

The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER

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

My fellow alumnae and friends,

In August, we held opening convocation for more than 340 students. As I sat in the auditorium with the students, faculty, and staff, I felt truly blessed that our ability to solve the impossible ensured this convocation and the many more to come — in perpetuity. Being sports-minded and with the athletic achievements of so many in the recent Rio Olympics still fresh in my mind, I reflected on the teamwork, the single-mindedness of determination, and sacrifice necessary to be in that auditorium that day. These virtues of our alumnae, faculty, staff, the Board, the administration, parents, friends of the college, and the students themselves parallel those of our Olympic athletes, such as Simon Biles, to produce record-breaking results, and for others, such as the Refugee athletes, just to be there at all.

Also in August, *The New York Times* ran a story discussing the success of women athletes at the Olympic Games. One point made in the story particularly struck home: “The success of women in Olympic sports can be tied to the opportunities available in their home countries.” If given the opportunity for success, women will succeed. Indiana Fletcher Williams knew that, and Sweet Briar women have been succeeding since 1901. The classes of 2017 through 2020 all believe in the opportunity provided by Indiana Fletcher Williams as evidenced in the commitment and dedication of our extraordinary alumnae, faculty, staff, and friends of this college. And these Sweet Briar women too will succeed.

We will be announcing Next is Now, Phase Two as we approach Founders’ Day on September 23rd. We hope you all will join us in person or in spirit from afar on this special day honoring our founder and her enduring vision.

With gratitude,

Mary Pope M. Hutson '83

Vice President for Alumnae Relations and Development



New students on move-in day, August 19.

Class challengers get creative

Competition is nothing new at Sweet Briar, and the Classes of 1985 and 1986 are no exception. At the end of the 2016 fiscal year, many classes accepted the challenge to increase their participation and the total amount of their giving before June 30. Some of them also got creative with their implementation of the challenges.

One of the members of the Class of 1968 challenged her classmates to make a gift, offering to match each donation up to a total of \$3,000. As a result, between June 1 and June 30, the Class of 1968 increased their participation by 16.4%!



Katie Hearn '85 takes her jump into the lake, August 20, 2016. Photo by Jacqueline Burke '16.

Some of Sweet Briar’s classes are particularly competitive. Karen Gonya Nickles '86 and Katie Hearn '85 took advantage of that competitive spirit and issued a challenge to their classmates: for the class that didn’t raise the most money, either Katie or Karen would jump into Lower Lake. It was neck and neck until the end, but the Class of 1986 took the prize on June 30. Sporting an inflatable flamingo in memory of Jennifer Crispen, coach, mentor, and leader on campus from 1977 until her death in 2008, Katie congratulated the Class of 1986 on their success and took the leap into the lake on August 20. From this challenge alone, the two classes raised approximately \$21,000. Members of both classes and some current students joined Katie and Karen to witness the challenge’s conclusion. Congratulations to the Classes of 1985 and 1986 on a creative challenge! Let’s see if history will repeat itself on June 30, 2017.

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For more information about Alumnae Relations and Development staff, please visit sbc.edu/alumnae-development/staff/.

(800) 381-6131

Planned giving saves you income tax and helps Sweet Briar. It's a win-win!

Gifts of Cash

Cash gifts are deductible up to 50% of your adjusted gross income provided you itemize your deductions on your tax return. The deduction may be carried forward for five years.

Gifts of Appreciated Securities, Real Estate or Business Interests

By making a gift of long-term appreciated property, you can save income taxes twice. First, you save by receiving a charitable deduction for the current value of the gift. Second, you save by eliminating the payment of the increased capital gains tax on the property's increased value. These gifts are deductible up to 30% of your adjusted gross income, a deduction which may be carried forward for five years.

Charitable IRA Rollover Gift

The Charitable IRA Rollover Gift is available in 2016 and future years. This gift provides a way for donors age 70 and ½ or older to transfer up to \$100,000 tax-free from an IRA directly to Sweet Briar College. This gift also provides a way to avoid the required minimum distribution by directing that it be paid to the college.

Gifts that Provide Increased Income for Life

A life income gift such as a Charitable Remainder Trust or a Charitable Gift Annuity allows you to give to Sweet Briar and also provides life income for you and another if you wish. These gifts frequently increase your income; save income tax, capital gains tax and estate tax; and also benefit the college.

Gifts of Home or Farm

You can give your residence or farm to Sweet Briar now and keep the use of the property during your own and another's lifetime. You receive a current income tax deduction for your future gift to Sweet Briar and save income tax now.

Income Tax Charitable Deduction

Please consult with your tax advisor to make sure that you receive the maximum tax benefits from your charitable gifts. The rules are complicated. We would welcome the chance to visit with you and your advisors to insure that you receive the tax benefits from your gifts to Sweet Briar and your other charitable interests.

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

For more information, please contact:

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Reunion 2017

Come home for the next all-class

Reunion, June 2-4, 2017!

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

A message of gratitude for AARs and Sweet Work Weeks volunteers

by Marcia Thom-Kaley

Every year, just before orientation, I find myself becoming anxious and excited just thinking about the influx of new students. This year, however, I found myself feeling that way a few weeks early. I couldn't quite figure out why until I saw Ann Gately '70 sweating to death as she pulled weeds near the Admissions House. Yes, it was THAT time again – the time our alumnae arrive to pull, cut, polish and plant!

Regardless of the amount of money saved (which is amazing), seeing alumnae on campus has become just as special to me as seeing the new students arrive. They give me a sense of comfort and pride and community. They remind me of how incredibly important our work is and what a tremendous gift Sweet Briar gives to each of us every day. I was trying to explain our alumnae to Bill Allen, our new VP of Enrollment, and found myself running out of adjectives. I think he is beginning to understand, though, as even last week a few folks stopped by who had driven down from Minnesota simply for the sheer pleasure of experiencing hard labor and community. In fact, an AAR, Vikki Schroeder, walked in the Admissions Office last week, saw me and exclaimed "We've GOT Nebraska!" I believe her!



Jessica Hively '97 and Vikki Schroeder '87, AARs, with Marcia Thom-Kaley, Director of Alumnae Admissions Recruiters.

Yes, this year our Alumnae Admissions Recruiters staffed over 200 college fairs! At the writing of this article, we have almost 700 college fairs listed in the Admissions Advocate college fair calendar for Fall 2016! A multitude of those fairs are the ones YOU have identified and offered to staff.

Yes, every year I will look forward to Sweet Work Weeks. Every day I look forward to working with you in a partnership designed to bring sustainability and success our way.

We as a community can never thank you enough for what you have done and for what you continue to do. We will endeavor to make you proud of us through this coming year as we educate young women to be just like you. Here's to another fantastic year of Alumnae Admissions recruiting!

She Persists

by Laurel Lea Harvey '90

To the Sweet Briar College Community in
Celebration of Founders' Day 2015

There is
Change and passing,
And loss and ending,
Yet as I exist,
She must remain,
As she is me
And she is many,
A restless haven
Of the real and realized,
Born at once in
Mind and voice,
Curiosity and dissent,
Frontier and boundary.

From her contours
Rose our own,
Not by mindless mimicry,
Idiot faith,
Or orderly discipleship,
But with a swift kick
And spirited challenge
To seek,
To craft,
To find
A splendid, storied path
Wholly individual.

As ours is a family
Of unruly sisters
That madden and inspire,
Flatten and elevate,
Break and build,
All at once
With love and fury,
Discord and union,
Naiveté and knowledge.

I and all,
As she calls us home,
Fierce as tempests,
Will ever
Gather
Rise, and
Protect her,
Across decades and generations,
Held in shared knowing and vigilance,
And aligned in precious truth.

— September 21, 2015

**Founders' Day is September 23, 2016.
We hope you can join us!**

Alumnae, students and staff partner to revamp the Book Shop

Thanks to another partnership between current students and alumnae, the Book Shop has a refreshed look.

As part of a larger project to improve the College's e-commerce transactions, the Book Shop, Shop Sweet (the Business practicum), and Daisy's List (the former online shop for selling items produced by alumnae as fundraisers for clubs or classes) teamed up to consolidate their retail projects into one online marketplace with a new credit card processing system since the existing one hadn't been updated since 1988. They began by examining the primary shoppers of the Book Shop. Previously, students were the main audience, whereas now, alumnae and community members also make the list of regular shoppers. While evaluating the existing e-commerce system, the team determined that this new system would need to connect with multiple platforms so other offices on campus could also use it. The team completed phase one of the project in mid-May with the launch of a new inventory management and point of sale system prior to Reunion.



With its existing inventory, the team evaluated which Book Shop items sold the most in order to increase its profit. The Book Shop stayed within its budget, using the help of establishing some consignment relationships and purchasing at cash and carry markets to avoid buying in bulk. Students in the Shop Sweet Business practicum set up data points and the team evaluated what items sold the most from which areas of the shop during Reunion 2016. The retail team's goal was to identify the best-selling merchandise and to create an improved layout for the Book Shop.

As a result of our turnout at Reunion, the shop's profit increased and there was ample data to evaluate its sales and layout. During Sweet Work Weeks, volunteers

rearranged the Book Shop to fit this new proposed layout, which makes items more accessible and has an improved flow. These volunteers also weighed each item to calculate shipping costs and photographed them for the shop's website. The next step is to complete tagging the merchandise with different search terms so that more results appear when someone is looking for a specific item.



The main entrance to the shop still houses a showcase table on which items connected to Sweet Briar alumnae, faculty, and staff books or products are featured. Also featured there are larger home décor items. This theme continues into the next room, along with jewelry, Lilly Pulitzer items, and car magnets and stickers. The room that has a window into the hall of Meta Glass contains children's items, while the center room that holds apparel has been reorganized to allow space for a seating area. Many alumnae and friends may remember the former location of the Book Shop in the Sales Building across from the library, which had the feeling of a small boutique. This layout replicates that experience, with an elegant but casual atmosphere for browsing the many different items for sale.

To see the new items available in the Book Shop or to make a purchase online, visit shopsweet.sbc.edu.

A history of the Sweet Briar seal

by Leah Haes '16

Proudly worn on the hands of many Sweet Briar women is a symbol rich in tradition and history. While the style of each alumna's ring may change in varying degrees, one characteristic always stays the same — the prominent display of the Sweet Briar seal. According to Martha Lou Lemmon Stohlman '34 in her book, *The Story of Sweet Briar*, in 1905, Dr. John M. McBryde, Jr., acting dean at the time who later became an English professor, designed a seal to represent the foundations of Sweet Briar College. On Wednesday, May 4, 1943, Dr. McBryde wrote a letter in response to an inquiry from Miss Virginia McLaws about the history of the Sweet Briar seal. This letter was posted in *The Sweet Briar News*, and he described his goal for the seal to be “proper, dignified, and attractive.” He knew the importance of his task, and that it would serve as the embodiment of the Sweet Briar community in its entirety. What developed from his artwork would become a representation of what future Sweet Briar women stand for, and a reverence for the campus's rich history.

There are many components to the seal, and each section has a specific meaning. The quartered arms of the Fletcher family and Lord Jeffrey Amherst are centered within the seal. Historically, when one family marries into another, the two family crests are combined to show their union, with the most important crest on the right side (or on the left if the crest is facing the viewer). On the Sweet Briar seal, the Fletcher family crest is the one given prominence. By quartering the Amherst arms, the design signifies the value and respect Sweet Briar holds for our connection with Amherst County.

As Dr. McBryde's letter states in his letter, Lord Jeffrey Amherst was a governor-general of the British forces in North America and the governor of Virginia for five years. His arms showcase three tilting gold spears with silver tips on a red field. In heraldry, each color and image bears a meaning. The colors gold, silver, and red stand for generosity or virtue, sincerity or wisdom, and warrior strength or a strong will to take action. The spears denote a devotion to honor and chivalry.

Dr. McBryde described in his letter that the Fletcher arms show a silver cross, centered on a black field, with a bezant (a medieval coin minted at Byzantium) charged with an arrowhead in each quartered section. As mentioned above, silver stands for sincerity or wisdom, and black stands for constancy or resistance. The cross serves as a reminder of the family's Christian faith, while the bezant stands for prosperity and worthiness of trust. The arrows have a double meaning: as a symbol for military readiness or to bear the weight of the family name.

The image of a rose is on the seal as three Tudor roses on the top of the crest. The Tudor roses are the symbol of Sweet Briar, giving a nod to the roses planted by the Fletcher family on their plantation. Ms. Stohlman reports in her book that they also serve as a remote connection to Elizabeth Tudor, the Virgin Queen, from whom the state of Virginia derives its name. The roses are not the botanically accurate hue of pink, but are instead a bright red, because pink is not a proper heraldic tint. To compensate for the lack of pink in the crest, the College's pink and green college colors appear in the outer shield of the seal.



A clipping of Dr. McBryde's letter from *The Sweet Briar News*.

Finally, the motto: *Rosam quae meruit ferat*, or “she who has earned the rose may bear it.” The Sweet Briar motto holds a place of honor embedded on an academic scroll at the base of the crest. This motto is held in high esteem by all of those in our community as the epitome of what it means to be a Sweet Briar woman. Embodying honor, virtue, and strength, the motto stands witness to decades of proud women who have attended the college. Dr. McBryde adapted this motto from Lord Horatio Nelson, a British naval commander, whose motto was *palman qui meruit ferat*, or “let the one who has earned the palm [of victory] bear it.” Dr. McBryde hoped that this would signify to those who would bear the rose that they must be “mindful of the obligations which the badge carries with it, and be ever worthy to bear it.” By changing the word *palman* to *rosam*, Dr. McBryde crafted a motto that pays homage to the academic environment and beauty of the Sweet Briar landscape.

The Sweet Briar seal can be seen in many locations — on letterhead, adorning garden flags, centered on posters, and even embroidered on blankets. It represents the life and spirit of Sweet Briar College and those who call the campus their home, tying decades of women together, weaving them into a network of friends and family. After all, that is what a seal represents: family, history, and the traditions and stories that get passed down through generations of people bonded together with ties that can never be severed.





You can help: Updates on challenges for restricted funds

Immediate need: Tennis court restoration

Goal: \$276,000 by October 1, 2016, so that we can begin the work immediately to ensure completion by the start of the spring season. We have raised \$59,000 toward the goal.

The College's tennis courts need more than just a little TLC, but we have the opportunity to restore 7 of the courts and bring the quality of the facility up to the level of that of our NCAA Division III competition, as well as attract summer camps and clinics for auxiliary revenue, including the notable Van Der Meer camps.

We need your help to make this happen!



Members of Sweet Briar's Tennis Team who in 2016 achieved ITA Scholar-Athlete status. Read more about these remarkable students at <http://vixenathletics.com/general/2015-16/releases/20160722mefido>.

Environmental Sciences Challenge Grant:

**\$156,000 raised to date
\$344,000 left to raise by 2018**

Sweet Briar received an extraordinary gift 8 months ago with a challenge grant component from the family of the Judith Haskell Brewer Fund that will revitalize both our environmental studies programs and our environmental stewardship of the campus. This special initiative will enable expanded educational opportunities, as the grant supports faculty, internships, and on-campus learning. The butterfly garden highlights the important work of our environmental programs, already a recognized research endeavor at Sweet Briar and just one of the existing opportunities for students to learn with world-renowned faculty.

An intent of the gift is to serve as an initiative toward sustainability for the next generation, and therefore includes support for the Community Garden. During Orientation this year, students worked in the Community Garden as part of their community service projects.



Students visited the butterfly garden for a butterfly feeding lab as part of their Biology 111 class with Dr. Linda Fink.

For information about making a gift to either of these initiatives, please contact Mary Pope M. Hutson '83 at mpmhutson@sbc.edu or 434-381-6272.

We are preparing to launch the Sweet Briar Fund! Stay tuned for more details about our goals, class challenges, and our Day of Giving.