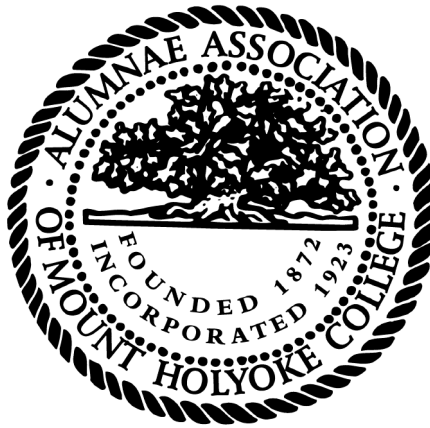


MOUNT HOLYOKE
CLUB OF NEW YORK
ANNUAL REPORT
2010-2011



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Mission Statement

The Mount Holyoke Club of New York City, founded in 1886, continues a long tradition of service to Mount Holyoke College and its alumnae and strongly supports the College's commitment to women's education. Our mission is to strengthen the Mount Holyoke community by cultivating an active association of New York metropolitan area alumnae who are connected to, informed of, and actively involved in, the life and work of the College and the Alumnae Association. The Club aims to foster meaningful relationships among all alumnae through both social and professional activities.

President's Report

Katherine Axt '01
President

I am proud to present this report on another successful year of the Mount Holyoke Club of New York City. The board organized a variety of events for alumnae to enjoy this year, from cultural to health & wellness to career events. These events would not have happened without the hard work of the board, which is described in this report. I am particularly pleased that we saw an influx of new alumnae—from all graduating years—attend our events, and of course, this report would not be complete without a proper nod to our crowning achievement, the Vespers concert and fundraiser.

Besides organizing programs for our members and other alums to enjoy, the Mount Holyoke Club of New York City raises money for the Alumnae Scholars program. As is tradition, this year we are able to offer a \$12,500 (\$11,500 from Vespers and \$1,000 from membership donations) scholarship to a current student. In addition, the Club's donation of \$50,000 to the endowed 1949 scholarship continues to grow interest and support a second student yearly. I would like to thank all of the alums who made gifts to the Alumnae Scholars program. We are very proud to be able to make this contribution and to ensure that Mount Holyoke students receive additional financial support each year.

I recently spoke with Alyssa Nelson '11, one of our current alumnae scholarship recipients from Washington Heights, to get an update on her plans. Alyssa is a graduating senior majoring in sociology with a minor in educational studies. She will be attending the University of Massachusetts Dartmouth for law school in the fall, and she just completed an independent study on juvenile delinquency in Holyoke, MA, among Puerto Ricans. Alyssa performed community service in a youth detention center all four years while at Mount Holyoke, which spurred her interest in becoming a juvenile justice/criminal defense attorney. While at Mount Holyoke, she was also active with the Association of Pan African Unity. Alyssa expressed that she is very grateful to the Club for the scholarship, as she would not have been able to attend Mount Holyoke without it.

The Office of Development also shared that our endowed scholarship fund recipient, Catherine Braine '11, is a biology major and psychology minor, also from New York City. She just completed a senior thesis, working with transgenic flies to assay the effects of the knock out of the Pink1 protein in muscle tissue, a project which utilized both molecular biology methods and transmission electron microscopy. Catherine also worked this year as a lab instructor for Developmental Biology and is now applying for jobs with the hopes of obtaining a lab technician position for a few years before pursuing a graduate degree. Outside of the classroom, Catherine continued to serve as Vice President of the Mt. Holyoke College Democrats and public relations representative for the Mt. Holyoke Pre-Medical Association.

It is success stories like Alyssa and Catherine's that make our work with the Club all the more meaningful. I have had the honor and the pleasure of serving as your President these past three years, as well as the role of Treasurer and Alumnae Admissions Representative before that, and

it is with sadness that I close a wonderful chapter on my Mount Holyoke volunteering life to pursue graduate school. You will be in wonderful hands with new president, Tara Paone '81, however, and won't be disappointed! Tara and I have worked closely together for the past three years, and I look forward to hearing about the new endeavors she has in mind for the Club and participating on the member level rather than on the organizational side.

In closing, I would like to thank the entire board of the Mount Holyoke Club of New York City for its commitment to the mission of the Club. Furthermore, I want to express our sincere gratitude to those alumnae who chose to become Club members and others who supported our programming efforts. Lastly, we must thank the staff and faculty of the college and the Alumnae Association who helped to make this a successful year.

Board of Directors 2010-2011

President:	Katherine Axt '01	
Vice President:	Rada Angelova '04	
Vice President of Programs:	Gabriella Illyes '06	
Secretary:	Lynette Rizzo '96	
Treasurer:	Dana A. Barta '04	
Membership:	Katherine Rodi '94	Tara Paone '81
Communications:	Maria-Stella Fountoulakis '99 Abigail Wolff '82	
Technology:	Lauren Razzore '98	
Programs:	Peggy Andrews '90 Danielle David '05 Tamara Dews '06 Maria-Stella Fountoulakis '99 Moirra McDaid '87 Arina Shulga '97 Jane Zimmy '74	
Seven Sisters:	A Zin Oo '06	
Vespers Co-Chairs:	Rada Angelova '04	Katherine Axt '01
Vespers Fundraising Vice Chair:	Jane Zimmy '74	
Vespers Committee:	Heather Allison '99 Peggy Andrews '90 Elaine Cheung '09 Tamara Dews '06 LaVida Dowell '74 Paula Gerden '74 Shandra Goldfinger '09	Emilie Heidel '10 Gabriella Illyes '06 Elizabeth (Betsy) Rowe '79 Sunny Park Suh '91 Audrey Schomer '07 Julie Tan '84
Young Alumnae:	Pryanka Mehrotra '09	Jenn Udden '08

Alumnae Admissions

Representative

(appt'd by MHC): Kira Yevtukhova '10

Honorary Members

(non-voting): Lily Klebanoff Blake '64
Jennifer Durst '95
Joan Shapiro Green '66

Treasurer's Report
Fiscal Year 7/1/10 to 6/30/11

Dana A. Barta '04
Treasurer

Overview

We started the year with about \$42,000 in our account. We expect to close the year with approximately \$53,500 after we deduct remaining anticipated expenses and the Scholarship payment.

Revenue

This year, the Club received income of approximately \$64,500. These funds came from Vespers, membership, other events and interest income. Net proceeds from the past Vespers was over \$23,000. Membership contributions totaled approximately \$4,600. Contributions ranged from young alumna membership of \$20 to amounts in excess of the patron level membership of \$150. Alumnae are welcome to make contributions in any amount above the membership price of \$40. All amounts over \$40 are put into the Alumnae Scholarship fund. \$1,000 was contributed by members to the Alumnae Scholarship this fiscal year. Revenues from various club programs other than Vespers were in excess of \$6,000. The club will donate a total of \$12,500 towards the Alumnae Scholar.

Expenses

Fees from the Club's programs (excluding Vespers), typically charged to cover program expenses such as catering and room rental, totaled approximately \$6,500. Vespers costs this year were approximately \$30,000. The Club's operating expenses of approximately \$3,200 are primarily related to the cost of communications, email distribution, mailbox rental, voicemail box, annual meeting costs and board meetings. As mentioned above, the Club will donate \$12,500 towards an Alumnae Scholar, \$1,000 of which was donated through membership.

Beginning balance	7/1/2010		\$41,784
Activity	Revenue	Expenses	Profit/Loss
Vespers	\$53,635	\$30,365	\$23,270
Membership	4,636	-	4,636
Events	6,268	6,524	(256)
Operations	-	3,280	(3,280)
Interest	4	-	4
Scholarship	-	12,500	(12,500)
Total activity	\$64,543	\$52,668	\$11,876
Est. ending balance	6/30/2011		\$53,660

Seven Sisters

None of the Seven Sister events have incurred any costs nor have generated any revenue, and based on the past book and records, the Seven Sisters' money totals \$1,490.

Programs

Gabriella Illyes FP '06 Vice President of Programs

During this year, the Programming Committee remained loyal to the Club's long-standing tradition of organizing affordable events and bringing something interesting to the table for each alumnae class. These events would not have happened without the hard work and dedication of the Programming Committee members. I'd also like to point out the tremendous amount of help that we have received from the rest of the board. Special thanks goes out to the Communications Co-Chairs for advertising our events, to the Treasurer for keeping us financially responsible and for the input of the rest of the board members to determine pricing, timing and selection of event ideas. Great job everyone and let's continue the good work next year!

Annual Back-to School Event — October 11, 2010

This year the Club changed things up a little and instead of hosting a regular brunch, we had an evening M&C's reception at the Yale Club of New York. We had a special guest, Mount Holyoke College's new President, Lynn Pasquerella '80, who greeted the New York Alumnae Club and spoke about her goals for the College. There was also a presentation of the Alumnae Association Young Alumnae Loyalty Award to one of our most dedicated alumnae and current Club Treasurer, Dana Barta '04. The event ended with the lovely performance of the MetropoliTones, NYC's premier Seven Sisters a cappella group--our current board member and Communications Co-Chair, Abigail Wolff is part of this group. Kate Axt, Rada Angelova and Gabriella Illyes helped organize this event.

Holiday Brunch — November 20, 2010

To celebrate the winter holiday season, we got together at the cozy Camaje restaurant in SoHo and enjoyed owner Abby Hitchcock's ('92 alumna) delicious menu in November. We had an interesting turnout and were glad to also see some out of town young alumnae in attendance. Peggy Andrews organized this event.

Vespers — December 10, 2010

The Vespers student concert tradition once again returned to New York's St. Bartholomew's Church on Park Avenue this winter. Vespers Co-Chairs Kate Axt and Rada Angelova, and Head of Fundraising Jane Zimmy did a phenomenal job on this event. Please see the complete Vespers section of the annual report for more details.

Royalton Hotel Happy Hour Warm Up Mixer — January 27, 2011

Despite a heavy snowstorm and some city streets being inaccessible, the feet did not fail enthusiastic alumnae to gather for a warm and fun evening at the Royalton Hotel on January 27th. We enjoyed gorgeous and comfortable surroundings, fireplaces, delicious drinks and skilled musicians for the perfect after-work vibe. Maria-Stella Fountoulakis hosted this event.

Valentine's Day Style and Beauty Event — February 13, 2011

On Sunday, February 13th, the MHC Club of NY hosted a Valentine's Day Style and Beauty Event at Walker's Apothecary Spa in Jersey City, NJ. Two Italian fashion designers, sisters Monica and Barbara, gave us tips on how to be stylish from the moment we wake up until we go to bed. We learned how to look great at the gym, work, and even in our sleep. As an added bonus, spa owner and beauty editor, Shelea Walker, showed us simple tips on everyday makeup application and skin care treatment. We had a fun day full of beauty, fashion, bubbly and gourmet desserts! Peggy Andrews organized this event.

Gloria Ross & Modern Tapestry: Presentation and Gallery Tour — February 17, 2011

On February 17, Ann Lane Hedlund, textile scholar and anthropologist, presented an illustrated talk on Gloria F. Ross's career and introduced her new book "Gloria F. Ross & Modern Tapestry" (Yale University Press 2010). The talk was held at the Jane Kahan Gallery in midtown Manhattan, which displayed beautiful works by Gloria F. Ross. The presentation was followed by a very interesting guided tour of the tapestries, book signing and a fun networking wine reception. We had about 25 people in attendance and received overwhelmingly positive feedback from everyone. Arina Shulga organized this event.

Brooklyn Oenology Wine Tasting and Tutorial — March 3, 2011

No one knew learning about wine could be so delicious! On March 3rd, we enjoyed a juicy tutorial in wines and winemaking from founder, winemaker and engineer, Alie Shaper, at the groundbreaking Brooklyn Oenology tasting room in Williamsburg. It was a lovely evening that included delicious flights of wine, cheese and crackers, and we even got the inside scoop about this inspirational, woman-owned company that supports all things New York, from the art on the label, to the grapes sacrificed for our enjoyment. Dionysus was definitely jealous of us that night! Maria-Stella Fountoulakis organized this event.

Real Estate Workshop — March 30, 2011

On March 30th, real estate professionals Maria-Stella Fountoulakis '99 and her business partner, Rachel Vannucci, of Halstead Property hosted an informational workshop and taught us the most important things we needed to know about buying a property in New York City. We learned the inside scoop about purchasing, financing, and the right way to submit a co-op and condo purchase application. We also had the opportunity to speak one-on-one with mortgage professional Brian Cohen from Wells Fargo, who generously supplied the event with refreshments. Maria-Stella Fountoulakis organized this event.

Cooking for a Cause — April 10, 2011

On Sunday, April 10th, the MHC Club of NY volunteered to cook and serve dinner to 100 pediatric cancer patients and their families at the Ronald McDonald House. We had a chance to meet and bond with the children and also take a tour of the House, all while having a fun afternoon with fellow alumnae. The Ronald McDonald House provides temporary housing as a "home-away-from-home" for children with cancer and their families; it is a very supportive and

caring environment, which encourages and nurtures the development of child-to-child and parent-to-parent support systems. Peggy Andrews helped organize this event.

Spring Chocolate Tasting — April 16, 2011

On Saturday, April 16th, Cathy Selin, founder of Chocolate in Chelsea, welcomed us into her home for a chocolate tasting just on time for the spring holidays. The event included a demonstration of how to make truffles and was followed by a tasting of other types of chocolates available in her store. People loved the truffles so much that we almost bought up the entire collection on stock that day! Gabriella Illyes helped organize this event.

The Cloisters Museum & Gardens Tour — May 14, 2011

As an introduction into spring, alumnae gathered to tour the hidden gem of Northern Manhattan, The Cloisters Museum & Gardens. A branch of The Metropolitan Museum of Art, The Cloisters is devoted to the art and architecture of medieval Europe. Throughout the afternoon, attendees received a tour of the gardens and viewed various collections of artwork dating back to the ninth century. Following the tour, we enjoyed lunch at the Tree Café. This event was coordinated by Tamara Dews.

Mount Holyoke Club of New York Annual Meeting — June 14, 2011

The Mount Holyoke Club of New York was happy to celebrate another great year during the annual meeting at the Harvard Club of New York this June. In addition to hearing from Professor Kavita Khory about South Asian regional security and the war in Afghanistan, we also announced the successful Vespers fundraising scholarships and voted in the new board of directors. Kate Axt and Gabriella Illyes helped organize this event.

Vespers

The 77th Vespers in New York City was held on December 10, 2010, at St. Bartholomew's Church on Park Avenue. Our fellow alumnae helped us to raise \$15,000 for club programming and scholarships, which is an increase of \$7,000 from 2008. Fundraising for Vespers culminated with a pre-concert reception for Leadership and Vice Chairs. Over 150 alumnae and their guests had the opportunity to meet our Guest of Honor, new College President Lynn Pasquerella '80, at the reception, as well as Alumnae Association President Cynthia Reed '80. We extend special thanks to all Leadership and Vice Chairs for their continued support of this honored tradition. The concert itself was attended by nearly 600 guests. We also extend special thanks to our alumnae volunteers and the Mount Holyoke College music department faculty and students for organizing the evening for everyone. Top recommendations for future Vespers planning include offering children discount tickets and planning additional marketing efforts to attract larger numbers of younger alumnae.

The Mount Holyoke Club of New York gratefully acknowledges its Supporters of the 77th Vespers Concert in New York City

Honorary Chair

Lynn Pasquerella '80, President, Mount Holyoke College

Special Guests

Cynthia L. Reed '80, President, Alumnae Association of Mount Holyoke College
Jane E. Zachary, Executive Director, Alumnae Association of Mount Holyoke College
Mary Graham Davis '65, Chair, Board of Trustees, Mount Holyoke College
Past and current New York Alumnae Scholars

Vespers Co-Chairs

Katherine Axt '01
Rada Angelova '04

Fundraising Vice Chair

Jane Jimmy '74

Vespers Supporters

Leadership Chairs

Joyce Chaiken Ahrens '62
Barbara Byrne '76
Mr. and Mrs. Howard Moss Rogatnick '88
Mary Beth Topor Daniel '82
Mary Graham Davis '65
Kristen Kelly Fisher '92
Joan Shapiro Green '66
Ludmila Schwartzberg Hess '67
Valerie K. Longwood '87

KC Maurer '84
Gregg C. McCarty '83
Anne-Marie McGonnigal '85
Gail Hunt Reeke '64
Susan E. Saxe '77
R. Seidman and J. Fleagle P'11
Jennifer Allan Soros '92
Peggy Wolff '76
Jane A. Zimmy '74 and Ron Neumann

Vice Chairs

Janice E. Abert '82
Peggy L. Andrews '90
Katherine Axt '01
The Balcanoff Family P'14
Katherine Bartholomaus '68
Barbara McClearn Baumann '77
Kathy Bendo '71
Ann Farrissey Carlson '82
Florence M. Chichester '74
Charlotte Church '70
Margaret Clements '10
Dana A. Cohoon '73
Constance Cushman '68
Kiki Denis '94 and Yiannis Tsiounis
LaVida Dowdell '74
Jennifer Durst '95 and De Cong Tran D.P.M.
Marianne DePatie Fouhey '78
Suzanne Franchetti '91
Bente Svensen Frantz '76
Sharon L. Gardner '81 and Elizabeth S.
Gardner '55
Aimee Garn '71
Susan Davis Gerber '75 and Leslie Gerber
Paula Gerden '74
Shannon Gessner '03
Elizabeth Fish Guardenier '65
Charles Haight
Debby Hall '74

Claire Hernandez '83
Julie Desnick Herzig '73
Sandra Svihovec Hewitt '61
Michelle Hurst '74
Juli Jackson '69 and Robert Jackson
Diane B. Kadlec '75
Lily Klebanoff Blake '64
Linda Taft Litton '58
Jeanne Luboja '73 and John Timm
Cynthia Lynch '90
Helen Ross Marino '78
Linda Graham McElroy '68
Ellie McGrath '74
Audrey McNiff '80
Gwyneth Meeks '95
Lynn Massman Mordan 1974
Rebecca O. Morrow '73
Maria Zoe Mossaides '73
Susan Abert Noonan '82
Catherine Onyemelukwe '62 and Clement
Onyemelukwe
Ellen Hyde Pace '81
Tara Mia Paone '81
Grace L. Perry '74
Linda Ing Phelps '86
Cynthia Polk-Allen '74 and Thomas H. Allen
Susan Serman Proctor '83 and John Proctor
Chuck Ramsay
Cynthia Reed '80
Kate Rindy FP'08

Lynette P. Rizzo '96
Betsy Webb Rowe '79
Betsy Hoy Shiverick '65
Carla H. Skodinski '72
Dena M. Steele '74
Barbara Weiner Stoller '74
Sunny Park Suh '91
Amy S. Trapp '80
Sunaina Virendra '90
Katherine Vorwerk '69 and Robert Feldman
Nadia Nagib Wallace '88 and Chris Wallace

Marcy Wilkov Waterman '71
Heather Allison Waters '99
Dana Feldshuh Whyte '60
Abigail Wolff '82 and Michael Mariani
Alison Knapp Womack '85
Nancy Wood '74
Marie-Claude Palmieri Wrenn-Myers '60
MaryAnne C. Young '81
Jane Zachary
Julie Zoppo '87
The Mount Holyoke Club of Boston

Patrons

Joanne Bacciolo '71
The Balcanoff Family P'14
Laura Bauer and Leonard Diana P'12
Bonnie and David Cantor
Avery and Richard Chase P'12
Margaret S. Clarkson '94 and Alicia
Heintzelman
Gregory Colletti
Diana Duane Coyne '89
Clara Davidson '93 and John Davidson
Amanda S. De Meola '01
Suellen Galish '80
Cathy Gavin '81
Dawn Gudelis '88
Laurie Robin Hammel '71
Wagaye Johannes '97
Andrea Lakian '69

Virginia van Hengel Loughlin '77
Jainee C. McCarroll '93
Jennifer F. Merton '87
Katherine Peckham Moreau '78
Janet Keyes O'Connell '74
Janice C. Pierce '52 and Scott Pierce
Mr. and Mrs. Dan Pope P'13
Katherine Putnam '73
Andrea and John Rogers
Marilyn Sarles '67 and Jay Sarles
Adrienne W. Skinner '77 and Catherine
W. Skinner '52
Pamela McElroy Toner '78
Nan Trippe '52 and Lee Hale
Susan R. Uber '71
Bobbi Vaughan '68 and Jim Vaughan
Sylvia and Michael Veras P'11
Andrea K. Voutsas '77

Membership

Tara Paone '81
Katherine Rodi '94
Membership Co-chairs

Total by Class			
		113	
N.A.	1		
2010	15	1975	2
2009	6	1974	8
2008	5	1973	0
2007	6	1972	2
2006	4	1971	1
2005	2	1970	1
2004	3	1969	1
2003	1	1968	2
2002	2	1967	0
2001	1	1966	2
2000	1	1965	3
1999	1	1964	0
1998	2	1963	2
1997	1	1962	0
1996	2	1961	1
1995	1	1960	2
1994	2	1959	0
1993	0	1958	0
1992	1	1957	1
1991	1	1956	0
1990	3	1955	0
1989	0	1954	0
1988	1	1953	0
1987	2	1952	1
1986	0	1951	0
1985	2	1950	0
1984	1	1949	0
1983	1	1948	0
1982	2	1947	2
1981	2	1946	1
1980	1	1945	0
1979	2	1944	0
1978	3	1943	0
1977	3	1942	0
1976	0	1941	0

Total by Payment Type			
		113	100.00%
Paypal	64	56.64%	
Check	44	38.94%	
Cash	5	4.42%	
Unknown	0	0.00%	

Total by Decade			
		113	100.00%
2000s	46	40.71%	
1990s	14	12.39%	
1980s	12	10.62%	
1970s	22	19.47%	
1960s	13	11.50%	
1950s	2	1.77%	
1940's	3	2.65%	
Unknown	1	0.88%	

Total by Membership Type			
		113	100.00%
YA	40	35.40%	
REG	50	44.25%	
supporter	11	9.73%	
patron	6	5.31%	
Hon	6	5.31%	
Unknown	0	0.00%	

Membership Type	KEY	Payment
Young Alumna	YA	\$20
Regular	REG	\$40
Club Supporter	CS	\$75
Club Patron	CP	\$150
Honorary	Hon	Free

We are grateful to all the alumnae who supported the Club during the year, especially those who contributed as Patrons and Supporters.

Patrons

1978	Marianne	DePatie Fouhey
1974	Lavida	Dowdell
1975	Eva	Feindler
1983	Gregg	McCarty
1968	Roberta	Vaughan
1974	Jane	Zimmy

Supporters

2001	Katherine	Axt
1977	Pamela	Crandall
1965	Mary Graham	Davis
1995	Jennifer	Durst
1966	Martha	Ferry
1975	Susan	Gerber
1974	Elenor	McGrath
1981	Tara Mia	Paone
1988	Moira	Shields
1971	Marcy	Waterman Wilkov
1982	Abigail	Wolff
1987	Julie	Zoppo

Honorary

1946	Edna	Berk Kuhn
1966	Joan Shapiro	Green
1960	Dr. Michelle	Palmieri Warren
1947	Arax	Simsarian
1947	Ilene	Stone
1960	Marie-Claude	Wrenn-Myers

Seven Sisters

A Zin Oo '06 Committee Chair

Planning and coordinating the events along with the Program Committee and the Young Alumnae Committee, the Seven Sisters representative tries to foster the relationship with the Sisters Colleges; currently the active club members are Wellesley, Smith, Bryn Mawr and Barnard. Having constant dialogues with the Sisters Colleges spurs ideas and opportunities to plan and co-host the larger leadership events together, sharing information and the club resources such as access to certain venues and panel speakers while at the same time being able to draw a larger audience. We also have ongoing communication with BBPW (Barnard Business and Professional Women) organization, and we have the opportunity to share professional event information and resources on occasions.

We have not hosted any Seven Sisters leadership event this year since Mount Holyoke typically ends up spearheading the planning process which can be quite a lot of work. In recent past years, we have held career events, financial planning and real estate events and the Seven Sisters social mixers that draw 50+ number of people per event.

Persons interested in getting involved with the Seven Sisters community are encouraged to join the Yahoo group for a plethora of upcoming events as well as to have access to the member bulletin. The Yahoo Group is '**SevenSistersNYC**'.

Young Alumnae Report

Jennifer Udden '08

Priyanka Mehrotra '09

Young Alumnae Co-Chairs

This was a quiet year for the Young Alumnae Committee. We did not host any events specifically targeted to the Young Alumnae population in NYC.

On a more positive note, several young alumnae had the opportunity to attend the Vespers pre-concert reception thanks to the generosity of Kristen Kelly Fisher '90.

For the upcoming year, the focus will be on reviving the bi-monthly happy hours. We have had trouble getting a good response to Happy Hours hosted in the past and one suggestion has been to organize the Happy Hours on Thursday vs. Friday. This event format will be tested in the upcoming year. Another thought is to pick venues in different areas of the city, not just restricted to midtown.

Additionally, the Personal Finance Information Panel organized in 2009 was very well received. The Young Alumnae Committee will work toward organizing a similar event in the upcoming year as well.

Mount Holyoke Young Alumnae Club of New York (MHNYCYA) – The Young Alumnae Facebook page has been up and running for over two years. We had 28 members join over the past year bringing the number of members up to 207. The MHNYCYA Facebook page has served as a great tool, enabling the board to make announcements, post club events, photos, and keep the group up to date, while the group members are using it as a discussion forum with posted items about City events, recruiting, moving sales, rides to our Alma Mater, etc.

Communications

Maria-Stella Fountoulakis '99
Abigail Wolff '82
Communications Co-Chairs

Lauren Razzore '98
Web Mistress

Maria-Stella Fountoulakis '99 and Abigail Wolff '82 continued using **MyEmma** this year to handle the Club's emailed communications, including both our Mount Holyoke Club of New York monthly newsletter and periodic event reminders. As of June 1, our email list contains 1,104 active email addresses, a number that includes both paid members and other alumnae who are interested in Club announcements. The number of emails on our list has remained steady over the past few years. We send emails to those on our mailing list approximately twice per month; newsletters and other announcements/reminders about upcoming Club events are the most common types of correspondence. Over the course of this academic year, we sent out a total of ten newsletters and six event reminders. We continue to discuss possibly incorporating all NYC area email addresses from the Alumnae Association, but have hesitated due to time and cost commitments involved with this.

MyEmma also allows the Club to track the success of our online communications by viewing the number of emails opened, new members who join after being forwarded one of our emails, and the most popular links in each of our email communications. We have good open and click-through rates for our messages, with an average open rate of 27.9% compared to a nonprofit industry standard of 27.6%, and average click-through rates of 5.3% compared to a nonprofit industry standard of 4%.

The Club continues to use the Gmail account mountholyokeclubofnyc@gmail.com and also implemented a new club phone number this year through Skype online to reduce costs: 347-408-0821. Access to these accounts is given to members of the Club's Executive Board, but the Communications Co-chairs regularly check both for messages.

Lauren Razzore '98 continued as the Club's Web Mistress. The website, **www.mountholyokeclubofnewyork.com**, functions well as a place for posting and registering for events, becoming a member, sharing photos and general news and information about what's going on in the Club. Information about Board members as well as ways to become involved with the Club are regularly updated on the site. This was particularly helpful for Vepsers. **Paypal** continues to be our main avenue for registering and paying for events as well as for collecting dues. Over the summer, Lauren will be working with the Alumnae Association to transition our Web server to the template format suggested by the College so that future Web Mistresses can easily update the site with little or no digital experience.

The Club has a mailing address of:
Mount Holyoke Club of New York #611
132 East 43rd Street
New York, NY 10017

Letters mailed to the Club are usually picked up by the Treasurer every few weeks.

The Club continues to grow our presence online via social media assets, Facebook and Twitter, to publicize events and connect alumnae. The Club's Facebook group currently has 297 members, and we have 119 Twitter followers.

Mount Holyoke Club of NYC
Alumnae Admissions Representative [AAR] Report
Prepared by: Kira Yevtukhova '11,
New York City Wide AAR
June 2011

2001-2011 ADMISSIONS STATISTICS FOR NYC SENIORS

	<i>INQUIRIES</i>	<i>APPLICAN TS</i>	<i>% Yld</i>	<i>ACCEPT S</i>	<i>% Yld</i>	<i>MATRICULAN TS</i>	<i>% Yld</i>
<i>2011</i>	1007	202	20%	100	50%	41	41%
<i>2010</i>	937	189	20%	105	56%	31	30%
<i>2009</i>	889	167	19%	102	61%	34	33%
<i>2008</i>	803	174	21%	100	57%	26	26%
<i>2007</i>	1139	193	17%	103	53%	25	24%
<i>2006</i>	813	145	18%	76	52%	24	32%
<i>2005</i>	1063	124	12%	64	52%	20	31%
<i>2004</i>	1081	131	12%	69	53%	15	22%
<i>2003</i>	1333	159	12%	87	55%	26	30%
<i>2002</i>	1593	162	10%	89	55%	33	37%
<i>2001</i>	965	165	17%	84	51%	21	25%

Fall 2010 Highlights

- AARs again attended college fairs at local public and private schools that admissions staff could not cover.
- AARs interviewed 8 prospective students, including one transfer student.

Spring 2011 Highlight

Accepted Student Reception – Host: Peggy Wolff '76 (Thursday, April 14)

This year, Peggy Wolff '76 and College Trustee, served as host. Seventeen accepted students and their families attended while 10 alumnae were present, including several Club Board members as well as Diane Anci, Dean of Admissions, which provided a unique perspective for some of the parents of admitted students. The event was a success because all constituents of the admissions process were there: alumnae, especially recent graduates, parents, and an admissions representative. After 30 minutes of mingling, our host welcomed us to her home and relayed the positive impact MHC had on her life. After Peggy and Diane's welcoming remarks, alumnae introduced themselves and shared their most memorable academic experiences at MHC.

Unlike previous years, the number of interested students and parents threatened to exceed capacity. A larger venue may be considered for next year to ensure that students can bring more than one guest and can become better informed about the college through the diverse experiences of a greater number of alumnae. Students received a yellow MHC lanyard to represent their class color as gifts. The MHC Club of New York and the Admissions Office co-sponsored this event.

2010-2011 Alumnae Admissions Representatives

City Wide AAR – Katherine Axt '01
 Manhattan AAR – Claire Botnick '09
 Queens AAR – Kira Yevtukhova '10

Nominating Committee

Rada Angelova'04

Vice President; Chair, Nominating Committee

Nominating Committee Members:

Gabriella Illyes '06, Tara Paone '81, Maria Pencheva'06,
Maria-Stella Fountoulakis '99

We are pleased to present the following slate of officers for the 2011-2012 Board of Directors of the Mount Holyoke Club of New York:

Proposed Board of Directors 2011-2012

President: Tara Paone'81
Vice President: Katherine Rodi'94
Vice President of Programs: Maria-Stella Fountoulakis'99
Secretary: Lynette Rizzo '96
Treasurer: Maria Pencheva'06

Membership: Elaine Cheung'09

Communications: Abigail Wolff '82
Grace June Kim'07

Technology: Lauren Razzore '98

Programs

And Seven Sisters: Peggy Andrews '90
Rada Angelova'04
Gabriella Illyes '06
Grace June Kim'07
Margaret Murray'07
Arina Shulga'97

Young Alumnae: Pryanka Mehrotra '09 and Margaret Murray'07

Alumnae Admissions

Representative

(appt'd by MHC): Kira Yevtukhova'10

Honorary Members

(non-voting)

Katherine Axt'01
Lily Klebanoff Blake '64
Jennifer Durst '95
Joan Shapiro Green '66