

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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My fellow Alumnae and supporters of Sweet Briar College,

The first year of the new era of Sweet Briar College has been remarkable—a new “Founding” as our dynamic alumna Leah Busque so aptly declared in her Commencement speech to the Class of 2016, describing all of us as “founders.” To our newest alumnae sisters, she advised, “Find your founding story. Establish big hairy audacious goals. Be engaged in the world around you.” Engagement lies at the heart of all success stories!

Our College founder, her principles, and the original intent laid out in her charitable trust call on all of us to be women of consequence. For Indiana Fletcher Williams, that meant being a visionary who believed in the importance of the education of women. She was also engaged in all of the business affairs of her properties and a steward of the resources she was able to secure. That included financial holdings as well as stewardship of the natural and historic resources that she believed should be protected and used wisely. Indiana loved this place.

I have had the privilege over the past several months to meet and get to know many extraordinary young women on the campus of Sweet Briar and women who attended Sweet Briar over the past eight decades, all of whom are women of consequence. My path has also intersected with the parents, brothers, sisters, daughters, and sons of alumnae who, with no exception, herald the boldness their Sweet Briar women developed at the College. They recognize the qualities of vision, engagement, and stewardship instilled in their mother, daughter, or sister, who then invested those qualities in every endeavor after they left the campus to make their mark. Those principles of our founder are at the heart of where we go from here.

I believe we can all agree that Indiana would be proud of her alumnae, and she would be proud of our first year—this second founding of the College. We see all that President Stone has brought back through his inimitable stewardship ethic regarding our human, financial, natural, and historic assets. He has encouraged the engagement of our alumnae and friends as well as the importance of participation in all College events and activities. He has reminded us that we must be fully present in the life of the College. This place that we love is only as vital as we make it. We are so fortunate to have had his leadership this past year and to have it next year as well.

Engagement has been the hallmark of this first year. Alumnae, students, faculty, staff, and supporters who have given selflessly to the College remind all of us that continued engagement at a high level will be pivotal over the next four or five years while we rebuild enrollment. The end of our first fiscal year since our new founding will make a statement of performance not seen in years at Sweet Briar College. I ask you to remember, and remind all of your fellow alumnae, that the College requires all of us to stay the course as the founders of this new era: engaged in the life of the College and focused on the journey ahead. Indiana would expect nothing less.

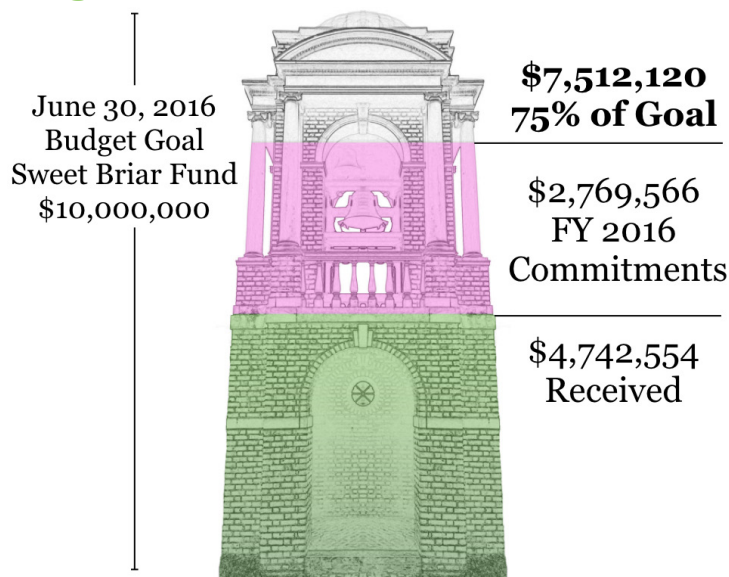
With gratitude,

Mary Pope M. Hutson, '83

Vice President for Alumnae Relations and Development

Email: mpmhutson@sbc.edu

Progress on FY 2016 Sweet Briar Fund



As of May 17, 2016. \$7,000,000 Saving Sweet Briar donation not included in totals/goals.

Send your annual gift in today: sbc.edu/gift

next is **NOW**

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!

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

Tax Savvy Strategies - Receive Income Tax Deductions and Bypass Limitations on Itemized Deductions

The Pease Amendment Limitation on Itemized Deductions

The Limitation on Itemized Deductions (known as the "Pease Amendment" after Donald Pease, the Ohio congressman who helped create it) reduces most itemized deductions by 3 percent of the amount by which an individual's adjusted gross income exceeds a specified threshold, up to a maximum reduction of 80 percent of itemized deductions.

A Strategy to Bypass the Pease Amendment

A charitable gift that bypasses the Pease Amendment is the Non Grantor Charitable Lead Trust. The donor establishes a charitable lead trust which operates much like a private foundation in that the trustee of the trust makes annual gifts to Sweet Briar College for a term of years after which the trust property that produces the income payments is transferred to the donor's spouse, children, grandchildren, nieces or nephews or other designated beneficiaries. The lead trust receives an income tax charitable deduction for the charitable gifts each year to Sweet Briar College. This is a trust income tax charitable deduction and thus it is not reduced by the Pease Amendment.

A Strategy to Bypass Income Tax Limitations on Individual Charitable Gifts

The lead trust is also an excellent idea for donors who make charitable gifts that exceed the individual limitations on the amount that is deductible for a person's charitable gifts. The lead trust bypasses these individual limitations and thus provides additional income tax savings for charitable gifts that go beyond the individual limitations. The lead trust receives an income tax charitable deduction for the charitable gifts each year to Sweet Briar College. This is a trust income tax charitable deduction and thus it is not reduced by the limitations on an individual's charitable gifts. The lead trust also can completely eliminate estate and generation skipping tax.

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.

For more information, please contact:

Claire Dennison Griffith '80

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Learn more about how to make your most tax savvy significant gift through planned giving at an informative discussion during Reunion with Winton C. Smith, J.D., planned giving consultant.

From the Alumnae Alliance Council: Request for Alumnae Nominations for Working Committees

Please consider nominating Sweet Briar College alumnae to serve on two working committees serving the Board of Directors. We are looking for an alumna member of the Presidential Search Committee and an alumna member of the Alumnae Committee of the Board of Directors. Self-nominations are welcome and will be accepted until the end of Reunion (June 3-5, 2016). If you have any questions, please contact a member of the Alumnae Alliance Council. Please complete the online nomination form here: <https://a.pgfb.me/rkS1Fg>.

Alumnae Alliance Online Silent Auction: Bid, Buy, Give!

Have you heard about the Alumnae Alliance Silent Auction? Thanks to Norma Valentine '93, this creative fundraising initiative is in full swing. Bidding opens this week and closes on June 4. A donation to the online Auction, either physical or monetary, goes a long way to helping Sweet Briar be sustainable in perpetuity. Find out more by visiting <https://a.pgfb.me/8KqwnD> and make your bid at sbc.edu/auction.

Accolades to our Alumnae Admissions Recruiters

Thanks to over 500 Alumnae Admissions Recruiters, Sweet Briar College has been represented at more than 200 college fairs this year in 26 states and abroad. In addition to the alumnae who represented SBC at these fairs, many have called and emailed prospective students, brought them to campus to give them personal tours, and in the case of AARs who live on campus, hosted them or their parents in their homes.

While many of our alumnae go to great lengths to recruit students to Sweet Briar, two alumnae in particular, Jackie Montero '13 and Sarah Elkins Ince '99, drove prospective students to visit Sweet Briar. Both Sarah and Jackie worked in Sweet Briar's Admissions Office after graduating, so they understand that side of the prospective student equation. Sarah, now a college counselor at Gray Stone Day School in Misenheimer, NC and on the opposite side of the college admissions process, says, "Any time an alumna is driving past campus, she should load up her car with any students who might be interested in Sweet Briar." Sarah explained that the campus visit is imperative for the whole family, too — the student's parents "need to see their daughter's face light up when she realizes that she just found her place."

Jackie, assistant director of admission at St. Margaret's School in Tappahannock, VA, also believes in the importance of the campus visit: "If you encounter any high-school aged student who is interested in engineering, or appreciates natural beauty, if you think she'd be a good fit at Sweet Briar in any way, just say "You should look at Sweet Briar." Often, if I leave it open-ended, they'll go Google it on their own and come back with questions later. Make sure you're available for follow-up questions, and offer to take them to Sweet Briar."

The Regional AAR team and Alumnae Alliance Council members in particular have stepped up to the plate. For several weeks, these alumnae have called and emailed accepted applicants who are undecided about coming to Sweet Briar, answering all types of questions about the College. To all of our AARs, thank you for taking an active role in recruiting next year's class! Building enrollment is a responsibility we all share. Prospective students continue to make deposits daily. If you would like to help by talking with these students, please contact Marcia Thom-Kaley, Director of Alumnae Admissions Recruiters, at 434-381-6331 or directorofaar@sbcedu.

Class of 2016 celebrates new and old traditions at Commencement

The Class of 2016 were honored in many ways over the past week. They celebrated their senior traditions all over campus, including a special brunch, an awards ceremony, Baccalaureate, and of course, Commencement. These students also created traditions of their own.

On Tuesday, May 10, the seniors attended a Fancy Hat Brunch at Hubbard House. Besides enjoying the delicious food prepared by Dining Services (including the much-beloved bacon!), the class of 2016 celebrated their accomplishments with the Office of Alumnae Relations and Development. They closed with a class photo and a toast, and as they left, each student received a special pin designed by DJ Stanhope, senior associate director of alumnae relations and annual giving. The pin echoes the design of the original Sweet Briar sign, which stood at the original entrance to the College until the early 2000s. As Kathy "kp" Papadimitriou explained their senior gift to them, she conveyed the pride the office feels for these graduates. "You all trusted us," she said. "That means so much to our alumnae and the future of the College itself."

On the Saturday morning of Commencement, the Offices of Admissions and Alumnae Relations and Development came together to help the seniors don their robes before the procession began. Amidst the bobby pins to secure the mortarboards and the safety pins to secure sashes and cords, the offices that helped bring these special students to Sweet Briar and will connect them to Sweet Briar upon their graduation made sure these students looked picture-perfect. Along the way, the staff got a special preview of some of the artworks created from the decorations our seniors applied to their mortarboards.



Collage of photos of decorated mortarboards by Deirdre Conley '72.

During the Commencement speeches, Alumnae Alliance Co-Chair Debra Elkins '93 formally welcomed the Class of 2016 into the Alumnae Alliance. Congratulations to the Class of 2016! We look forward to welcoming you back home soon.

Reunion 2016

Registration ends on May 23! Be sure to sign up for Reunion before then. You won't want to miss out on everything we have planned!

Fundraising Update: The Class Challenges

As we approach Reunion 2016, we collected the statistics on standings of both participation levels and dollars received for the Sweet Briar Fund. Updated rankings will be announced at Reunion, just 25 days prior to the end of the fiscal year. But many are close so we anticipate a true photo finish! Remember, all classes are asked to participate so please make your best gift NOW. The percentage of participation in annual giving is also a metric used to evaluate colleges. Unlike *U.S. News and World Report*, which only looks at degreed alumnae in its publication as a measure of alumni engagement, we are including **all alumnae** in our participation statistics.

But it's not over yet! As of May 18, we have 43 days until the close of the fiscal year. Which class will have the highest participation? And which will raise the highest amount and win the Nancy Dowd Burton '46 Award for unrestricted giving? Which classes will dominate in each decade? It's anyone's game now... will it be your class?

Here are some statistics as a teaser. Based on what we hear from our fund agents (that we should expect more gifts daily), these rankings can change at any minute!

Year	Participation
1934	2.6%
1935	2.7%
1936	0%
1937	0%
1938	14.8%
1939	5.8%
1940	10.4%
1941	12.7%
1942	11.8%
1943	20.5%
1944	28.5%
1945	18.7%
1946	16.6%
1947	10.6%
1948	14.0%
1949	20.5%
1950	23.0%

Year	Participation
1951	29.6%
1952	21.4%
1953	30.0%
1954	27.3%
1955	30.2%
1956	19.2%
1957	30.8%
1958	25.7%
1959	25.0%
1960	26.1%
1961	23.0%
1962	28.2%
1963	31.0%
1964	32.4%
1965	24.7%
1966	22.0%
1967	35.3%

Year	Participation
1968	20.1%
1969	12.6%
1970	26.0%
1971	21.6%
1972	25.0%
1973	23.3%
1974	24.8%
1975	29.3%
1976	16.9%
1977	16.0%
1978	29.9%
1979	20.7%
1980	21.9%
1981	20.0%
1982	15.5%
1983	23.2%
1984	19.4%

Year	Participation
1985	18.9%
1986	24.8%
1987	14.4%
1988	18.7%
1989	17.2%
1990	13.7%
1991	21.5%
1992	21.5%
1993	27.6%
1994	20.0%
1995	20.8%
1996	22.0%
1997	20.8%
1998	32.3%
1999	31.4%
2000	26.8%
2001	22.7%

Year	Participation
2002	21.0%
2003	21.2%
2004	20.1%
2005	20.3%
2006	22.6%
2007	18.0%
2008	17.4%
2009	15.0%
2010	20.8%
2011	18.9%
2012	12.7%
2013	18.2%
2014	14.4%
2015	15.1%

Please see the finishers in order of win, place, and show for Reunion Class Giving. These are followed by the finishers for non-Reunion Class Giving by decade.

Reunion Classes

Finish	Class
Win	1966
Place	1976
Show	1961

Non-Reunion Classes, cont.

1960s	
Finish	Class
Win	1964
Place	1960
Show	1963
1970s	
Finish	Class
Win	1975
Place	1979
Show	1972
1980s	
Finish	Class
Win	1983
Place	1982
Show	1980

Non-Reunion Classes, cont.

1990s	
Finish	Class
Win	1997
Place	1990
Show	1998
2000s	
Finish	Class
Win	2000
Place	2004
Show	2002
2010s	
Finish	Class
Win	2010
Place	2012
Show	2014

Non-Reunion Classes

1930s & 1940s	
Finish	Class
Win	1949
Place	1942
Show	1935
1950s	
Finish	Class
Win	1954
Place	1957
Show	1959

Some of these classes are really close to taking over the next position! In the 2010s, the difference is just \$500, while in the 1990s, it's just a matter of \$5,000.

Vixen Voices: Comment Les Renardettes Ont Sauvé Leur École

This past semester, professor of French Marie-Therese Killiam and her independent study group took on the project of translating “How the Vixens Saved the School,” a children’s book by Josh Mundy and illustrated by alumna Victoria Hang. Megan Johnston ’16, Hannah Beall ’17 and Arienna Groves ’18 collaborated on the project, translating the same pages for homework each week. In class, they read and edited their translations together to come up with the best rendition for each page. Initially these students attempted to replicate the rhyming structure of the English version of the book. The students realized that the meaning was getting lost in the rhyming and decided to forgo the rhyming structure.



Professor Killiam said that she and her students expected that translating a children’s book would be easier than a novel or other piece of writing, but it wasn’t. “The students in the class all lived this traumatic event and relate to the story on a very personal level. Thus, besides being a good first work to translate, it was cathartic as well,” says Killiam. She and her students were also extremely surprised at how quickly the book appeared for sale on Amazon.com.

The group is especially grateful to the author, Josh Mundy, for his generosity — 25 percent of the proceeds from the book are going to Sweet Briar College!

Sweet Briar mom Deanette Rogers shares her SBC pride

Deanette Rogers, mother of Rachel ’18, recently commended her daughter and her classmates through a post on social media. Deanette is an impassioned parent who demonstrates her dedication to Sweet Briar by regularly making trips to Rachel’s dance concerts and softball games on campus. Deanette’s words resonated with the Alumnae Alliance Council members as well as those on campus and wanted to share them here:

The students at SBC this year are some of the best

there have ever been. These young women are studying with gusto. They are also playing sports they have never played before so that their sisters have a team. They are presidents of clubs long before they should have had to step up to those roles. They are performers when they would rather be techies and vice versa. They have grown tap clubs decimated by the loss of members that did not return. They have dusted off their instruments, warmed up their voices, and doubled up their majors and minors. They have maintained traditions and made some new ones. They have done all of this because they are VIXENS and that is what Vixens do.

Deanette’s realization that our current students are well-rounded young women who excel in all areas of their lives at Sweet Briar is not lost on them. Thanks, Deanette, for your kind words and for all you do!

Singer, songwriter Rachel Platten performs at Sweet Briar College

When checking guests in for singer-songwriter Rachel Platten’s concert on Saturday, May 7, the last thing volunteers expected to see was a group of more than 30 Girl Scouts literally jumping to see their idol. But there they were, bearing gifts of roses and beaming smiles. Their excitement was matched by that of students, alumnae, faculty, staff, and other future Vixens eager to see and hear the anthem of the fight to save Sweet Briar: Rachel Platten’s “Fight Song.”

Sweet Briar won the Chegg Music 101 concert sponsored by Chegg and Bare Minerals. In addition to the concert, the College received a \$10,000 grant from the David B. Goldberg Music Scholarship Fund to support its music program.



Perhaps the most exciting part of the evening was the feeling that Rachel conveyed while on stage. As she came back on stage to perform her encore, she asked, “Is there something you’ve been waiting for?” Rachel then went on to explain how the story behind “Fight Song” parallels the story of what it took to save Sweet Briar. “It is incredible what you guys did as a community, and I’m

“RACHEL PLATTEN” CONTINUED ON PAGE 6



New Book Shop Website!

Sweet Briar is happy to report that the Book Shop has a new website. After months of hard work, with limited financial resources, the new site launched this past week, giving Sweet Briar supporters worldwide the opportunity to purchase Sweet Briar merchandise, from clothing to mugs to specialty gift items. The project is a real testimonial to making things happen on limited resources and using well the time and talent of many volunteers.

Students in the “Shop Sweet” initiative helped implement these changes, including Taylor Patterson ’16, Katie McGinley ’17, Vera Major ’17, Kelsey Page ’17, Rosie Powers ’18, Melissa Wert ’18, Katie Fisher ’17, Xin Zhang ’16 and Kristie Shirlen ’17. Business professor Thomas Loftus supervised the practicum. Chief technology officer Aaron Mahler and web developer Elisabeth Mahler provided vast technical expertise. Former chief financial officer Tom Connors and current chief financial officer Tim Klocko, and Book Shop staff members Dianne Williams ’68 and Shirley Barney PA ’98 played huge roles in implementing these changes as well. Sharon Watts Turner ’91 and Myth Monnich Bayoud ’80 donated much of their time to re-staging the store to improve its appearance. Alumnae Jocelyn Connors ’62, Cindy Conroy ’74, Kim Patmore Cool ’62, Kristin Herzog ’70, Amoret Jorgensen ’82, Evangeline Easterly Taylor ’00 and friend of the College Ansley Browning made numerous contributions to expand the merchandise of the Book Shop. Most of all, Lynn Lewis, manager of the Book Shop, DJ Stanhope ’81, senior associate director of alumnae relations and annual giving and professor Amy Leigh Campbell ’97 demonstrated enthusiasm, leadership, and patience through their oversight of the logistics and organization of this project. Many thanks to all who were involved in this important project! This is a big step to increasing auxiliary revenue for the College.

Please take a look at the new look of the site and the merchandise available for purchase at <http://shopsweet.sbc.edu>. Since we are still in a transitional phase, the site is a work in progress. Please send any issues you may have (or compliments!) to shopsweetbriar@sbc.edu.

“RACHEL PLATTEN” CONTINUED FROM PAGE 5

so proud to be here and so honored to be here. That is what it is all about. It’s about taking what you want and fighting for it and not taking no...There’s a lot of strong women in this audience and I love nothing more than women going after what they want and getting it. It’s incredible; it sets a beautiful example for all you little cuties with the roses,” referring to the Girl Scouts who had made their way to the front of the audience and were offering their pink roses to Rachel all evening.

“I wrote this song when I did not think that this was possible. I mean, I must have somewhere deep inside, I must have still believed in myself but everything on the outside told me that this was pretty much a crazy train and that it wasn’t going to happen. Yet I still kept going, I still kept working, and I still kept trying and finally I was so frustrated that I wrote this song declaring that I didn’t care if anyone else believed in me, I still believed in myself.” The audience cheered. “That song changed my life and I don’t know how, all I know is that you guys, if you have something that you’re going after, besides saving a school which is pretty incredible, do not give up on yourselves, do not stop fighting for what you believe in.”

Rachel then played the song we had been waiting for all night. The alumnae, faculty, staff, friends, and Girl Scouts matched the volume of Rachel and her sound system, singing every word, beaming with pride.

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