

**MOUNT HOLYOKE**  
**CLUB OF NEW YORK**  
**ANNUAL REPORT**  
**2012-2013**



**The Mount Holyoke Club of New York City**  
**#611, 132 East 43<sup>rd</sup> Street**  
**New York, NY 10017**  
**347-408-0821**

**[mountholyokeclubofnyc@gmail.com](mailto:mountholyokeclubofnyc@gmail.com)**

**[www.mountholyokeclubofnewyork.com](http://www.mountholyokeclubofnewyork.com)**

Updated June 12, 2013

## **Table of Contents**

<b>Club Mission Statement.....</b>	<b>1</b>
<b>President’s Report .....</b>	<b>2</b>
<b>Board of Directors 2012 - 2013.....</b>	<b>4</b>
<b>Treasurer’s Report .....</b>	<b>5</b>
<b>Programs .....</b>	<b>6</b>
<b>Membership .....</b>	<b>9</b>
<b>Young Alumnae/Seven Sisters.....</b>	<b>11</b>
<b>Communications.....</b>	<b>12</b>
<b>Alumnae Admissions.....</b>	<b>13</b>
<b>Nominating Committee .....</b>	<b>15</b>

### **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 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 art and culture, health and wellness, a walk in the Brooklyn Botanical Garden, not to mention Vespers 2012. These events would not have happened without the hard work of the 2012-2013 Board. I have so enjoyed working with all of you this year...I am particularly pleased that we saw many new alumnae faces join our events this year—from all graduating years. Our NYC community continues to grow....

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 2012-2013 we were able to offer a \$5,000 scholarship from membership donations 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 annually. 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 connected with Nooria Puri, '15, one of our current alumnae scholarship recipients to get an update on her plans. Finishing her second year, Nooria declared a double major in History and Politics with a minor in Economics. Her field of concentration is comparative empires with a special emphasis in South Asia. During the school year, Nooria helped organize the Five College Model UN conference and was chosen to be the Secretary General for next year. Nooria was awarded the Laurel Fellowship and will be studying in Istanbul in the Spring of 2014. She will be an intern at the United Nations here in NYC this summer working on a project focused on South Asian participation in the field of academia.

The Office of Development also shared an update on our endowed scholarship fund recipient, Monica Son '14, a double major in mathematics and geography from New York City. Her special areas of interest include population studies and urban geography. Last summer, she was a data intern at DoSomething.org, a New York City nonprofit organization that encourages teens to be involved and make a difference in their communities through volunteerism. After receiving the Freeman ASIS award and the Gilman Scholarship for study abroad, Monica is now spending her spring semester at the National University of Singapore. For the upcoming summer, she has secured an internship at a business incubator in Boston working as a data analyst.

It is these stories like Nooria's 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. I've truly enjoyed working with the Alumnae Association, the College and all of you, the community of alums, making new connections and enjoying the varied events throughout the past year.

In closing, I want to express our sincere gratitude to those alumnae who chose to become Club members and others who supported our programming efforts. I would also like to thank the entire board of the Mount Holyoke Club of New York City for its commitment to the mission of the Club, each other and the spirit of the MHC tradition of giving back to our community.

Hope to see you in the fall!!!



**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 Boyer '10  
**Treasurer:** Maria Pencheva '06

**Membership:** Elaine Cheung '09

**Communications:** Lynette Rizzo '96

**Technology:** Kathy Kelly- Tran '11

**Programs:** Peggy Andrews '90  
Arina Shulga '97

**Young Alumnae/Seven Sisters:** Catherina Pedrayes '10, Pryanka Mehrotra '09

---

**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  
Katherine Axt '01

**Treasurer's Report**  
**Fiscal Year 7/1/12 to 6/30/13**

**Maria Pencheva '06**  
*Treasurer*

During the 2012-2013 year, the Mount Holyoke Club of New York generated approximately \$51,700 in revenue and approximately \$5,200 in net profit. We started the year with a cash balance of approximately \$33,000 and expect to close the year with a similar cash balance after donating \$5,000 towards an Alumnae Scholar.



# Activit

The Club received membership contributions of approximately \$4,600 this year. Contributions ranged from \$20 contributions from young alumnae to \$150 contributions made by Club Patrons. All membership contributions over \$40 were donated to the Alumnae Scholarship fund, resulting in a \$1,085 contribution for this fiscal year.

Despite hurricane Sandy, more than 650 guests attended this year's Vespers concert at St. Bartholomew's church. \$1 of the price of each Vespers ticket was donated to the Mayor's Fund to Advance New York City. The net proceeds raised by the concert after the donation for hurricane Sandy relief were approximately \$4,550.

Other events organized by the Club during the 2012-2013 fiscal year generated approximately \$2,700 in revenues and were associated with approximately \$4,300 of expenses such as room rental and catering costs.

The Club's operating expenses are primarily related to the cost of communication, email distribution, mailbox rental, voicemail box, and board meetings.

No Seven Sisters events had any financial effect, leaving the Seven Sisters' cash balance at \$1,490.

As mentioned above, the Club will donate \$5,000 towards an Alumnae Scholar.



## Programs

### **Margaret Murray '07 Vice President of Programs**

This year's programming committee celebrated a focus on the College's 175th Anniversary by spotlighting a diverse group of alumnae and commemorating the College's rich history and traditions. A small programming committee, including Peggy Andrews, Margaret Murray, and Arina Shulga, supported by the entire board, hosted a varied group of programs and events. A special thanks to our communications team and to all of our alumnae, both on the board and at large, who graciously contributed their talents and expertise to make this year's events a success: Abigail Wolff, Lilian Leong, Holly Hughes, Hanna Pylvainen, Gregg McCarty, Kristina Varade, Abigail Hitchcock, Lynette Rizzo, Kathy Rodi, Tara Paone, and Peggy Andrews.

### **Brooklyn Cyclones Game - August**

Alumnae cheered on the Brooklyn Cyclones on a beautiful summer evening in Coney Island this past August. Abigail Wolff and the Metropolitones kicked off the game with the National Anthem, and our evening was concluded with a gorgeous display of fireworks.

### **Back To School Brunch - September**

The year officially got off to a wonderful start with our annual Back to School Brunch, held this year at the beautiful Soho showroom of Boffi, a contemporary kitchen design space run by alumna Lilian Leong. In honor of Mount Holyoke's literary tradition, our guest speakers Holly Hughes '75 and Hanna Pylvainen '07 discussed their professional lives as writers.

### **Hike in Cold Spring - October**

In honor of Mountain Day, alumnae and guests participated in a fall hiking excursion in Cold Spring led by guide Jodi Sholinsky. Throughout the journey, yoga instructor Ann Megas assisted with inspiring breathing and stretching techniques to maximize our enjoyment of the surroundings.

### **Founder's Day Luncheon - November**

This past November, members and guests gathered at Abigail Hitchcock's Camaje, to commemorate Founder's Day, when Mary Lyon opened Mount Holyoke's doors 175 years ago. We feasted on a contemporary twist on Victorian fare, including a delicious take on the old favorite, Deacon Porter's Hat.

### **Pilates Class - January**

As we all know, Mary Lyon was a supporter of physical education for women, so to kick off 2013 off to a healthful start, alumnae gathered at Stanton Street Yoga for a candlelit evening Pilates class taught by celebrity Pilates and Yoga instructor Kristin McGee. The powerful class left us feeling both relaxed and invigorated.

### **Valentine's Day Party - February**

On Valentine's Day, a small group of alumnae got together again at Stanton Street Yoga for a Valentine's Day Party, including special guests who offered Tarot, Astrology, and Lip Print readings, while snacking on Valentine's Day treats. In fact, we so enjoyed each other's company that the group elected to cancel playing the scheduled movie, *Chocolat*, in favor of continuing our conversations.

### **Mary Lyon Birthday Tea - February**

In honor of our Founder's Birthday, alumnae gathered at the home of Club President Tara Mia Paone for birthday festivities, including tea, champagne and hors d'oeuvres. Tara Paone prepared Emily Dickinson's recipe for Coconut Cake, as no birthday party is complete without birthday cake!

### **Journelle - March**

On a Friday evening this March, alumnae assembled at the lingerie boutique Journelle, owned by Wellesley alumna Claire Chambers, for a private shopping event. A bra fit specialist spoke about proper fitting techniques and styles, followed by individual fitting sessions with staff. Many happy customers departed with new purchases.

### **Cherry Blossoms - April**

In what is quickly becoming a favorite spring event, the Club got together on a cool April day to tour the Brooklyn Botanic Garden and its gorgeous display of cherry blossoms. Peggy Andrews and Dosha Pops treated alumnae to a delicious cherry blossom tea in advance of our brunch at Flatbush Farms, owned by Mount Holyoke alumna Wendy Cole. Completing the cherry blossom theme, we sipped on a cherry blossom mimosa (or 2!) at brunch and departed with a Dosha Pops cherry blossom lollipop at the end of the day.

### **EIF Revlon Run/Walk for Women's Cancers- May**

Once again this year, the MHC-NYC team did us proud in the EIF Revlon Run/Walk for Women's Cancers. This year's amazing team raised over \$2,000 in support of cures for women's cancers and walked the 2-mile route with pride.

### **Irish Dance - June**

We pointed our toes and stomped our heels at an Irish Dance lesson taught by Kristina Varade '02 at Ripley Grier's dance studios.

## Membership

**Elaine Cheung '09**  
**Committee Chair**

as of **6/1/13**

Total by Class		105
N.A.	3	
2012	10	
2011	3	1975 2
2010	11	1974 2
2009	1	1973 0
2008	5	1972 2
2007	8	1971 1
2006	2	1970 1
2005	2	1969 1
2004	2	1968 2
2003	2	1967 0
2002	2	1966 3
2001	1	1965 1
2000	1	1964 1
1999	2	1963 0
1998	0	1962 2
1997	2	1961 3
1996	2	1960 0
1995	1	1959 2
1994	1	1958 0
1993	0	1957 0
1992	1	1956 0
1991	0	1955 0
1990	2	1954 0
1989	2	1953 0
1988	1	1952 2
1987	3	1951 0
1986	0	1950 0
1985	0	1949 0
1984	1	1948 0
1983	1	1947 2
1982	1	1946 1
1981	1	1945 0
1980	0	1944 0
1979	1	1943 0
1978	0	1942 0
1977	2	1941 0
1976	0	1940 0

Total by Payment Type		105	100.00%
Paypal	71	67.62%	
Check	19	18.10%	
Cash	2	1.90%	
Unknown	13	12.38%	

Total by Decade		105	100.00%
<b>2010s</b>	24	22.86%	
2000s	26	24.76%	
1990s	11	10.48%	
1980s	10	9.52%	
1970s	11	10.48%	
1960s	13	12.38%	
1950s	4	3.81%	
1940's	3	2.86%	
Unknown	3	2.86%	

Total by Membership Type		105	100.00%
YA	30	28.57%	
REG	46	43.81%	
supporter	9	8.57%	
patron	7	6.67%	
Hon	13	12.38%	
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

## Membership, continued

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

1962 Joyce Ahrens  
1965 Victoria Bumstead  
1974 LaVida Dowdell  
1995 Jennifer Durst  
1975 Susan Gerber  
1981 Tara Mia Paone  
1966 Joan Shapiro Green

### Supporters

2001 Katherine Axt  
1966 Martha M. Ferry  
1987 Shazia Khawaja  
1970 Sharon N. Lorenzo  
1969 Ellen Hemminger Manian  
2006 Maria Pencheva  
1999 Vonetta Sylvestre  
1989 Nadia Wallace  
1979 Cheryl R. Williams

### Honorary

1959 Elizabeth P. Anderson  
2001 Katherine Axt  
1946 Edna Berk Kuhn  
1964 Lily Klebanoff Blake  
1961 Judith Clifford  
1962 Mary C. Cooper  
1995 Jennifer Durst  
1966 Joan Shapiro Green  
1959 Dr. Michelle Palmieri Warren  
1961 Nancy D. Platt  
1952 Suzanne Pinkus  
1947 Arax Simsarian  
1972 Denise Sinclair  
1947 Ilene Stone  
1952 Nancy Trippe  
1960 Marie-Claude Wrenn-Myers

## Young Alumnae/Seven Sisters

**Catherina Pedrayes '09**

**Pryanka Mehrotra '09**

***Committee Chair***

This year we had a new board member on the Young Alumnae Committee and while we endeavored to start the year off strong...our efforts were impacted by Hurricane Sandy, which affected many of our alumnae as well as board members. Onward and upward, at the beginning of the year, we hosted two happy hours one in January and another in April. This summer, we will be organizing events such as a weekend brunch and rock climbing at an indoor park.

The Young Alumnae Committee maintained a close relationship with the Program Committee assisting with many of their events and promoting them amongst the young alumnae. This year our relationship with the Seven Sisters was quiet as none of the groups hosted joint events. We were unable to organize events for the area's seven sisters, we did begin the conversation around ideas and opportunities to plan and co-host larger leadership events together. This summer we working on building our relationship so in the fall we will be able to draw a larger audience to our events .

Persons interested in getting involved with Young Alumnae and the Seven Sisters community are encouraged to join our Facebook group, Mount Holyoke Club of New York City.

## Communications

**Lynette Rizzo, '96**  
*Communications Chair*

**Kathy Kelly –Tran '11**  
*Web Mistress*

The Club continued using **MyEmma** this year to handle email communications, including the monthly newsletters and periodic event reminders. As of May 15, our email list contained **1092 active email addresses**. This list includes paid members, other alumnae who have attended Club events, and alumnae who have opted in to the list. The size of our email list grew approximately 5% this year, largely owing to the addition of Vespers ticket buyers.

We send emails to this list once or twice per month. Between July 2012 and May 2013 we sent out a total of **17 emails**. MyEmma allows us to track the success of our emails by a number of metrics, including the number of emails opened, the number of forwards and conversions, the number of links clicked within an email and the most popular links in each email. Our communications continue to perform very well, with an **average open rate of 32.3%** and an **average click-through rate of 8.5%**. In comparison the industry average open rate is 19% across all non-profits and 28% for higher education. Industry average click-through rates are 3.4% and 2.2% for non-profits and higher education, respectively. Open and click-through rates tended to be highest when the subject line of the email referenced a popular Mount Holyoke tradition, such as Mountain Day or Vespers.

The Club continues to use the Gmail account **mountholyokeclubofnyc@gmail.com** and the Skype telephone number **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 Vice President, Kathy Rodi, is responsible for the gmail account and replies or forwards messages to the appropriate board members as needed.

Kathy Kelly-Tran took over this year as the Club's Web Mistress. The website, **www.mountholyokeclubofnewyork.com**, functions as a place for posting and registering for events, membership sign-ups and renewals, sharing photos and club general news and information. Paypal continues to be our main avenue for registering and paying for events as well as for collecting dues. We anticipate switching over to a new electronic payment platform this summer.

The Club's maintains a physical mailing address at:

**The Mount Holyoke Club of New York**  
**132 East 43<sup>rd</sup> Street, #611**  
**New York, NY 10017**

The Treasurer usually picks up mail sent to the Club every few weeks.

The Club continues to grow our presence online, using social media platforms **Facebook** and **Twitter** to publicize events and connect alumnae. The Club's Facebook group has grown to 519 members (from 385 members one year ago), and we have 239 Twitter followers (up from 179 one year ago). Facebook is used to promote Club events, share news from the College and allows alumnae to communicate with each other about housing needs, job opportunities, etc. We use Twitter once or twice a month, depending on events and most often to cross-promote current College events (Mountain Day, 175<sup>th</sup> Anniversary, etc.) Vice President 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 2013**

**2001-2012 ADMISSIONS STATISTICS FOR NYC SENIORS**

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

**Fall 2012 Highlights**

- AARs attended about a dozen college fairs at local public and private schools that admissions staff could not cover.
- AARs interviewed half a dozen prospective students who could not travel to campus for an interview with staff from the admissions office.

## **Spring 2013 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 second year in a row, an alumna of the College did not host the Admitted Students Reception. With increasing interest of admitted students, parents, and alumnae to attend the Annual Reception over the past few 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, New Haven, Bridgeport, CT; Monmouth County; Bergen/Passaic; Fairfield Villages, and Princeton/Trenton.

The event was a success due to the presence of all constituents of the admissions process including alumnae (with a couple members of the NYC Club Board), recent graduates, parents, and a representative from the admission office, Natasha Payes. We had a record-breaking total of **119 guests, including 36 admitted students and 19 alumnae**. After approximately 45 minutes of mingling, Natasha from the Admission Office gave welcoming remarks and shared interesting statistics about the upcoming class and the admission process for 2012. After Natasha's remarks, NYC AAR Kira Yevtukhova welcomed the guests and shared her academic experiences at Mount Holyoke. Kira then invited other alumnae to share their most memorable academic experiences at MHC and to explain how MHC has influenced them in a positive way. Approximately 10 of the 19 alumnae present at the event volunteered to share their experiences. The group of alumnae was diverse in both age group and the industries they work in. The reception continued with informal networking and hors d'oeuvres for another 45 minutes.

The Admissions Office sponsored this event.

Looking ahead to next year, the event will likely be held at the Hyatt again given our good experience with them for the past two years. We continue to seek more Alumnae participation in Admissions activities.

### **2012-2013 Alumnae Admissions Representatives**

City Wide AAR – Kira Yevtukhova '10

Manhattan AAR – Kira Yevtukhova '10

Brooklyn AAR – Paulina Rojek '12

Bronx AAR- Sharon Adams

Queens AAR- Liliya Panusheva '08



### Nominating Committee

**Katherine Rodi '94**  
**Vice President; Chair, Nominating Committee**

**Nominating Committee Members:**

Elaine Cheung '09, Lydia Boyer '10, Lynette Rizzo, '96, Allie Miller '11

We are pleased to present the following slate of officers for the 2013-2014 Board of Directors of the Mount Holyoke Club of New York:

### **Proposed Board of Directors 2013-2014**

<u>Position</u>	<u>2013-2014 Nominee(s)</u>	
<b>President</b>	Tara Paone '81	
<b>Vice President</b>	Lynette Rizzo '96	
<b>Vice President of Programs</b>	Margaret Murray '07	
<b>Programming Committee</b>	Alexandra L. A. Wilson '10	Mary Haddad '98
	Lyubina Martinova '12	Arax Simsarian '43
	Courtney Akin '11	Diana Bilbao '10
	Prerna Kapur '04	
	Sarayu Srinivasan '91 (Seven Sisters Liaison)	
<b>Secretary</b>	Sarah Krautheim '09	
<b>Treasurer</b>	Maria Pencheva '06	
<b>Membership</b>	Elaine Cheung '09	
<b>Communications and Technology</b>	Lydia Boyer '10	Abigail Wolff '82

<b>Young Alumnae</b>	Cathy Pedrayes '10	Claire Daley '12
	Symone New '10	
<b>Honorary</b>	Katherine Axt '01	Jennifer Durst '95
	Lily Klebanoff Blake '64	Joan Shapiro Green '66
<b>Alumnae Admissions (MHC)</b>	Kira Yevtukhova '10	