7 million left to raise by June 30, 2020.**

Why does Sweet Briar emphasize unrestricted giving? Because it meets the greatest needs of our beloved college, including:

- providing additional scholarships and resources to our excellent students,
- giving our faculty and academic programs additional opportunities through professional and programmatic development, and
- ensuring that our built and natural environment is properly stewarded and maintained.

Every gift makes a difference to Sweet Briar's future. Make your gift today at sbc.edu/give!



—\$2,272,832
raised
(37.9% of
goal)

Make your best gift to the Sweet Briar Fund and help us ring the bells this March at sbc.edu/give!

March 2 Goal: \$500,000
March 3-10 Goal: \$500,000

Total Goal: \$1,000,000

Here's how you can help Sweet Briar during March Days of Giving:

1. Make your gift at sbc.edu/give.
2. Share your support of Sweet Briar on social media. Make it personal: Why do you love Sweet Briar? How does supporting Sweet Briar make you feel?
3. Ask five friends to join you in making a gift to Sweet Briar via phone, email, text or plan ahead and mail a note!
4. Remind everyone of the goals for March Days of Giving.

Sweet Briar College Unveils New Logo for Athletics

Sweet Briar College has added a new logo to the athletics brand: the FIERCE Vixen. This dynamic logo joins the Crispin Vixen identity to create an expanded, powerful and meaningful brand.

Sweet Briar College spent the past year reflecting on what Vixen athletics means to the Sweet Briar family. The Office of Communications conducted focus groups with student athletes, coaches and alumnae, and spent more than a year designing and revising before arriving at the current mark. David Stanley of SilverLining Design and Hal Neal of Neal Studio helped develop the new athletics logo.

Sally Old Kitchin '76, a Sweet Briar alumna, former board member and dedicated supporter of athletics, has seen the enormous positive impact athletics has had on the college over the years. She also participated in an alumnae focus group as part of the development of the new logo. "Athletics have consistently drawn students to Sweet Briar. You can sense the joy they have for their sport and pride in representing their college," she said. "The mascot encourages athletes and everyone in the Sweet Briar family to rally around college spirit, both on and off the field."

Items with the new logo are available in the Book Shop or online at shopsweet.sbc.edu.



Reunion 2020

Registration is live now at sbc.edu/reunion. Register before noon on Wednesday, April 22, 2020 to get early bird pricing!