Dear Friends,

The new year is a wonderfully appropriate occasion to thank everyone for the warm welcome that my husband, Rick Manasa, and I have received at Sweet Briar. This campus feels like home already, and we are delighted to get to know more of you every day.

We hope you come to Sweet Briar soon so that we can make you feel as welcomed as we have been. If you haven’t been to Sweet Briar lately, you haven’t been to Sweet Briar!

Our teaching focus is shifting to prepare students to live in a world that is digitally sophisticated. We practice what we preach: Instead of a traditional card this year, you can view our not-so-traditional holiday video message at www.sbc.edu. In keeping with our pledge to lessen our carbon footprint, more of our communications will be delivered electronically. Please keep us informed of your current email address at alumnae@sbc.edu. Our ultimate responsibility is to generate the future that our students will lead. Let our legacy be carrying Sweet Briar’s tradition of excellence into the digital age.

Connecting students with the land through this 3250-acre laboratory gives them a sense of environmental responsibility and stewardship. Issues of sustainability are examined across the curriculum because the future belongs to those who take care of the present.

Whether on the sports fields or in the classroom, the art studios or the labs, we give students the experience of discipline, focus, goal-setting, and empowerment. Quite simply, Sweet Briar builds leaders.

Our fundamental philosophical commitment gives us great pride: we take the long view, educate students for a lifetime of learning and reflection, and think about generations past and yet to come.

Our responsibility to protect the rich legacy of which you are part includes financial responsibility, even in difficult times. We do that with the help of all of you who love Sweet Briar.

Handed from generation to generation, the College becomes stronger.

Thank you for being part of our vision at Sweet Briar, and thank you for inviting Rick and me to be part of your future. We are touched by the warmth of the welcome extended to us as we join this vibrant community. May 2010 bring you much happiness, and may it also bring you back to Sweet Briar!

Jo Ellen Parker, president       Rick Manasa
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INSIDE BACK COVER: In the Sweet Briar Tradition: Linda Mae Visocan Gabriel ‘87
President Parker was joined by a very supportive group of family members for the special occasion. Seated, L-R: Morgan Manasa (stepdaughter), Janet Ahlstrom (sister), Jo Ellen Parker, Justine Johnson (mother), Linda Perry (cousin). Standing, L-R: Laura Dwyer (stepdaughter), Bill Perry (cousin), Rick Manasa (husband), Adam Ahlstrom (nephew), Jim Perry (cousin), Sue Perry (cousin).
Faculty, senior staff, delegate representatives, the presidential stage party, and the senior class met in Prothro Hall to robe themselves for the ceremony and prepare for the inaugural procession to the Fitness and Athletics Center. Anticipation was in everyone’s eyes and on everyone’s lips as they greeted one another, joked about the rain outside, encouraged one another, and took a last, deep breath before the main event.
The Albemarle Pipes and Drums Band led the inaugural procession from Prothro Hall to the new Fitness and Athletics Center through a dramatic downpour. Braving the weather, robed constituencies marched one after the other through the rain, buoyed by the cadence of the drums and resonating pipes. The rain became a challenge that created a kind of bond—in this case, most were quietly chuckling about the common experience of wet feet. It also rendered stepping foot inside the new Fitness and Athletics Center for the first time all the more rewarding.

Once inside the Upchurch Field House, the students stood on their chairs and chanted a hearty “holla, holla” to Dr. Parker. With the green walls set aglow with pink lighting, the ceremony commenced, and Dr. Parker was sworn in as Sweet Briar’s tenth president.
You [Sweet Briar] have not lacked in the past for leaders with stamina and vision, and once again I believe you have chosen the right woman for the job in these times. The challenges these days are not only many and complicated, they are unusually interesting and they present exciting opportunities for all sorts of institutions—not least for a liberal arts college like Sweet Briar . . .

Without question, the most fundamental challenges come out of the technological revolution we are living through. It is having a profound influence on how, where, when, and what we teach— it is altering the notions of teaching spaces, academic calendars, the relationship of students to faculty, faculty to the institution, and just generally, it is making us rethink how we do our business . . .

Designing the formal educational experience to lead a student to deal in depth with subject matter, to understand sophisticated, subtle aspects of a work of literature, a problem in biology, a painting by Duchamp— to understand the meaning and purpose of intellectual integrity in a time when information from all sources is ubiquitous—is what a liberal arts college does best . . .

Managing the wise use of instructional technologies in the support of liberal learning is the task of faculty and administrators working thoughtfully together and these are just the issues your new president has been focused upon for the last five years. The issues are complicated and the costs if not addressed sensibly can be prohibitive, but the issues are fascinating, are fundamental to the educational mission of the institution and can give a small college new energy and purpose.

It is an interesting, challenging and exciting time to be thinking about ensuring the best educational experience for women fortunate enough to come to this beautiful place. Many colleges and universities seem to be responding to the current economic downturn by hunkering down, fiddling about the margins and praying for a quick return to their recent good times. To respond in this fashion seems to me to miss a great opportunity. Those particular “good times” will probably not recur but a different set of “good times” can be imagined—and given all that is happening in the world—what better moment could there be to consider together how a Sweet Briar education could strive to prepare a woman for a life that will probably be both somewhat like, but also very unlike that lived by members of the current faculty and administration.

So as it is always so easy to give advice, I say “carpe diem” and God speed.

And to your new president, a few suggestions to help you to lead your new life with equilibrium:

1. Understand that leisure is a state of mind, not an interval of time.
2. Enjoy people as they are, for chances are that only the students will mature and change.
3. Appointing people of vision, character, energy, and brain is always good—but for your own mental health never forget the importance of a robust sense of humor.
4. Go tomorrow to the local SPCA and bring home a dog or two— they will always be glad to see you and never ask how your day went.
5. And finally, may you be blessed with the stomach of a goat.
Jennifer Lundy ’10, president of the Student Government Association

...Indiana Fletcher Williams had a vision for transforming young women into productive members of society. These young women would spend four years at Sweet Briar learning and engaging, practicing and perfecting, and then go out into the world to make a difference and change it. It has been said that a leader’s courage to fulfill her vision comes from passion, not position. Both Indiana and Dr. Parker possess the passion for excellence that makes Sweet Briar College so great. Miss Indy’s vision has become a way of life for women here at Sweet Briar College, and manifests itself not only in our students, but in our faculty, staff, and leaders as well. We welcome Dr. Parker into our tradition of excellence, and we are confident that she will lead us with dignity, courage of conviction, and passion.

Shirley P. Reid, library circulation supervisor

...Sweet Briar College has been an exceptional place to work, and it has been a place of exceptional change over the years. In the 1950s, Sweet Briar College’s students were primarily wealthy and of a single ethnic group. As the country’s views have changed, so have Sweet Briar’s. We now attract students from all walks of life and from all ethnic groups. Students from all over the world attend Sweet Briar College today and many of them receive need-based financial aid. This is a far cry from my early days.

Additionally, we have grown to be a leader in technological advances for students, faculty, and staff. Through workshops and training, our college is on the cutting edge of computer access and use.

It is so appropriate that you, Dr. Parker, have been selected as the tenth president of Sweet Briar College. Your visions of diversity and technology are a remarkable match for Sweet Briar and its future.

Rob Alexander, professor of environmental studies

...Just as we ask our students to challenge our ideas in the classroom, we also see it as our task to challenge you, Dr. Parker, and we expect you to challenge us. Through spirited discourse among all members of the campus community, and through a strong system of shared governance between the faculty and the administration, Sweet Briar College will prosper and grow to meet its full potential. As faculty, we have invested our professional lives in this institution, and many of our careers span across the terms of presidents. Today we entrust our legacy into your care with the faith and confidence that together we will build an even stronger and more intellectually challenging Sweet Briar College. Madame President, you have our confidence.

Jennifer Crossland ’86, president of the Alumnae Association

...As a testament to the passion our alumnae share for this institution, close to 300 alumnae representing eight decades of graduates from 1935 through 2009 have traveled here to participate in this joyous occasion and to pay tribute to you [Dr. Parker]. On behalf of the 14,000 members of our Alumnae Association, it is our great pleasure to receive you into this educational community that is so special to us for the many ways in which it has enriched our lives.

As you know, the Sweet Briar community extends far beyond the front gate of this beautiful campus. Our alumnae hold positions of local, national, and international prominence and make impressive contributions in professional and volunteer capacities. We thank you for traveling around the country and world to introduce yourself and share your vision for the future of our beloved alma mater. You will meet alumnae who are excited to host events for you in their cities and hometowns and who are eager to share with you their cherished Sweet Briar experiences.

President Parker, we are delighted and fortunate that you have chosen to spend the next phase of your career guiding Sweet Briar to remain competitive, relevant, vibrant, and strong. Your inauguration begins your legacy and ushers in a new era for Sweet Briar.
IN AUGURAL ADDRESS

Jo Ellen Parker

SWEET BRIAR COLLEGE SEPTEMBER 26, 2009

If I may, this afternoon I will forego the ritual form of greeting, and address you all simply—in the manner of my Quaker ancestors—as friends.

Today we simultaneously celebrate Homecoming, Founders’ Day, and an inauguration. As I’ve anticipated this day, my mind has been drawn again and again to the concept of generation; and so it’s of generation and of generations that I would like to speak.

But first, I would like to add some personal greetings to the chorus of welcomes. The College that we love and celebrate is the cumulation of the experiences of many generations of Sweet Briar women. Welcome to all those alumnae and friends who have returned for Homecoming. This lovely place, this land and these buildings, resonate with the dreams and aspirations you nurtured here, and it is richer because each of you became part of it.

Generations of my family join the Sweet Briar family here today as well. Welcome to my mother, my sister and nephew, my cousins and their spouses, my stepdaughter. I had the immense good fortune to be born into a house full of books and a family that encouraged the aspirations of its daughters. My mother and my late father, like the parents of so many Sweet Briar women, knew they could give me no greater legacy than a first-rate education, and I will be forever grateful to them for their unflagging support.

And, while we’re on the subject of unflagging support, I’d like to express my gratitude to my husband Rick Manasa. Rick has embraced Sweet Briar just as I have and has joined me fully in this adventure. He represents all the husbands and fathers and boyfriends and uncles and brothers and other men who honor and support the strength and ambition of the Sweet Briar women in their lives.

Finally, generations of my professional family are here today as well—those from and with whom I have learned so very much; not least among these Pat McPherson, from whom you have already heard. Many other dear mentors and colleagues have joined us today, representing Bryn Mawr and Barnard and Smith and Sarah Lawrence: the Mellon Foundation and JSTOR and ARTstor, and many other institutions and organizations; I thank them for all that I have learned from them and for honoring Sweet Briar with their presence.

Inevitably, thinking of families and generations brings to mind those who are no longer among us. Many distinguished women and men who served Sweet Briar are with us today in memory—inspiring professors, dedicated members of staff, and devoted directors who, during their lifetimes of service, defined and sustained the excellence of the College. Their influence shapes what we do here every day, and we feel their presence among us still.

Later this afternoon, we will proceed to the Chapel to pay tribute to the Fletcher Williams family, whose legacy established this college, as we do annually. As we honor our founders, may we also recall and honor those others whose labor was foundational—the enslaved persons and sharecroppers whose work on the land was the wellspring of that legacy. All of our legacies—personal, institutional, familial, intellectual—derive at least in part from many individuals whose names we do not recall and whose deeds we do not remember.

George Eliot, in Middlemarch, reminds us that much of the world as we know it is “owing to the number who lived faithfully a hidden life and rest in unvisited tombs.” May we commemorate all those hidden lives to which Sweet Briar owes so much as well.

Now, like any sensible person undertaking a responsibility as complex and consequential as the presidency of an academic institution, I have recently spent a good deal of time casting about for tutelary deities whose auspices I should cultivate. I have considered many candidates—gray-eyed Athena, she of wisdom and guidance; Phoebus Apollo, of truth and music (but I think Dean Green, composer of the wonderful piece we just heard, has an exclusive understanding with Apollo); theatrical Dionysus, he of ecstasy and epiphany (but I think Dean Steele would prefer that I not actually encourage him)—or perhaps elephant-headed Ganesh, the deva of study and letters, the remover of writer’s block. (On whom I called more than once in composing these remarks!) But I have finally settled, personally, on double-headed J anus, he of beginnings and endings, doorways and passages, of past and future and the transitions between them.

In Roman myth, as you’ll recall, J anus is gifted with the ability to simultaneously see the past and the future. He stands, as we all inevitably do, on the fulcrum of the present, at the precise point at which the weight of the past and the potential of the future hang in balance. As individuals, we all stand on the pivotal point between the generations that preceded us and the generations that
will follow us. As scholars and educators we likewise stand between those from whom we have learned and those who learn from us, between the lessons of the past and the discoveries of the future. It is the Janus-like role of higher education to simultaneously interpret the past, serve the present, and generate the future.

Perhaps it goes without saying here at Sweet Briar, but an educational philosophy that does not rightly balance tradition, service, and innovation cannot ultimately be satisfactory. We have long known that an educated woman, in her scholarly and professional and civic lives, must be able to understand present circumstances in historical context and to assess their potential future implications. As educators in the tradition of the liberal arts, we are proud of our fundamental philosophical commitment: we take long views, we educate students for a lifetime of learning and reflection, we think about generations long past and yet to come.

But as Harvard president, Drew Faust, noted in a New York Times essay earlier this month, there are at the moment many forces that discourage higher education from taking the necessary long, interpretive, and speculative view. Under the pressure of economic contraction, and in the spirit of utilitarianism, higher education is increasingly called to account for itself in purely immediate terms. What jobs do students get the year after they graduate? What discoveries from academic labs can be put to use for immediate profit? Educational programs and organizations that define their missions frankly in terms of short term market value—many of them operated as for-profit businesses—are flourishing. Regulatory bodies propose assessment
measures focused solely on short-term outcomes.

Now, I would be the first to agree that academic engagement in the needs of the present is a good thing. Students indeed must be prepared to succeed in useful professions; academic research should indeed engage the most pressing problems of society; institutions should account clearly and willingly for their present day impact on students and on society. It is right and good for higher education, and for a college like Sweet Briar, to ensure that it responds to and serves the present social and economic claims of its students, its community, its nation, and the world.

But without the balancing Janus-views of past and future, an insistent focus on the present becomes, in President Faust's word, “myopic.” As she put it, “Higher learning can offer individuals and societies a depth and breadth of vision absent from the inevitably myopic present. Human beings need meaning, understanding, and perspective as well as jobs.” It is not the immediate and present outcomes of education that will tell us whether we are succeeding in offering our students vision and understanding that is grounded in the past and will be influential in the future. For that, we must attempt to gaze ahead.

Fortunately Janus had the gift of actually seeing the future; we do not. One thing we do know about the future is that, as the great Yogi Berra pointed out, it ain't what it used to be. It ain't what it used to be demographically, it ain't what it used to be economically, and, crucially, it ain't what it used to be technologically. Digital information technology marks one of those moments of punctuated equilibrium that irreversibly changes the relationship between the past of higher education and its future.

As we stand, Janus-like, looking backward and forward, we can see the technological pivot on which we stand. Academic institutions, the professional structures of the professoriate, scholarly communications, and pedagogical practices—most of the institutional features of what we know as higher education—were shaped in a world in which information was scarce, expensive, and difficult to move around. Books, paintings, maps, laboratory equipment, sound recordings, performances, scientific specimens, and expertise were hard to find and hard to get to, expensive to maintain, and challenging to reproduce or share.

Many aspects of higher education followed from these economic and technological facts. Libraries were built, and the profession of librarianship defined, in order to safeguard and provide access to expensive and scarce materials. Professional societies, annual conferences, and periodical publications developed in order to facilitate the sharing of expertise and the dissemination of research findings among remote colleagues. Curriculum assumed that students would have access primarily to the academic resources actually located on campus with them. The primary information resource in the classroom was the professor's expertise, the books in the room, and possibly some maps or other audio visual displays.

But now, the fundamental assumptions have changed. Digital information is cheap and pervasive and really easy to reproduce and move around. The educational challenge now is not making sure that students have access to sufficient information but rather making sure they know how to sort through the overwhelming amounts of information with which they are bombarded. Scholars now need not wait until next year’s annual conference to hear exciting research results, or to wait for the quarterly publication
of a journal to learn about advances in their fields. They can take a webinar and talk with experts in real time, and watch as experiments on other campuses or in other nations unfold, or read prepublishation articles online. It is no longer necessary to buy every guest lecturer a plane ticket and ask her to devote three days to visiting campus in order to get the benefit of her immediate answers to student questions.

Briar women are prepared to succeed and to lead as digitally sophisticated scholars and citizens. Can they interpret and create multimedia presentations that present scholarly evidence in a meaningful way? Can they locate the datasets that contain the information they need, and use the appropriate tools to mine that data? Are they as effective in a desktop videoconference as they are around a seminar table, and can they communicate through blogs and in e-mail as well as they can in essay form? Can they create interactive maps comparing historical migration trends for various population groups? If we are serious about preparing them to shape the future, we must make sure that we are educating students, while listening to a professor’s presentation of a topic, can be Googling for alternative views, or fact checking his assertions, or maybe shopping online while their handhelds record the discussion for later consumption.

Looking out at this audience, and all the eminent faculty members and delegates in their splendid medieval regalia, I see an emblem of the current moment. How many of those grand robes are concealing blackberries and iPhones? I know mine is. I assume that a number of you have already Googled Ganesh to find out if he is really the patron of letters, or perhaps you recorded those wonderful bagpipers, and some of you have even Tweeted about the theme of this speech!

As educators in the early years of the 21st century we must ask ourselves, in an intentional and thoughtful way, what it means to be a liberal arts college in the age of digital information. And we must commit ourselves to making sure that Sweet Briar women are prepared to succeed and to lead as digitally sophisticated scholars and citizens. Can they interpret and create multimedia presentations that present scholarly evidence in a meaningful way? Can they locate the datasets that contain the information they need, and use the appropriate tools to mine that data? Are they as effective in a desktop videoconference as they are around a seminar table, and can they communicate through blogs and in e-mail as well as they can in essay form? Can they create interactive maps comparing historical migration trends for various population groups? If we are serious about preparing them to shape the future, we must make sure that we are educating students, while listening to a professor’s presentation of a topic, can be Googling for alternative views, or fact checking his assertions, or maybe shopping online while their handhelds record the discussion for later consumption.

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Fitness and Athletics Center Dedicated During Homecoming
Paul Cronin and Jennifer Crispen inducted into Hall of Fame

JENNIFER MCMANAMAY, staff writer

An immutable din of happy voices filled the Upchurch Field House on the night of Saturday, September 26, 2009. They—Sweet Briar students, alumnae, faculty, staff, and guests—had come for a party in the room where just a few hours earlier Jo Ellen Johnson Parker was officially sworn in as the College’s tenth president. Maybe it was the excitement of the day or the long anticipation of being in this room in this building, Sweet Briar’s Fitness and Athletics Center, which is so brand new that crews would be back to work on it Monday. For most, the events of this Inauguration/Homecoming Weekend offered their first look inside the center.

Revelers basked in the green glow cast by the wall paint and the lighting set up for the occasion. The room had been transformed from earlier in the day, when 1,100 chairs had filled much of the floor. Now, more than 100 tables were elegantly set and food stations around the perimeter offered Latin, Mediterranean, Asian, and Virginian tapas-style cuisine.

On this night, the College was celebrating the inauguration of a new president, the dedication of the long-awaited building, and the induction of two cherished members of the Sweet Briar teaching community into its Athletics Hall of Fame, Paul D. Cronin and the late Jennifer Crispen.

It was “undoubtedly one of the most phenomenal days in the history of Sweet Briar,” said Kathy Upchurch Takvorian ’72, one of several speakers during the formal dedication of the fitness center, which opened the gala. The field house is named for Ann Samford Upchurch ’48, mother of Takvorian and board of directors chair Virginia Upchurch Collier ’72.

All three were student athletes during their time at Sweet Briar and continued to support the College through philanthropy and service on numerous committees and the board. Takvorian chaired the fundraising committee for the fitness center.

After a ceremonial ribbon cutting, the stage was turned over to The Real Geniuses, who would rock the house into the early hours of the morning. Between the band’s first and second sets, however, the Hall of Fame induction ceremony was held to honor Cronin, director of the riding program for thirty-four years until he retired in 2002, and Crispen, who coached several sports and taught at Sweet Briar for thirty years.

When the induction concluded, the band, which had been chosen for the event by a student vote, took the stage again. Before long, the tables were mostly empty, the dance floor was packed and the all-out party was on.
Dr. Katherine Upchurch Takvorian ’72 and board chair Dr. Ginger Upchurch Collier ’72 smile together at the dedication of the Upchurch Field House in the new Fitness and Athletics Center. The field house is named for their mother, Ann Samford Upchurch. In 2006, Mrs. Upchurch was inducted into the very first class of Sweet Briar’s Athletics Hall of Fame.

Board of directors members Karen Gill Meyer ’63, Dick Leslie and wife Ellie, Natalie Batman Barton ’08 and husband James, Jo Ann Soderquist Kramer ’64, parent steering committee member Donald Chappell.

Alumnae Board members (L-R): Ellen Harrison Saunders ’75 and Linda Frazier-Snelling ’75 enjoy the evening of dinner and dancing.

Director of auxiliary services Steve Edwards and his wife Wynde.
celebrations

Emilie Malone ’04, Sarah Ruff ’04, Jozanne Summerville ’04, and Philicia Reid ’10.

Frances “Francie” Root ’80, Mary Ann Mellen Root ’53, Frances McClung Ferguson ’80.
Jerri Elliot ’13, Britt Schneider ’10, and Sue Knouse ’05.

L-R: Emily Lilly, assistant professor of English Tony Lilly, associate professor of English Eleanor Salotto, and El Warner ’83.

Jordan Fedrizzi ’11, Mallie Linden ’10, Carolyn Vaccaro ’11, Greer Gordon ’12, Michelle DeWitt ’12, and Ren Goldberg ’11.
I am honored to be asked to induct Jennifer Crispen into the Sweet Briar Athletics Hall of Fame, and at the same time, so very sad. Sad because she should be here with us, celebrating this amazing new building and all that it means for this College. She spent so much time reminding people how important fitness and athletics are in the development of young women, and equally as much time pounding the pavement and selling the importance of this facility to anyone who would listen. This building is truly a dream she began for all of us.

I am also sad that she’s not here teasing me in order to draw attention away from herself. If she were with us, she would undoubtedly tell some embarrassing story about me, then spend all of the rest of her allotted time talking about her players. That’s just how she was. It was never about her, it was always about all of us. Let’s make this about Crispen. (I don’t mean to sound disrespectful, that’s just what we called her.) I’ll start with the numbers . . .

Jennifer Crispen coached at Sweet Briar for thirty years. She was the head coach of thirty field hockey teams and eighteen lacrosse teams. She also coached diving for a couple of years, fencing, tennis, and probably could have coached the riding team, too, if Mr. Cronin let her. (I think she told me that she had been somewhat of a rider as a kid.)

“I know that she would have thanked all the people who directly or indirectly had a hand in her amazing career . . . And I think she might have had a piece of advice for all of us: Carpe diem—seize the day. When I reflect back on the many things that made my sister such a special person, one thing stands out: She was always ready! Ready to try that monster bike trail, try new team uniforms, try a new recipe, paint another picture of the bell tower or sunflowers, try a new hairstyle, make a new friend . . . She was never afraid to try something new . . . I think she would tell you to live your life, and that this is not a rehearsal. I think that if she were here she would say: ‘You Go Girl! Go Sweet! Do it! Live strong!’”

—Whitney Crispen Hagins
sister of late coach Jennifer Crispen
Whitney Crispen Hagins accepted the honor of Coach Crispen’s posthumous induction into Sweet Briar’s Athletics Hall of Fame. L-R: Vivian Yamaguchi Cohn ’77; Paul Cronin, director emeritus and professor emeritus of the riding program; Whitney Crispen Hagins, sister of Coach Jennifer Crispen; Katie Hearn ’85, 2006 Athletics Hall of Fame inductee; and Jennifer Crossland ’86, 2007 Athletics Hall of Fame inductee and president of the Alumnae Association.

In her thirty years at Sweet Briar, Crispen:
- was the sixth winningest coach in the country in NCAA field hockey—Division I or Division III;
- worked with the U.S. and Olympic field hockey teams;
- was inducted into the National Field Hockey Coaches Hall of Fame;
- was the Old Dominion Athletic Conference Coach of the Year four times;
- coached fifty-seven National Field Hockey Coaches Association National Academic Squad players;
- coached two nationally ranked lacrosse teams;
- coached twenty All-Americans: eight in field hockey, twelve in lacrosse;
- coached seven Old Dominion Athletic Conference Players of the Year: four in field hockey, three in lacrosse.

How about some non-sports related facts? Crispen:
- taught physical education for more than thirty years;
- was the chair of the physical education department for four years;
- was a member of nearly every committee that’s ever held a meeting on this campus;
- chaired the faculty senate for two years;
- was an extraordinarily talented painter;
- owned more pig-related paraphernalia than anyone I’ve ever met.

Pretty good stuff, huh? But Crispen was about more than numbers, or wins and losses. She was about teaching, and she was a hall-of-fame teacher, too. Her biggest lesson: she taught all of us how to fight—to fight for a win in a tough game, to fight for what we believe in (especially if we believed in the Red Sox), and how to fight cancer. She stood right up to it and wouldn’t let it get in the way of living her life. As a teacher, that’s a hall-of-fame lesson right there.

Crispen was a hall-of-fame inspiration. She inspired countless of her former players to follow in her footsteps and become coaches themselves, from moms coaching their ten-year-old daughters’ recreation council field hockey teams all the way to Missy Ackerman, an ice hockey player turned field hockey and lacrosse star, and now head coach of the NCAA Division I Longwood Lancers women’s lacrosse team.

Crispen’s courage was inspiring, and so I’ll leave you with this—Maria Kitchin, Class of 2004, is running the New York Marathon in five weeks. She’s running for the Lance Armstrong Foundation, in Crispen’s honor and memory. Maria said, “Crispen’s strength and spirit will keep me running through the five boroughs of New York.” It doesn’t get any more hall of fame than that.
Paul Cronin
2009 Athletics Hall of Fame Inductee

Paul Cronin, currently of Rectortown, Virginia, was director of the Sweet Briar College Riding Program for thirty-four years. Paul coached Sweet Briar teams to fourteen Affiliated National Riding Committee championships and reserve championships, and many horses and riders to top ribbons in recognized horse shows, intercollegiate competitions, and hunter pair races. Paul developed one of the finest collegiate riding programs in the country, including its superb facilities. He established a system and curriculum for educating both horses and riders on all levels that has stood the test of time and is studied and followed by many other schools and riding programs to this day.

Paul grew up riding and competing in horse shows in the Boston area. Later, while a graduate student at the University of Pittsburgh, he successfully campaigned horses through the national level for General Richard Mellon's Rolling Rock Farm in Pennsylvania. Paul was also a student of international horseman and educator Captain Vladimir S. Littauer for more than 30 years. Paul also served as a lieutenant in the U.S. Navy, based out of Africa and Cuba.

Paul was an “R”-rated senior judge for over twenty years with the United States Equestrian Federation (formerly the American Horse Show Association) and judged top “A”-rated hunter shows across the country. Paul continues to conduct clinics and teach, serves as a consultant to riding programs for many commercial, educational and nonprofit institutions, enjoys riding and schooling young horses and is a regular member of the first flight field with the Orange County (Virginia) Hunt. He donates his spare time and energies to various historical and environmental groups.

Paul is first a teacher. When Paul arrived at Sweet Briar in 1967, the riding program consisted of about twenty students and recreational riding in modest facilities. In researching and designing the Sweet Briar Riding curriculum, Paul integrated the College's educational mission into its riding program. The riding curriculum teaches the modern forward riding system to riders of all levels, from beginner through advanced. This system provides a foundation for all types of riding, even the highest levels of dressage, as demonstrated by Sweet Briar alumna Lendon Gray '71, who was a member of the 1980 and 1988 U.S. Olympic Equestrian Dressage teams.

Paul is held in the highest regard by the Sweet Briar faculty who elected him to represent them on several committees, including search committees for the dean and president. He was one of four faculty members elected to the working committee, now known as the faculty senate, and was elected faculty budget representative.

In 1998, Sweet Briar established an endowed position in his name, the Paul D. Cronin Chair of Riding, to commemorate Paul's years of excellence in teaching at Sweet Briar College. The stable courtyard at the Rogers Riding Center was also dedicated as the Cronin Yard. In 1997 Paul received the Educator of the Year Award from the Virginia Horse Council and was inducted into the Hall of Fame of the Southwest Virginia Hunter Jumper Association.

Paul retired from Sweet Briar in 2002. He always said that he would write a book when he retired, and Paul being Paul, did what he said he would do. His book, Riding and Schooling the Sport Horse was published in 2004 with a second printing in 2006, and he is working on a second manuscript on the history of educated riding.

Most recently, Paul was a member of the U.S. Hunter Jumper Association Trainer Certification Committee. This group of top riding professionals spent four years developing a certification program for riding instructors that brings consistency in standards, terminology, and theory to the American hunter/jumper system—something Paul brought to the Sweet Briar riding program throughout his tenure.

While achieving these many accomplishments, Paul instilled values and taught life skills to hundreds of athletes during their formative years. Those of us who had the good fortune to participate in Sweet Briar's riding program under Paul's tutelage continue to benefit from those lessons learned, including the value of preparation, hard work, having a plan, and maintaining the highest standards. There is a self-satisfaction and confidence that comes from working hard to achieve a goal, to give it your best effort, and not just 'to get by.' Paul taught us to keep things in perspective and not to lose sight of what makes life meaningful.

Paul truly believed in his students, and we believed he wouldn't ask us to do something unless he knew we were capable of doing it. We were seventeen- and eighteen-year-olds, planning and running horse shows and horse trials, organizing volunteers, and inviting well-known equestrians we had only read about in magazines to judge our events and to give clinics. It comes as no surprise that Sweet Briar alumnae continue to "run the show" long after they have graduated.

Paul's students are his legacy, for they have become the best they could be for having such a teacher. Paul Cronin—exceptional teacher, coach, mentor, and friend, and most importantly, exceptional human being—on this auspicious occasion of your induction into the Sweet Briar Athletic Hall of Fame, with heartfelt gratitude, we salute you now and always.
Vixen volleyball players huddle before their match during Homecoming/Inauguration Weekend. The Sweet Briar team engaged in a tournament over the weekend, playing Salem, Mary Washington, and Eastern Mennonite colleges.

Morganne Young ’11 rides Sweet Briar’s Hatrick in the In-house Horse Show that took place before the inauguration on Saturday, September 26, 2009.

Emily Richonne ’12 and Sweet Briar’s Chinook take the jump.

Vixen volleyball players huddle before their match during Homecoming/Inauguration Weekend. The Sweet Briar team engaged in a tournament over the weekend, playing Salem, Mary Washington, and Eastern Mennonite colleges.
Wayne Stark, director of Sweet Briar’s award-winning career services department, led an engaging career panel on Friday evening of Inauguration/Homecoming Weekend. All members of Sweet Briar’s advisory councils were asked to join in the discussion and some served as panelists. Panelists included: Kyle DuVall Blonde ’01, Kristin Chapdelaine ’08, Pia Cho ’09, Courtney Gleason ’03, Heidi Trude ’07, Joyce Scott ’05, and Ariana Wolynec-Werner ’01.

Members of the Vixen field hockey team, Jo Ellen Parker, Bee Newman Thayer ’61, and her husband, Bradley, gather on the newly dedicated Thayer Hockey Field. The field was dedicated to honor Bee Thayer’s generous contributions to Sweet Briar and the new Fitness and Athletics Center. Bee is a 2006 Athletics Hall of Fame inductee.

Bradley Thayer stands next to his wife, Bee, as she takes her first swing with Coach Crispen’s hockey stick, a gift presented to her by the athletics department and Vixen field hockey team.
The popular campus band FaSt played for the Sweet Briar crowd once again on Friday night of the big weekend. This year, FaSt invited a special guest to accompany them on keyboard—Rick Manasa, husband of President Parker, helped rock Prothro Hall. The band includes math professor Steve Wassell, dance professor Mark Magruder, chaplain Adam White, academic technology trainer and consultant Tom Marcais, and chemistry professor Rob Granger.

Rick Manasa, keyboardist, has performed with Bob Seger and the Silver Bullet Band and various Motown artists.

Students, faculty, and staff are excited about Sweet Briar’s new Houston Bistro located in the Fitness and Athletics Center. Inside the new building, the restaurant is complete with a flatscreen TV as well as table, bar, and booth seating. Much of the food will be cooked on the new, innovative Rational Self-Cooking Centers, which offer cutting-edge cooking technology. These cookers can simulate frying or steaming and can also bake and broil like a traditional oven.

During Inauguration/Homecoming Weekend, a special reception was held to officially name the Houston Bistro which honors the generous alumnae of the Houston Club who donated to its construction.

Kit Newman Detering ’76, Betsy Pearson Griffin ’62, Carolyn Monteith Clarke ’42 (not pictured), and Sadie Gwin Allen Blackburn ’45 (also not pictured) provided the leadership in Houston, Texas, that made the Houston Bistro naming possible. Pictured l-r: Betsy Pearson Griffin ’62, board chair Ginger Upchurch Collier ’72, President Jo Ellen Parker, and Kit Newman Detering ’76.

Students, faculty, and staff are excited about Sweet Briar’s new Houston Bistro located in the Fitness and Athletics Center. Inside the new building, the restaurant is complete with a flatscreen TV as well as table, bar, and booth seating. Much of the food will be cooked on the new, innovative Rational Self-Cooking Centers, which offer cutting-edge cooking technology. These cookers can simulate frying or steaming and can also bake and broil like a traditional oven.

During Inauguration/Homecoming Weekend, a special reception was held to officially name the Houston Bistro which honors the generous alumnae of the Houston Club who donated to its construction.
On Friday, September 25, Sweet Briar welcomed special guest Deborah Burnham, poet and former colleague of creative writing professor Dave Griffith and President Parker, to share her poetry at a reading of creative works. Sweet Briar’s entire creative writing faculty also read from their own pieces. L-R: adjunct professor John Casteen, assistant professor David Griffith, President Jo Ellen Parker, University of Pennsylvania professor Deborah Burnham, Margaret Banister Writer-in-Residence Carrie Brown, and Julia Jackson Nichols Professor of English and director of creative writing John Gregory Brown.
I have spent a great deal of my life thus far being in love with Sweet Briar. I was only in seventh grade when I discovered the school, and there has not been a time since then that I was not completely certain it was perfect for me.

This September’s homecoming celebration, like every year, brought the opportunity for students to meet with alumnae and hear their stories. I heard about a junior banquet after-party that turned a dorm into a barn, complete with hay bales. I heard about a girl who removed her roommate’s furniture and transplanted it all to Guion. I even heard a few stories about wild nights that are probably not suitable for print. These stories all ended the same way: “I love Sweet Briar so much! My time here was unforgettable.”

Naturally, my love for Sweet Briar was only made more fervent during Homecoming Weekend. In attendance were many women who understood my love of the place. Their influence made me start thinking about the stories that I might tell to future generations of Sweet Briar women. Without a doubt I will tell the story of our water balloon war at the lake and of the impromptu Prothro sing-a-longs. I will tell them that I am in Tau Phi. That time we had a professor come re-teach class at 1:30 in the morning? I would definitely talk about that. These are the memories that I hold near to my heart, but I do have over a year and half left here. With the many promising changes our campus has seen recently, I am certain the memories I want to hold onto will also change because something bigger than my own personal experience is occurring.

Being at Sweet Briar during such a time of change is a lot to internalize, particularly because I have been interested in the school for nearly a decade, despite only being a junior here. I am very comfortable with “my” SBC, and it is in my nature to fear change (you are reading the thoughts of a woman who has lived on second-floor Randolph twice with every intention of remaining there next year). This Homecoming was coupled with the dedication of the Upchurch Field House, a grand new addition to the College’s amenities. While I was initially unsure of the project—I admit I felt a little ornery that the beautiful, foggy view Prothro offers in the morning would be disrupted—walking into the space that Saturday night was unforgettable. In my role as a co-chair for the student relations committee, I was asked to be at the dance early. I was sure then, as I walked across the new building alone, that this was a healthy change for Sweet Briar and also that I would share the memory of that night with future generations. I have no doubt that the new field house will fundamentally change Sweet Briar’s day-to-day life and attract many different, new students. It offers us places for the entire campus to congregate and locations where students can gather informally. We are anxious to use the building and excited to see how it changes our lives.

More importantly, this year’s celebration included the inauguration of Sweet Briar’s tenth president, Dr. Jo Ellen Parker. This change is simply exhilarating for a self-proclaimed Sweet Briar devotee like me. I am among the select group of students who will have experienced both Betsy [Muhlenfeld’s] and Jo Ellen’s leadership at Sweet Briar. I am looking forward to the new adventures Dr. Parker’s term will bring. Just like Betsy, Dr. Parker has taken an active interest in our daily lives, bringing opportunity for each student to get to know her. In the future, I know I will begin some of my stories with, “One time with Dr. Parker . . . ”
In just six years, the Sweet Briar business program has evolved from a business certificate program to the largest major on campus. It is a tribute to the entire faculty, full- and part-time, adjuncts, and administrators that were involved during this period that the program was able to experience such dramatic growth. At the beginning of the 2008/2009 academic year, the business and economics departments were separated, and the stand-alone business program installed its first chairperson. The department, already committed to experiential learning, is now placing more emphasis than ever on applying critical thinking skills, business knowledge, and triple bottom line focus to real business scenarios. Students now have the opportunity to create and start their own business with the guidance of the department.

The Experiential Approach
Sweet Briar provides multiple opportunities for students to apply their critical thinking skills to all aspects of business in real-world settings. Experiential learning currently plays a large role in many courses, including marketing, marketing research, negotiations, ethical leadership, management lab, finance, investments, and senior seminar. While the curriculum is still changing to offer additional exposures for students, below are some examples of the current opportunities provided to students.

Management Lab
The first exposure students have is typically during their freshman or sophomore year, when they participate in the management lab. This course requires students to develop an idea for a fundraising event (typically held on campus), plan and market the event, secure the resources, carry out the plan, make money for the cause, and report back to senior staff. Past projects, which have included a fashion show, a battle of the bands, a pie-your-professor event, a 5k run, a silent auction, and so on, have collectively raised $15,050 over the past three years for causes that include Habitat for Humanity, Susan G. Komen Foundation, Make a Wish Foundation, and Operation Smile. This year’s fall projects include the development and sale of an alumnae cookbook and a pie-your-favorite-senior event.

Finance
The department is taking a new approach to finance that requires students to gain an in-depth knowledge of Microsoft Office Excel, an important tool in the business world today. Students will continue to learn financial staples such as time value of money, the basics of stocks and bonds, financial projections, cost of capital, cash budgeting, and risk–reward tradeoffs. The new approach will also require students to produce pro forma financial statements for a business and perform scenario analysis based on several sets of assumptions.

Investments
This semester’s principles of investments course introduces students to data driven investment principles and stresses the importance of consistently applied rule-based decisions on Wall Street. The class is working with Robert Fischer, author of The Naked Portfolio Manager, and an investment advisor and industry thought leader with over twenty years of experience managing portfolios for affluent families. With high-level guidance from Fischer and Scott, each student will

For additional information on the investments class experiment visit:
Bob Fischer’s blog and Web site
www.thenakedportfoliomanager.com
President Parker’s blog
blog.president.sbc.edu

*The triple bottom line (a.k.a. people, planet and profit) refers to an expanded, and increasingly accepted, measure of corporate success that incorporates not only economic, but ecological and social factors as well.
“Students now have the opportunity to create and start their own business with the guidance of the department.”
Senior Seminar

In senior seminar, students are challenged to bring their business disciplines together to develop a solid business plan. Although not everyone’s plan can be implemented, Sweet Briar hopes that with the additional preparation of the new curriculum, SBC will be able to produce one or two solid businesses per year that will be run by graduating students.

This Fall’s Senior Class

The senior seminar has fifteen students and nine potential businesses. While there is a broad spectrum of ideas, the most promising appear to be a start-up candy store in Bermuda, a consignment store on campus, bringing the Zipcar (or Hertz Connect) to campus, and starting a local home delivery business for organic foods (Organic on the Go).

A High-end Candy Store in Bermuda—Hayley Hill and Laura McKenna

It sounds a little bit crazy until you find out that:

- Hayley Hill’s permanent home is in Bermuda;
- there are currently no candy stores in Bermuda;
- the owner of the recently-closed candy store retired at age 80;
- Hayley’s father distributes foods in Bermuda; and
- Bermuda is home of 69,000 people with per capita income of about $76,000.

Among other things, Hill and McKenna are in the process of examining two potential properties for the store, more clearly defining the market demand, identifying a mix of candies that will minimize the amount of specialized equipment needed to meet this demand, putting together the cost structure for these candies based on the required ingredients and estimated waste, and attempting to secure volume contracts, or letters of intent, from a few critical customers (grocery stores and hotels).

Consignment Store—Kristen Dillon

Dillon had the idea that when students leave for holidays or graduation, they don’t have time to sell items they wish to leave behind. Dillon’s operation would make it possible for students to sell their previously owned items at the Book Shop. The College would keep a significant percentage of the proceeds, and the remainder would be given to those individuals providing the item(s). Some of Kristen’s challenges will be ironing out the logistics of the program with the Book Shop including space for the items, labeling of items, specifications for salable items, valuation, paperwork, and maintaining a no-added cost profile for the College. While the Book Shop has agreed to work with Dillon on the smaller items, she is working with the co-curricular life office to identify the best place for furniture.

Car Sharing on Campus—Molly McGonegle, Carlyle Eden, and Hannah Hesser

These three students believe that the potential for a rental car business on Sweet Briar’s campus exists. They believe that making a rental car easily accessible to students would add value to the Sweet Briar experience. While the women initially wanted to begin this as a stand-alone business, the insurance quickly became a blinding restriction. This team is currently in the process of assessing options with Zipcars, Enterprise, and Hertz Connect, having already brought Hertz Connect to campus for a meeting.

develop her own rule-based model by the end of the semester. These models will be tracked online against the best minds on Wall Street during 2010. Both Fischer and SBC president Jo Ellen Parker have written about the experiment on their blogs. Fischer has also appeared on television and radio shows along the East Coast, talking about the women of Sweet Briar and their experiment. He expects, using the principles in the book, that the students will beat Wall Street.
Organic on the Go—Kelly McDonald and Catie Gumpman

McDonald and Gumpman want to start a home delivery service that specializes in organic food. They believe there is a need for a local distributor that will bring together various suppliers and distribute a wide product line of vegetables, fruits, meats, dairy products, and more through home delivery. By establishing contracts with vendors and key local restaurants, the students hope to gain a solid anchor for their business and then expand to residential delivery. Obstacles McDonald and Gumpman will need to overcome include discerning market demand for the service and coordinating the ever-changing offerings of vendors and needs of restaurants and consumers.

Our Goal

The business world is looking for a graduate who understands the world through a liberal arts lens; has the ability to think creatively and critically about a business and its potential; has the confidence to embrace change; and has the business knowledge to make an immediate impact. It is our goal as a department to provide the skills and understanding our students will need to be successful entrepreneurs and business innovators.
As we have done every year I’ve been here, the admissions office spent time over the summer evaluating its work process. This year, we spent significant time talking about whether our practices matched students’ expectations about the college search and application process, especially at a place that prides itself on attention to the individual. After much discussion, we decided it was time to update several things about our work; as a result, we’ve begun the year with renewed energy about our recruitment.

First, we decided to drop early decision as an application option in favor of being more responsive to all applicants. Over the last several years, we have seen more colleges do away with early application deadlines, and we feel this is a much better way to serve all of our applicants. We will still maintain an offer to host off-campus interviews in your office or business. We are conducting off-site interviews during our recruitment travel. Allowing us to use your office/business location as an interview site would demonstrate the strength of the alumnae network and would provide an opportunity for you to interact with parents, sharing your experience as a successful Sweet Briar alumna, while their daughter is talking with an admissions counselor.

Volunteer to attend a college fair in your local area. While we have expanded the areas where we actively recruit students, we still have some limitations. Having a Sweet Briar representative present provides the opportunity for girls from your area, even if only a few, to learn about Sweet Briar. You can also help by letting us know when area college fairs are taking place; we get many invitations, but not all.

Sponsor a student’s visit to campus. Students are becoming more selective with the number of colleges they visit, in part due to the cost of travel. It is now common for students to express interest in visiting Sweet Briar, but be unable to do so because of traveling costs. Individual alumnae or alumnae clubs could establish student travel funds to allow the College to assist interested prospective students with the cost of a visit.

Recruiting: How Can I Help?

Refer a student. Call or email the admissions office (800.381.6142 or admissions@sbc.edu) with the name of a prospective student.

Offer to host off-campus interviews in your office or business. We are conducting off-site interviews during our recruitment travel. Allowing us to use your office/business location as an interview site would demonstrate the strength of the alumnae network and would provide an opportunity for you to interact with parents, sharing your experience as a successful Sweet Briar alumna, while their daughter is talking with an admissions counselor.

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ADMISSIONS
KEN HUUS, dean of admissions
application deadline of February 1, but we will now begin evaluating applications as soon as they are completed and will admit students on a rolling basis. This gives us the advantage of notifying students of their admission as early as September, if a student chooses to apply early in the fall.

Second, we decided not to print a paper application. This was both a cost-savings measure—printing and postage—and part of our effort to be “green.” To advertise this, we created a simple postcard on recycled paper and mailed it to all seniors on our prospect list. The postcard notified them of the online application and of the option to request a paper one if necessary. We also sent an email announcement containing a direct link to our online application to all seniors on our prospect list. We don’t believe this will have any negative impact on our application volume, and there exists the possibility, as a result of some of the customized features of our online application, that we might see a slight increase in application numbers due to ease of use.

Finally, we have done some exciting things to help make the on-campus visit more memorable. When a student visits, we allow her to take a flip video camera on her tour of campus so that she can record short video clips of her visit. When she returns to our office, we burn her video onto a DVD and give it to the student as a reminder of her tour at Sweet Briar. We also send students home with a personalized packet of daisy seeds printed with a brief description of what “Daisy” means to our College. This is another way of making her visit to Sweet Briar memorable, and gives us an opportunity to highlight a distinctive aspect of the College’s history. So far, both activities have been well received by prospective students.

We’re excited about these changes in our process as we work to make Sweet Briar the college choice for more young women. And I’m excited about how these changes have energized the recruiting staff. We’re off to a great start in this recruiting cycle and are looking forward to what that will mean when we welcome an incoming class next fall.

Each year, alumnae club members from various areas reach out to students. Sweet Briar Day events, which take place during the winter holiday in the hometowns of alumnae, include students, prospective students, and parents and are one great way to make an impression on those attending or hoping to attend Sweet Briar. If you are unable to attend an event, there are other ways to reach out. Many clubs send care packages and goody bags to students during challenging times in their semester: when they arrive in the late summer and during exams. Other clubs send a note of welcome and encouragement to their students or visit them when they are passing through.

Cincinnati area alumnae, setting a wonderful example, welcomed Ohio students to campus with gift baskets. The baskets, assembled in Cincinnati and shipped to campus, contained a “taste of home”—a can of the city’s famous Skyline Chili—along with school supplies and other small treats, to ease the transition into a new academic year. “We wanted students to know we were thinking of them,” says one Cincinnati alumna. “We also were looking for a way for alumnae to reconnect with their alma mater. The gift baskets were a fun idea that accomplished both.”

If you are interested in reaching out to students in your area, contact your club leader (list available at www.sbc.edu/alumnae/clubs.html) or the alumnae office at alumnae@sbc.edu.
Three-hundred and eighty alumnae returned to campus with excitement and enthusiasm for Reunion 2009, Memorial Day weekend, May 22, 23, and 24!

On Friday afternoon, Reunion began with sunshine in the forecast. The celebrated fiftieth reuniting class, 1959, was joined by president emerita Betsy Muhlenfeld for an exclusive dinner at the Florence Elston Inn and Conference Center. Post-fiftieth classes celebrated at the conference center as well with an intimate gathering attended by Dean Jonathan Green, his wife, Lynn Buck, and Dr. Barbara Perry, Carter Glass Professor of Government. The Class of 1984 celebrated with dinner at the Boathouse in honor of its twenty-fifth reunion. Louise Swiecki Zingaro ’80, vice president for communications and chief of staff, and her husband, Scott, hosted the Class of 1964 at the Farmhouse in recognition of 2009 Outstanding Alumna Award recipient Mary “Mollie” Johnson Nelson ’64. Other classes enjoyed a festive picnic of Mexican fare.

Saturday morning began with Betsy Muhlenfeld’s last convocation ceremony as president. She and other senior staff members gave a college update before the giving awards were announced and class skits were performed. Mary “Mollie” Johnson Nelson ’64 was recognized for her service to the College.

Following convocation, alumnae colleges took place in Memorial Chapel and included presentations by Bonnie Kestner, associate professor of physical education, and John Morrissey, associate professor of biology. A first-time alumnae book club led by Margaret Barrett Writer-in-Residence Carrie Brown on her recent novel, The Rope Walk, made for a relaxing afternoon in the newly renovated Book Shop café. The evening began with classic tunes from the Cliff Ambers, owner of Chateau Z Vineyard in Amherst County, Virginia, brought several of his wines for a wine tasting event on Friday.

Outstanding Alumna Award recipient Mary “Mollie” Johnson Nelson ’64 and family pose before Reunion convocation on Saturday morning. Mollie Nelson was the recipient of the 2009 Outstanding Alumna Award. Front row, L-R: Peggy Johnson Laney ’62 (sister), Mollie Johnson Nelson ’64, and Anna Johnson (sister). Back row, L-R: Jim Laney, Cynthia Vanderwagen (daughter), Luke Vanderwagen, Alan Nelson (son), Kathryn Nelson.

The Class of 1944 welcomed back a wonderful, large group of sixteen.
Weather was beautiful for the Friday evening picnic in the lower quad.

The Class of 1959 announced their giving totals and performed a skit on stage.

band King Cadillac and continued with dancing and dinner into the wee hours.

On Sunday morning, Chaplain Adam White led the Service of Remembrance to honor alumnae who died this past year. The farewell luncheon followed in Prothro Hall and afterward alumnae left the dorms, which had once been their second home.

Thank you to everyone for your support in making Reunion 2009 a success!
The Class of 1994 won the Participation Award for Annual Giving.

One of the most popular events was a book club gathering led by Margaret Banister Writer-in-Residence Carrie Brown.

The Class of 1964 won the Centennial Award, given to the class with the largest total giving to all funds of the College, including Friends programs, special scholarship funds, planned gifts, and Annual Fund over the five years leading up to Reunion. They also broke the record for the largest unrestricted gift ever given by a 45th reuniting class! The Class of 1964 is recognized on a plaque in Prothro Hall, which will remain there until another 45th Class can break the record.

Sweet Briar was pleased to welcome such an exuberant group of 50th Reunion revelers! Forty-two members of the Class of 1959 attended their milestone reunion.

The Class of 1994 won the Participation Award for Annual Giving.

Jozanne Summerville ’04 enjoyed the sunshine.
The Class of 1969 celebrated their 40th Reunion and broke the record for the largest class gift given by a 40th class! Their accomplishment is remembered with a special plaque in Prothro Hall.

Alumnae danced to the lively music of King Cadillac, a good-time band whose classic covers entice even the most sheepish dancers onto the floor.

The Class of 1959, celebrating their 50th Reunion, took home the Nancy Dowd Burton Award, recognizing the class to give the largest unrestricted gift to the Annual Fund during their reunion year.

The 25th class (1984) celebrated with a dinner at the Boathouse.
Edna Martin ’81 Captains the Starfish Enterprise

Edna Martin ’81 hails from Bar Harbor, Maine, where she and her husband, Ed Monat, run a one-of-a-kind “Dive-In Theater” from their boat, Starfish Enterprise. Passengers on the Starfish, typically school children and tourists, are treated to an encounter with underwater invertebrates that they are not likely to forget. First, they are welcomed onto the vessel by Martin, a.k.a. “Captain Evil,” and Monat, a.k.a. “Diver Ed,” as well as three massive, friendly Newfoundland rescue dogs—guardians and protectors of all those floating on the seas. Once anchored in the bay, Diver Ed jumps overboard, taking along a camera that projects his dive onto a big screen on deck for the passengers to follow along. Captain Evil then narrates the expedition, pointing out the creatures that Monat passes and explaining the challenges of his dive. When Diver Ed returns to the surface, he brings sea urchins, moon snails, sculpins, fan worms, lobsters, and other crustaceans on deck for the onlookers to handle. Some creatures even get a goodbye kiss from the children before being returned to their homes.

“I don’t know of anyone else who is doing what we’re doing,” Martin said. “Ed had started the business before we...
met, having been inspired from his past experience with invertebrates in college, as a lobster fisherman, and as a marine ecologist for the Smithsonian. To him, invertebrates just weren’t getting enough press.”

Monat began the business in 2000, with their first boat, The Seal. On Thanksgiving Day, 2008, The Seal was destroyed in a fierce storm whose unpredicted 80-knot winds pushed her aground on Bar Island. Despite the efforts of the entire Bar Harbor community to save the beloved boat, it was completely destroyed in the wind and waves. Procuring a new boat proved to be Martin and Monat’s biggest challenge. Monat dove for scallops to earn money for a new boat. Martin worked with homeschooled children and marketed the scallops. The community held fundraisers to gather the sum of $30,000 to get them started.

“I was touched by one little four-year-old who started it all. She came to me and emptied her piggy bank, which totaled $7.42 and the rest of the community stood behind her,” Martin said.

Two bankers took a chance on the Dive-In Theater, noting that it was an essential part of the town experience. The couple was able to begin the construction of the boat with $300,000—still not quite enough to hire a team of professional builders. So, Martin and Monat rolled up their sleeves and, with the help of several hired hands, built the boat themselves. They worked long hours, hoping to finish the boat for the next diving season, a brief period from June through mid-October. Arriving at the building site at 5:00 a.m. each day and returning home at midnight or later made for a difficult, yet exciting construction experience. Martin herself cut nearly every piece of fiberglass used on the boat. She sanded, ground, and made all of the benches. She organized tools and made sure that builders had all of the supplies they needed.

Martin, Monat, and their motley crew of builders had the vessel finished before the architect could complete the drawings. When the drawings, which had to be altered to match the boat, were finally sketched and submitted for inspection, the Coast Guard passed the boat with flying colors, proclaiming that it was a beautifully built and sound ship. Martin and Monat held a contest at a local school allowing the children to invent a name for the boat and Starfish Enterprise won.

Martin finds that being out on the water with children and tourists is the most rewarding part of her job. “We took a group of seniors out in terrible weather, but they all had such a good time,” she said. “Every trip is different . . . what is ugly to one person might be fascinating to another.”

Martin has been working with her husband and their dogs for seven years, narrating dives three to four times each day during the peak season. “The creatures are fascinating,” Martin said. “Take Mahogany quahogs, for example, they can live for over 200 years. They must be at least 40 years old to be harvested.” Mahogany quahogs, also known as black clams, are a popular choice at many New England restaurants. “Each year we find new organisms,” she continued. “So far, Ed has three new species named after him!”

Of the dogs—Levi, Halo, and Morgan—she said, “They absolutely love the children. And they don’t like anyone going into or even near the water. Newfoundlands are born swimmers, and it’s as if they don’t feel that others are competent enough to be overboard.”

Bar Harbor is the town nearest to Acadia National Park, which is full of rugged, natural charm. “When you are on top of Cadillac Mountain, which overlooks Bar Harbor, you can be the first person in America to see the sunrise,” Martin said. “It’s not an easy place to live, but it is absolutely beautiful.”

Martin graduated with a degree in anthropology from Sweet Briar, having spent two years abroad—one in Israel and one in Scotland. She went on to earn her M.S. in child psychology from Fitchburg State College, and afterwards worked for the University of Massachusetts Medical’s early intervention program for children zero to three years old.

“People often ask how I live with Ed’s boundless energy and unbridled enthusiasm for all things gross and slimy,” she said. “I just remember my years as a child psychologist and smile.”
Meet Leah Solivan Busque ’01. She’s thirty years old, lives in Charleston, Massachusetts, and has a $1 million offer to expand her business idea that could revolutionize modern city living. The idea? RunMyErrand.com, a Web site run through what Busque has termed “service networking.” It’s an online marketplace for anyone in the city of Boston who needs an extra set of hands to help accomplish their daily tasks. RunMyErrand takes the social networking phenomena a step beyond connecting with friends. It utilizes online profiles and reviews to create a trusted base of errand runners for anyone to employ. In essence, RME helps community members help each other.

Busque’s liberal arts experience at Sweet Briar helped her uncover the road to success. At Sweet Briar, Busque enjoyed dance classes with Petrus Bosman and the Magruders and was involved with student government all four years. She worked in the Book Shop as a coffee barista. As a math and computer science major, Busque spent a lot of time in Guion taking classes and working as a C++ tutor. “Sweet Briar helped me gain the confidence I have needed to push forward, be aggressive, and always look ahead,” Busque said. After Sweet Briar, she took up a successful career in computer programming and had a wonderful experience working in Boston for IBM.

One evening in February 2008, everything changed for Busque and her husband, Kevin, who had planned to join friends for dinner. As they prepared to meet their cab, they realized that there was no dog food in the house for their 100-pound yellow Labrador, Kobe. When procuring dog food began to complicate their dinner plans, Busque wished that there was some place online where she could go to find people within the community who might be able to help. She knew they had to be out there—someone already at the store, someone passing her way after work, someone with a few extra minutes to help her out. Busque immediately typed the domain name “runmyerrand” into her iPhone and found that it was still available. She purchased the domain right then, and they spent the rest of the evening talking about ideas for a new business that would harness the energy, trust and efficiency of the community to make life a little easier.

Over the next four months, she began networking, seeking advice from experienced, well-known professionals like Scott Griffith of Zipcar and Robbie Vorhaus, a PR media strategist from NYC. She built an advisory board of top-notch professionals, and, with their insight to guide her, she resigned her position at IBM to build her brand new idea.

Busque said that launching her own business was frightening at first, “but I was so passionate about my idea and had gotten such great feedback, that I knew I could do it. It was the best decision I have ever made. IBM was great. I enjoyed the people, but, on a daily basis, I felt that I had many more skills to offer. Now, I feel that my path is to be an entrepreneur, to create new ideas from nothing. That’s what keeps me going!”

RME is a demand-driven marketplace where people can go online to post a need. Typical requests include charity donations, dry cleaning drop-offs and pick-ups, grocery pick-ups, birthday cake deliveries, taking the dog to be groomed, and even lending assistance with dead car batteries and other emergencies that require a helping hand. When a customer, termed a “sender,” posts an errand on the site, 150 background-checked runners receive both a text and email message about the job. The sender specifies how much they are willing to pay a runner; runners can either accept the errand at that price or make a counter offer. When the job has been taken, its online status changes so that others know it has been picked up.

The operation works on a first-come, first-serve basis, and there are no set prices. Senders can ask their favorite runners to complete tasks; they can review runners and check runners’ Facebook profiles. Runners establish trust through these social networking building blocks and so the market is self-policing. To date, RunMyErrand.com is based in Boston and can only be used in that city. RME’s biggest clients are young professionals working long hours, small businesses, and busy urban parents juggling children, work, and all that comes with home life.

“About a week after we launched in Boston’s Charlestown area, I was approached by Cold Stone Creamery,” Busque said. “The manager was looking for a way to outsource the delivery of her goods, since the creamery does not deliver.” Cold Stone and RME struck a perfect partnership, as runners were able to make ice cream deliveries at no extra cost to the store. All of the delivery expenses were exchanged between Cold Stone customers and RME runners. Other small companies soon caught on and the possibilities have been steadily emerging.

“The key to this is ‘service networking’,” Busque said. “The social networking paradigm is very powerful, but there’s only so much you can share. We’re using this to get real things done every day. Also, [RunMyErrand.com] uses technology to live more efficiently, which translates into green living and sustainability—it’s all very timely.”

Over the summer, RME was selected...
as one of twenty-five companies from a world-wide application pool of thousands, to be part of an incubator program run by Facebook. RME was also the only East Coast company invited. Busque spent twelve weeks in Palo Alto, California, housed in the old Facebook offices downtown, brainstorming about the future of social networking and how companies can leverage the online community to build their markets. She also established a strong network of contacts on the West Coast.

“Building a network on the West Coast was an amazing opportunity,” said Busque, as she shared the company’s latest big news. “We recently received $1 million for what’s called a ‘series A’ round of funding to start a branch in San Francisco. Two investing firms with excellent track records picked us up. These firms have invested in Twitter, Digg, and UserVoice, so this was a nice vote of confidence.”

Recently Busque and RME have appeared in numerous news articles and on local Boston television. “When I left IBM,” Busque said, “I didn’t know what to expect. The future has always looked like a big black box, but I have relied on my mentors and advisors to light the way. I enjoy being able to learn new things quickly and adapt very fast. It’s been so rewarding to see the concept of service networking catching on and becoming an industry standard.”

Busque is excited to open an office in San Francisco within the next twelve months and hopes to eventually expand throughout the country. “Every milestone is another brick in the wall,” she said, “and the wall has a long way to go!” She is enthusiastic about the service networking revolution that is already having a tangible, positive impact on the Boston community.
Message to Alumnae about College Finances

Friends:

College finance is a complicated matter. In the accompanying article by Paul Davies, you will read that Sweet Briar's financial condition continues to improve. Our reliance on endowment and endowment-spending rate continue to drop, our discount rate remains below that of many of our competitors, our conservative approach to investments moderated the impact of the market decline on our endowment, and in the last fiscal year we had the largest student body in more than two decades. These are all important indicators that tell us the underlying financial structure of our College is becoming stronger, year by year.

Meanwhile, you have also received messages from me outlining the steps we are taking to respond to a revenue shortfall in the current year's budget, caused by lower-than-projected enrollment. As I travel around the country, meeting and talking with alumnae and parents, I know I will be asked some version of this question: if the College's financial position is getting stronger, how can we have a problem in this year's budget?

In answer to this question, I will point out that we are making cuts in the current year's budget precisely in order to continue our progress toward a sustainable financial structure. Sweet Briar's recent progress on endowment spending and endowment reliance is hard won. Living within our means this year will protect those gains and ensure that these key indicators do not take a step in the “wrong” direction.

Living within our means this year cannot be achieved without costs. All faculty and staff will be affected by the temporary suspension of retirement contributions. The workforce has been reduced by a small number of positions. Senior staff are taking a voluntary salary reduction. Some budgeted purchases and maintenance projects will be put on hold. The result of these difficult actions is that we will be able to avoid taking an additional draw from the endowment, which would turn unrealized losses into realized ones and increase our effective spending rate for the year.

Obviously, making sure we are doing everything we can to increase enrollment for next year has become our top administrative priority. Dean Ken Huus and his admissions team have been working intensively on developing a “prospect management” approach to recruiting, reworked the campus tour experience and developed new recruiting materials, started using blogs and Facebook to interact with prospective students, and taken many other steps to return admissions to the upward trajectory of the last several years. Most importantly, admissions and financial aid have been reviewing the formulas which govern our approach to awarding student aid. We believe, and our enrollment consultant confirms, that the primary factor affecting this year’s enrollment was the need to make sure that our financial aid packages are structured so as to meet the real needs of families at a time of economic uncertainty.

In short, both things are true: we are making great progress on strengthening Sweet Briar’s financial structure for the long term and this year we ran into a revenue shortfall that required decisive and proactive response.

Next semester, the College will launch a strategic planning process. Louise Zingaro, in her new position as vice president and chief of staff, will be coordinating this process so as to make sure that all constituencies are engaged and all voices are heard. The goal of this planning process will be to identify ways that Sweet Briar can continue to strengthen its academic programs and serve new populations of women so as to operate sustainably, responsibly, and efficiently. I look forward to bringing you news of this planning process once it gets underway and to hearing your thoughts, suggestions, ideas, and reactions as we move forward together.

Very truly yours,

Jo Ellen Parker, president

ONLINE

Message to the community:
sbc.edu/news/items/8656

An article on InsideHigherEd.com:
In reviewing the fiscal year ending June 30, 2009, the board of directors was once again pleased to note the College’s financial position continues to improve. The fiscal year ended with a slight operating surplus of $15,000, and for the fifth year in a row, the College achieved the targeted spend rate. Since FY 03 the College has reduced its reliance on the endowment from $12.1 million to $6.4 million, for a decrease of $5.7 million or 47% (before inflation). The endowment now supports less than 15% of our operating budget, as compared to over 30% in FY 03. The overall tuition discount rate has been reduced from 54% to 40%, which is now below the discounts rates of many of our peers. (The discount rate is a percentage produced by dividing institutional financial aid grants by total tuition and fees, excluding room and board).

During the last fiscal year, the College had an undergraduate full-time equivalent enrollment of 675, the largest student body since 1983. Thanks to the generosity of our alumnae, board, parents, friends of the College, and faculty and staff, the College met the goal of $2.3 million raised by the Annual Fund. Your continued support of the Annual Fund is critical: it supports the financial aid that helps more than 91% of our students attend Sweet Briar.

The year was not without its challenges. Sweet Briar was certainly not immune from the nation’s financial crisis. The College’s endowment—which is comprised of investments managed by Cambridge Associates, employee mortgages, and a “beneficial interest” in a perpetual trust—dropped from $95 million in FY 08 to $75 million in FY 09. Investments managed by Cambridge had a negative 19.1% return for the fiscal year.

While any negative return is cause for concern, of course, this is compared to some college and university endowments that lost over 30%; the College was therefore relatively protected from the market drop. And, because the College has worked to reduce its reliance on the endowment, the majority of our losses remained unrealized.

During the fiscal year ending June 30, 2009, Sweet Briar College adopted two new accounting policies: SFAS 157, Fair Value Measurements, and FASB Staff Position No. 117-1, Endowments for Not-For-Profit Foundations: Net Asset Classification of Funds Subject to an Enacted Version of the Uniform Prudent Management of Institutional Funds Act and Enhanced Disclosure for All Endowment Funds. SFAS 157 essentially deals with identifying the appropriate carrying value of the investments. FASB Staff Position No. 117-1 deals with the classification of donor restricted funds. These changes in accounting policies have been reflected in the Net Assets of the Consolidated Statement of Financial Activities.

Sweet Briar began the new fiscal year with great excitement and, at the same time, with caution: excitement about our new president, Jo Ellen Parker, the much needed upgrade of our computer network, and the completion of the Fitness and Athletics Center and Green Village; caution about how the continuing challenges of the larger economy would impact Sweet Briar’s enrollment. As it turned out, for the first time in five years, the College did not meet its enrollment target and is consequently facing a revenue shortfall.

President Parker has communicated with alumnae, parents, and friends, by email, through her blog, and elsewhere in this magazine, about the steps we are taking to manage this year’s budget responsibly while continuing to build toward a financially sustainable future.

Your continued support remains critical in this effort, whether it be recruiting prospective students and promoting Sweet Briar to friends and family or giving to the Annual Fund, capital projects, or the endowment.
Sweet Briar Institute  
STATEMENT OF ACTIVITIES  
FISCAL YEARS ENDED JUNE 30, 2009 AND 2008

<table>
<thead>
<tr>
<th>Revenues</th>
<th>2009</th>
<th>%</th>
<th>2008</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition and fees</td>
<td>21,639,064</td>
<td>43.94%</td>
<td>19,879,583</td>
<td>48.30%</td>
</tr>
<tr>
<td>Less scholarship aid</td>
<td>(7,106,569)</td>
<td>43.94%</td>
<td>(6,575,002)</td>
<td>43.94%</td>
</tr>
<tr>
<td>Net tuition and fees</td>
<td>14,532,495</td>
<td>84.30%</td>
<td>13,304,581</td>
<td>84.30%</td>
</tr>
<tr>
<td>Investment income</td>
<td>4,078,642</td>
<td>23.66%</td>
<td>4,473,401</td>
<td>14.77%</td>
</tr>
<tr>
<td>Realized gain (loss) on long-term investments</td>
<td>(1,681,725)</td>
<td>-9.76%</td>
<td>4,944,250</td>
<td>16.32%</td>
</tr>
<tr>
<td>Unrealized gain (loss) on long-term investments</td>
<td>(18,803,083)</td>
<td>-109.09%</td>
<td>(10,602,341)</td>
<td>-35.02%</td>
</tr>
<tr>
<td>Annual Fund</td>
<td>2,317,058</td>
<td>13.43%</td>
<td>2,040,489</td>
<td>6.74%</td>
</tr>
<tr>
<td>Gifts</td>
<td>5,761,715</td>
<td>33.42%</td>
<td>4,765,954</td>
<td>15.74%</td>
</tr>
<tr>
<td>Auxiliary sales and services</td>
<td>9,048,458</td>
<td>52.49%</td>
<td>9,144,481</td>
<td>30.21%</td>
</tr>
<tr>
<td>Sales &amp; services educational dept</td>
<td>121,845</td>
<td>0.71%</td>
<td>113,736</td>
<td>0.38%</td>
</tr>
<tr>
<td>Federal grants</td>
<td>588,577</td>
<td>3.41%</td>
<td>637,243</td>
<td>2.11%</td>
</tr>
<tr>
<td>State grants</td>
<td>1,113,582</td>
<td>6.46%</td>
<td>1,084,533</td>
<td>3.58%</td>
</tr>
<tr>
<td>Other sources</td>
<td>160,644</td>
<td>0.93%</td>
<td>364,845</td>
<td>1.21%</td>
</tr>
<tr>
<td>Total revenues</td>
<td>17,238,208</td>
<td>100.00%</td>
<td>30,271,172</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2009</th>
<th>%</th>
<th>2008</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instruction</td>
<td>14,799,514</td>
<td>37.40%</td>
<td>14,572,736</td>
<td>36.17%</td>
</tr>
<tr>
<td>Research</td>
<td>591,099</td>
<td>1.49%</td>
<td>538,878</td>
<td>1.34%</td>
</tr>
<tr>
<td>Academic support</td>
<td>3,501,814</td>
<td>8.85%</td>
<td>3,521,230</td>
<td>8.74%</td>
</tr>
<tr>
<td>Student services</td>
<td>3,955,831</td>
<td>10.00%</td>
<td>3,806,938</td>
<td>9.45%</td>
</tr>
<tr>
<td>Institutional support</td>
<td>7,794,513</td>
<td>19.70%</td>
<td>8,588,031</td>
<td>21.31%</td>
</tr>
<tr>
<td>Scholarship and fellowship</td>
<td>1,267,415</td>
<td>3.20%</td>
<td>1,300,555</td>
<td>3.23%</td>
</tr>
<tr>
<td>Auxiliary sales and services</td>
<td>7,653,398</td>
<td>19.34%</td>
<td>7,964,124</td>
<td>19.78%</td>
</tr>
<tr>
<td>Total expenses</td>
<td>39,563,584</td>
<td>100.00%</td>
<td>40,292,492</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

| Change in net assets before adoption of SP 117-1 | (22,325,376) | | (10,021,320) | |
| Net assets at the beginning of the year | 143,853,343 | | 153,874,663 | |
| Net assets at end of year | 121,527,967 | | 143,853,343 | |
### Sweet Briar Institute

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

**FISCAL YEARS ENDED JUNE 30, 2009 AND 2008**

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>2,505,611</td>
<td>2,826,339</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>602,096</td>
<td>672,361</td>
</tr>
<tr>
<td>Loans to students</td>
<td>1,824,548</td>
<td>1,662,032</td>
</tr>
<tr>
<td>Dividends &amp; interest receivable</td>
<td>285,116</td>
<td>388,183</td>
</tr>
<tr>
<td>Contributions receivable</td>
<td>1,184,502</td>
<td>1,460,706</td>
</tr>
<tr>
<td>Pledges receivable, net</td>
<td>3,874,842</td>
<td>3,614,892</td>
</tr>
<tr>
<td>Inventories</td>
<td>260,299</td>
<td>261,994</td>
</tr>
<tr>
<td>Prepaid expenses and deferred chgs</td>
<td>247,024</td>
<td>164,993</td>
</tr>
<tr>
<td>Investments</td>
<td>77,759,870</td>
<td>105,723,695</td>
</tr>
<tr>
<td>Beneficial interest in a perpetual trust</td>
<td>5,796,920</td>
<td>7,393,626</td>
</tr>
<tr>
<td>Assets restricted to Investment in land, building and equipment</td>
<td>9,612,053</td>
<td>8,855,077</td>
</tr>
<tr>
<td>Land, buildings and equipment</td>
<td>54,261,945</td>
<td>46,297,393</td>
</tr>
<tr>
<td>Deferred bond issuance costs</td>
<td>514,655</td>
<td>544,523</td>
</tr>
<tr>
<td>Funds held by trustee under bond indenture (1)</td>
<td>13,313,064</td>
<td>16,551,963</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>172,042,545</td>
<td>196,417,777</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities and net assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts and other payables</td>
<td>2,817,907</td>
<td>1,342,205</td>
</tr>
<tr>
<td>Accrued interest</td>
<td>527,901</td>
<td>597,411</td>
</tr>
<tr>
<td>Student deposits and advance fees</td>
<td>1,143,787</td>
<td>849,153</td>
</tr>
<tr>
<td>U.S. government grants refundable</td>
<td>1,116,228</td>
<td>1,107,591</td>
</tr>
<tr>
<td>Annuity obligations</td>
<td>605,733</td>
<td>642,650</td>
</tr>
<tr>
<td>Asset retirement obligation</td>
<td>61,632</td>
<td>58,641</td>
</tr>
<tr>
<td>Post retirement benefit obligations</td>
<td>322,341</td>
<td>288,341</td>
</tr>
<tr>
<td>Self insurance liability</td>
<td>172,000</td>
<td>253,000</td>
</tr>
<tr>
<td>Bonds payable (1)</td>
<td>43,747,049</td>
<td>47,425,442</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>50,514,578</td>
<td>52,564,434</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>(11,093,965)</td>
<td>100,593</td>
</tr>
<tr>
<td>Unrestricted-designated</td>
<td>41,216,815</td>
<td>64,137,369</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>37,221,850</td>
<td>23,938,004</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>54,183,267</td>
<td>55,677,377</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>121,527,967</td>
<td>143,853,343</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>172,042,545</td>
<td>196,417,777</td>
</tr>
</tbody>
</table>

(1) Proceeds from Series 2006 bonds to retire prior issued bonds at the earlier of the callable date or maturity date of each bond.
Thoughts . . .
The Sweet Briar College Alumnae Magazine welcomes your thoughts and comments. While we will preserve the original message, letters may be edited for length and clarity. Note that we may not have space to publish all letters received. Please send your thoughts to: cmurray@sbc.edu or c/o Colleen Murray, PO Box 1056, Sweet Briar, VA 24595.

Dear Editor:
I wanted to tell you how much I enjoyed the photography in the Spring/Summer 2009 Alumnae Magazine.

First prize overall goes to the upper photograph of the fitness center on page 18. First prize in portraits is on page 11, Chris Witcombe; followed closely by the portrait of Jo Ellen Parker on page 2; then Drs. Parker and Muhlenfeld on the inside second cover; and finally, Mrs. Elizabeth Prothro on page 29.

Putting the extra front cover on was a great idea. Did you by any chance see the New Yorker a few months ago, which had three or four front covers, with one cartoon continuing through each cover from left bottom to right top of each one (as best I can recall)? Yours gets a plus for being more utilitarian.

Regards,
Buck Edwards

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Conversation Circles

You are invited to join in “Conversation Circles,” group discussions with President Parker about your aspirations for Sweet Briar. She has already begun these circles on campus with faculty, students, and staff and will continue them throughout this academic year. If you would like to submit a response to the circle questions please send to president@sbc.edu.

Below is a listing of the upcoming presidential travel schedule. If you are a resident of those club areas, you will be receiving an invitation! For more information about Alumnae Clubs, please visit www.sbc.edu/alumnae/clubs.html.

Naples, Florida — 1/7/10
Sarasota, Florida — 1/7/10
Tampa, Florida — 1/8/10
Atlanta, Georgia — 1/9/10
Richmond, Virginia — 1/10/10
Washington, D.C. — 1/17/10
Tidewater, Virginia — 1/14/10
Jacksonville, Florida — Feb. 2010
Vero Beach, Florida — 2/17/10
West Palm Beach, Florida — Feb. 2010
Miami, Florida — Feb. 2010
Dallas, Texas — Mar. 2010
Houston, Texas — Mar. 2010
Austin, Texas — Mar. 2010
San Antonio, Texas — Mar. 2010

Dear Editor,
The SBC magazine has just arrived, and I’ve read the splendid interview you did of our new president. You asked some excellent questions, and I imagine you really enjoyed your time with her. She appears to be a fine successor to Betsy Muhlenfeld.

Well done!
Patty Lynas Ford ’51

Dear Editor,
As a member of the class of ’60, I was somewhat dismayed by the article on our new president Dr. Parker [Spring/Summer 2009 magazine, page 2] . . .

In this day and age when women’s colleges are fewer and fewer, the idea of starting out with questions regarding pets, food, songs, vacations, and novels seems far too trite. There is certainly a place for these Q & A’s somewhere but not, I think, in the article which gives our SBC alumnae their first sense of this new woman president, her goals for the College, her understanding of what it means to even have a single-sex college in this day and age and, surely, to discuss what SBC women are called and challenged to do in the 21st century . . .

Best,
Lucy Martin Gianino ’60

Dear Editor,
I was very disappointed in the article in the summer bulletin about our new president. I thought it seemed like an interview one might read in a high school newspaper due to the triviality of the topics covered. Surely there are more substantial things to write about as you introduce Dr. Parker to the Sweet Briar community!

Lura Coleman Wampler ’60

Dear Lucy and Lura,
Thank you for taking the time to share with us your thoughts on the interview with Dr. Parker that was published in the spring issue of the Alumnae Magazine. I very much appreciate any feedback regarding magazine articles as it helps all of us who have a hand in College publications to better our work here. The purpose of the interview was not so much to reiterate the College communications that had already been distributed to alumnae over the Internet, but to show a side of Dr. Parker that most had not yet seen, and were, in fact, curious about. I think that in time you will discover that Dr. Parker is a dynamic, intelligent, and current woman who is very capable of leading our institution.

Sincerely,
Colleen Murray, editor
SBC Parent Involvement
MISSY GENTRY WITHEROW ’80, associate director of annual giving

The Parent Steering Committee works to inform, involve, and engage parents in the Sweet Briar community. This group was started in the mid-1970s by several families who wanted to actively ensure for their daughters and the daughters of other families the best possible opportunities for international study, internships, research, and student leadership.

The committee is an active, available resource for parents. They are listening ears for parents who are wondering what to expect during their daughters’ first year away from home and a contact for more information on numerous activities and opportunities for parents to be involved.

This year’s committee—under the leadership of co-chairs Ann and Biv Balderston (Sarah ’09 and Maggie ’11) and Elliott and Laura Bondurant (Cabell ’11)—promises to be better than ever with events and activities for parents’ participation both regionally and on campus. Some of these events include a parent-to-parent panel discussion during orientation, a regional living room learning event with faculty and senior staff members, on-campus tailgates at athletic events and receptions for major student events. We hope you will join us!

Get with the Plan
EMILY C. VERMILYA ’08, assistant director of annual giving

Many alumnae, parents, and friends of the College make their gifts to the Annual Fund through installment plans, and we invite you to consider making your gift this year through installments. Installment giving not only maximizes your giving to the College, but may also be more budget-friendly for you. Making a gift through installments allows the College to reduce the costs of mailings and reminders, which means even more of your gift is going directly to students, faculty, and programming.

Making your gift to the Annual Fund through installments is EASY! Call 1.888.846.5722, email annualfund@sbc.edu, or simply write it on our pledge card and mail it back to PO Box 1057, Sweet Briar, Virginia, 24595 to set yours up TODAY!

“I made my gift to the College last year through installment giving. Giving through installments allows you to do more than you thought you could.”
—Mollie Johnson Nelson ’64

“Giving back to Sweet Briar is important to me, and installment giving allows me to do this in a way that is meaningful and also fits into my lifestyle. By giving throughout the year, I don’t feel the ‘pinch’ that I might if I gave all at once. As an added bonus, giving this way allows me to earn reward points with my bank.”
—Susan Wooldridge Yeatts ’95

“Making my gift to the Annual Fund early and through installments allows me to maximize my giving to the College. It also allows me to budget my gift financially as the payments are stretched out over a few months as opposed to one month.”
—Kristin Chapdelaine ’08

August 22, 2009
Parent-to-parent panel during orientation for first-year families
Moderated by PSC co-chair Elliott Bondurant PA ’11

October 17, 2009
Families Weekend
Champagne reception with President Jo Ellen Parker and faculty

October 29, 2009
Dessert reception with cast members following the opening of the fall production of The Bacchae

Spring 2010
Living Room Learning in Richmond, Virginia at the home of Nancy and Wayne Chasen PA ’11

April 10, 2010
83rd Annual Horse Show tailgate for families and students
Marketing VP Retires, Heads for Seminary School

The Sweet Briar community will bid a fond farewell to Professor Linda Shank who, for all practical purposes, leaves the College’s service on December 11. She is headed to her home in Carlisle, Pennsylvania, to join her husband Bill and enjoy the fruits of “retirement.”

That is to say, she will be moving on to the next phase of her life—attending seminary so she can become qualified as a chaplain. Her plan, once she completes the schooling, is to volunteer part time at a local hospital or cancer center.

“In the last fifteen years, I’ve thought about the fact that when I retire I really wanted to be able to give back to the community,” Shank said. “I’ve felt called, particularly in the last couple of years, to work with people who have cancer. I survived two cancers and I just feel called to do that.”

Shank retires as vice president for marketing and communications, a position in which she headed the publications and college relations department and served on the senior staff. She also taught principles of advertising and marketing research as a member of the business faculty since 2000.

As a vice president, she had responsibility for overseeing a number of the College’s planning initiatives and produced its first integrated marketing and communication plan, identifying goals and strategies to achieve them in all key areas.

She is leaving at a time of economic difficulty for many higher education institutions, including Sweet Briar. Nonetheless, Shank said, the College’s position is relatively strong because of enhancements to the organizational structure that have occurred in the past decade.

“We really are stronger, so I think we’ll weather this blip on the screen better than when I came here ten years ago,” she said.

Reflecting on her time at Sweet Briar and its neighboring communities—where she has been active in her church, with Girl Scouts, and with several civic organizations—she acknowledged leaving will be bittersweet.

“I’ve made a lot of good friends on campus and in the surrounding community,” she said. “I’m really going to miss the people here in Central Virginia.”

In addition to her volunteer ministry, Shank will stay busy with family, including her mother and grandchildren who live in the Carlisle area, and with her hobbies. She likes to paint with oil and is already planning to take an art class.

She also makes hand-sewn lap quilts, which in the past she has donated to elderly recipients through her Lynchburg church. That, too, is something she wants to spend more time doing during her retirement.

Shank’s retirement officially begins at the end of the year. She says she plans to visit, however, at least as soon as next year’s Homecoming Weekend.

Melissa Coffey ’98, Director of Alumnae Relations

The rich tradition of alumnae engagement at Sweet Briar continues as one of the College’s greatest assets. As we move forward with the reorganization of the alumnae and development offices into one new, combined department, we are thrilled to announce that Melissa Coffey has accepted the role of director of alumnae relations.

Coffey graduated from Sweet Briar in 1998 with a Bachelor of Arts degree in theater. She has served in the alumnae office since 1999, most recently as associate director of alumnae. During her tenure at the College she has been involved in every aspect of the operations of the alumnae office and her breadth and depth of experience makes her uniquely qualified to lead our ongoing efforts to further strengthen the relationship of alumnae to the College. Please join us in congratulating her on her new position, and offering our full support as she undertakes her new responsibilities.
Louise Swiecki Zingaro, Vice President and Chief of Staff

Louise Swiecki Zingaro ’80, former executive director of alumnae affairs, has assumed the new title of vice president and chief of staff. In her new role, she will serve as principal aide to the president and liaison to the board of directors. She will oversee the Office of Media, Marketing and Communications, coordinate College-wide strategic planning, assist the president with the College's strategic initiatives, and coordinate relationships with key external constituencies such as alumnae, local community, and state and regional associations.

“Sweet Briar College has enriched my life in countless ways,” said Zingaro, “from the excellent education I received from a top notch faculty, to the professional opportunities and experiences that have enhanced my career and, of course, through the friendships that have developed and which I hold very dear. For all of these reasons I am thrilled and honored to serve the College in this new capacity and to have an opportunity to work with President Parker, the extended Sweet Briar family, and our local communities.”

Zingaro became executive director of alumnae affairs in July 2007 after having served as director of the Alumnae Association since 1991 and previously as assistant director since 1984. A 1980 graduate of Sweet Briar, she has completed additional graduate courses in educational administration and supervision at the University of Virginia.

She has served as a member of the board of the Virginia Skyline Girl Scout Council, past president of the Amherst Junior Woman’s Club, and as district international affairs chairman for the Virginia Federation of Junior Woman’s Clubs. Zingaro has also been a member of the Amherst Rotary Club. In 1990, she represented Rotary USA District 489 as a member of a Group Study Exchange team to Argentina. She has served on the Council for Advancement and Support of Education faculty by lecturing on topics such as strategic planning, managing volunteer boards and special events management.

She has also served the College as campus chair for Sweet Briar’s Centennial Celebration, co-chair of the presidential inaugural committee in 2009, and as interim director for career services and interim dean of admissions while searches were held for replacements.

“Louise Zingaro brings enormous talent, knowledge and energy to the president’s office. In her new role as chief of staff, she will pay special attention to the way the College communicates with all constituencies and to the strategic planning process that will define our goals and aspirations for the coming decade,” President Jo Ellen Parker said after announcing the change.

“As a new president, I rely especially on her deep knowledge of Sweet Briar alumnae and her long-standing collegial relationships with faculty and staff, as well as her connections in the Amherst and Lynchburg communities. At every alumnae gathering I’ve attended since Zingaro’s promotion was announced, at least one person has characterized the decision to make her chief of staff as ‘brilliant’ or ‘inspired’ and, if I do say so myself, I have to agree!”

Zingaro and her husband, Scott, reside on campus in the Farmhouse with their cocker spaniel, Bud.
President’s Update to the Community

The following note was emailed to alumnae, parents, and friends on December 7. If you have an email account, but have not been receiving College news, please share your email address with us. Email your address to alumnae@sbc.edu.

Friends,

Recently I reported to you on the revenue shortfall Sweet Briar experienced this year and some of the steps we are taking to reduce expenditures. We have made great progress on several fronts, especially on the administrative reorganization, a key component of our plan.

I hope that you find the following information helpful.

- The planned reductions in work force related to the reorganization have now been accomplished.
- Several of our colleagues have taken on new responsibilities.
  - Louise Swiecki Zingaro ’80 is now located in the president’s office in Fletcher. Louise’s new title is vice president and chief of staff.
  - The former college relations group has been renamed media, marketing, and communications. It is currently being led by Louise Zingaro; the search for a director for this group is underway. (This director will replace Linda Shank, who retires from the College this month, and will report to Louise.) Matters you would formerly have addressed to Linda Shank or college relations generally should now be addressed to Louise.
  - Melissa Coffey ’98 has agreed to serve as director of alumnae relations. Her office has been moved downstairs in Boxwood Alumnae House, into the space formerly occupied by Louise. Matters you would formerly have addressed to Louise should now be addressed to Melissa.
  - Colleen Karaffa Murray ’06 and the Alumnae Magazine have been integrated into the new media, marketing, and communications unit. Matters regarding the magazine should still be addressed to Colleen or to Louise.
  - Sheila Alexander is taking on more responsibility within the development group for corporate and foundation fundraising. She will also be contributing her considerable writing talents to the new media, marketing, and communications unit on a project basis.
  - John Jaffe is serving as director of integrated information services. He remains in his former office in Cochran. In his new role, John now attends senior staff meetings. John is acting in the capacity of a CIO, and matters regarding technology should now be addressed to him. On the user support side, John recently announced a new help desk plan. All questions regarding support for technology on campus (on the desktop or in the classroom) should be addressed to the help desk.
  - In Fletcher, the offices of the president, dean, and vice president for finance and administration are working much more closely together. This has allowed the support staff assigned to the president’s office to be reduced by one full-time equivalent position. Karen Summers, Cyndi Fein, and Theresa McNabb remain the primary contact people for the offices of the president, dean, and vice president.

In the immediate term, there will doubtless be occasional confusion as people learn to collaborate in new patterns and as duties are in some cases redefined. However, the good news is the changes that we have made will increase the longer term efficiency of several key areas. I’d like to take this occasion to thank all on campus for their patience, and especially to thank those whose areas have been reorganized for their imagination, flexibility, and good cheer during a time of transition. Any questions related to the reorganization can be addressed to me, to Louise Zingaro, or to any member of Senior Staff.

Best wishes,

Jo Ellen Parker
Mini Reunions

Several alumnae whose class years ranged from 1985 – 1988 met for a mini reunion at Sugartown Strawberry Farm in Malvern, Pennsylvania.


Front row, L-R: Sally Engleby Farrell ’86, Lisa Leigh Ringler Bennett ’86, Ava Spanier DeHette ’86, April Adelson Marshall ’86, Katie Keagh Weidner ’88. Front and center is Bob Lange, Lisa Leigh Bennett’s boyfriend, and owner of Sugartown Strawberry Farm in Malvern, PA, where the party was held!

Several alumnae attended the vow renewal of Sabryna McClung Roberson ’93 and Greg on June 20, 2009 in Islamorada, Florida.

L-R: Dianne Hayes Doss ’93, Tracie Allen Webber ’93, Katherine Schupp Zeringue ’94, Kelly Cogshall ’95, Sabryna McClung Roberson ’93, Mimi Davies Wroten ’93.
Ellen Hobart Hutchinson

Ellen Hobart Hutchinson, 92, of Amherst, passed away peacefully at her home with her family on Friday, July 24, 2009. Ellen had worked for thirty years in Sweet Briar's co-curricular life office before retiring.

Born in Roanoke, she was the daughter of the late George W. Hutchinson and the late Ellen Hobart Hutchinson. In addition to her parents, she was preceded in death by one brother, William Hutchinson.

She was a loving mother, a devoted member of the Church of the Epiphany of Amherst and a great lover of animals.

She is survived by one son, Michael Hutchinson, and his wife, Gail, of Madison Heights; a brother, George A. Hutchinson of South Carolina; a sister-in-law, Mary Hutchinson; three nieces, Karen, Cindy, and Dale; two step grandchildren, Cory Jaques and his wife, Jill, of Gladstone, Paul Vigue of Madison Heights, and a lifelong friend, Sally Schaffer of Pottstown, Pennsylvania.

James E. Shelton, Sr.

James "Jim" Edwin Shelton Sr., 60, of Roseland, died Tuesday, Aug. 4, 2009, at the University of Virginia Hospital. Jim was the brother of Tom Shelton, superintendent in Sweet Briar's Carpenter Shop, and uncle of Tommy Shelton, carpenter in physical plant. Jim also worked at Sweet Briar in the physical plant department from 1983–1990.

Born in Louisa on September 28, 1948, he was a son of Mary Mitcheltree Shelton of Richmond and the late Robert P. Shelton, Sr. Jim was an avid trapper, hunter, and fisherman and was loved by all as a pillar of the community.

In addition to his mother, he is survived by his wife, Bettie Abbott Shelton; two sons, James E. Shelton, Jr. of Roseland and Christopher S. Shelton of Shipman; three stepsons, Lee White of Spout Spring, Winston W. E. White and Daniel R. L. White, both of Monroe; three brothers, Robert P. Shelton, Jr. of Carolina Beach, North Carolina, and Thomas W. Shelton, Sr. and Michael G. Shelton, both of Arrington; two sisters, Judith S. Cheadle of Richmond and Evelyn S. Knight of Chesterfield; and eight grandchildren, four step-grandchildren and numerous nieces and nephews.

Lloyd Haywood Jackson

Lloyd Haywood Jackson, Sr. died on July 16, 2009. Before his retirement, Lloyd had given thirty-two faithful years of service to the College as grounds supervisor. He was born in 1931 and was preceded in death by his wife, Doris Dickerson Jackson; his son, Lloyd H. Jackson, Jr.; his brother, Earl Jackson, Sr.; and his sister, Edna Jackson. He is survived by three sisters-in-law, Geneva Rose, of Amherst; Clarese Merrill of Amherst; and Justine Rose of Clifton, New Jersey; two brothers-in-law, Tommy Carpenter, of Amherst, and Andrew Dickerson of Havre de Grace, Maryland; and several aunts, nieces, nephews, cousins and friends. He was a faithful attendant and member of First Baptist Church in Amherst.
Recent Deaths

If you wish to write to a member of the family of someone recently deceased, please contact the alumnae office for the name and address.

1928
Katherine McMahon
Mrs. Daniel W. Heagy
November 10, 2008

1930
Frances Harrison
Mrs. Rutherford N. McGiffert
June 1, 2009

1932
Susan Marshall
Mrs. W. B. Timberlake, Jr.
September 4, 2009

1933
Marjorie Kay
Mrs. Herbert H. Peebles
May 3, 2009

1934
Betty Suttle
Mrs. Clarence C. Briscoe
May 31, 2009

1937
Mary Bacon
Mrs. Howard Barney
July 1, 2009

1938
Imogen Brock
Mrs. Gene B. Hawley
October 11, 2009

Virginia Heizer
Mrs. Smith Hickenlooper, Jr.
October 16, 2008

1939
Gracey Luckett
Mrs. Morris A. Bradley
July 20, 2009

Bettina Bell
Mrs. Bettina Wyman Emmons
June 12, 2009

Elizabeth Perkins
Mrs. Charles N. Prothro
May 23, 2009

1940
Agnes Spencer
Mrs. John Woolfolk Burke, Jr.
September 14, 2009

Elizabeth Ivins
Mrs. William C. Haskins
August 14, 2009

Harriet Walters
Mrs. Landon Jarrett
July 6, 2007

Rosemary Bjorge
Mrs. Richard E. Johnson
February 27, 2009

1941
Elizabeth Harrison
Mrs. William B. Monroe, Jr.
May 9, 2008

Marietta Solon
Mrs. Horace Woolverton
July 18, 2009

1942
Mary Alice Bennett
Mrs. Peter Baumberger
May 3, 2009

Margaret Troutman
Mrs. Thomas S. Harbin
August 18, 2009

1943
Frances Simmons
Mrs. Kenneth McConnell Byerly
June 2, 2009

Dolores Cheatham
Mrs. Harry C. James
September 4, 2009

1944
Marjorie Peggs
Mrs. Robert E. Perry
Date Unknown

Anne Conant
Mrs. Conant Weaver
April 15, 2009

1945
Phoebe Sweeney
Mrs. G. Craig Woolley
May 11, 2009

1946
Elinor Clement
Mrs. Frederick C. Littleton
August 28, 2009

Ellen Robbins
Mrs. David D. Red
July 16, 2009

1947
Sara Bryan
Mrs. James C. Glasscock
August 18, 2009

1948
Dorothy Wallace
Ms. Dorothy W. Wood
August 26, 2009

1949
Katherine Royal
Mrs. Robert Cate
Date unknown

Alice Dulaney
Mrs. Alice Dulaney Sheridan
March 20, 2008

1950
Edith Tanner
Mrs. Edith T. Broughton
June 11, 2009

Ellen Wilkerson
Mrs. Sam Perry Given
June 9, 2009

1951
Jean Stapleton
Mrs. Samuel B. Hellier
June 19, 2009

1952
Sue Starkey
Mrs. Cugler Ragland
October 25, 2009

1953
Carolyn Dickinson
Mrs. Bayard Tynes
September 1, 2009

Julia Green
Miss Julia T. Green
July 5, 2009

1954
Karen McKenzie
Mrs. Karen McKenzie Smith
June 10, 2009

Susan Suttle
Mrs. Simon W. Quill, Jr.
July 15, 2009

1956
Debra Duckworth
Debra Lyn Todaro
July 12, 2009

1957
Carlise Kemph
Mrs. Carlise Rials
June 17, 2008

1958
Sharon Price
Mrs. James B. Quill, Jr.
May 2, 2009

1959
Mary-Baird Shinberger
Mrs. Baird S. Bell
September 14, 2009

1960
Mary A. Bradley
Mrs. Morris A. Bradley
July 20, 2009

Bettina Bell
Mrs. Bettina Wyman Emmons
June 12, 2009

1961
Virginia Lutz
Mrs. Robert H. Elwell
August 13, 2009

Marybelle Illiff
Ms. Marybell E. Illiff
August 4, 2009

1962
Andrea Denson
Ms. Andrea Denson Wechsler
October 11, 2009

The Sweet Briar Alumnae Association appreciates notifications of deaths. Please relay information to the Alumnae Office, PO Box 1055, Sweet Briar, VA 24595 or alumnae@sbc.edu.
SWEET BRIAR COLLEGE
2010 ALUMNAE ASSOCIATION TOURS*

Egypt & The Eternal Nile
March 12–28, 2010

Galapagos Islands:
A President’s Trip
June 3–12, 2010

Iceland: The Land of Fire and Ice
July 28–August 5, 2010

Portrait of Italy
October 9–25, 2010

*Dates, destinations, prices and itineraries are subject to change

Contact Melissa Coffey ’98, tour coordinator, for more information at 800-381-6131 or mcoffey@sbc.edu
Linda Mae Visocan Gabriel is a familiar name at Sweet Briar. She is a graduate of the Class of 1987, but her visibility with Sweet Briar goes far beyond her performance as a high-achieving Sweet Briar woman—international affairs major, QV, junior class vice president, student government president, varsity sports council, academic affairs committee, resident advisor, varsity swim team . . . The list is almost endless, and certainly impressive.

“Sweet Briar has helped to form who I am, and for that I am grateful,” Gabriel says. After leaving Sweet Briar, Gabriel continues to be closely involved with her alma mater. Louise Zingaro, who was then executive director of alumnae relations, knows her well. “Linda Mae is Sweet Briar pink and green through and through. An active and supportive student, she developed into a key alumna volunteer leader. From alumnae admissions representation to first vice president, she continues to make a positive impact on the life of our College.”

Despite her current connections with Sweet Briar, Gabriel explains that Sweet Briar wasn’t initially where she planned to go to school.

“I was going to attend Miami University in Ohio, but my Dad insisted I go to a college fair and look at all my options. I went straight to the Miami table while Dad followed me, gathering brochures for other schools. I saw the Sweet Briar representative standing nearby, so I thought I’d talk to her while I waited on him. I picked up a brochure and immediately thought, ‘Wow! This is the most beautiful place . . . wouldn’t it be wonderful to go to school there!’ I put my name on the mailing list, and within a week I not only received an invitation to visit from admissions, but Bonnie Kestner wrote to me about the swim team. I came to visit Sweet Briar with my mom, and the rest is history. I was captivated; I think, from the moment we drove through those gates.”

In addition to seven years of service to the alumnae board, Gabriel is a dedicated volunteer for events and committees and a steadfast contributor to the Annual Fund. She gave her most recent gift in support of the new Fitness and Athletics Center.

“I’ve been an athlete all my life. The Fitness and Athletics Center gift was something I saw that needed to be done. Good athletes were not coming to Sweet Briar because of dated facilities.”

As well as thinking about current gifts, Gabriel always considers the future. She is an Indiana Fletcher Williams Associate, one of the many visionaries who have included Sweet Briar in her will.

“My first inspiration for philanthropy was receiving an alumnae club scholarship to attend Sweet Briar,” she remembers. “It eased the burden for my parents, but it also made me realize that graduates back in Cleveland or wherever were doing fundraisers to help others go to Sweet Briar. They know that you can continue to be connected after graduation in so many ways.” She reflects for a moment on the loss of her husband, Todd, who passed away in 2006. “I knew I wanted to do something significant in Todd’s memory. He loved Sweet Briar. He worked so hard in his career so that I could give back to Sweet Briar. I remember the first time he went with me to visit. He said, ‘If I ever have a daughter, she’s going to Sweet Briar.’” Gabriel ensures that her daughter, Meri Caroline, always has a current Sweet Briar t-shirt to wear to events and hopes that she will want to attend Sweet Briar, “but it will be up to her, of course.”

Gabriel urges graduates to remain connected to the College. “There are unlimited possibilities for helping the College continue its mission after graduation. I can’t imagine a more worthwhile investment than sending numerous women into the world with plans for making a difference. Sweet Briar isn’t about putting in your four years and then leaving; it’s a lifelong partnership. You can volunteer on committees or boards, participate in a career panel at Homecoming Weekend, and take advantage of the matching gifts that may be provided by the company at which you work. It’s about contributing in some way, including writing your check. It truly is my home away from home. Every time I go back, I feel like I’ve never left.”

To learn more about the personal, financial, and charitable advantages of making a gift to Sweet Briar College, please contact the Office of Development at (434) 381-6161 or toll-free at 888-846-5722.