

MOUNT HOLYOKE
CLUB OF NEW YORK
ANNUAL REPORT
2011-2012



The Mount Holyoke Club of New York City
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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

Tara Mia Paone '81

President

I am proud to report on another successful year for the Mount Holyoke Club of New York City. The board organized a variety of events for alumnae to enjoy this year, from art and culture, to health & wellness and even an event to enjoy the outdoors. These events would not have happened without the hard work of all of the board members, and they are described in this report. I am particularly pleased to report that we saw an influx of new alumnae—from all graduating years—attend our events during the year.

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. In 2011-2012, we were able to offer a \$12,500 (\$11,500 from Vespers and \$1000 from membership donations) in scholarships to two current students. In addition, the Club's donation of \$50,000 to the endowed 1949 scholarship continues to grow interest and yearly support a third scholarship student. 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 NYC Mount Holyoke students receive additional financial support each year.

I recently connected with our two current Alumnae Scholars: Estelle Stephenson '12 and Laura Harris '14, to get an update on their educational successes.

Estelle Stephenson graduated this year as a Theatre Arts major and Studio Art minor. She performed in a production of Wendy Wasserstein's *Uncommon Women* and remarked, "it was a very interesting contrast to play a Mount Holyoke Senior who graduated 50 years before me just weeks before I graduated myself." Estelle also said, "I really came to appreciate the community of women I would take with me when I graduated from Mount Holyoke. Knowing that I will always be a part of the Mount Holyoke community and that I will always have the friends I made there is the only thing that make leaving bearable. It is amazing to realize that once I graduated I entered into an even bigger, more diverse community of passionate, intelligent, inspiring women than the one I was part of while in school." We welcome Estelle into the NYC Alumnae community!

Laura Harris is a rising MHC junior and is majoring in African American Studies. She is also interested in politics and she is considering teaching high school history and/or work in the nonprofit sector after graduation.

The Office of Development also shared an update on our endowed scholarship fund recipient, Monica Son '14, who is a double major in mathematics and geography. Her special areas of interest include population studies and urban geography. Last summer, she completed an internship at the Veneration Project in Brooklyn, a nonprofit organization aimed at building awareness of issues involving the rapidly aging population in the United States. A first-generation American, she remains connected to her heritage as a member of the Korean American Sisters Association on campus. She is also active with the Student Government Association as a member of the Appointing Board and All Campus Elections, and works as a teaching assistant for the Discrete Mathematics course. After Mount Holyoke, Monica plans on enrolling in a graduate program on demographic studies.

It is these stories like Estelle, Laura and Monica'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 this past year and I've truly enjoyed working with this incredible community of women. I would like to thank the board of the Mount Holyoke Club of New York City for its commitment to the mission of the Club. They have worked hard and devoted a tremendous amount of time and effort to provide the many opportunities for you and other area alums to connect and make new connections through our varied events throughout the past year. I want to express our sincere gratitude to those alumnae who chose to become Club members this year and others who supported our programming efforts. Lastly, I want to thank the staff and faculty of the college and the Alumnae Association who helped to make this a very successful year.

Hope to see you all in the 2012-2103 Club year...

Board of Directors 2011-2012

President:	Tara M. 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:	Peggy Andrews '90 Rada Angelova '04 Grace June Kim '07 Margaret Murray '07 Arina Shulga '97
Young Alumnae:	Pryanka Mehrotra '09 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

Treasurer's Report
Fiscal Year 7/1/11 to 6/30/12

Maria Pencheva '06
Treasurer

Overview

We started the year with about \$43,000 in our account. We expect to close the year with approximately \$29,000, after we deduct remaining anticipated expenses and the Scholarship payment.

Revenue

This year, the Club received income of approximately \$7,800. These funds came from membership, events and interest income. Membership contributions totaled approximately \$3,900. Contributions ranged from young alumna membership of \$20 to 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. \$1,395 was contributed by members to the Alumnae Scholarship this fiscal year. Revenues from various club programs were in excess of \$3,900. The club will donate a total of \$5,000 towards an Alumnae Scholar.

Expenses

Fees from the Club's programs (excluding the Annual Meeting and prepayments for Vespers), typically charged to cover program expenses such as catering and room rental, totaled approximately \$3,800. Vespers 2013 costs incurred this year were \$6,750. The Club's operating expenses 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 \$5,000 towards an Alumnae Scholar, \$1,395 of which was donated through membership.

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.

Beginning Balance	7/1/11	\$43,021	
Activity	Revenue	Expenses	Profit/Loss
Membership	\$3,883	\$0	\$3,883
Annual Meeting	0	3,853	(3,853)
Events	3,924	3,789	135
Operations	0	2,066	(2,066)
Bank/Interest	4	150	(146)
	\$7,811	\$9,858	(\$2,047)
Vespers (2012)	0	6,750	(6,750)
Scholarship	0	5,000	(5,000)
Total Activity	\$7,811	\$21,608	(\$13,797)
Ending Balance	6/30/12	\$29,224	

Programs

Maria-Stella Fountoulakis '99 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. Special thanks 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.

Brooklyn Cyclones Baseball Game - August 18, 2011

At our first event of the year, MHC was in full attendance at the Cyclones game at MCU Field in Coney Island. We braved the elements and had a brief rain delay as we watched a spectacular lightning and thunderstorm pass over. Ultimately, we had a fantastic time and enjoyed watching the Cyclones and the fireworks afterwards! We thank Kathy Rodi for organizing this event.

The Uncommon Life of Wendy Wasserstein - September 15, 2011

The spirit of beloved Wendy Wasserstein, class of '71, was alive on the evening of September 15th when twenty alumnae of all ages gathered in a downtown living room to hear Julie Salamon speak about her new publication, *Wendy and the Lost Boys: The Uncommon Life of Wendy Wasserstein*. Ms. Salamon spoke at length about how she was courted to write the book, and how the research process turned her into a detective, through investigating old letters, clippings and files from the Wasserstein family. The story is rich and moves from Wendy's immigrant parents to her life in Brooklyn and Manhattan's upper East Side, MHC and her discovery of theater. The presentation was insightful, illuminating and one-of-a-kind. We thank Tara Mia Paone for organizing and hosting this event.

Young Alumnae Happy Hour - October 6, 2012

Women from the classes of 2007-2011 gathered for some cheer and mingling at the Art Bar in Greenwich Village where they networked, discussed and enjoyed the fine company. We thank Margaret Murray for organizing.

Back to School Brunch - October 15, 2012

Everyone's favorite event, the Back-to-School brunch, was held again at Camaje, owned by Abigail Hitchcock '94. As usual, we enjoyed red-carpet treatment and a delicious brunch menu prepared especially for us. This year we also had the pleasure of hearing Abigail speak about her experiences in gastronomy. She spoke about how she got started in the food business, what it's like to manage a kitchen and own a restaurant in NYC as a woman, and her experience on the Food Network show "Chopped"! We thank Peggy Andrews for organizing the event.

Investing in Contemporary Art - November 8, 2012

The MHC club enjoyed a unique club event on art investment featuring a presentation, reception and artwork at the Liz O'Brien Gallery on the East Side. A great turnout by a representation from a variety of class years listened to a presentation by alumnae Margaret Murray, a representative of the Winston Art Group and Rada Angelova. We learned how to invest in contemporary art, the value of certain pieces of artwork and how to spot a budding talent in the art scene. We thank Peggy Andrews, Margaret Murray and Rada Angelova for organizing this event.

Cooking for a Cause - November 20, 2012

For the second year in a row, the MHC Club of NYC cooked and served dinner for 100 pediatric cancer patients and their families at the Ronald McDonald House (RMDH). We provided the ingredients and the recipes and had 11 attendees making a difference that day, taking a tour of the facility, cooking and serving lunch, talking with the children and families at the facility. The RMDH provides temporary housing as a “home-away-from-home” for children with cancer and their families. We thank Peggy Andrews for organizing this event.

Alvin Ailey American Dance Theater Performance - December 16, 2011

All seats were filled at the season premier performance of “Ailey’s newest dances. Composed of works by choreographers Taylor, Battle, Harris and Naharin, we saw a phenomenal display of athleticism, art, humor and expression that had the audience on their feet and celebrating along. It was a fantastic evening. We thank Lynette Rizzo for organizing this event.

An Evening with Artist Jacob El Hanani - January 26, 2012

We kicked off the first event of the year with an intimate reception at one of New York City’s most interesting artists. Jacob El Hanani hosted us at his art studio and loft, where he discussed his life and work as well as views on his pieces, which are represented in over 20 museums including the Met, the Guggenheim and MOMA. All tickets were sold and we thank Peggy Andrews for creating and organizing this event.

Love Is In the Air! - February 9, 2012

We joined celebrity love coach, Elizabeth Webb for a special program called Magnetism 101. The workshop, designed for successful, savvy women, taught the simple secrets of dating and love and how to manage a metropolitan lifestyle with finding love! It was well attended and very informational. We thank Tara Mia Paone, Peggy Andrews and Kathy Rodi for organizing this event.

Observant Eye - February 24, 2012

We had a remarkable turnout of approximately thirty people at the Metropolitan Museum’s Observant Eye event. Sehr Karim-Jaffer ‘05, a teacher in the museum’s education department, organized the Observant Eye event exclusively for Mt. Holyoke alumnae. We had a tour of the newly renovated Gallery for the Art of the Arab Lands where we sketched and discussed a piece of art for nearly 2 hours—the house was packed despite the pouring rain outside. We thank Maria-Stella Fountoulakis and Elaine Cheung for organizing this event.

Spring Cleaning - March 31, 2012

We ushered in Spring with a new outlook on clutter and organization at the She Creates Change headquarters. Sharon Lowenheim of Organizing Goddess Inc. and Julie Anna Alvarez (a SevenSister alum) of Happy Chi Solutions presented their winning tips on clearing clutter and creating the life that you envision. It was standing room only with forty-four attendees, including three happy raffle prize winners! We thank She Creates Change, Peggy Andrews and Maria-Stella Fountoulakis for organizing this event.

Cherry Blossoms and Brooklyn Brunch- April 15, 2012

We took a walking tour of the Brooklyn Botanical Gardens to view the month-long celebration that commemorates the Japanese cultural tradition of enjoying each moment of the cherry blossom season. The weather was beautiful and the garden stunning! Afterwards, walked to Abigail's Café and Wine Bar for brunch. It was a beautiful spring day and fun was had by all-

the last of us didn't leave Brooklyn until after 5! We thank Kathy Rodi, Margaret Murray and Peggy Andrews for organizing this event. We would be remiss not to send out another big thank you to Abigail Hitchcock '94 for hosting us for another delicious meal.

Investing in Social Change - April 25, 2012

She Creates Change and the MHC CLUB joined forces again for an event called Investing in Social Change. Among the panelists was MHC alumna Alexa Rasgdale, discussing the presence of female angel investors and how to use capital to create change in the world for positive social change. It was a proud moment for us all. We thank Peggy Andrews for organizing this great event.

EIF Revlon Walk/Run for Women - May 5, 2012

We were a proud little bunch at the Revlon Walk/Run for Women's Cancers. There was no tequila (although it was Cinco de Mayo), but lots of smiles and tired feet by the end of this day. Abigail Wolff raised over \$1000 in the matter of days and a non-alumna join our team, we walked over 2 miles in the memory and in support of women whose lives have been affected by cancer. We thank Lynette Rizzo for organizing the event.

Membership

Elaine Cheung '09
Membership Chair

Total by Class		96	
N.A.	6		
2011	5	1975	2
2010	8	1974	6
2009	6	1973	0
2008	3	1972	3
2007	6	1971	2
2006	6	1970	1
2005	2	1969	1
2004	2	1968	1
2003	0	1967	0
2002	1	1966	2
2001	1	1965	1
2000	0	1964	1
1999	2	1963	0
1998	1	1962	0
1997	2	1961	1
1996	2	1960	1
1995	1	1959	1
1994	1	1958	0
1993	1	1957	0
1992	0	1956	0
1991	0	1955	0
1990	1	1954	0
1989	0	1953	0
1988	1	1952	0
1987	1	1951	0
1986	1	1950	0
1985	2	1949	0
1984	1	1948	0
1983	2	1947	2
1982	2	1946	1
1981	2	1945	0
1980	0	1944	0
1979	1	1943	0
1978	0	1942	0
1977	0	1941	0
1976	0	1940	0

Total by Payment Type		96	100.00%
Paypal		38	39.58%
Check		42	43.75%
Cash		11	11.46%
N/A		5	5.21%

Total by Decade		96	100.00%
2010s		13	13.54%
2000s		27	28.13%
1990s		11	11.46%
1980s		12	12.50%
1970s		15	15.63%
1960s		8	8.33%
1950s		1	1.04%
1940's		3	3.13%
Unknown		6	6.25%

Total by Membership Type		96	100.00%
YA		31	32.29%
REG		39	40.63%
supporter		8	8.33%
patron		7	7.29%
Hon		11	11.46%
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 have supported the Club during the year, especially those who contributed as Patrons and Supporters. Thank you to everyone for your continued support.

Patrons

1974 Laida Dowdell
1975 Eva Feindler, Ph.D.
2002 Jin Hill
1997 Nancy Karpf
1971 Nancy Novogrod
1981 Tara Mia Paone
1974 Jane Zimmy

Supporters

1985 Maura Belliveau
1970 Sharon N. Murray
1984 Sharyanne McSwain
1996 Lynette Rizzo
1988 Moira Shields
1974 Carol Ann Stokinger
1999 Vonetta Sylvestre
1982 Abigail Wolff

Honorary

2001 Katherine Axt
1946 Edna Berk Kuhn
1964 Lily Klebanoff Blake
1961 Judy Clifford
1995 Jennifer Durst
1966 Joan Shapiro Green
1959 Dr. Michelle Palmieri
1947 Arax Simsarian
1972 Denise Sinclair
1947 Ilene Stone
1960 Marie-Claude Wrenn-Myers

Young Alumnae/Seven Sisters

Margaret Murray '07
Pryanka Mehrotra '09
| *Committee Chair*

This was a quiet year for the Young Alumnae Committee. As noted in the Programs section of this report, the Young Alumnae did host a happy hour in October. This summer, we will be looking to organize a movie night during the summer in Bryant Park.

Working with the Program Committee and the Young Alumnae Committee, the Seven Sisters representatives try 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 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 events this year as Mount Holyoke typically ends up spearheading the planning process. In recent years, we have held career events, financial planning and real estate events and the Seven Sisters social mixers that draw more than fifty 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**'.

Grace June Kim '07
Abigail Wolff '82
Communications Co-Chairs

Lauren Razzore '98
Web Mistress

Grace June Kim '07 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 3, our email list contained **1,045 active email addresses**, a number that includes both paid members and other alumnae who are interested in Club announcements. The number of email addresses on our list has remained steady over the past few years. We have not yet incorporated all NYC area email addresses from the Alumnae Association, as the service charges from MyEmma increase per number of emails sent. We will continue this discussion over the summer, since Vespers 2012 will again be in NYC and it may be worthwhile to increase our email database to publicize the event.

We send emails to those on our mailing list approximately twice per month- these emails include newsletters and other announcements/reminders about upcoming Club events. Over the course of this academic year, we sent out a total of **16 emails**. MyEmma also allows the Club to track the success of our online communications by viewing the number of emails opened, tracking 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 30.9%** compared to a nonprofit industry standard of 25%, and **average click-through rates of 6.6%** compared to a nonprofit industry standard of 4%. We have noticed a clear connection between our email blasts and registration at our events.

The Club continues to use the Gmail account **mountholyokeclubofnyc@gmail.com** and the Skype telephone number of **347-408-0821**. Access to these accounts is given to members of the Club's Executive Board. When a voice mail message is received, Skype alerts the Club automatically via email. The Club's V.P. Kathy Rodi is responsible for the gmail account and replies or forwards messages to the appropriate Board members as needed.

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. Paypal continues to be our main avenue for registering and paying for events as well as for collecting dues.

The Club's mailing address continues to be:

The Mount Holyoke Club of New York
132 East 43rd Street, #611
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 385 members, and we have 173 Twitter followers. V.P. Kathy Rodi has done a fine job at the helm of these two sites.

Mount Holyoke Club of NYC
 Alumnae Admissions Representative [AAR] Report
 Prepared by: Kira Yevtukhova '10,
 New York City Wide AAR
 June 2011

2001-2012 ADMISSIONS STATISTICS FOR NYC SENIORS

	INQUIRIES	APPLICANTS	% Ytd	ACCEPTS	% Ytd	MATRICULANTS	% Ytd
2012	995	241	24%	76	32%	20	26%
2011	1007	202	20%	100	50%	41	41%
2010	937	189	20%	105	56%	31	30%
2009	889	167	19%	102	61%	34	33%
2008	803	174	21%	100	57%	26	26%
2007	1139	193	17%	103	53%	25	24%
2006	813	145	18%	76	52%	24	32%
2005	1063	124	12%	64	52%	20	31%
2004	1081	131	12%	69	53%	15	22%
2003	1333	159	12%	87	55%	26	30%
2002	1593	162	10%	89	55%	33	37%
2001	965	165	17%	84	51%	21	25%

Fall 2011 Highlights

- AARs again attended college fairs at local public and private schools that admissions staff could not cover.
- AARs interviewed 6 prospective students, including one transfer student.

Spring 2012 Highlight

Accepted Student Reception – Hosted by the MHC Club of New York and the MHC Admissions Office at the Grand Hyatt on April 12.

For the first time, the Admitted Students Reception was not hosted by an alumna of the College. With increasing interest of admitted students, parents, and alumnae to attend the Annual Reception over the past couple of years, the Admissions Office and the NYC-wide AAR felt it necessary to host the event in a larger space to accommodate interest. Given the larger venue, we were able to extend the invitation to multiple regions outside of the 5 boroughs. Accepted students were invited from the following regions: Long Island North Shore Region; Long Island Suffolk County; Westchester County; Raritan Valley, NJ; Northern New Jersey.

The event was a success due to the presence of all constituents of the admissions process including alumnae (including 6 members of the NYC Club Board), recent graduates, parents, and two admissions representative. We had a record-breaking total of **106 guests, including 43**

admitted students. After 45 minutes of mingling, NYC AAR Kira Yevtukhova welcomed the guests and shared her academic experiences at Mount Holyoke. After Kira's welcoming remarks, alumnae and two Admissions representatives also introduced themselves and shared their most memorable academic experiences at MHC. The reception continued with informal networking and hors d'oeuvres for another hour.

Students received an MHC course catalog and pens as gifts. The Admissions Office sponsored this event.

Looking ahead to next year, the Admissions office and NYC AAR are considering extending the invitation to Academic Departments and select faculty. The event will likely be held at the Hyatt again. We continue to seek more Alumnae participation in Admissions activities.

2011-2012 Alumnae Admissions Representatives

City Wide AAR – Kira Yevtukhova '10

Manhattan AAR – Nicole Brown '06

Brooklyn AAR – Kati Stadum '10

Bronx AAR- Sharon Adams '03

Nominating Committee

Katherine Rodi '94
Vice President; Chair, Nominating Committee

Nominating Committee Members:

Elaine Cheung '09, Julie Viollaz '07, Lynette Rizzo, '96

We are pleased to present the following slate of officers for the 2012-2013 Board of Directors of the Mount Holyoke Club of New York:

Proposed Board of Directors 2012-2013

President:	Tara Mia Paone '81
Vice President:	Katherine Rodi '94
Vice President of Programs:	Margaret Murray '07
Vice President, Vespers:	Abigail Wolff '82
Secretary:	Lydia Boyers '10
Treasurer:	Maria Pencheva '06
Membership:	Elaine Cheung '09
Communications:	Lynette Rizzo '96
Technology:	Naima McQueen '11
Programs And Seven Sisters:	Peggy Andrews '90 Rada Angelova '04 Arina Shulga '97
Young Alumnae:	Pryanka Mehrothra '09 Cathy Pedrayes '10

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