

The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER

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

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

My fellow Alumnae and supporters,

First and foremost, **THANK YOU** for making Sweet Briar Forever month such a resounding success! I am so proud of what we have accomplished together so far!

In the last few months since we launched the new fundraising initiative for the College, many have asked what is the **REAL** financial condition of the College? Immediately thereafter, everyone also wants to know how can they help. The miracle of saving our College last year has created an unprecedented level of engagement from our fellow alumnae unmatched by any other college and now organized in a supporting role that will propel the College forward. This new engagement paradigm is the foundation for the future, and is already being felt with recruiting students and raising money.

A record number of applications means that recruitment is on track to meet our goals of 200 freshmen by the fall of 2016; fundraising is also exceeding expectations. As you can see in the bar graph (see insert) the recruitment of students will need to exceed 200 students every year for

the next four years to get the College to a place of equilibrium. This will require diligence in our fundraising efforts until the College reaches the enrollment numbers projected to cover a larger percentage of the operations of the College.

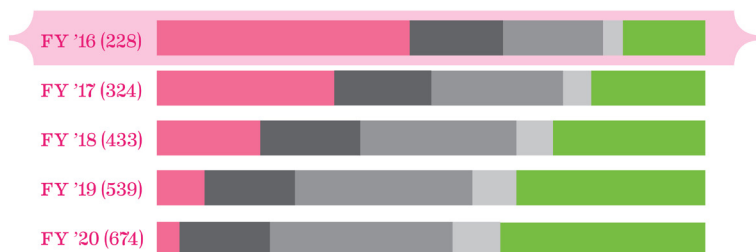
Many have understandably questioned why have we set the goal in **Next is NOW** for 30 million dollars. As we close in on June 30, the end of our first fiscal year since our rebirth, I hope to shed some light on what is affecting our financial challenges.

When we got the keys back to our College last July the College had no budget, no staff and no students. Within 6 weeks, the College was open for business and our new President quickly brought in experienced administrators to run the departments and over 60% of the faculty returned to educate our young women. Since the previous administration did not develop a budget, it was not until October that the budget was completed and approved by the Board. We soon discovered the magnitude of the costs incurred due to the actions taken to close the College. The costs include: legal fees, severance payments, loss of tuition revenue that are projected over four years, a 16.5 % draw on endowment (that could have been working for the college) penalties from contracts cancelled, new staffing to fill the gaps of leadership that had been vacant for two years, buying back faculty housing and other needs for marketing for students and fundraising costs. These costs exceeded 30 million dollars and do not include the deferred maintenance and stewardship needs of our campus and infrastructure. We continue to discover needs of the College that have been overlooked, postponed and ignored.

Last month was monumental in terms of the resources raised for Sweet Briar, but she needs so much more. As one who sees the campus and its buildings almost daily, my appeal to you is that we

Our Path to Sustainability

■ Sweet Briar Fund ■ Endowment ■ Auxiliaries
■ External Grants ■ Tuition & Fees



* Figures in parentheses are projected student enrollment

* Endowment draw-down rate is 5% each year

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.

Stay up to date on our fundraising progress in between issues of [The Briar Wire](#) by following us on Facebook at our [Sweet Briar Now and Forever](#) page!

Board of Directors of Sweet Briar College

The Honorable Teresa Pike Tomlinson '87, Chair

Phillip C. Stone, Esq., President of the College

Andrew C. Benjamin

Jacquelyne "Jax" Bullett '15

Leah A. Busque '01

Alice Dixon '82

William B. Drake, Jr.

Marianne "Mimi" C. Fahs '71

Kelley M. Fitzpatrick '85

Carol M. Fowler '57

Martha S. Fruehauf '80

Everett "Ben" Howerton, Jr., Secretary

O. Kenton McCartney, III

Bernard Niemeier

James "Rocky" Query

Frank W. Roach

Mason B. Rummel '83

Allison "Allie" S. Simon '63

Marcia Thom-Kaley

Georgene M. Vairo '72, Vice Chair

CeCelia E. Valentine '85

Elinor "El" H. Warner '85

Marshall Yeargin-Allsopp, MD '68

Alumnae House Staff

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

Edie McRee Bowles '74
Director of Foundation and Corporate Relations

Donna Dodd '15 and PA '01
Associate Director of Alumnae Relations and Annual Giving

Claire Dennison Griffith '80
Director of Major and Planned Gifts

Sarah Lewis
Director of Advancement Services

Kathy "kp" Papadimitriou '84
Director of Alumnae Relations and Annual Giving

Bonnie L. Seitz '01
Assistant Director of Advancement Services

DJ Stanhope '81
Senior Associate Director of Alumnae Relations and Annual Giving

Clélie D. D. Steckel
Associate Director of Alumnae Relations and Annual Giving

Katia Suntseva
Systems Specialist

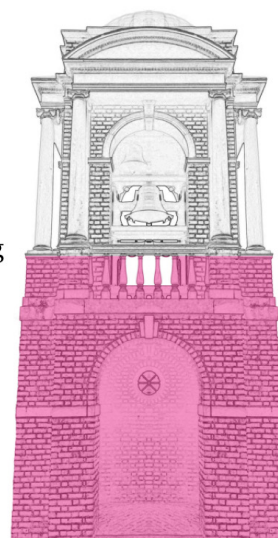
Marcia Thom-Kaley
Director of Alumnae Admissions Recruiters and Assistant Professor of Music

Wanda Vest
Data Coordinator

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

must "right the ship" and rebuild every day. Our goals for fundraising are indeed bold and ambitious. They must be for the foreseeable future, until we rebuild the endowment, achieve full enrollment and provide the stewardship that our College deserves. We must commit not only to protect the College from any future attempts to injure her; we must restore her beauty, strength and national reputation. It is a noble mission!

June 30, 2016
Budget Relieving
Goal
\$10,000,000



\$5,484,392
55% of Goal

*Includes \$3,066,359 received, \$1,793,699 in FY 2016 pledges/commitments, \$624,334 in unrestricted bequests (inclusion pending discussion at the April Board of Directors meeting). Does not include restricted gifts received, pledges/commitments extending beyond FY 2016, and \$6,000,000 in pending requests with 11 challenge donors remaining to be seen in person.
\$7,000,000 Saving Sweet Briar donation not included in totals/goals.*

I urge you to make a significant gift this year and encourage others to do the same. Our future depends on you.

Sustainability for our College will be a long road!

With gratitude,

Mary Pope M. Hutson '83

Vice President for Alumnae Relations and Development

Email mpmhutson@sb.edu

Highlights from Accepted Applicant Weekend

This past weekend, Sweet Briar hosted its first of two accepted applicants weekend in the month of April. With 39 students and their families attending, our future Vixens benefitted from the tremendous work our Admissions staff put into this successful event. The informational sheets for Sweet Briar's majors made their debut at an academic department fair, where students learned about the academic subjects they are interested in.

Two prospective students from California tied for traveling the farthest and received an award acknowledging the long trips they made. The Book Shop had one of its largest sales days and sold mostly Sweet Briar branded items.

Of the 3 legacy accepted applicants who visited, two of them made deposits on the spot!

Join us for Sweet Weeks of Service, May 16-25 or August 1-19. We will work indoors and outdoors to refresh the appearance of the College.

[Click here](#) to find out more!

Make your most significant tax-smart gift

Cash

Cash gifts save income tax if you itemize your deductions on your tax return.

Donor Advised Funds

Sweet Briar is often the beneficiary of gifts made through Donor Advised Funds. Please consider a Donor Advised Fund distribution to Sweet Briar College either as a current distribution or by naming the College as a remainder beneficiary.

Charitable IRA Rollover Gift

Donors age 70 and a half or older can transfer up to \$100,000 (both spouses can make a gift for a total of \$200,000) tax-free from an IRA directly to the College. Donors can avoid any required minimum distribution by directing that it be paid to the College.

Appreciated Securities, Real Estate or Business Interests

By making a gift of long term appreciated property, you 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.

For More Information:

Claire Dennison Griffith '80

Director, Major and Planned Gifts

Sweet Briar College

P. O. Box 1057

Sweet Briar, VA 24595

Phone 434-381-6479

Email CGriffith@sbc.edu

Did you know...

The Virginia Center for the Creative Arts (VCCA) is located on Route 29 right across from the entrance to Sweet Briar? You may have heard of it, but most are unaware of the caliber of world-class authors, composers and artists who seek refuge from day-to-day life in its bucolic setting. Since 1971, the VCCA has hosted over 4,500 fellows from the United States and 63 different countries.

Back in the 1870's, the home and the land it sat on was named Mount Saint Angelo. Indiana Fletcher Williams' sister, Elizabeth owned it and upon Elizabeth's death Indiana inherited all 450 acres. Many of the unique gardens, with over 70 varieties of trees and shrubs, still thrive. Unfortunately, Mount Saint Angelo, which was described as an Italianate villa, burned down in 1979.

Sweet Briar leases fourteen acres of land to the VCCA

and our alma mater enjoys a close and mutually beneficial relationship with this unique community. VCCA fellows periodically lecture and teach on our campus. Their residents regularly enjoy our newly-expanded athletic facilities as well as our impressive library. Students at Sweet Briar have the unique opportunity to engage with remarkably accomplished artists from all over the world!

You can also visit the VCCA during Reunion. That Sunday, June 5, you can enjoy a tour of the VCCA from 1pm to 2pm. Registration is required, so sign up here: <http://sbc.edu/reunion/registration/>. To learn more about VCCA go to <http://www.vcca.com/main>.

Many thanks to Kathleen Keogh Weidner '88 for writing this introduction to the VCCA for this issue of The Briar Wire.

Vixen Voices: Class of 2016 leadership creates the "job game"

by Magnolia O'Donnell '18

At Sweet Briar, the ring game has been a time-honored tradition, and the scroll game came on the scene a few years ago. Megan Shuford '16 and Calee Whitten '16 felt that women working after graduation deserved recognition, too. Megan, senior class president, explains, "I created the job game when I was preparing for elections last spring as part of my platform... Finding, applying, interviewing for, and committing to a job is time-consuming and stressful for those who choose to pursue an immediate career path."

When a senior accepts a job offer, the class gathers in Prothro Atrium just as they would for the ring or scroll game (which honor engagements and graduate schools acceptances, respectively). They stand in a circle and all hold onto a long piece of string. Instead of passing around an engagement ring or a small scroll, the class passes around a key — the green key inscribed with "key to success" that alumnae gave to students at the beginning of the school year.



The ultimate goal of the job game is to make the celebration process more inclusive for all women. Megan says, "Each member of the class of 2016 is off to do amazing things and we wanted to be able to celebrate each other's accomplishments!"

From WSBC to WUDZ to WSWE: The story of Sweet Briar radio

by Amy Smith '79

WSBC: it began as an idea of providing a hands-on experience for the students at Sweet Briar. I was doing an internship at a local country radio station, WKYY, during my sophomore year in 1976. The staff there taught me Radio 101, such as how to pull Associated Press news, how to read news on the air and the logistics of running “the board” that controlled what was going out over the air. Although the station was small and just starting out, the disc jockeys and general manager always found time to share their knowledge and skills.

It wasn't too long before I wondered why Sweet Briar didn't have its own station. Some of my friends at other colleges were working at stations on their campuses. I asked the general manager at WKYY what I needed to do to obtain a license for my college. He walked me through a hefty application that was about three inches thick and I enlisted the help of Dean Barlow. I put up posters on campus to recruit the original WSBC Radio Club, and to my delight we had a very good response. We raised funds to buy equipment by doing pizza runs on Wednesday nights and we had a lemonade stand when dell parties took place. The general manager at WKYY helped me find equipment from other stations that was not being used and put me in touch with some of the record companies that sent out promotional music.

By my senior year we were actually soldering pieces and parts to put together our own transmitter. We were still waiting on our 10-watt educational license from the FCC, but Dean Barlow and Chaplain Carter agreed we could put the studio in the basement of the Chapel with our antenna in the steeple. The studio was ready to broadcast before I graduated, but the license was not. I had already started my job in Lynchburg at WSET in the engineering department, a job WKYY's general manager helped me land. By the end of the summer I was also working in the news department as a reporter. My dream of being a journalist was coming true.

I received a call from the General Manager of WSBC in September of 1979 asking if I wanted to sign the station on the air. I was elated and extremely humbled to be asked; it continues to be one of my very best memories.

Many years later, I learned the station had moved up to a 100-watt station — I remember thinking how wonderful that my dream was living on and growing! At a Sweet Briar career seminar in March of 2015, I was invited to speak on a panel. As



Amy Smith '79 with some of the WSBC radio equipment. Photo by Joe Stinnett from The News & Advance.

we introduced ourselves, almost all of the women referenced being a DJ during their time at SBC. I was like a proud mama. These women had kept the dream alive and there was an immediate connection for all of us.

During the historic Reunion of 2015 I met even more DJs and on the last night we opened up the studio in the basement of Reid. The equipment was pint-sized compared to what we began with, but vinyl albums still lurked on the shelves. Best of all was a very simple black book that contained the original license and the name of the WKYY general manager and my name. That brought me to tears. I remain proud of all the women who have taken the mic and found their voice at the station.

After a 15-year career at WSET in television news where she interviewed four United States Presidents, Elizabeth Taylor, Willie Nelson and many others, Amy worked in Bedford County schools in Marketing and PR. She also taught high school journalism and subsequently developed a pilot program for middle-school children in Franklin County to develop a \$70,000 hands-on television production studio.

After that, Amy delved into the legal marketing arena, speaking at conferences, publishing and developing online programming for her colleagues in over 25 practice areas. Now, Amy is a Business Development and Marketing Coach, working with law firms of various sizes and mentors others working in the legal profession.

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.

Editor's note: Amy recently got in touch with the Alumnae Relations and Development Office during the #NextIsNOWStreamathon, March 28-30. Amy shared her story when she called in to challenge all alumnae involved with WSBC, WUDZ, and WSWE to make a gift to the Streamathon. We truly appreciate Amy sharing the story of the origins of Sweet Briar Radio with us. From all of us at Sweet Briar, many thanks to all of those who made gifts and to those who helped produce the event on campus!



All-Alumnae Reunion 2016 registration is here!

Sign up at sbc.edu/reunion for events and accommodations, June 3-5, 2016.

Featuring:
Parties, Reunion Class Events, Engagement Festival, Alumnae Colleges, Riding, Golf, Tennis, and Tours of Sweet Briar House, our beautiful campus, and the VCCA.

Join us!

[Click here](#) to watch a video about Reunion events.

Alumnae Alliance Spotlight: AlumniFire participation grows

The online connection among alumnae and students through the AlumniFire website holds strong! AlumniFire* is a platform on which current students can take advantage of the power of our alumnae professional network. Sweet Briar now has around 1,500 alumnae and 100 students participating, meaning a ratio of 15:1 demonstrating the power of Sweet Briar's alumnae network. These alumnae have signed up to help current students with internships, jobs, and career mentoring. Many thanks to all who are giving back their time and talent to our current students.

As of April 9, the resources available to these young women are as follows:

- 663 Vixens are offering informational interviews
- 461 Vixens are offering job shadowing opportunities
- 301 are active employers
- 183 Vixens are interested in finding interns

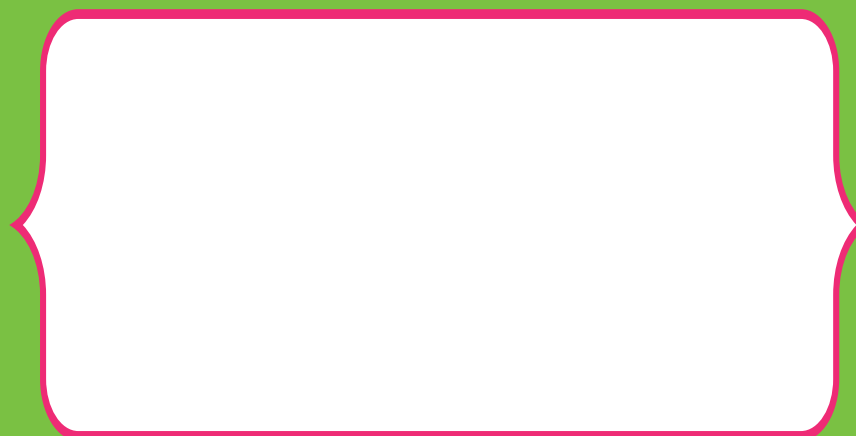
Furthermore, Sweet Briar is at the number 5 position on AlumniFire and is the number 1 women's college network.

Signing up for AlumniFire takes just a few minutes — the service can pull your information directly from your Facebook or LinkedIn profile, and then you answer just a few more questions about your time at Sweet Briar. Visit sweetbriar.alumnifire.com to get started!

* Note: the name "Alumnifire" is intentional — it is the name of the organization, not a name that Sweet Briar created. We are proud to be alumnae of the number one women's college in this network!

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

For the second year in a row and fourth overall, the Sweet Briar College equestrian team has claimed the ODAC Equestrian Title. This is the Vixens' third title in the past five years, having won the championship in 1987, 2012, 2015, and now 2016.

The 2016 championships were hosted by Randolph College at the Randolph Riding Center on Friday afternoon. For the second-straight year, Sweet Briar's Director of Riding Mimi Wroten '93 was named the ODAC Coach of the Year. First-year Emily Schlosberg was named the conference's rider and rookie of the year. Last year, sophomore Makayla Benjamin won both rider and rookie awards for Sweet Briar.

After the three rounds, Sweet Briar and Randolph were tied with 14 team points. To determine the champion, there was a ride-off, in which the top two riders from Sweet Briar and Randolph rode course A again and the average scores were added together to determine the winner. Schlosberg and Benjamin were the top-two average riders for the day, earning All-ODAC honors.

The Sweet Briar College tennis team has had a very successful spring season with six wins and at one point, winning five out of six matches. Since returning from spring break, the Vixens have collected victories over Southern Virginia University, Ferrum College, Salem College, and Trinity Washington University.

Along with the team success, the Vixens have found individual success all over the court. Sophomore AJ Lukanuski has won eight singles

matches this fall and six doubles matches with her primary partner, Gina Rutledge. Rutledge has tallied five singles victories so far this spring.

Anna Colvin and Samantha Yew have both had successful spring, both in singles and as a doubles pairing. Together, the sophomore duo leads Sweet Briar with eight doubles victories. Individually, they have both won six singles matches. The Vixen tennis team will wrap up their 2016 season this month with three more matches before the end of April.

Sweet Briar College director of athletics Teresa Boylan announced this week the appointment of coaches for cross-country and golf. As both programs prepare to begin their inaugural seasons this fall, Megan Behrle has been chosen to lead the cross-country program, while Blaise Whittle will begin work as the head of Vixen golf.

Behrle currently serves as the interim lacrosse head coach. Along with her new coaching duties, Behrle will be serving as a strength and conditioning coach and continuing as the interim lacrosse coach. A 2009 graduate of Sweet Briar, Behrle helped to coach a running club in Washington, D.C., before coming back to Sweet Briar last fall.

Whittle has been working for Sweet Briar as the athletic facilities director since 2005 and will continue in that capacity while coaching the Vixen golf team. Whittle came to Sweet Briar after 25 years of work at Wintergreen Resort. During that time, she taught golf classes and worked with the grounds crew there to ensure the great condition of the resort's golf course.

We need your support for Next is NOW! Visit sbc.edu/gift or call the Alumnae Relations & Development Office at (800) 381-6131.