

# W&M

ALUMNI MAGAZINE • FALL 2017



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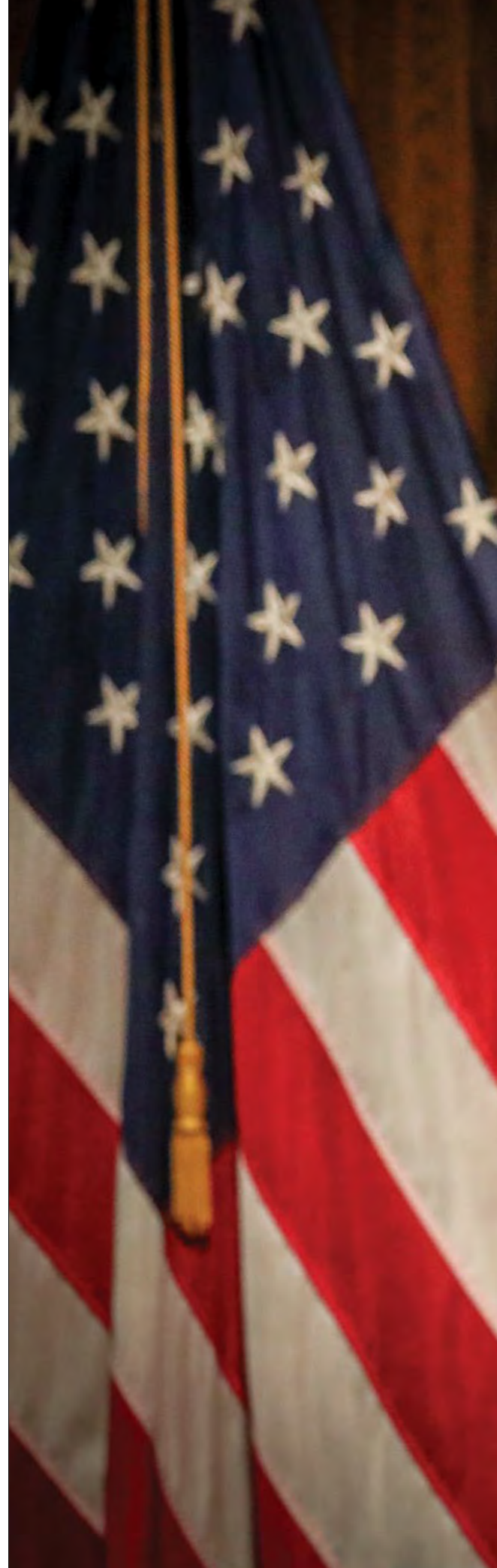
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COVER PHOTO: ERIC LUSHER

**HAVE SOMETHING TO SAY?** Please share your thoughts by posting on our online comment section found at the end of every magazine story at [wmalumnimagazine.com](http://wmalumnimagazine.com).



**HULON WILLIS JR. '77**

Close to 200 members of the Hulon Willis Association (HWA), William & Mary's African-American alumni organization, gathered in Washington, D.C., June 23-25 to celebrate its 25th anniversary.



**WILLIAM & MARY**

**CHARTERED 1693**



## ALUMNI FOCUS

# An Eventful Season

BY MARILYN WARD MIDYETTE '75

*Executive Director, William & Mary Alumni Association*

**T**he William & Mary Alumni Association is committed to providing best-in-class alumni engagement programs and services benefiting all members of the Tribe. During the spring and summer, there have been many extraordinary opportunities for our alumni to connect with alma mater and each other.

In April, we welcomed members of the Olde Guard, Robert Boyle Society and the Class of 1967 back to campus. More than 350 attendees enjoyed 23 events over the course of three days. Our thanks and congratulations go to the Class of 1967 for raising almost \$18 million for their 50th reunion gift!

We then traveled to New York City for William & Mary Weekend in May. More than 700 alumni, parents and friends gathered to connect, discover and celebrate. Events included a private tour of the 9/11 Memorial & Museum and discussion with David N. Kelley '82, former co-chair of the U.S. Justice Department's 9/11 investigation. Attendees also explored innovation in business, science and technology with Beth Comstock '82, vice chair, GE, and Ellen Stofan '83, D.Sc. '16, former chief scientist, NASA. Other signature events included the crowd-favorite Raft Debate and the record-setting Gala & Auction. See photos on pages 8-9. The next W&M Weekend is June 1-3 in Chicago, so mark your calendars for this not-to-be-missed event!

The Alumni Association welcomed the next generation of the Tribe on campus in June for Alumni Admission

Weekend. Nearly 250 legacy families and their high school-aged children participated in campus tours and workshops throughout the weekend. Admissions experts from private and public universities and high schools presented on topics such as navigating college applications, financial aid and successfully transitioning to college.

We also celebrated the 25th anniversary of the Hulon Willis Association (HWA) in June. The weekend featured many of the university's esteemed African-American alumni and faculty in a variety of Washington, D.C., locations. Young alumni kicked off the weekend with a night of performances at Busboys and Poets, and HWA members had exclusive access to the sold-out National Museum of African American History and Culture. The gala at the National Press Club Saturday night was an event to remember.

Lastly, the hint of fall in the air reminds me that all roads lead home. Please join me Oct. 19-22 for that special time of year when we once again remember what made our college experiences great — each other! Learn more about Homecoming & Reunion Weekend and register at [homecoming.wm.edu](http://homecoming.wm.edu)

# W&M

## FALL 2017

VOLUME 83, NUMBER 1

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# REUNITE WITH YOUR CLASS

Every Homecoming, the Alumni Association plans special events for classes in a reunion year. **Special meetups, exclusive receptions and class photos** provide a way to catch up with your college pals and create new memories.

Classes of '72, '77, '82, '87, '92, '97, '02, '07 and '12 - Oct. 19-22 is your time. Coming?

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FROM THE BRAFFERTON

# College and University

BY W. TAYLOR REVELEY, III

*William & Mary President*

**O**ur Royal Charter decrees that William & Mary “shall be called and denominated, forever, the College of William & Mary in Virginia.” We cherish the Charter. Traditions matter.

“College” is very dear to many alumni, especially those who spent their undergraduate years in the shadow of the Wren, frolicking in the Sunken Garden.

But even within its first century, the College also began calling itself a university. There were consistent and deliberate references to William & Mary as a university in the 1700s, as noted in the winter edition of this magazine.

Thomas Jefferson meant to establish William & Mary as a university with his reforms of 1779. As a member of the Board of Visitors, he pressed to add medicine, modern languages and law to W&M’s curriculum. It was the addition of the law school — the first in the country — that turned William & Mary into a university. Only the University of Pennsylvania, with its medical school, contests William & Mary’s claim to being the oldest university in America.

Later, Jefferson made explicit his intentions. His autobiography states that he designed William & Mary’s reforms of 1779 “to make it in fact a University.”

We were able last Charter Day to display the honorary degree William & Mary gave Mr. Jefferson in 1783, naming him a doctor in civil law. The diploma, on loan from the Massachusetts Historical Society, showed that William & Mary referred to itself at that time as “the university or college of William & Mary.”

Classified ads in the late 1700s placed by W&M refer to both the “College of” and the “University of.” Many letters from that era refer to William & Mary as a university, including some written by the most distinguished people associated with the school. William & Mary’s President James Madison, in office from 1777 to 1812, often referred to W&M as a university.

So did George Wythe in correspondence with George Washington, who responded likewise, as they discussed whether Washington would need to take over the campus during the Revolutionary War. He ultimately did, turning it into a camp and hospital for American and French soldiers.

In short, there is ample basis in fact and history to call William & Mary either “the College” or “the University,” or, more aptly, both.

These days, outside the United States, “college” is generally understood to mean secondary school or even residence hall. In the United States, “college” is generally understood to mean a school that educates only undergraduates.

Our faculty struggle to convey the stature of William & Mary to their colleagues when they collaborate or lecture overseas. Our admission officers must be sure that international students and their families understand that William & Mary is indeed a distinguished university, not merely a high school or dormitory. Even in Virginia, we are widely recognized as a splendid undergraduate institution, but much less widely thought to be a serious research university. This is damaging, because our schools of law, business, education and marine science, plus graduate programs in arts and sciences, are thriving as part of our university.

Right now, our editorial style guide recommends using “William & Mary” and “the university” for external audiences, and “the College” within the family, especially when speaking to undergraduate alumni. With some frequency, our communications staff has to ask media to correct constructions like “William & Mary College.”

What might we do to better ensure that William & Mary is accurately understood at home and abroad? One option, of course, would be to formally become the “University of William & Mary” or “William & Mary University,” in the tradition of the other leading colonial colleges, Harvard, Yale, Princeton and Columbia. Were that to happen, it would be essential as well to keep “College” vibrantly alive as the name of our undergraduate program, because “College” has been a cherished part of William & Mary since 1693. This approach has worked well for Harvard and Yale. Interestingly, some prominent universities retain “College” as an official name. It’s still Harvard College, for example, but they do business as Harvard University. Georgetown’s charter recognizes both “College” and “University.”

I have talked to alumni groups far and wide about “what to call William & Mary” for almost as long as I’ve been the 27th president. In my judgment, the Alma Mater of the Nation would benefit quite significantly from calling itself what it actually is — a university — while calling its undergraduate program what it has been since creation, the College. This makes good sense to me. It would work. But I realize the idea needs to take deeper root in our collective thinking than it has to date before any such step might be prudently taken.

It is unlikely there is time for the necessary collective thought during what remains of my time as president. How best to communicate William & Mary’s breadth and depth was important to Jefferson and his peers in the late 1700s, however, and it is even more important in today’s world. We need to give the matter serious thought.



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Join us for W&M Weekend in Chicago June 1-3, 2018

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**ALL ACCESS:** *William & Mary Weekend is the university's newest signature event. This year Tribe alumni, parents and friends crisscrossed Manhattan to enjoy modern art, a Broadway show, the New York Stock Exchange, ballet and other exclusive programming options.*



# BY&LARGE

NEW YORK, NEW YORK

## One Memorable Weekend

*William & Mary lights up the Big Apple*

BY ASHLEY K. SPEED • PHOTOS BY JOSH POWER

**W**ILLIAM & MARY WEEKEND IN NEW YORK City provided an exclusive opportunity for more than 700 alumni, parents and friends to connect, discover and celebrate in new and exciting ways. A variety of intellectual, cultural, professional and social events took place across the Big Apple and gave participants insider access to some of the world's finest museums and performances.

Fun-filled events included a behind-the-scenes tour of the New York City Ballet, an intimate discussion with Glenn Lowry D.A. '09, director of the Museum of Modern Art, and a Broadway performance and special appearance by Glenn Close '74, D.A. '89.

In its second year, the Weekend is becoming a popular destination for many in the Tribe community. Next year's William & Mary Weekend will be in Chicago on June 1-3, 2018.

### 9/11 MEMORIAL MUSEUM DISCUSSION

Weekend co-chair David Kelley '81, partner at Dechert LLP and former co-chair of the U.S. Justice Department's 9/11 investigations, led a keynote discussion at the 9/11 Memorial Museum in Lower Manhattan.

Kelley and his team convicted American John Walker Lindh in 2002 for aiding Taliban forces in

## BY&LARGE

### ENGAGEMENT IN THE BIG APPLE:

*William & Mary Weekend guests also spent their time in New York City reconnecting with old friends during the second year of the popular event.*

Afghanistan. There was a question-and-answer session, where Kelley was asked about the process of anticipating and preventing terrorist threats in the future.

"The main goal for countering terrorism is the same then as it is now," Kelley says. "We have to do the best we can to disrupt any future attempts with the intelligence we have. I still take on cases with the perspective I gained on 9/11."

### WONDER IN THE UNIVERSE

William & Mary alumnae Beth Comstock '82 and Ellen Stofan '83, D.Sc. '16 led a TED-style talk about innovation and leadership during the Weekend.

Stofan, former chief scientist at NASA, and Comstock, vice chair of GE, spoke to an audience of nearly 100 attendees during the event, Wonder in the Universe: Big Ideas and Disruptive Innovation. The event was moderated by David T. Scott '93, founder and CEO of Laugh.ly.

Both discussed leadership and how today's leaders have to be open to change and diversity in order to have effective and innovative organizations.

### NYSE TRADING FLOOR TOUR

William & Mary Weekend attendees had VIP access to the New York Stock Exchange (NYSE) trading floor.

"The market model for the NYSE still relies on human beings, but electronic trading has really taken over equities around the world," says Chris Taylor, head of global listings for the NYSE. "The NYSE remains the only equity exchange with a trading floor."

The group was present for the ringing of the closing bell shortly before 4 p.m.

They learned things about the NYSE that may not necessarily be found in a textbook.

"In the summer, they would actually pipe perfume in through the vents," says NYSE Archivist Pete Asch, referring to the early 1900s. "You would have a floor with thousands — at that time men — running around and yelling at each other all day. The odor got so bad that they masked it with perfume."

### RAFT DEBATE

Professor Ronald Schechter used solid debate points, his institutional knowledge of the university's history and some strategic flattery to win the Raft Debate.

Schechter, a history professor, represented the humanities during the debate where four "shipwrecked" professors defend their disciplines in order to save humanity with one life raft.

Joe Plumeri '66, D.P.S. '11, honorary chair of William & Mary Weekend and vice chairman of the First Data board of directors, served as the judge. During his remarks preceding the debate, Plumeri shared some of his first memories as a William & Mary student.

"I have had a love affair with William & Mary since I got here in 1962 ... William & Mary for me was a nurturing place," Plumeri says. "It was very human. It was a place where I felt like everyone cared about me."

The other professors who participated in the debate were chemistry professor Lisa Landino, psychology professor Lee Kirkpatrick and philosophy professor Christopher Freiman.





# Alumni Journeys

## Walking Tour of the Way of St. James

**PROFESSOR GEORGE D. GREENIA | APRIL 21 - MAY 3, 2018 | [WMALUMNI.COM/TRAVEL](http://WMALUMNI.COM/TRAVEL)**

Join Professor George Greenia, an internationally recognized authority on medieval and modern pilgrimage who has biked and walked over 4000 miles along pilgrimage trails, on a fascinating walk through history as we follow one of the most important pilgrimage routes of the Middle Ages across northern Spain. We will hike across fertile fields, lush forests and rolling mountains and travel in the comfort of an air-conditioned motor coach, exploring Gothic cathedrals, picturesque towns, medieval monasteries, imposing castles and palaces, all with the objective that has drawn countless pilgrims from all over the world: the cathedral of Santiago de Compostela – the reputed burial place of St. James the Apostle.



**WILLIAM & MARY**  
ALUMNI ASSOCIATION

BY  LARGE

# W&M Raises Nearly \$135M

*W&M is No. 1 in alumni giving among nationally ranked public universities*

BY JENNIFER PAGE WALL

**W**ILLIAM & MARY CONTINUES ITS IMPRESSIVE streak in alumni giving as the No. 1 nationally ranked public university in the U.S. for undergraduate alumni participation. W&M keeps increasing alumni participation year after year, despite strong downward national trends, and just set a new university record for alumni giving — 29.9 percent of undergraduate alumni, or 19,273 alumni, gave back to their alma mater in fiscal year (FY) 2017.

Alumni, parents, students, faculty, staff and friends have played a vital role in advancing the *For the Bold* campaign's overarching engagement and philanthropic goals, and helped the university raise nearly \$135 million in FY17. This is the second largest fundraising year ever, and the fifth consecutive year in which William & Mary has raised more than \$100 million.

Since the start of the campaign, William & Mary has secured more than \$712 million.

"We're rolling," says President Taylor Reveley. "It's been especially wonderful to see the William & Mary

family come together to drive *For the Bold* forward. Together we're providing the means for W&M to sustain its excellence — indeed, to grow its excellence — for centuries to come."

Importantly, the university has nearly doubled the number of undergraduate and young alumni donors since *For the Bold* began in 2011. Young alumni who graduated within the last 10 years represented 26 percent of all undergraduate alumni donors in FY17.

"We have doubled down on our efforts to engage with our alumni, parents and friends in new and innovative ways," says Sue Hanna Gerdelman '76, *For the Bold* campaign chair. "The university is very focused on increasing annual gifts of all sizes — even small yearly donations together produce significant impact. In fact, gifts under \$250 collectively added up to more than \$3 million in FY17. We are all very proud of the success we have seen this year and will continue to build momentum for our ambitious campaign in the year ahead."

## \$134.8M

raised in FY17 (second largest fundraising year ever)

This year, William & Mary held nearly **450** events in more than **40** cities around the world, including W&M Weekend in New York City which had more than **700** alumni, parents and friends in attendance

## 29.9%

undergraduate alumni participation — a new William & Mary record

## 19,273

undergraduate alumni donors  
largest number of undergraduate alumni donors contributing in a single year

**TOTAL NUMBER OF FY17 DONORS: 45,199**

## \$48.8 MILLION

RAISED FOR SCHOLARSHIPS

**884** class ambassadors engaged with over **10,000** classmates

FISCAL YEAR (FY) 2017




Results are reflective of July 1, 2016–June 30, 2017

WILLIAM &amp; MARY



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BY & LARGE

PAY IT FORWARD

# HOME IMPROVEMENT

*The Alumni House will be expanded and renovated*

BY JENNIFER PAGE WALL



**EXPANSION:** *This artist's rendering shows the architect's vision for the Alumni House Renovation & Expansion project.*

**I**N APRIL, WILLIAM & MARY ANNOUNCED A \$15 million gift from alumna Hunter J. Smith '51 for the expansion and renovation of the nearly 170-year-old Alumni House. This is the largest gift ever given to the university specifically to support alumni engagement.

The William & Mary Alumni Association's expansion and renovation project will make the Alumni House — which sits along Richmond Road next to Zable Stadium — one of the largest social gathering spaces on campus and in Williamsburg, at nearly 55,000 square feet. It will cost a total of \$20.7 million and add approximately 35,000 square feet to the current building. Construction is expected to begin in spring 2018 and end in fall 2019.

The new major additions to the Alumni House include the following:

- *New entrance with a dedicated reception area*
- *Event space that will accommodate up to 800 people*
- *Lounge and business center*
- *Additional restrooms, storage and catering areas*
- *Third floor space for future operations and activities*
- *Outdoor improvements including a new terrace, enclosed garden area and plaza*

William & Mary legacy families will be celebrated in a new Family Courtyard outside the original Bright House section of the building. Plaques decorating this serene and beautiful space will honor generations of Tribe families by name.

"The Alumni House serves as a distinctive gateway to campus for visiting alumni, parents and friends to gather, learn and celebrate in a multitude of ways," says Marilyn Ward Midyette '75, executive director of the William & Mary Alumni Association. "Hunter's generous gift will allow us to preserve the historic look and feel of our iconic building, even while we update and expand it, and will substantially enhance all of the unique opportunities and experiences we offer to the entire William & Mary community."

An additional \$4.2 million has been raised to fund the project, and the university has undertaken efforts to raise the remaining \$1.5 million to complete it. William & Mary also aims to create a \$4.5 million endowment supporting the operations and maintenance of the upgraded house, added Midyette.

"This expansion with its prominent architectural features will transform the current Alumni

House into an impressive gathering place that all alumni will be able to enjoy when they come home to Williamsburg,” says Smith. “Preserving the elegance and character of the historic house is an important part of the upgrade, and I eagerly await construction to begin on this project.”

In recent years, the Alumni Association has sharpened its focus on advancing robust career and networking events, alumnae leadership programming, regional alumni engagement activities, travel opportunities, weddings and support for affinity groups such as the Hulon Willis Association, Order of the White Jacket, the William & Mary Gay and Lesbian Alumni/ae and others. It is also responsible for hosting events such as Homecoming & Reunion Weekend as well as its newest signature event, William & Mary Weekend.

“We are enormously grateful for this gift — it will greatly strengthen our alumni engagement efforts and provide better avenues for alumni to build life-long relationships with one another and the university,” says Matthew T. Lambert '99, vice president for university advancement. “Hunter has a long legacy of inspiring, empowering and enriching the lives of so many in our William & Mary family and we are deeply thankful for her extraordinary loyalty and support over the years. She is a most cherished alumna.”

William & Mary has contracted Richmond architecture, interior design and planning firm Glavé and Holmes to design and complete the project. Glavé and Holmes has more than 50 years of experience and its portfolio includes new buildings, additions

to buildings, renovations and adaptive reuse for higher education and historic preservation clients.

## A BRIEF HISTORY OF THE ALUMNI HOUSE

**1850s** – Some research suggests that prior to the Civil War, Samuel Bright built a house on the farmland he owned.

**1920s** – William & Mary purchased what is now called the Bright House.

**1920s-1971** – The Bright House variously served as the Kappa Alpha fraternity house and faculty housing.

**1972** – The Bright House is converted into the Alumni House.

**1995-1996** – The Alumni House is renovated to serve more than 71,000 W&M alumni.

**2018** – Construction will begin on the Alumni House expansion and renovation project to serve more than 100,000 W&M alumni.

BY  LARGE

## INCREASING ECONOMIC DIVERSITY

## THE RESULTS ARE IN

William & Mary is among the nation's leading colleges and universities when it comes to a commitment to access and affordability for low- and middle-income students, according to a recent report from The New York Times. The annual College Access Index (CAI) looked at three factors: the percentage of students who qualify for Pell Grants, graduation rates, and the net price for low- and middle-income students. Only 170 schools met the standards to make it to the CAI. W&M ranked 15th in the CAI among the nation's public colleges and universities and 56th overall. William & Mary was also ranked the No. 1 public university in Virginia. The university has climbed 21 spots since it was ranked 77th by the CAI in 2015, through its recent strides to increase economic diversity among the student body.

— W&M NEWS



# Art & Science

*Muscarelle Museum of Art chief curator identifies Cézanne painting*

BY JOE MCCLAIN & JENNIFER L. WILLIAMS

**J**OHN SPIKE, CHIEF CURATOR AT THE MUScarelle Museum of Art, knew he was looking at a Cézanne.

Analysis and testing of the painting “The Miracle of the Slave” have backed up his now certainty that it was painted by French artist Paul Cézanne as a copy of an original work from 300 years earlier.

built up paint layers to subtleties in shading and shape, he said.

Spike pointed out subtle changes Cézanne made to his work compared to the original, including appearing to paint his uncle’s likeness onto the face of a character whose visage isn’t visible in the original. The face bears a striking similarity to portraits Cézanne painted of his uncle Dominique.

Similarities typical of Cézanne’s work of the 1860s, including “noodle noses,” darkened eyes and thicker globs of paint, also are present.

Cézanne frequently stated his passionate admiration for Tintoretto’s works and considered him his favorite artist, according to De Groft.

But there is also a scientific aspect, and De Groft and Spike decided that for this particular painting it would be worthwhile to do the full battery of tests, including X-rays and infrared paint testing.

Kristin Wustholz, an associate professor of chemistry at W&M, said that scientific examination found no basis to doubt Spike’s connoisseurship. She noted that science more often challenges — rather than confirms — an attribution of a painting. In the case of “The Miracle of the Slave,” though, science was able to add an arrow to Spike’s quiver.

Wustholz has been working in a seven-year partnership with Shelley Svoboda, senior conservator of paintings at the Colonial Williamsburg Foundation. They have refined and advanced a technique for identifying pigments in historic paintings and other artifacts.

The Svoboda-Wustholz technique uses SERS — surface enhanced Raman spectroscopy. It’s a minimally destructive technique that requires only the smallest sample and it is the state-of-the-art process for identifying a synthetic organic pigment.

The presence of the unusual pigment mauveine was the “most amazing and surprising thing,” Spike says.

Scientists have pinpointed that mauveine was produced between 1856 and 1869 only, during which time Cézanne would have been between the ages of 17 and 30. He would have been in his early romantic period, and copying the works of other artists at that time, according to Spike.



**MASTERS OF ART:**  
Kristin Wustholz (right)  
and Shelley Svoboda  
used their pigment-  
identification technique  
to help authenticate “The  
Miracle of the Slave.”

Italian Renaissance artist Jacopo “Tintoretto” Robusti painted the original in 1548. It is referred to as “The Miracle of the Slave” or the “Miracle of St. Mark Freeing the Slave,” and depicts the story of St. Mark saving a slave who was being punished for worshipping.

The original is a much larger work, with Cézanne’s copy a smaller reproduction. The reproduction was unattributed when it went up for auction at the Dorotheum auction house in Vienna, Austria, in 2013.

“I saw it and I realized that it was a Cézanne of his earliest experimental juvenile period, the latter 1860s,” says Spike, who is one of the world’s most recognized connoisseurs of Old Master paintings.

He alerted Muscarelle director Aaron De Groft ’88 and they went to look at the painting. They were sure it was a Cézanne before deciding to purchase it for the museum.

Spike is able to identify artists by knowing their work, including everything from exactly how they

# SERVICE AWARDS

*Honoring engaged, accomplished alumni*

BY & LARGE

BY CLAIRE DE LISLE

**T**HE DOUGLAS N. MORTON '62 ALUMNI SERVICE and Young Alumni Service Awards are given annually to individuals for their exceptional service to the Alumni Association and the university through their involvement in alumni chapters, clubs and constituent organizations. The Young Alumni Service Awards are specific to individuals ages 25 to 35. This year's award recipients have many accomplishments and support many programs, only a few of which are listed here.

This year's recipients of the Douglas N. Morton '62 Alumni Service Awards are: Jack Hurley '72, who has hosted and sponsored engaging events for the Charleston Alumni Chapter; Eileen Olds J.D. '82, who has provided support and mentorship for the students and faculty of William & Mary Law School; John Rathbone '77, who has generously supported career training, multicultural affairs and the Raymond A. Mason School

of Business; and Cornelia W. Wolf '45, who has faithfully served on the boards of the Muscarelle Museum of Art and the College of William & Mary Foundation.

This year's recipients of the Douglas N. Morton '62 Young Alumni Service Awards are: David Libertson '09, for his dedication to the arts at William & Mary on campus and in New York City, and J. Robert McKetta '05, for his contributions to Tribe Athletics, especially Tribe Golf.

The Staff Service Award was established by the Alumni Association Board of Directors to recognize and honor a university staff member who has demonstrated outstanding service and support to the university and to the Alumni Association.

The 2017 recipient is Pete Clawson, senior assistant athletic director for public affairs, for his commitment to spreading Tribe Pride around the globe and advancing athletics excellence.



BREAKING GROUND

## W&M'S NEW WELLNESS CENTER

Quipping that the formal name is actually Bee and Goody's House of Health, Elizabeth "Bee" McLeod '83, M.B.A. '91 and J. Goodenow "Goody" Tyler HON '11 joined a host of William & Mary community members to break ground on the McLeod Tyler Wellness Center on June 12. The new building, located near the Sadler Center, will house the university's health promotion team, counseling center, health center, campus recreation's wellness programming and a Center for Mindfulness and Authentic Excellence. It is projected to open in the fall of 2018. The new center is named after McLeod and Tyler for their role in advancing the health and wellness of students on and off campus.

—JENNIFER L. WILLIAMS



**COACHING FOR SUCCESS:**  
*Thomson has coached three CAA Freshmen of the Year and the Most Outstanding Performer of the CAA Championship.*

TENNIS ANYONE?

# HOLDING COURT

BY  LARGE

*Coach of the Year Tyler Thomson leads Tribe Women's Tennis toward excellence*

BY BEN KENNEDY '05

**Y**OU'D BE FORGIVEN FOR THINKING THEY'VE made it look easy. In April, the William & Mary women's tennis team won the Colonial Athletic Association (CAA) championship for the 25th time — and their third in a row. At the helm was head coach Tyler Thomson, but he's more interested in sharing the credit than taking it.

"The foundation for our success resides squarely in the history of the program," he says. "William & Mary's current women's tennis program continues to benefit from the success of those who came before us."

That foundation — reaching back to his predecessors Millie West HON '91, L.H.D. '17 and even Martha Barksdale, Class of 1921 — has led Thomson's team to amazing things. Four players were named to the 2016-17 CAA all-conference teams, including Player of the Year Marie-Ambroisine Faure '17. Six players were named Intercollegiate Tennis Association Scholar-Athletes, adding to W&M's total of 38 since 2002.

Thanks to his tremendous success with the team on and off the court, Thomson has been honored as the 2017 William & Mary Alumni Association Coach of the Year.

"I was surprised and humbled," he says of hearing the news. "I don't feel that I'm any more deserving of this award than my colleagues; we all strive to be our best and represent the university well. I also felt gratitude for the partnership I have with our associate head coach, Jesse Medvene-Collins, and of course for the team members."

In his five years as head coach, Thomson has taken the Tribe to the NCAA Tournament four times and has won 17 matches against nationally ranked competitors. While the 2016-17 season came down to a narrow loss against Ole Miss in the tournament, Thomson is clear that the team's heads should be held high.

"We were underdogs to begin with," he says. "Then our No. 1 player fell ill and couldn't participate. Without our top player, we came within a whisker of an upset win. Everyone responded amazingly well to the challenge of moving to a higher lineup position. I think that match set the tone for the upcoming season and redefined what this squad believes they are capable of achieving."

Thomson, whose coaching position is partly funded through private support, began his career at William & Mary as an assistant coach from 1997 to 2001. After spending the next decade at the helm at the University of Minnesota's program, he was happy to come back to Williamsburg when the call came.

"I love what the athletic department stands for, and I like the overall atmosphere here," Thomson says. "Things didn't change much during my 11-year absence, and that's a big reason why I returned. I think William & Mary is always striving to grow and change, but there are many great things that don't need to change."

Some of those things, he says, are the qualities that make Tribe women's tennis so perennially superb.

"I think our current achievements stem from the team's commitment to our program values," Thomson says, "which include overcoming adversity, self-control, maximum effort, self-improvement and gratitude."

The proof is in the team's results. Since Thomson took the head coaching job, 18 of his players have been named All-CAA in singles, with eight more in doubles.

In addition to coaching three CAA Freshmen of the Year and the Most Outstanding Performer of the CAA Championship twice, he's mentored four CAA Players of the Year: Faure, Elizaveta Nemchinov '16 (two-time winner) and Maria Belaya '14, all of whom are scholarship recipients.

Thomson hopes, for all the team's success, that fans continue to recognize Tribe women's tennis for the powerhouse it is.

"If you like watching great tennis, it doesn't get any better than what we offer outside of the professional tour," he says. "And it's free. The competitive spirit and fight of our team is impressive."

He also adds that his women have the highest team GPA of any Tribe squad — true student athletes at the top of their game in and out of the classroom.

It's a true championship experience.

"There's lots to be proud of if you support William & Mary."



## IN THE CLASSROOM

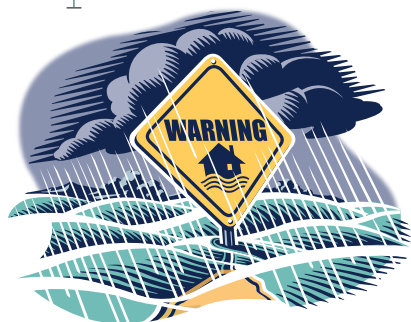
# TROOPS TO TEACHERS

A recently announced grant from the U.S. Department of Defense will fund a Troops to Teachers program in the W&M School of Education that trains veterans and soon-to-be veterans to become K-12 educators. The Troops to Teachers Virginia Center opened in June and offers veterans, and those who are within one year of exiting the military, guidance in meeting educational and licensure requirements to enter a variety of teaching fields. The center partners with experienced teachers who will serve as mentors to veterans during their transition to the teaching profession. “The Troops to Teachers grant and center will be a game-changer for so many veterans and soon-to-be veterans across the Commonwealth,” says Virginia Secretary of Education Dietra Trent. “As Virginia and the nation continue to experience a teacher shortage, now more than ever we need more qualified and inspired professionals in the classroom, and that is exactly what this program will help us provide to our students.”

— JULIE TUCKER '01

## WAKE OF THE FLOOD

# VIMS PIONEERING RESEARCH



Derek Loftis Ph.D. '14, assistant research scientist at William & Mary's Virginia Institute of Marine Science (VIMS), was part of Virginia Beach's winning entry for Amazon Web Services' City on a Cloud Innovation Challenge. The award provides \$50,000 worth of access to the company's high-capacity web servers, allowing Virginia Beach to obtain real-time observations and stream live forecasts during major flood events. VIMS can also use the data to inform its storm-surge modeling efforts. In June, Loftis also took part in Capitol Hill Ocean Week in Washington, D.C., as one of five emerging leaders invited to a roundtable discussion hosted by the National Marine Sanctuary Foundation. He discussed how his work can provide new ways to make flood forecasts and real-time observations more readily accessible to citizens and communities.

— DAVID MALMQUIST



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# Board Notes

*A new slate of officers for the WMAA Board of Directors*

BY JOHN KANE

**T**HE SPRING MEETING OF THE WILLIAM & Mary Alumni Association Board of Directors was held at the offices of Kirkland & Ellis, LLP, in New York City, May 18-19, 2017.

The full board began with an introduction of new members and approval of consent agenda items, followed by a meeting overview by the president.

The executive director briefed the board on ongoing activities and highlighted the board's performance for W&M's annual day of giving, One Tribe One Day; reviewed ongoing actions to refocus engagement efforts on affinity groups; and provided an update on plans for the Alumni House expansion.

The chair of W&M Weekend in New York, Mark Linaugh '84, provided a snapshot of the Weekend demographics and upcoming events and, along with leadership, began a discussion about the W&M Weekend in Chicago planned for next year.

Committee chairs for the communications, board development, career connections and

regional alumni engagement committees provided updates on committee activities relative to strategic goals.

The acting treasurer gave the update for the finance & investment committee and reviewed the budget proposal for FY18. The board received an investment performance review from representatives of the Optimal Group at Wells Fargo.

The board also held discussions with the director of alumnae initiatives, was introduced to the new athletics director, Samantha K. Hüge, and held discussions with President Taylor Reveley.

The board began on Friday, May 19 with presentations and discussions on student programming, Young Guard Council activities, Alumni Admissions planning and an update on the board's campaign goals. The board also held discussions with Rector Todd Stottlemeyer '85 and Vice Rector Tom Watkins '74, who were seeking feedback and guidance on the presidential search to replace Taylor Reveley next summer.

Other significant discussion and decisions were made on the following actions:

- *Approved a whistleblower policy*
- *Approved the \$1.38M FY18 budget*
- *Reviewed nominations and selected recipients for the Alumni Medallion (to be featured in the Winter issue) and Alumni Service Awards (see page 17)*

## ELECTED OFFICERS FOR FY18

This year, Susan P. Manix '79 assumes the duties of president of the William & Mary Alumni Association Board. Carla Moreland '81, JD '84 is vice president, David T. Scott '93 serves as secretary and Scott R. Kelsey '06, MAcc. '07 serves as treasurer. New board members include George Cruser '84, AnnaMaria DeSalva '90, Megan Burnley Dorward '07, Anna Dinwiddie Hatfield '96, Gerald "Jeb" Jeutter '82, Dennis Liberson '78,

Janet McNulty Osborn '85, William M. Richardson '74, John Cole Scott '00, Kirstin Shiroma '05 and William C. Smith Jr. '04, J.D. '09.

Outgoing board members include Kay Floyd '05 and Glenn Crafford '77. Cindy Satterwhite Jarboe '77 serves as immediate past president.

The next regular meeting of the Board of Directors will be **Sept. 14-15, 2017**, in Williamsburg.

# WMAA Nominations

*Honoring engaged, accomplished alumni*

## ALUMNI ASSOCIATION BOARD OF DIRECTORS

The bylaws of the William & Mary Alumni Association require all board members to be alumni of William & Mary and active donors, regardless of giving levels, to any recognized fund of the institution or the Alumni Association. Members must be willing and able to attend regular and special board meetings, as required, in Williamsburg or other approved locales to conduct Alumni Association business.

You may find out more about the requirements for the board and access nomination forms at <https://wmalumni.com/awards-and-recognition.html>. Nominations are accepted all year but must be received by **July 1** to be considered for election during that fiscal year.

## THE 2019 ALUMNI MEDALLION

The Alumni Medallion recognizes individuals who have exemplary accomplishments in their professional life, service to the community, state or nation, and loyalty and commitment to William & Mary. The Board will make the selection at their May meeting in 2018.

The submission form can be downloaded from the Alumni Association's website at <https://wmalumni.com/awards-and-recognition.html> or it can be requested by emailing [alumni.ed@wm.edu](mailto:alumni.ed@wm.edu). Three supporting letters are required. Include up to three news articles, vitae, biographical sketches, etc. that are available as supporting documents.

The Alumni Medallion reflects the honor and credit that recipients bring to the university through their actions and contributions. Deadline for submission of all nominations for the 2019 award is **April 1, 2018**.

## HONORARY ALUMNI

The Alumni Association grants Honorary Alumni status to individuals with a distinguished record of service on behalf of the university. Many honorees have been active and supportive spouses of alumni leaders. To nominate an individual, submit a letter describing his or her visible and consistent involvement, advocacy, loyalty and affection for W&M. All letters must be signed.

Nominations may be submitted online at <https://wmalumni.com/awards-and-recognition.html>.

Mail your letter to Honorary Alumni Award, c/o Executive Director, WMAA, P.O. Box 2100, Williamsburg, VA 23187-2100. The deadline for submitting nominations for the 2018 Honorary Alumni Award is **Jan. 15, 2018**.

## ALUMNI SERVICE AWARDS

The Douglas N. Morton '62 Alumni Service and Young Alumni Service Awards are given annually to individuals for their exceptional service to the Alumni Association and the university through their involvement in alumni chapters, clubs and constituent organizations. The Young Alumni Service Award is specific to individuals ages 25 to 35.

You may download a nomination form for this and any other alumni awards at <https://wmalumni.com/awards-and-recognition.html>. The deadline for nominations is **Feb. 1, 2018**. The Board of Directors will select honorees at its spring 2018 meeting.

# ALL ROADS LEAD HOME... COMING?

**OCTOBER 19-22, 2017**

This October, Homecoming & Reunion Weekend will come alive with events for all classes and every age. Rediscover that old inside joke over a drink at a reunion. Pick up right where you left off with a lost, cherished friendship.

Feel the crisp autumn breeze wash across the Sunken Garden.

You're invited to fall in love with alma mater all over again.

You just have to get here.



Register by October 13:  
**HOMECOMING.WM.EDU**

## Friday, October 20

### **OLDE GUARDE LUNCHEON\***

11:30 a.m.-2 p.m.

Sadler Center, Chesapeake ABC

\$35 per person

### **HOMECOMING PARADE**

4:30-5:15 p.m.

Visit [homecoming.wm.edu](http://homecoming.wm.edu) to find your reunion's watch site

### **SUNSET CEREMONY**

6-7 p.m. | Wren Courtyard

(Rain: Sadler Center,  
Commonwealth Auditorium)

### **VIRGINIA UNCORKED\***

7-11 p.m. | Sunken Garden

Pay-as-you-go food trucks

\$25 per person

Non-tasting ticket available

## Saturday, October 21

### **HANDSHAKES & PANCAKES\***

Casual Professional Networking

10:30 a.m.-noon

Sadler Center, Tidewater AB

\$5 per person

### **HOMECOMING TAILGATE\***

Noon-3 p.m. | Sunken Garden

\$25 per person | \$10 per child

### CHILDREN'S CARNIVAL

Noon-3 p.m. | Sunken Garden

### WREN BELL RINGING

Noon-3 p.m. | Wren Building

### FOOTBALL GAME: W&M VS. JAMES MADISON

3:30-6:30 p.m. | Zable Stadium

Visit [tribeathletics.com](http://tribeathletics.com) for tickets

### OLDE GUARDE POST-GAME TAILGATE

6:30-9 p.m.

Alumni House, Richmond Road Tent

### BLACK ALUMNI RECEPTION\*

*Hosted by Hulon Willis Association*

6:30-8:30 p.m.

Alumni House, Clarke Plaza

\$15 per person

### YOUNG GUARDE CELEBRATION\*

*Classes of 2008-17 & Class of 2012  
Reunion*

6:30-9 p.m.

Sunken Garden, Young Guard Tent

\$25 per person

### LATINx ALUMNI RECEPTION\*

7-9 p.m. | Tyler Hall

\$15 per person

### LGBTQ ALUMNI RECEPTION\*

*Hosted by GALA*

7-9 p.m. | Tucker Hall

\$15 per person

### REUNION RECEPTIONS\*

7:30-9:30 p.m. | Sunken Garden Tents

\$45 per person

### SATURDAY NIGHT BASH\*

9-11:30 p.m. | Sunken Garden Main Tent

\$25 per person

*Sunday, October 22*

### COFFEE WITH ALUMNI & FRIENDS

8:30-11 a.m. | Alumni House

**HOMEcoming.WM.EDU**

Visit [homecoming.wm.edu](http://homecoming.wm.edu) for a full events schedule. Events are free unless otherwise noted. Prices increase on Oct. 9.

\* Indicates registration is required.



A photograph of three people, two women and one man, standing behind a long, clear glass table. They are in a modern interior space with a red wall featuring a large, white, pixelated geometric pattern. The man on the left is wearing a blue suit and glasses. The woman in the middle is wearing a black sleeveless dress. The woman on the right is wearing a white short-sleeved shirt and dark pants. They are all smiling at the camera. The table has several modern white chairs with metal legs around it.

**IMAGE IS EVERYTHING.  
JUST ASK THESE ALUMNI.**

**BY ASHLEY K. SPEED**



**STEWARDS OF THE BRAND:** *William & Mary alumni Joseph Moan J.D. '88, Tiffany Stone '91 and Maybelline Mendoza '07, M.B.A. '14 are shaping The Coca-Cola Company's image in North America.*

# The birthday party was typical.

There was food, a birthday cake, decorations, music and a piñata. All the normal things that parents ensure are present to guarantee an unforgettable party.

Maybelline Mendoza '07, M.B.A. '14 and her twin sister were attending the celebration for another set of twin girls. The twins' family was one of the few they had met since moving to the United States from Lima, Peru, two years earlier.

"My mom made us do embarrassing dances at the party," Mendoza says. "With twins, you don't get to see one person perform, you get to see double so it's extra fun. We performed 'El Baile del Perrito.'"

Toward the end of the party the birthday twins opened their gifts. Once all the smaller gifts were revealed, it was time for them to open the two biggest gifts from their parents. Two hot pink Barbie cars were rolled in front of them.

They were the cars that Mendoza and her twin sister wanted, but their mother couldn't afford. Mendoza left the party crying that day.

The birthday twins lived a privileged life — a life that Mendoza lived outside of.

She had some Coca-Cola at the party that day, which was fitting since the brand has become synonymous with good times and celebrations. Mendoza was an example of what the iconic brand has tried to become over the years — inclusive. Inclusive toward gender, race and economic position. The brand seeks inclusiveness right down to the wide variety of names that are printed on its products' labels.

Mendoza is now a brand manager for Sprite, the third largest brand in The Coca-Cola Company's vast brand portfolio. She is one of three William & Mary alumni who are shaping the company's image in North America.

Tiffany Stone '91, a sports marketing director for Coca-Cola, is using innovative strategies to create unique initiatives to promote Coca-Cola's brands

with Major League Baseball. Joseph Moan J.D. '88, chief ethics and compliance officer and associate general counsel for Coca-Cola, oversees and manages all aspects of the company's ethics and compliance programs globally.

Like puzzle pieces sprawled on a coffee table, Mendoza, Moan and Stone fit together, each playing a vital role in ensuring the integrity of the brand and in advancing the legacy of the company.

"Everybody, no matter what their job title is, is a marketer for Coca-Cola and that is part of how we deliver magic every day," Stone says. "We are all stewards of our brands, responsible for polishing our trademarks every day. We are the company's best ambassadors and all of us hold that to be a sacred truth."

**DAY ONE** Coca-Cola was founded in 1886 by Atlanta pharmacist Dr. John S. Pemberton. Pemberton wanted to create a distinctive soft drink that could be sold at soda fountains.

He created a flavored syrup and took it to his neighborhood pharmacy, where it was mixed with carbonated water and deemed excellent by those who sampled it, according to the Coca-Cola website. Pemberton's partner and bookkeeper, Frank M. Robinson, is credited with naming the beverage "CocaCola" as well as writing the trademarked handwriting still used on bottle labels and cans today.

Coca-Cola ranks fifth on Forbes 2017 list of most valuable brands in the world, behind technology industry giants Apple, Google, Microsoft and Facebook. With a value of \$5.4 billion, Coca-Cola is considered the top beverage company in the world.

**BRAND MAGIC** Arm in arm, two polar bears ice skate around a Christmas tree. One glides away and leaps into a toe loop before landing on the ice. Lacking the grace of a figure skater, he loses control and slides back before falling into the snow. Santa Claus appears and hands him a Coca-Cola. The words “Happy holidays, always Coca-Cola,” flash on the TV screen at the end of the 1993 commercial.

Rewind to 1971 on a hillside in Italy where young people representing various races sing in perfect harmony clutching glass bottles of Coca-Cola.

“I’d like to buy the world a home and furnish it with love,” they sing. “Grow apple trees and honeybees and snow white turtle doves. I’d like to teach the world to sing in perfect harmony. I’d like to buy the world a Coke and keep it company. That’s the real thing. What the world wants today is the real thing.”

It was a bold commercial, filmed on the heels of the Civil Rights Movement and in the midst of the Vietnam War. While the United States was divided, the commercial was not aimed at healing America’s social wounds. The brand’s message was much bigger, much more ambitious. It aimed to unite the world. The brand took a stand by supporting diversity and unity in a competitive marketplace where the risk of taking a controversial stand can offend the masses and cost a company millions.

In 1980 there was the memorable Coca-Cola commercial titled “Mean Joe Green,” featured during the Super Bowl. In the commercial, Green is limping and holding onto a rail as he heads to the locker room after a football game. A young fan asks Green if he needs any help. Green says no.

“I just want you to know, I think, I think, you’re the best ever,” the boy says.

“Yea, sure,” Green replies, turning to walk away.

“Want my Coke? It’s OK, you can have it,” the boy says lifting his Coke toward Green.

Green says no, but the boy insists.

“Really, you can have it,” he says.

“OK,” Green says with a huff before taking the Coke and drinking the entire bottle in one gulp.

Green thanks the boy for the Coke and throws him his football jersey.

“Wow. Thanks Mean Joe,” the boy says.

The commercial ends with a smiling Green and the words, “Have a Coke and a smile. Coke adds life,” across the screen.

Sometimes it’s not commercials that motivate consumers to support a product. Sometimes it can be a marketing campaign that makes them feel a part of something personal. This summer, Coca-Cola brought back one of its most successful campaigns in history — Share a Coke — where the brand prints names on Coca-Cola, Diet Coke, Coke Zero Sugar — and new this year — Coca-Cola Life and Cherry Coke bottles.

They added last names for the first time this summer, in addition to the more than 1,000 first names that were available.

Coca-Cola also created more than 1,000 personalized jingles available for fans to share via ShareACoke.com. So, if your name is Maria, these are the lyrics to your personalized song on the Share a Coke website: “It’s time to relax. Maria, oh please. So share a Coke with her, enjoy the breeze.”

If your name is not available as a jingle, a song plays that tells you to try next year. A Coke bottle appears with the word “sorry” in place of your name.

**THANKS, MEAN JOE:**  
During the 1980 Super Bowl telecast, Coca-Cola featured a memorable commercial titled “Mean Joe Green,” where the NFL player’s seemingly tough exterior is softened by a child who offers him a Coke to drink after the game.



PHOTOS: THE COCA-COLA COMPANY

**FINAL PLAY** Stone, who has worked at Coca-Cola for 20 years, has held many roles at the company in the areas of customer marketing, entertainment marketing, commercial leadership and brand management. She recently began a new role as director of sports marketing.

"I'm responsible for our partnership with Major League Baseball and how we should best work with our partners to market our brands."

Stone works with brand teams to create Coca-Cola experiences and marketing initiatives with local Major League Baseball teams and at Major League Baseball events like the All-Star game or the World Series, for example.

"Our new partnership with Major League Baseball is based on social and digital marketing and leveraging a significant sponsorship in a very different way than we've done with other leagues in the past," Stone says.

Stone says she is coming full circle professionally, considering she started her sports marketing career with the Milwaukee Brewers Baseball Club in 1992.

"To be able to take my team experience and combine it with my broad Coca-Cola System experience, it kind of rounds out my career," Stone says. "I don't think I could have scripted this any better."

Stone helped launch Coca-Cola Football Town USA in 2002. During this time, Coca-Cola reshaped its approach to football as a marketing asset. Instead of creating brand campaigns and events that revolved around the NFL shield or the Super Bowl, the company shifted its focus to locally relevant football teams. The move came after research showed that fans connected more closely to their hometown team at a variety of levels beyond just the NFL.

"We created a football platform that we could own that could be customized with the most consumer relevant local teams' trademarks," Stone says. "This gave us much more freedom to innovate and really made a difference for us in the marketplace."

Stone says she admired the iconic brand from afar years before ever stepping into the Atlanta headquarters.

"I thought only the best of the best worked at Coke," Stone says. "I was always very impressed with their strategy and the way they positioned their brands. They always seemed to make their brands seem like they were more than just beverages. There was a certain mystique around it and I felt like it would be a tremendous honor to have the opportunity to work there."

Stone decided to pursue a career in marketing because she wanted to use her creativity and penchant for connecting the dots to solve business problems. Her interest in marketing and her passion for athletics were two things she wanted to capitalize on to build a career. It was her academic

and athletic experiences at William & Mary that helped her do that.

"I was looking for a unique college opportunity that gave me a chance to benefit from a strong academic environment. One that would also allow me to contribute to a basketball program right away," Stone says. "That's what led me to William & Mary."

Stone grew up in Milwaukee and played basketball and tennis in middle school and high school. She attended William & Mary on a four-year athletic scholarship. Stone excelled in the classroom as well as on the basketball court.

At William & Mary she held the record for career leader in rebounds for many years, with over 1,000 rebounds and 1,000 points scored.

"We had a great team," Stone says. "Our team didn't win the CAA championship, but we had great team camaraderie and great experiences as teammates."

One of those experiences was a home game against George Mason University.

William & Mary was down by four points. After Angie Evans Romano '91, Tiffany's roommate and co-captain, made a three-point shot, Stone was fouled at the buzzer. The Tribe was in the bonus so she was headed to the free throw line. She needed to hit both shots to help the team win and avoid overtime.

"I remember going to the free throw line and someone had just taught the team that if you are nervous when you go to the free throw line, you should hum your favorite song," Stone says. "So I'm at the free throw line and Angie comes up to me right at the line and she is humming 'In Your Eyes' by Peter Gabriel in my ear. You only have 10 seconds to shoot a free throw so she is humming fast — and I'm thinking, OK Ang, that's good, but I just gotta shoot these!"

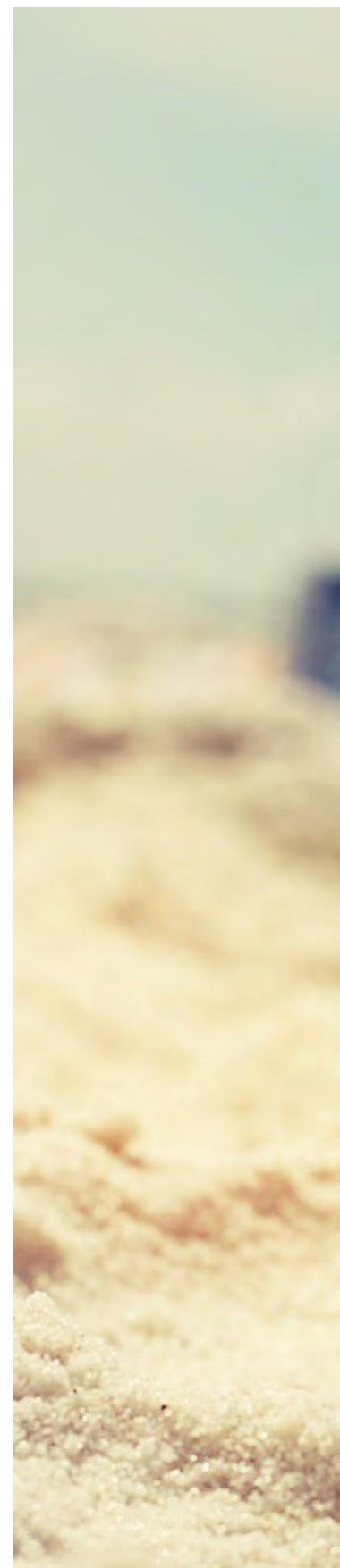
Stone takes the first shot. She lands it. The score is tied.

Stone spins the ball backward in her hands, bounces it three times as she's done a thousand times before, and takes the final shot. The result is a repeat of the first.

"I very overdramatically collapsed to the floor and the whole team piled on me," Stone says. "I'll never forget that. And, I'm sure it's on a VHS tape somewhere at my parents' house!"

Stone says participation in athletics for women in particular is very important because it teaches women how to compete and how to handle success as well as failure gracefully.

"It teaches the importance of being able to work within the boundaries of a team," she says. "When you get out in the business world a lot of people talk about teams, but they really don't know what that means. Just labeling a group as a team doesn't make it a team. If you truly understand what a team is and how to build and nurture one, you have an advantage in a variety of ways."



***“We have a culture that generates pride in our brand, in our products, in our company and in our people. We are all responsible for the brand whether you are in marketing and advertising, the legal department or you’re actually out there putting the product on the shelves.”***





**REFRESH YOURSELF:**  
Reaching consumers in new and fresh ways through innovation is essential for any brand. The Coca-Cola Company launched Sprite Cherry earlier this year through a platform called Coca-Cola Freestyle.

**LIFESTYLE BRAND** What was the last concert you attended? What is your favorite book? These details may seem unrelated to influencing the type of beverage you buy, but they are examples of tools used in the marketing world to better understand consumer wants.

“Coca-Cola builds lifestyle brands,” Mendoza says. “We want to know what consumers are interested in. For us it’s not just about knowing where we can find our consumers, but how? We seek to truly understand our consumers so that way we can reach them in a more authentic way.”

The Coca-Cola Company has multiple brands, each with their own identity. Some of their brands include Diet Coke, Dasani, PowerAde, Sprite, Minute Maid and Honest Tea.

“There are different characteristics that each of our brands own,” Mendoza says. “In my opinion, Sprite is the coolest brand in our portfolio. We’re

edgier, have a pulse on culture and value self-expression. Getting to know and studying our consumer over time, has brought us to this place of knowing more of who we’re speaking to, beyond demographic data points.”

Reaching consumers in new and fresh ways through innovation is essential for any brand, even one like Coca-Cola that has been around for more than 130 years. The Coca-Cola Company launched Sprite Cherry earlier this year through a platform called Coca-Cola Freestyle, Mendoza says. Freestyle is a soda fountain machine found at different food outlets that has more than 200 beverage flavors that can be mixed together to form new drinks.

“We saw that cherry was the No. 1 flavor people wanted to add to Sprite on Freestyle machines,” says Mendoza, who has worked for Coca-Cola since 2015. “We decided to not just offer it as a fountain drink, but to bottle it up and sell it at our retail channels. Essentially, a consumer nugget of data led to one of our most exciting launches this year.”

Mendoza is the oldest of three girls. Her mother brought her and her sisters to the United States from Peru because she wanted them to have a better life.

“Even though Peru is developing quite a bit, my mother believed there was only a certain amount of education that she could give us there,” says Mendoza, who grew up in Northern Virginia. “We lived in Lima. The chances of succeeding there were a little bit better than the provinces, but my mom wanted more for us.”

Mendoza says her mother didn’t speak English, but she worked any job she could find to support her family.

“My mom worked really hard and she raised us as a single mother,” Mendoza says. “I knew growing up that I always wanted to graduate and get a higher degree. That was always ingrained in me.”

Her mother’s work ethic rubbed off on her in high school. She not only excelled academically, but also had perfect attendance. Mendoza’s high school perfect attendance came with a \$250 stipend for college. It was a stipend she almost didn’t get.

“I knew I really needed it,” Mendoza says. “I had two or three jobs while I was going to high school, but I still needed money for college. It was second semester of my senior year and I fell sick. I never get sick. I was burning up with a fever at the bus stop. I felt so awful. My sister told me I was crazy and to go home. I was like, no, I have to get perfect attendance because I need to get this \$250 stipend.”

Despite her sister telling her that her health was more important, Mendoza went to school sick that day and earned the perfect attendance title as well as the stipend that came with it.”

For Mendoza, every cent counted. She used the money to help pay for her education at William & Mary, where she became the first in her family to graduate from college.

TOP PHOTO: NICK BURCHELL; BOTTOM PHOTO: MICHAEL BELL

"I grew up with a really strict mom," Mendoza says. "She instilled perseverance and grit in me since the age of 8. I grew up with my mother telling me that if you work really hard you will be able to succeed — much like the American Dream."

**TRUST** While Mendoza and Stone craft creative and smart marketing to keep the iconic brands at The Coca-Cola Company relevant to consumers outside the walls of the company, Moan uses his legal expertise and that of his team to ensure that all associates worldwide understand their responsibility in acting ethically and in compliance with policies to build trust and maintain the company's image and reputation.

Integrity of the brand is paramount, and an essential ingredient in all things the company does. Moan is part of the team that ensures that integrity is not only associated with Coca-Cola products, but also that thousands of employees are upholding the company's ethical standards every day. Additionally, he is tasked to ensure the company's employees understand and adhere to the company's Code of Business Conduct and all legal and regulatory requirements.

Coca-Cola employees are expected to keep ethics and integrity front of mind when they are doing business and when they live their lives.

"The focus of Coca-Cola's ethics and compliance program is centered on employees acting in an appropriate and ethical manner," Moan says. "A part of my job is to ensure that our company employees understand and adhere to the company's Code of Business Conduct and legal compliance and regulatory requirements. Doing the right thing and abiding by the appropriate laws is a fundamental prerequisite for how we do business."

Before entering the business world, Moan, a first-generation American, was headed down a military track. Moan, who grew up in Fort Lee, N.J., attended the Virginia Military Institute in Lexington, Virginia, on a four-year ROTC scholarship.

"I was always interested in serving my country and the ROTC Scholarship also gave me the opportunity to become the first college graduate in my family."

After graduating he served for four years in the United States Army as a field artillery officer and became acquainted with the JAG officers at Fort Carson, Colorado.

"Being around the JAG officers was really the first contact I had ever had with lawyers in my life and I saw that their work was

both challenging and also very beneficial," Moan says.

He decided to attend William & Mary Law School because he was accustomed to learning in academic environments with smaller classes, referring to his high school and the Virginia Military Institute.

"At William & Mary Law School the faculty was very interested in teaching how to apply the law," Moan says. "One of my favorite professors had actually worked at the Justice Department and was able to bring a very practical viewpoint to teaching the class."

Prior to joining Coca-Cola in 2001, Moan worked at Texaco for 13 years as a senior counsel, responsible for global employment, labor litigation and employee benefits law.

At Coca-Cola, Moan protects the brand from the inside, which can have an enormous impact on the external brand. Moan says, "We want everyone to trust the Coca-Cola brands, which is one of the main focuses of our ethics and integrity programs."

**CONJOINED PUZZLE PIECES** Do you remember the first time you had a Coca-Cola product? Maybe the first time came and went without you remembering or noticing. Or maybe you remember the first time you felt the bubbles of a freshly poured Coca-Cola tickle your lip.

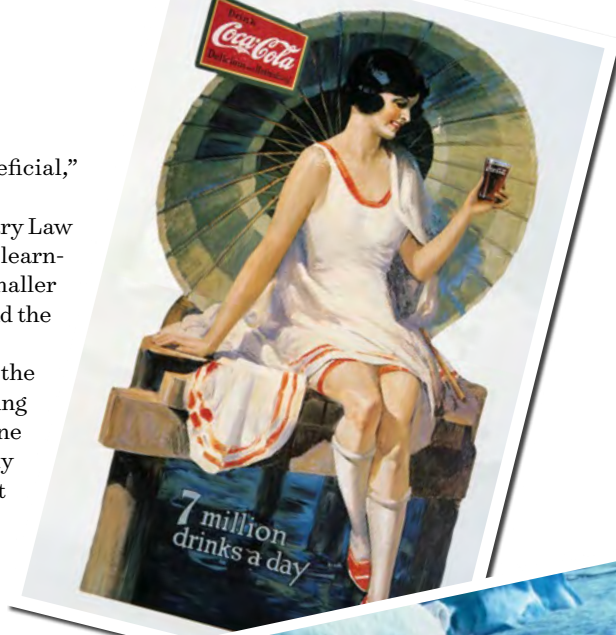
Whether there is a clear memory that comes into focus or not, the influence and messaging of the brand has woven itself into the cultural fabric of the world.

For Mendoza, her first time was at a birthday party that was just as bitter as it was sweet. Stone has always associated Coca-Cola with celebrations. For her, celebrations meant getting a Coca-Cola in an icy glass bottle to share with family and friends.

Moan vividly recalls his first time enjoying a Coca-Cola. He was eating out with his family at McDonald's.

While Mendoza, Moan and Stone have different roles at Coca-Cola, they all shape the brand in some way.

"Everyone at The Coca-Cola Company sells Coca-Cola," Moan says. "We have a culture that generates pride in our brands, in our products, in our company and in our people. All of our employees are responsible for the brand whether they are in marketing and advertising, in the legal department or putting the product on the shelves. Everybody makes this happen." ☺





An abstract painting on the left side of the cover. It features stylized figures of African people in various poses. One figure in the foreground wears a yellow top and a long, multi-colored skirt (pink, purple, blue). Another figure is in a red and white outfit. The background has yellow and blue sections with black silhouettes of people. A red and white striped pole is visible. The overall style is modern and colorful.

# Black

at William & Mary

Commemorating  
50 Years of  
African-  
Americans  
in Residence

By Kevin Dua '09



Recent events in Charlottesville, Va., have opened up old wounds that so many of us, in the Black and in other communities, had hoped would heal. If anything, they have spurred a national dialogue on our troubled history — particularly in Virginia — and provided us with the opportunity to come together to ensure that our nation's ongoing divisiveness can be universally recognized and resolved.

As we commemorate the 50th anniversary of African-Americans in residence at William & Mary, we must seize this moment to have an open and honest discussion not only about the university's past, but also where we are today and where we need to go tomorrow.

ferent since we were the only Black resident students at William & Mary.”

In 1967 — more than a decade after the landmark *Brown v. Board of Education* case was decided — William & Mary's campus was nearly void of mass protests and riots. In fact, it was fairly quiet. But so too were the racial undertones and hateful words uttered by some of the other students — uttered softly enough so they wouldn't get noticed.



**ARTIST'S VISION:** *Steve Prince discusses his vision for the commemorative mural “Lemonade: A Picture of America.”*

Rewind back to the 1960s and scenes like those we saw in Charlottesville weren't unfamiliar. The news regularly showed white supremacists and Klan members invoking fear. On college campuses across the U.S., amidst violent war protests, overt racism collided with the civil rights movement. It was rare to see Black students walking by themselves out of fear for their own lives and that of their peers.

For the first three Black residential students at William & Mary — Janet Brown Strafer '71, M.Ed. '77, Karen Ely '71 and Lynn Briley '71 — their experiences are their own, similar and different from other Black experiences both then and now.

Brown Strafer felt that their undergraduate experiences were “uneventful compared to desegregation at other predominately white colleges at the time.”

“In some ways, attending William & Mary as a Black undergraduate was no different than for any other undergraduate,” she says. “We were concerned with getting settled, choosing classes, and, subsequently, doing well in our studies. Obviously, for the three of us, life was very dif-

All three women had different reasons for attending William & Mary. In addition to the university's great academic reputation, two major factors played a role in their final decision to attend: proximity to their hometowns and affordability.

Briley and Ely hail from Portsmouth, Va., and have known each other since grade school; Brown Strafer grew up in Newport News, Va. The three of them lived together throughout their time at William & Mary.

“It was a suggestion from my high school guidance counselor to come here. I also recall going to Williamsburg with my marching band at the time and I was very impressed with the beauty of the campus,” says Briley. “After talking to my parents regarding costs ... we decided William & Mary would be a good choice.”

Brown Strafer's guidance counselor, however, did not encourage her to apply. “I was told William & Mary was not a good fit for me. But being the



defiant person I am, I was going to do something just because someone said I couldn't do it."

She submitted her application, including a compelling letter explaining her need for financial support. "Nobody in my family had been to college nor could they afford to send me. So when I found out I was going to get financial assistance, that sealed the deal for me," says Brown Strafer.

For Ely, her financial aid package was also a defining factor for why she decided to go to the university. But almost immediately after she arrived on campus — the night after freshman orientation — she saw the word "nigger" written on the sidewalk.

It was around that time she vividly remembers thinking to herself that "it's just us."

In their eyes, they are not trailblazers. They didn't go to William & Mary to make history. They went to the university to get a quality education and they were determined to get one.

But little did they know they were about to change the course of a centuries-old institution and pave a distinct path forward for so many other accomplished Black students whose stories are interwoven because of the color of their skin.

While their overall goal — graduating — was the same as every other college student, the three young women first had to navigate an unexplored environment, feeling alone and with only a handful of people on their side.

Current Board of Visitors member Warren Buck III M.S. '70, Ph.D. '76, D.Sc. '13, who came to William & Mary from Morgan State University

in 1968, felt that the racial disparity distracted from the university experience.

"How did the College expect folks to concentrate on their studies when they were challenged culturally without any support?"

With that question in mind, Buck, along with the three women and a few others, held meetings in 1969 to begin the process of creating the Black Student Organization (BSO).

"President Davis Paschall opposed it," says Buck. "I recall telling him directly that he was a bigot; that a BSO was the right way toward making things right for the campus and these students."

Buck attests that it was more than his comment that persuaded the president to finally approve of the BSO.

"The courage that Ely, Briley and Brown Strafer showed — residing on the campus as the first and only Blacks, let alone Black women — built an infrastructure for others to broaden the spectrum of culture for the entire campus while risking our own expulsion," says Buck.

"This was evident through the creation of the BSO and protests to stop the playing of the Dixie fight song at public events by threatening to burn the Confederate flag, all while trying to gain an education like everyone else. It is culturally praiseworthy."

Hulon Willis Jr. '77, whose William & Mary lineage carried on with his daughter, Mica '13, knows all too well the significance of Black students pursuing an education, in oftentimes lonely climates.

**MEMORIES:** Clockwise from top left: Janet Brown Strafer celebrating her graduation with her family in 1971; Warren Buck III M.S. '70, Ph.D. '76, D.Sc. '13; Lou Holtz and Warren Winston Jr. '73.





**TRAILBLAZER:** *Hulon Willis M.Ed. '56 was the first African-American student admitted to William & Mary.*

A decade before Ely, Briley and Brown Strafer came to campus, Willis Jr.'s father, Hulon Willis Sr. M.Ed. '56, was admitted as the university's first Black student and was joined later by Edward Augustus Travis, who was the first Black student to graduate receiving a Bachelor of Civil Law degree in 1954.

But the process of advancing diversity provided many challenges, especially for the few Black students during the early years of campus integration. "You see very few of us from that era [at alumni events], because that isolation is still traumatizing," says Willis Jr.

In 1974, the Office of Minority Affairs was established. The first director of the office was Leroy Moore. The department evolved to the Office of Multicultural Affairs in 2009 and now to the Center for Student Diversity to reflect its expanded vision and service.

Over the years, campus organizations such as the African-American Male Coalition, African Cultural Society, Ebony Expressions Gospel Choir, ESSENCE Women of Color and Students of the Caribbean Association were added to offer supportive spaces.

Black Greek-lettered organizations also have a long and successful history at William & Mary. Currently there are charters for eight of the nine National Pan-Hellenic Council organizations.

More Black students and organizations populating the campus helped offset the sense of otherness the university created for them.

Though many non-Blacks perhaps saw this as self-segregating on a university campus still trying to evolve, Black students found their identities reinforced and supported through these communities.

"I was part of a tightly knit community that helped reinforce my identity," says Margo Spratley '00. "The College became a place where minority students comfortably created a unique experience while simultaneously being active members of the larger community."

And, for many Black William & Mary students, seeking comfort in friends and organizations centered on Black empowerment was less about dividing a campus community and more about strengthening a family.

In the 1990s, Black faculty members at William & Mary felt that a Black studies program in the curriculum was long overdue.

"Programs of this sort had been developed at other universities during the 1960s and 70s," says Jacquelyn Y. McLendon, professor emerita of English and Africana Studies, director emerita of the Black studies program and chair of the 50th Anniversary of African-Americans in Residence Committee.

"In the mid-1990s a group of interested faculty began developing a program," says McLendon.

"Although the program was finally developed in 1997, faculty members such as Joanne M. Braxton, professor of English and humanities, John Stanfield, professor of sociology and Berhanu Abegaz, professor of economics, among others, with the support of Joel Schwartz, professor of government and director of the Charles Center, had met before I arrived in 1992. We obtained support from the dean of Arts & Sciences, then the Educational Policy Committee, and finally the whole faculty."

Such a push to diversify academia for students on a historically white campus was key to creating Black-led spaces to nurture a new generation of William & Mary scholars and staff. For William & Mary, it was imperative that its historical identity embrace the concept of inclusivity and that this was conveyed to the increasingly diverse student body. For the few Black faculty employed during the 1980s and 1990s, the opportunity to open up such relevant courses that taught Black history and culture was not just essential in making the campus more comfortable for Black students; it was also rooted in the reality of lived experiences of all students within society.

In William & Mary's long history, the late Carroll F.S. Hardy HON '12 was one of the most influential leaders for Black students, staff and faculty, leaving a legacy of profound impact.

"Dean Hardy," as students lovingly called her, joined William & Mary in 1980 as associate dean of Multicultural Affairs. She served many roles during her tenure at the university, eventually becoming associate vice president for Student Affairs from 1990 to 1995.

Hardy was a beloved administrator and a mentor to many Black students and others at William & Mary. She was known to be tough but nurturing, and she encouraged her students to go outside of their comfort zone.

Hardy believed that Black students should actively participate fully in a variety of William & Mary activities so they could be prepared for real-life scenarios both during and after college.

"I wanted to walk away [as a freshman] after I read, 'Thanks for taking some more deserving white students spot' hand written at the top of a Flat Hat newspaper article about incoming Black students admitted that year," says Dywona "DeeDee" Vantree-Keller '89. "Dean W. Samuel Sadler and Dean Hardy challenged me to stay and change the atmosphere at William & Mary through scholarship and leadership. I did just that as a president's aide, the 1989 Sullivan Award recipient honored at Commencement, and now, as an alumni class ambassador."

Hardy also insisted that students take on roles in organizations across the spectrum and really claim W&M as "their" institution. Similarly, Dean Hardy



believed that Black alumni should have a voice and a role in the life of W&M after graduation. In 1992, she was the guiding force in the creation of the Hulon Willis Association, the African-American alumni organization at the university.

"I could have gone to a Black college to avoid the racial slurs and feel more comfortable. But this place is preparing me for reality. And no one helps you deal with life better than Hardy," said Tonya Parker '88, M.Ed. '90, Ed.S. '94, a Black student (and cousin of Willis Jr.) who was quoted in a May 1990 Parade magazine article about Hardy.

Hardy developed and executed a 10-point system in an effort to help Black students flourish throughout their college experience. She assigned Black freshmen with Black upperclassmen who would serve as mentors, and every year hosted a Black leadership conference on campus where 500 students across the U.S. received leadership training.

"The annual National Black Student Leadership conference, held under Dean Hardy, helped me develop a network of other Black student leaders across the country, and have comfort that I was not alone," said Earl Granger III '92, M.Ed. '98, former president of both the BSO and Hulon Willis Association.

Hardy's plan was successful. During her tenure, the Black student population doubled, and larger percentages of Black students graduated on time.

"When I look at Black students I see me — before the polish," Hardy was quoted saying in Parade at the time. "And I realize how much was done for me. When I have done good for Black students here, they must return my good work by doing good for someone else one day."

To honor Hardy's legacy, in 2016 W&M named one of its residence halls, located on Barksdale

**LEGACY:** Clockwise from upper left: dormmates in 1976; members of Delta Sigma Theta during the 1976-1977 school year; beloved administrator Carroll F.S. Hardy HON '12, who passed away in 2012, became an honorary alumna the same year; past William & Mary President Thomas A. Graves Jr., former rector Edward E. Brickell '50, C.A.S.E. '70, Ed.D. '73, L.H.D. '98 and Wesley C. Wilson M.Ed. '74, C.A.S.E. '78, Ed.D. '84, former assistant to the president.





**CELEBRATION:** *The Hulan Willis Association celebrated its 25th anniversary in Washington, D.C., in June.*

field, in her honor. Additionally, a group of devoted alumni recently created a scholarship endowment bearing her name for need-based aid. Hardy was a strong advocate for providing needed resources for deserving students.

**F**or many Black students, racism on campus is an ageless reality that continues to be a part of the experience.

"I was at a fraternity party with a roommate during freshman orientation when a white student said to us that, since Blacks were 'built like apes,' we would be great here," says Richard Riley '08.

Being a Black student on a predominantly white campus such as William & Mary doesn't necessarily mean that a student will be traumatized. It also does not suggest that every Black graduate experienced times of anxiety, stress or depression. Continued acts of racism on campus, however, have taken a toll on some Black students, some of whom transfer, withdraw or harbor legitimate resentment.

Such stories don't necessarily speak for every person; nor do they imply they are only isolated incidents. What it continues to show for many Black students, and for the greater William & Mary community, is that, systemically, while some things have changed, other issues remain on campus.

"As a licensed therapist, one of the biggest complaints I hear is, 'I get tired of explaining my story or common expressions of who I am to someone,'" says Crystal Morrison '09. "I had enjoyable expe-

riences on campus but, [whenever I encountered] those [to] whom I felt I had to explain how I earned the right to be there, I further positioned my doubt internally, when it should have been reframed to the inquirer in order to affect change."

There has been increased emphasis on empowering admitted Black students and students of color in general (30 percent of the newly admitted student cohort). The strong work of a Multicultural Recruitment Team, WMSURE (W&M Scholars Undergraduate Research Experience) and the continuation of bridge programs such as the PLUS Program (Preparing for Life as a University Student) have created avenues to help students of color pursue and thrive in higher education.

And in 2009, the university, with the support of the Board of Visitors, established the Lemon Project, which is an ongoing initiative to investigate and learn from William & Mary's treatment of African-Americans during times of slavery, secession and segregation. In doing so, William & Mary led the way, becoming one of the first universities in the nation to commit to a complete and comprehensive review of its involvement with slavery.

Named after Lemon, an enslaved man owned by William & Mary during the late 18th and early 19th century, the long term project has involved comprehensive research and scholarship with many members of the William & Mary and greater Williamsburg communities.

"This initiative, was in fact, student driven, spearheaded through the efforts of Richael Faithful '07, Tiseme Zegeye '08, Justin Reid '09, members of the student government and the campus NAACP chapter," said Lemon Project Director and Visiting Assistant Professor of History Jody L. Allen Ph.D. '07.

In 2007, the student assembly passed a resolution calling on the university to study its slaveholding history, make it public and establish a memorial to the enslaved. The following year, Chancellor Emeritus Professor of English Terry Meyers initiated a similar resolution in the faculty assembly. In the fall of 2008, historian Robert Engs of the University of Pennsylvania came to William & Mary to teach a class and begin the initial research that led to the establishment of the Lemon Project.

"To have a few Black students help the campus become one of the first in the nation to acknowledge a once-ignored history has, in many ways, helped Black students see themselves as part of a storied legacy," says Allen.

Currently, a subcommittee of the Lemon Project is working on a plan for a memorial on campus to enslaved individuals whose labors built up and improved the university.

**I**n recent years, William & Mary has made efforts to improve the campus climate for its

Black students and the greater student body. In 2012, Fanchon “Chon” Glover M.Ed. ’99, Ed.D. ’06, was promoted as the university’s first chief diversity officer and in 2017 the Office of Diversity and Inclusion expanded by adding a deputy chief diversity officer, Dania Matos. The mission of the office is to create a community that is representative and inclusive of individuals with different backgrounds, talents and skills, where all faculty, staff and students feel supported and affirmed.

The annual Donning of the Kente Ceremony, a partnership between the Lemon Project and the Hulon Willis Association, has taken place every commencement since 2012. This rite-of-passage ceremony, in which students of color receive stoles from their families and friends to wear with their graduation robes, seeks to recognize and reward achievement, encourage students to continue striving for excellence and provide an intimate end-of-college experience for graduating seniors of color.

In 2015, President Taylor Reveley convened a Task Force on Race and Race Relations, a group comprising faculty, students and alumni, to examine and improve diversity and inclusion efforts on campus. The task force report states, “We believe that this represents an enormous opportunity for William & Mary to seize the moment on issues of race and race relations, here on our campus.”

President Reveley and the Board of Visitors have acted upon a number of the more than 50 recommendations put forth by the task force, some of which can be accomplished in the short-term and others that will take much longer. Recently, the task force’s implementation team released a progress report on the recommendations, which included the recent hiring of a number of faculty members through a new initiative from Provost

Michael R. Halleran that seeks to increase the diversity of the university’s faculty (more information on the task force is available at <http://www.wm.edu/racerelations/>).

In 2016, the Board of Visitors enacted one of the recommendations by unanimously voting to name two prominent residence halls on campus in honor of African-Americans with a connection to William & Mary. In addition to the one named after Hardy, the second was named in honor of Lemon.

This past June, hundreds of alumni gathered in Washington, D.C., to honor the 25th anniversary of the Hulon Willis Association. The attendance of Briley, Brown Strafer, Ely and Willis Jr. set a reflective tone for all guests.

The weekend served as a moment for Black alumni to come together and provided a feeling very similar to a family reunion. Alumni from a range of classes networked and shared stories from yesteryear. At one point, we raised our hands if certain university-related moments were part of our individual story. The raised hands showed how intertwined many of us were, independent of our decade of graduation.

In several remarks during the anniversary celebration, there was a call to action for Black alumni: actively promote, and if needed, create campus resources — cultural, educational and financial — that acknowledge students’ cultural identities and the important process of increasing diversity and inclusion.

During one of the weekend events, Danielle Greene ’12 expressed her compassion for students of color who struggled during their William & Mary experience.



**DONNING THE KENTE:** *Graduating students and their families and friends celebrate the Donning of the Kente Ceremony.*





**CONVOCATION:** *Karen Ely '71, Janet Brown Strafer '71, M.Ed. '77 and Lynn Briley '71 welcomed the Class of 2021 to William & Mary.*

“What are we doing as a group to make sure that the Black students now are thriving?” Greene asked. “What are we doing for students behind us that we’ve never met? I challenge each of us to dedicate ourselves to making sure that the misdeeds of the College don’t skip from year to year, new student to new student.”

The committed kinship with professors, students and alumni can, and does, create purposeful and educational opportunities over the long-term.

“Naturally, I stumbled during my four years at the College, but there was always a supportive community to uplift me; a network of students, faculty, staff and alumni,” says Shanda Cooper ’06. “And now, 11 years later, I will do the same for future William & Mary students.”

**I**n the coming year, William & Mary will continue to honor and commemorate the legacy of the last 50 years and more.

“It’s hard to believe that 50 years ago three young Black women moved into Jefferson Hall on a hot, late-summer day, forever changing not just dorm life on campus, but the university itself,” says Pamela Hairston ’81, J.D. ’84. “There was

no tweeting or selfies to record the moment; just three young women looking for their dorm room, wondering what challenges the next four years would bring.”

Cheryl Wesley ’78 agrees: “I don’t think most folks, Blacks and non-Blacks, recognize the significance of that. Recent on-and-off campus incidents highlight that we’ve come a long way, but — from faculty/staff recruitment to students invested in William & Mary’s future — there remains still a very long way to go.”

And though the rate of Black admitted students has grown since 1967 — currently 8 percent of the student body is Black — William & Mary has not seen the same successes with faculty and senior administrators.

**S**o, what do the next 50 years hold for Black Alumni, current and prospective Black students, and for the campus community as a whole? For many Black alumni, moving forward includes providing financial support, participating in the upcoming presidential search and much more.

Nubia Dickerson ’09 shared what she would like to see improve: “Hire and retain more faculty and

PHOTO: SKIP ROWLAND '83

staff of color. Create more support for students from marginalized backgrounds. Place a premium on making students feel safe, valued and heard, and listen and act upon the requests of students already on campus,” she says.

For everyone — former, current and future students — we have to become proactive, innovative and responsible to ensure a more welcoming and inclusive environment.

“We have to learn from what we, and others, have experienced, and the only way is to be a part of the journey with the university,” Glover says. “This historic milestone is everyone’s history; it’s important that, before we can become stronger because of it, we have to first educate ourselves about it.

“We all have to be willing to promote promise and make progress so that when we reach the centennial celebration in 2067, folks then can say, ‘Yes, we have had significant faculty of color, more students of color and a better understanding of life experiences that unite us and differentiate us. But even now we still won’t rest on our laurels. We will continue to be a microcosm of society, and adapt to accommodate our diverse body in any changing climate.’”

“We won’t just celebrate; we’ll also commemorate our history of perseverance that still continues to bring our campus together.” ☺

*Kevin Dua '09 is the 2017 Gilder Lehrman Institute of American History Massachusetts History Teacher of the Year. His documentary, “Reclaiming Black Faces: For Frederick Douglass, Nat Turner, and Denmark Vesey,” is a web exhibit at The Commonwealth Museum in Boston. He currently teaches history in Cambridge, Mass.*

*For more information on the 50th Anniversary of African-Americans in Residence, including a current list of events, see [www.wm.edu/50](http://www.wm.edu/50).*

*Information on the Hulon Willis Association is available on Facebook @WMAumniHWA or by contacting Jack Edgar at [jjedgar@wm.edu](mailto:jjedgar@wm.edu) or 202.836.8602.*

*If you would like to contribute to the Carroll F.S. Hardy Scholarship, the Hulon L. Willis Sr. Memorial Scholarship Endowment or other William & Mary diversity initiatives, visit [FortheBold.wm.edu/diversity](http://FortheBold.wm.edu/diversity).*

## WORKING TOWARD FULLER INCLUSION

Like all communities, those of us at William & Mary have sought to understand the violence and hatred in Charlottesville this past August, and how best to respond.

As I said in a campus message, neo-Nazis, the KKK and other such groups must not and do not define our society. They most surely have no place as a matter of ideology or practice on our campuses.

It is good that this year at William & Mary we can celebrate the 25th anniversary of the Hulon Willis Association and the 50th anniversary of the first African-American students to live on campus.

It took 258 years from the College’s founding before William & Mary admitted an African American, Hulon Willis Sr., in 1951. He graduated in 1956 with a master’s in education. Also in 1951, our law school admitted Edward Augustus Travis, who graduated in 1954, the first African-American to receive a W&M degree. Lynn Briley, Janet Brown Strafer and Karen Ely, our first African-American students to live on campus, arrived as freshmen 50 years ago in fall 1967. These alumni and alumnae changed William & Mary forever.

It is a source of profound regret and lasting sorrow that William & Mary was closed for so very long to so many people.

In 2009, we launched the Lemon Project, an endeavor to investigate, acknowledge and learn from William & Mary’s history of slavery, secession and segregation. In its eighth year of research, teaching, and symposia, the Lemon Project will submit a report later this year. It has already shed significant light on the university’s racial past.

In 2015, we created a Task Force on Race and Race Relations. It consulted widely and wrote a report with more than 50 recommendations. A team, led by our chief diversity officer, is working on their implementation. Some steps have already been taken. Last year, for instance, we renamed two residence halls — one for Lemon, the enslaved man whose name the Lemon Project bears, and the other for the late Dr. Carroll Hardy, a beloved administrator who was a tireless advocate for diversity and inclusion at W&M.

Despite progress made since 1951, William & Mary, like our society as a whole, still has miles to travel. It remains for us to break through the obstacles to full racial inclusion and opportunity that still remain.

— W. Taylor Reveley, III

*To read President Reveley’s campus-wide message on Charlottesville, please go to <http://www.wm.edu/president/charlottesville>*





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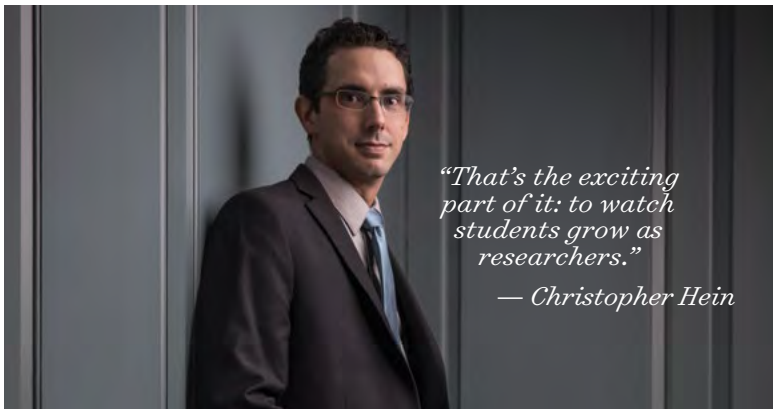
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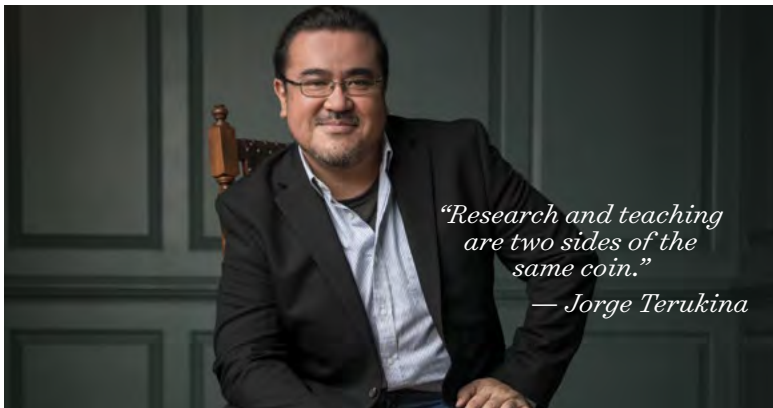
*"I was compelled to do something I felt had meaningful, real-world implications."*  
— Annie Blazer



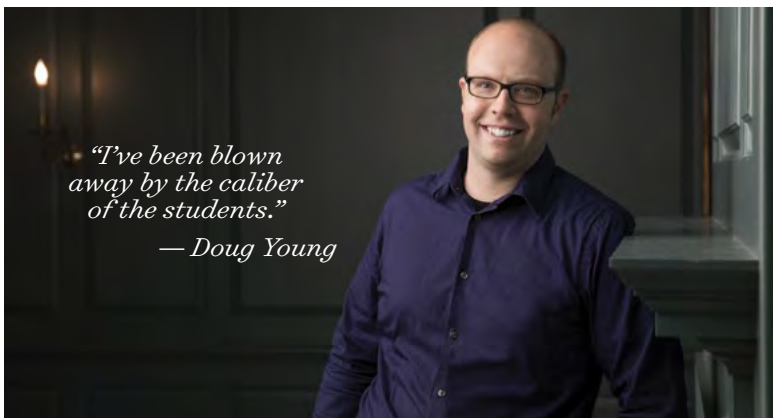
*"In the academic world it's very rare to have this level of collegiality."*  
— Gérard Chouin



*"That's the exciting part of it: to watch students grow as researchers."*  
— Christopher Hein



*"Research and teaching are two sides of the same coin."*  
— Jorge Terukina



*"I've been blown away by the caliber of the students."*  
— Doug Young

## Annie Blazer

ASSOCIATE PROFESSOR, RELIGIOUS STUDIES

Blazer studies the relationship between religion and popular culture, incorporating race, class, gender and sexuality. Her latest book, "Playing for God," examines female Christian athletes and their roles in sports ministry. "These women were interested in rethinking femininity, challenging condemnations of homosexuality in their tradition, and shifting gender roles in their marriages," she says. Since the publication of the book, she has spoken at conferences worldwide about her research.

Her next project will focus on the effects of rapid gentrification on black church communities in the Church Hill area of Richmond, Virginia. When she returns from her sabbatical year, she will teach a class on the intersection of religion and American politics as a Reveley Interdisciplinary Fellow.

Blazer came to William & Mary excited by the interdisciplinary approach to research and teaching and the opportunity to create her own classes. She is impressed by the way W&M students rise to the challenges put before them in both in-person classes and online. "The students are so good. You can really ask them to do a lot, so my strategy over the past couple of years has been to elevate the students and try to slip into the background."

## Gérard Chouin

ASSOCIATE PROFESSOR, HISTORY, DIRECTOR OF  
MEDIEVAL AND RENAISSANCE STUDIES

Chouin was director of the French Institute for Research in Africa, based in Nigeria, when he got the offer for a professorship at William & Mary. A French citizen and expert in medieval and early-modern West Africa, he had been introduced to William & Mary through an Omohundro Institute seminar in Ghana and was hooked.

"What I really appreciate here is the collegiality. I'm in a department that's really like a family," he says. "Students are also playing an important role in that. They're good, they're excited and classes are quite small — that's part of this getting close to each other, knowing each other and being able to have a relationship with these students who are really interested in the subject."

His current project develops the hypothesis that the Black Death came to sub-Saharan Africa and caused drastic societal change. His research combined historical and archaeological methods of looking at peoples and landscapes locally, globally, in the short term and over hundreds of years.

In his classes, including the COLL 100 option "Africa as an Idea," Chouin encourages students to think critically about how they were taught about Africa and what stereotypes they may hold. Students read current articles and create projects that use transferable com-

munication and digital skills to teach others about the subject. “I try to have a very practical approach to history,” he says. “I try to show that issues are always more complex than we think they are.”

## Christopher Hein

ASSISTANT PROFESSOR, VIMS PHYSICAL SCIENCES

Growing up on Long Island, surrounded by beaches, Hein became fascinated by coastal change. “You go to the beach in summer and it looks entirely different from the beach in winter,” he says. “You can watch earth processes in action, watch the landscape form, watch the landscape change and recognize these same processes are acting over hundreds to thousands of years and forming the landscapes that we see today. That was appealing to me.” Now, as an assistant professor at William & Mary’s Virginia Institute of Marine Science, Hein studies barrier islands in his quest to understand geological change over the past 6,000 years, and how coasts may change in response to climate change in the future.

His goal is to get students, whether they are in their first geology class or are pursuing a graduate degree in the field, to be able to visualize how the physical environment changes over time. “To be able to take a student and teach them the basics that allow them to then look at the world in that way and maybe see it for the first time — to me, that’s what it’s all about,” he says.

Hein’s work has taken him to Brazil, France, Australia, Egypt, Alaska and Svalbard, among other places, and his ideal vacation includes more of the same: taking sediment samples, hiking and backpacking, and getting to know the landscape of each place he visits. Field work is one of the ways he engages undergraduate and graduate researchers in geological study.

“This is not the type of work that can be done alone. You need a team, and William & Mary students make for the best field crew that I’ve ever had,” he says. Students help with his research projects but also pursue their own projects under his mentorship. “That’s the exciting part of it: to watch students grow as researchers. Not just as learners, but as scientists.”

## Jorge Terukina

ASSOCIATE PROFESSOR, HISPANIC STUDIES

Terukina considers himself shy, but he comes alive when he discusses the intersection of early modern literature and economics.

“Sometimes my colleagues in modern languages think I’m a renegade, because I’m one of the few in the department who likes math,” he says.

He initially thought he’d become a mathematician, but while getting his undergraduate degree in Peru and studying abroad in Spain, “when we started doing medieval and early modern topics, I realized that I didn’t understand anything. And that lack of understanding is what motivated me to get into this.”

Terukina just completed what he describes as a “very controversial book,” recasting 17th-century Mexican author Bernardo de Balbuena as a colonizing Spaniard instead of a Mexican cultural hero. In his latest projects, he hopes to offer new and different readings of well-known early modern Hispanic texts using the economic theories offered by Aristotle and Thomas Aquinas.

Terukina says he is impressed with the intellectual curiosity of William & Mary students. “The texts that we discuss are in 16th-century Spanish, which is different from contemporary Spanish, and yet students adapt and engage quite quickly,” he says. “Once we understand that our own perspective is artificial, arbitrary and unnatural — not universal or timeless — it’s easier to transition into these other perspectives that are chronologically other but also culturally other.”

## Doug Young

ASSOCIATE PROFESSOR, CHEMISTRY

As an undergraduate biology major, Young found himself in a class he hated — general chemistry. “I thought, I have to get out of chemistry as fast as possible,” he recalls. “But the next year, I took organic chemistry and I fell in love with it. It was this weird interplay of chemistry and biology and you could see how it applied to biological systems.” He became a double major in biology and chemistry and is now an associate professor of chemistry, teaching courses that include biochemistry and the initially dreaded general chemistry.

He describes himself as a bioorganic chemist. “I use chemistry and chemical tools to study and solve biological questions,” he says, including synthesizing amino acids to use in diagnostic and therapeutic applications like chemotherapy. Students assist in his research as well as test research questions of their own.

“My philosophy is that, especially in the sciences, we’re so jargony; what I try to do is communicate my enthusiasm and passion for science to students and make it more applicable,” Young says. He uses YouTube videos, song parodies, and practical applications to encourage students to learn the material and use it to think critically about their world. “I’ve been blown away by the caliber of the students and just how dedicated and passionate they are about a wide variety of things,” he says. “This is an exciting place to be.” ☺





PHOTO: JOHN HENLEY



# TRIBE

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## GARDEN VARIETY

*William & Mary's 325th academic year is well underway and the Class of 2021 has seamlessly merged into the Tribe family. As cooler weather approaches, students congregate in the tranquil Sunken Garden to study and enjoy the calm surroundings and crisp fall air.*



# Broadway Success

CO-PRODUCER CAITLIN CLEMENTS '11 WINS TONY AWARD

**ALUMNI PROFILE** On June 11 in Radio City Music Hall, Caitlin Clements '11 heard the words that would change her life. She sat in the audience of the 2017 Tony Awards with bated breath while Lin-Manuel Miranda, writer, producer and star of “Hamilton,” opened the envelope that held the name of this year’s Best Musical winner. He paused.

“Dear Evan Hansen!” The producers, cast and creative team of “Dear Evan Hansen” crowded excitedly on the stage. A number of names came up on the television screens of the national viewing audience, including Caitlin Clements, co-producer.

“I couldn’t believe it and it’s all sort of a blur,” she says. “I’m glad there’s video that exists of that moment and those words being spoken because it all didn’t really register while it was happening.”

“Dear Evan Hansen” came away that night with nine nominations and six awards: Best Musical, Best Book of a Musical, Best Score, Best Performance by a Leading Actor in a Musical, Best Performance by a Featured Actress in a Musical and Best Orchestrations.

The Tony wins were almost two years to the day after rehearsals started for the “Dear Evan Hansen” world premiere production at Arena Stage in Washington, D.C., and Clements was there from the very first table reads. In 2011, Clements moved to New York City to pursue a graduate degree in film from New York University. She interviewed for a producing internship and was surprised to discover her interviewer was also a William & Mary alumna, Jennifer Isaacson '06. While they had not been in Williamsburg at the same time, they bonded over shared experiences, and Clements got the job.

Several years and theatrical opportunities later, she was then introduced to producer Stacey Mindich, who was developing with two young composers an untitled musical which would become “Dear Evan Hansen.” Clements accepted an assistant producer position in Mindich’s office, and the rest is history.

“I still can’t get over the fact that we’re working and collaborating with the director of “Rent” [Michael Greif], when on multiple William & Mary breaks I was going up from Virginia to New York with college friends and hallmates to see “Rent” multiple times in a weekend,” she says. “Getting to watch this creative team work, being there to assist and support their development process as they were nurturing this piece and figuring out what it was going to become, was really incredible.”

“Dear Evan Hansen” tells the story of Evan, a socially awkward and mostly friendless high schooler. When a classmate he barely knows commits suicide, a misunderstanding leads everyone to assume he and Evan were good friends. The lie continues to grow, and Evan benefits from his newfound stature, but struggles with his conscience as the lie blooms out of control. The set incorporates social media posts to track the effect of the tragedy, and Evan’s lie, on the school population. The storyline and songs are original to the musical. “It was amazing to get to be in the room and watch these writers work on this piece that was totally original and not adapted from a preexisting book, movie, TV show or well-known song catalog,” Clements says. “It was something that they were totally building from scratch — from the ground up.”

**PRODUCING DREAMS:** *Clements '11 is a co-producer on the Broadway show “Dear Evan Hansen,” for which she won a Tony Award this June. She explored her love of production at William & Mary as a participant in Alma Mater Productions and the William & Mary Global Film Festival.*



PHOTO: STEPHEN SALPUKAS



Clements liaised between the cast, crew and production team, traveling with the show to Washington, D.C., for their successful off-Broadway run, where she was delighted to introduce a new generation of William & Mary students to the musical. Two dozen 1693 Scholars — members of the distinguished scholarship program who design their own course of study and work with faculty mentors — came to see the musical and meet with the cast in 2015.

“It was the most weird and wonderful experience of worlds colliding,” Clements says. “So many William & Mary friends were able to come see the show there in D.C. during its earliest days.” And yet even in New York City, Clements finds she is surrounded by supportive William & Mary alumni, and she counts fellow alumni as some of her closest friends.

Clements credits her experience at William & Mary as a 1693 Scholar for shaping who she is today. “Everyone is so incredibly passionate about and dedicated to their area of interest, but with such an open mind and curiosity to all the other facets around them,” she says. “That experience set up the perfect mindset for what it takes to now be in this collaborative world of theater.”

She also participated in Alma Mater Productions and the William & Mary Global Film Festival all four years at the university. While she moved to

New York City fully expecting to continue with film, she realized her experiences at William & Mary had fostered a love of storytelling above all else and an appreciation for live, in-the-moment events. Theater was a perfect fit.

What’s next for Clements? “Dear Evan Hansen” is going on tour, and she will continue to work on the show as it premieres in new cities for a wider audience. She is most excited about giving the show’s fans who might not have been able to travel to New York City a chance to see the show. “Dear Evan Hansen” has resonated with fans nationwide, even if they have not yet seen the show, through the release of the Broadway recording, teaser videos, and fan-created viral “mashup” videos, in which fans sing “Dear Evan Hansen” songs mixed with other Broadway songs or top hits. Clements feels the message of the show has universal appeal.

“Evan is longing to belong,” she says. “At our core, we’re longing to belong in whatever circles and environment we’re in.”

With the cast and crew of “Dear Evan Hansen,” Clements says she has found this sense of belonging. “Even at the Tony Awards, which was such a surreal experience, the best part was just being there with the dozens and dozens of people who made the “Dear Evan Hansen” experience. It was just incredible to all be there together.”

—CLAIRE DE LISLE AND LISA F. CRAWFORD

#### SHARED EXPERIENCE:

*Left: Clements with 1693 Scholars who saw “Dear Evan Hansen” during its Washington, D.C., run. Right: Clements and colleagues on the red carpet before the Tony Awards.*



PHOTOS COURTESY OF CAITLIN CLEMENTS '11

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# Huge Leads the Tribe

SAMANTHA K. HUGE BRINGS A WINNING MINDSET TO W&M



**LET'S TALK ABOUT WINNING:** *W&M Football Head Coach Jimmy Laycock (left) welcomes Huge (right). One of Huge's goals includes encouraging student-athletes to celebrate winning in the classroom as well as on the field or court.*

**ATHLETICS DIRECTOR** William & Mary's new Athletics Director Samantha K. Huge (pronounced hyu-gee) — the first woman to hold this position since Tribe Athletics combined the men's and women's departments — shared her vision for the athletics department at William & Mary Weekend in New York City before an audience comprised of alumni, parents and friends.

"In the Competitive Excellence Report we talk about providing a championship experience for every student-athlete and fan," says Huge, during a discussion moderated by Audra Lynn Mallow '90, co-chair of the *For the Bold* campaign in the Western region. "Well, what does that mean? We want to make sure that we are making it really evident that we care about the folks who we engage with every day. We want to ensure that we are bringing them into our venues and they're not only seeing great competition, but also having an experience that makes them want to return and invest in our continued success."

Huge will be a member of the president's senior leadership cabinet and will be responsible for more than 120 Tribe Athletics staff members and coaches. She will manage the organization's \$24 million budget, serve as its primary fundraiser and oversee the continued implementation of the department's strategic plan.

One of Huge's goals in her new role is to ensure that there are more endowed scholarships available for student-athletes.

"I want to make sure that we are in a position to provide not only support for our world-class academics but that we can recruit student-athletes to William & Mary by being able to fully pay for that experience," Huge says.

During her first weeks at the university, Huge sought feedback from her staff. She said she noticed a recurring theme: fear of talking about winning.

PHOTO: JIM AGNEW

"I think the sense is that if we talk too much about winning, somehow we're saying that academics isn't as important," Huge says. "We are going to unapologetically pursue excellence across the board and that means we are going to talk about winning when we win. We're going to push for winning, and we're going to win in the classroom, win in competition and we're going to win in life."

Huge had a connection to William & Mary long before she accepted her new position. She would come to campus to watch her brother, Chris Huge '84, play Tribe football.

"William & Mary has always had a special place in my heart," Huge says. "One thing that amazes me is the quality of the people we have, not only in students and student-athletes, but the staff and faculty who support the great mission of the university. William & Mary truly strikes the appropriate balance between competitive athletics, world-class academics and preparing young women and men to go out and live great lives of impact. That's frankly why I was attracted to this position."

Huge has 17 years of Division I athletics administration experience. Prior to coming to William & Mary

she was the senior associate director of athletics at Texas A&M University.

She has worked in various roles with the athletic departments at Georgetown University, Wake Forest University, Michigan State University and the University of Illinois, as well as with the Office of the Southern Conference.

In a video of Huge taken shortly after the university announced her appointment, she said she didn't plan on becoming an athletic director. It was a former coach who challenged her to think of herself in this leadership role.

"He looked me dead in the eye and said, 'Samantha, do you ever think that perhaps you're robbing an athletic department of your brand of leadership? I want you to think about that.' For me, that got the wheels turning," Huge says.

After Huge worked as an interim athletic director at another university, she says she recognized the impact of her current position.

"Just having the opportunity to lead an incredible group of Tribe student-athletes, staff and coaches is humbling and I look forward to this exciting challenge."

—ASHLEY K. SPEED



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# Family Ties

SIX FRIENDS JOIN THE WILLIAM & MARY FAMILY AS HONORARY ALUMNI

**HONORARY ALUMNI** In May, the William & Mary Alumni Association celebrated its annual Honorary Alumni Ceremony by recognizing six exceptional individuals who have a distinguished record of service, support, advocacy and commitment on behalf of William & Mary.

Honorary alumni are non-graduates of William & Mary who have gone above and beyond in their support of the Alma Mater of the Nation. Throughout the year, the Alumni Association accepts letters of nominations for this distinguished award. The Alumni Association's Board of Directors then votes on the final awardees.

"Every year, this ceremony provides us with the opportunity to recognize those who, while not graduates of our beloved alma mater, are dedicated and devoted to her as much as those who are," says Marilyn Ward Midyette '75, executive director of the William & Mary Alumni Association. "Their passion and loyalty is inspiring and we are enormously grateful for their friendship."

## ANN GREEN BAISE

Baise's connection to William & Mary is exceptionally strong. She served on the William & Mary Board of Visitors for four years, where she chaired the Administration, Buildings and Grounds Committee and the university's Design Review Board. In recognition of her record of leadership and service, Baise was initiated as a member of William & Mary's chapter of Omicron Delta Kappa and the National Leadership Honor Society.

During her service on the board, she visited nearly every inch of campus, attended a multitude of campus and alumni events (including W&M Weekend in Washington, D.C.), was a loyal donor, and served as a mentor for many students, faculty and staff. As a board member, not only did Baise have a reputation for reading every line of the large board agenda book (and occasionally pointing out mistakes — in grammar or addition), she effectively and enthusiastically provided fiduciary oversight for the benefit of the university and the Commonwealth of Virginia.

Those who have worked with her describe her as always going above and beyond to act in the best interests of the university. "Ann always shows

up," one supporter says. "She was and is a dedicated and tireless supporter of and advocate for the university."

Baise earned her undergraduate degree in elementary education from Longwood University and a master's degree in education from Virginia Tech. She served as a teacher, educator, and gifted and talented program director for Fairfax County Public Schools and has also served as a consultant for the National Geographic Society and the National Wildlife Federation. In 2000 and 2002, she was named the Columbia Hospital for Women Volunteer of the Year. She has served as the treasurer of Baise Farms, a corn and soybean operation in Illinois and Vermont, since 2012.

Before joining the William & Mary board in 2012, Baise served eight years on the Longwood University Board of Visitors, and was held in such esteem, she was elected three times as rector.

## MARI ANN BANKS

Banks has been a part of William & Mary for more than 30 years. Her daughter Tricia is Class of 1987, her grandson is Class of 2018 and her husband Charlie is a 2005 honorary alumnus. Mari Ann and Charlie Banks have been generous supporters of the Raymond A. Mason School of Business, the Muscarelle Museum, Athletics and W&M's Virginia Institute of Marine Science.

Banks presently serves on the board of the Muscarelle Museum of Art and has been a key volunteer leader in the Wine & Run for the Roses Auction that takes place each May. She is the ultimate hostess, organized and knowledgeable, and a master at entertaining. She and Charlie Banks have hosted numerous fundraisers for William & Mary at their historic home in Gloucester, Virginia, over the years. She has also sponsored events in the Raymond A. Mason School of Business, with a particular focus on the Alan B. Miller Entrepreneurship Center.

One of her nominators wrote, "I can scarcely remember a local event where Mari Ann was not at the center. ... I have marveled at her organizational skills, her tireless energy and enthusiasm, and her ability to mobilize whatever forces were necessary. ... She is a dynamo for the good."



**FAMILY PHOTO:** From left: President W. Taylor Reveley, III, Terry Driscoll, Susan Driscoll, Jane P. Batten, Mari Ann Banks, Ann Green Baise, Jeanne Harris Weaver, Chancellor Robert M. Gates '65, L.H.D. '98 and former Alumni Association President Cindy Jarboe '77 P '11.

In addition to William & Mary, Banks is devoted to a number of other local philanthropic causes. She sits on the board of the Peninsula Fine Arts Center, the Jamestown-Yorktown Foundation and the Virginia Living Museum, in addition to being a trustee for the Virginia Symphony. Recently, she started a charity called Food From the Heart, which raises money and collects food for local food banks.

#### **JANE P. BATTEN**

Batten, along with her late husband, Frank Batten HON '96, has long been a dedicated supporter of William & Mary. The Battens were among the first major supporters of the Raymond A. Mason School of Business, and Jane Batten continues to support both the Mason School Annual Fund and the Fund for William & Mary. Those she has worked with describe her as a philanthropist who has “by dint of scale, scope, vision and leadership, literally transformed many noteworthy charitable organizations — touching K-12 and higher education, as well as the environment and society at large.”

The Battens are responsible for creating the Batten Foundation Scholarship Endowment to provide financial support for undergraduate student research, the Frank Batten Sr. MBA Investment Fund Endowment supporting an investment fund managed by MBA students, the Landmark Foundation Endowment supporting the most pressing needs of William & Mary Law School's Institute of Bill of Rights Law, and an additional endowment supporting the MBA program. They played a key role in getting Miller Hall constructed and continue to meet with students and faculty.

In addition to her work for William & Mary, Jane Batten is active with many other local foundations. She sits on the Board of Trustees for Elevate Early Education, the Slover Library Foundation,

Chesapeake Bay Foundation, the Hampton Roads Community Foundation and the George Washington Foundation. She is also a benefactor for Sail Nauticus, the Hollins University Batten Leadership Institute and the University of Virginia Frank Batten School of Leadership and Public Policy. In addition, she has won numerous awards for her volunteerism and philanthropy, including the 2015 Peter G. Decker, Jr. Downtowner of the Year Award, the 2014 Darden Award for Regional Leadership and Old Dominion University's Hugo Owens Martin Luther King, Jr. Memorial Award.

#### **SUSAN AND TERRY DRISCOLL**

Together and individually, the Driscolls have fully embraced the people and culture of William & Mary. Terry and Susan Driscoll are a great team and serve campus-wide and in the local community — Susan drives for Meals on Wheels and Terry chairs the Walsingham Academy Board of Trustees.

Terry Driscoll may be the most accomplished individual in the history of Tribe Athletics. As a student-athlete in his own right, he was an academic all-American power forward basketball player who played in two NCAA tournaments with Boston College. He played basketball professionally in Italy before joining the Detroit Pistons for six seasons. As the longest-tenured athletics director in CAA history, Terry Driscoll compiled 114 championships — a Colonial Athletic Association record — and boasted one of the highest student-athlete graduation rates in the country.

Under his leadership, the Committee on Competitive Excellence was created and completed a report in 2015, which highlighted funding needs for scholarships, operating expenses and facility improvements. The report serves as the strategic plan for the



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future of Tribe Athletics. He has spearheaded fundraising efforts in the *For the Bold* campaign, helping to bring in more than \$100 million for the Athletics Department since 2011. During his tenure, he also oversaw more than \$50 million in facility upgrades and new construction on campus for all sports, including the two most recent projects: the renovation of Zable Stadium and the completion of the Plumeri Indoor Baseball Practice Facility.

Susan Driscoll was the backbone of Terry's efforts here at William & Mary, focusing their entire family around the mission of promoting our student-athletes. She, along with Terry Driscoll, has attended as many home sporting events as possible throughout the years and made herself available to the student-athletes, supporting their efforts in both the classroom and on the fields and courts. As a spouse of a former athlete, she assisted the coaches and their families outside of work in order to build a stronger community. Susan Driscoll joined the Lord Botetourt Affair Committee in 1998 and has participated in the planning of every event since then. Susan Driscoll has also been a devoted and loyal supporter of William & Mary teams on the road, often traveling with Terry Driscoll on weeknights and weekends to lend support for the Tribe up and down the East Coast. She has made sure that the women's teams receive their due attention, and she has spent countless hours attending fundraising events to increase financial support for the teams.

### JEANNE HARRIS WEAVER

Jeanne, along with her husband, Donn Weaver, has been an integral part of the William & Mary community since the early 1990s, as the parent of three alumni, Adrianna '96, Glenn '95 and Todd '08, and mother-in-law of two others, Elizabeth Woodard Weaver '94 and Stephen Vargo '96. In 2010, Jeanne Weaver's youngest son, First Lieutenant Todd W. Weaver, a 2008 summa cum laude and Phi Beta Kappa graduate, was killed in action in Afghanistan.

Along with hundreds of friends and family members, Jeanne and Donn Weaver shepherded the creation of the First Lieutenant Todd W. Weaver Memorial Endowment, which funds an annual Todd Weaver Travel Scholarship. This highly competitive grant provides support for a student majoring in government or international relations to learn more about people and cultures around the world. To date, it has provided support for a half dozen students traveling to destinations such as China, Jordan, South Africa, Sweden and Bhutan. It is a permanent and most fitting memorial to Todd Weaver's own insatiable desire to better know and understand people the world over.

Determined to ensure her son would not be forgotten, Jeanne Weaver channeled her anguish into a series of paintings remembering his life. She compiled the art, along with stories of Todd Weaver, into a book titled "Losing Todd: A Mother's Journey — Finding Peace in My Heart," which was published by the Muscarelle Museum of Art in 2015 and has been entered into Swem Library's rare book collection. In an essay within the book, former Secretary of Defense and current William & Mary Chancellor, Robert M. Gates '65, L.H.D. '98, wrote, "Contributing to this book, a story brought to life with art, has been more than a duty. It is the opportunity to share in book form, a connection I had with First Lieutenant Todd Weaver at our College and in war. I hope this book will help keep his memory alive and remind those who read this volume of America's debt to all who bravely serve — and to their families."

Jeanne Weaver also worked with ROTC to create an annual memorial award in Todd's name, given each year to the top Army ROTC Cadet in leadership and academics. She is a dedicated visitor to William & Mary, and the name of her son rings out across campus — etched on a plaque by a tree donated by the Veterans of William & Mary; carved into the marble of "21st Century Conflicts" at the Wren Building; with a painting in the President's Collection, which at one point was accompanied by others at a showing in Sadler Center; on plaques at the ROTC building and Swem Library; and anytime someone says, "One Tribe, One Family." These markers all prove a connection that will last for all time coming.

Jeanne Weaver first walked across the William & Mary campus in 1970 while on her honeymoon with a young Army infantry officer. From 1992, when her oldest daughter gained early admission, until 2008 when her youngest son graduated, Jeanne Weaver spent many more days on campus, including four graduations. Now she can roam across campus with her children, grandchildren, and hopefully great-grandchildren, officially part of the William & Mary family.

— MITCH VANDER VORST AND JENNIFER PAGE WALL



**PINNED WITH PRIDE:**  
*Chancellor Gates gives Ann Green Baise her honorary alumni pin.*



## Hark Upon a Kale

WITH HIS NEW BOOK, WILFORD KALE '66 SHEDS LIGHT ON THE MILITARY HISTORY OF WILLIAM & MARY

**ALUMNI PROFILE** Wilford Kale '66 likes to say that he came to William & Mary at age 18 and never left. This spring, he published his fifth book on the university, "From Student to Warrior: A Military History of the College of William and Mary." The book chronicles the history of the military at the university.

Born and raised in Charlotte, North Carolina, Kale first came to William & Mary in 1962. He spent five years working toward a diploma before serving two years in the Army, including one in Vietnam. Kale finished his undergraduate degree at Missouri's Park College in 1971.

He spent 25 years in the newspaper business, writing for the Richmond Times-Dispatch. In 1994, he switched careers, moving to the Virginia Marine Resources Commission (VMRC). There, he developed the agency's public affairs office, ultimately becoming a senior policy advisor for the organization.

When Kale retired from VMRC in 2007, he was already immersed in his next career — historical writing. Kale, a life-long history buff, had already published his first book, "Hark Upon the Gale," while still working for the Times-Dispatch. Wanting to pursue a master's degree in history, he sought out the University of Leicester in the United Kingdom.

"I saw they were recruiting students from continental Europe," he says. "I immediately emailed the department and asked, since they were taking continentals, would they mind accepting a student from the colonies?"

In short order, he became an extended learning student at the university, completing his degree in 2012. His master's thesis was the basis of his new book. Kale scoured the archives at Swem Library, in addition to repositories nationwide, to create a comprehensive book detailing William & Mary's

connection to the military going back to the university's earliest days.

Kale says his interest spurred from the fact that battles of two major wars, the American Revolution and the Civil War, were fought in the immediate vicinity of campus. Kale found that while Virginia's legislative bodies worked to shelter William & Mary students from military service, faculty and students frequently joined the fight anyway. They did not always fight on the same side.

"During the Revolution, the professors and the school president were Tories, but the Board of Visitors was full of rebels," says Kale. "During the Civil War, of the 60 students who joined the military in the spring of 1861, two joined the Union Army, while the other 58 fought for the Confederacy."

According to Kale, William & Mary's history remained closely connected to the military well into the 20th century. During World War I, the College admitted women for the first time while many men were fighting in Europe. During World War II, both

the Navy Chaplain's School and the Army Special Training Program moved to the university's campus.

Today, William & Mary maintains a strong connection to the military, generating a significant number of military leaders, soldiers and veterans' advocates. Kale points out that in this century alone, the university has produced 32 generals and admirals.

Just months after publishing "From Student to Warrior," Kale is already working on his next project, a book about Yorktown. When asked about the motivation driving his prolific writing on William & Mary, he didn't hesitate.

"We in Williamsburg live right in the middle of American history," he says. "I don't want people to forget that."

— SARA K. ESKRIDGE

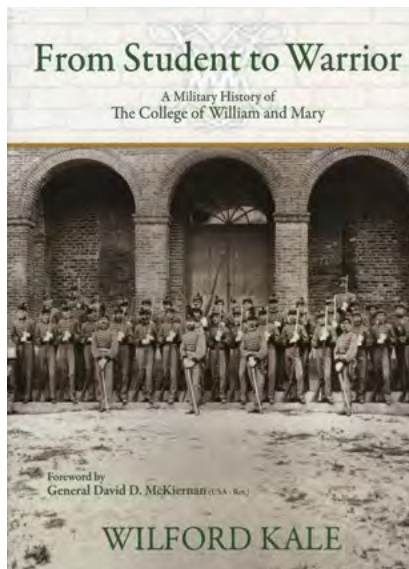


IMAGE COURTESY OF WILFORD KALE '66

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# *What Is Alumni Engagement?*

A Q&A WITH THE REGIONAL ALUMNI ENGAGEMENT TEAM

We are Jack Edgar '15, Liz Foster M.Ed. '15 and Alli Taylor – your regional alumni engagement team! We have the pleasure of working with alumni chapters, affinity (interest and identity) groups and volunteers around the world on programs and events. We sat down to answer a few questions and give alumni a better sense of who we are and what we do as we strive to keep members of the Tribe connected to their alma mater.

## **DOES YOUR OFFICE ONLY WORK WITH ALUMNI CHAPTERS?**

**Liz** - I'm glad you asked! The short answer is no, we work with our engagement colleagues and alumni volunteers in a variety of capacities beyond the traditional alumni chapter. In the past two years, we've started to be much more intentional about engaging members of the Tribe family who haven't been as engaged in the past. With this improved focus, countless events have been created that engage diverse populations of alumni, students, parents and friends of William & Mary.

That being said, our chapters are still a huge part of regional engagement. We work closely with our alumni volunteers to provide intellectual, cultural, professional and social events throughout the year. Our chapter leaders provide valuable insights into their localities and design programming that ties the region to William & Mary through its own unique attributes. Each chapter has its own way of contributing to lifelong learning and engagement and fostering Tribe Pride.

## **HOW HAS THE ALUMNI ENGAGEMENT TEAM CHANGED OVER THE PAST FEW YEARS?**

**Alli** - When I was hired in 2014, I was one of only two employees focused on regional alumni engagement. Over the past three years our staff and engagement efforts have continued to grow. We now have five full-time employees dedicated to enhancing our regional engagement efforts. In addition, we have added staff that focus specifically on alumnae initiatives, career networking and alumni admission. We created William & Mary Weekend which has been held in Washington, D.C., New York

City, and in June of 2018 will be held in Chicago. Our regional events have diversified from social gatherings to events that add value to members of the Tribe. The Regional Alumni Engagement team collaborates with other departments at William & Mary to bring the best experiences possible to alumni.

## **WHAT ARE WE DOING THAT IS EXCITING IN THE FIELD OF ALUMNI ENGAGEMENT?**

**Jack** - Recently, the William & Mary Alumni Association (and many of our alumni around the globe) have shown a renewed interest and passion for our affinity groups, which are groups related to interests and identity. In many ways these groups will continue to grow more important in engaging alumni with their alma mater. Rather than connecting alumni with the same class year or same geographic location — both of which serve important roles — affinity groups such as the Hulon Willis Association (the African-American alumni organization) or the Association of 1775 (William & Mary's military and veteran population) seek to connect alumni with shared experiences and common interests for the university.

Alumni tend to be drawn to these affinity groups because they offer an opportunity to discuss their shared William & Mary story with one another in a safe environment, and also engage one another to advance William & Mary through scholarship, engagement and student advocacy. It has been exciting to work with these groups as long-dormant organizations find new meaning and relevance in 2017, and new affinity groups, such as the LatinX alumni group, begin to form to meet previously unmet needs.

I definitely see this facet of alumni engagement only growing stronger as we move forward.

### WHAT'S BEEN ONE OF YOUR FAVORITE ENGAGEMENT OPPORTUNITIES YOU'VE HELPED CREATE?

**Alli** - One Tribe One Day has been, and continues to be, one of my favorite events. It is one of the events we produce that focuses on engagement and philanthropy. When this initiative began we had just 10 events. In 2017 we held 35 events worldwide. It has been incredible to not only see the number of events increase but also the participation rates at each event as well.

**Jack** - I brought together Savannah-area alumni in the fall of 2016 for a lecture and exhibit viewing with Kathy Durdin '77 about her art collection titled "The Tsars' Cabinet," and then we all went out to dinner afterwards in downtown Savannah. It was so fun to spend an intimate evening (and many bottles of wine) with alumni who rarely get the chance to interact with William & Mary but have always kept alma mater close to their hearts.

**Liz** - I've really enjoyed helping the chapters that haven't had significant local engagement for a few years. I've been able to meet with various alumni in the area to learn more about the region and help them execute opportunities that bring the Tribe family together. It's exciting to see the spark in those regions and I look forward to continuing to help them build.

### WHAT IS YOUR DREAM ALUMNI ENGAGEMENT OPPORTUNITY?

**Jack** - A costume party in the Wren Courtyard during Charter Day 2018. Glenn Close '74, D.A. '89 reprises her role as Cruella de Vil, and everyone else goes as Dalmatians — 325 of them to be exact, one for each year our charter is old. It's the engagement event this university needs.

**Liz** - I'd love to host more W&M gatherings at bigger festivals/events — like have a W&M tent at the Boston Marathon for all runners and fans to gather, or at a big music festival like Coachella. I think it could be a great way to connect folks from all over who share the same passions.

### WHAT DOES IT MEAN TO YOU TO DO THIS WORK FOR WILLIAM & MARY?

**Jack** - I owe so much of who I am to William & Mary. Because of that, and my incredible undergraduate experience here, it is always rewarding to be able to spend your day making a small difference for the better at your alma mater. Whether I am getting coffee with an alumnus who has not made it back to William

& Mary in 40 years just to chat about our shared university, or coordinating the events of a weekend that engages 500 alumni, each day feels like I am helping to connect alumni back to William & Mary for the benefit of both parties.

It is also true that, while I feel I did a lot during my time as a student, I still only had one William & Mary experience. So for me, alumni engagement is a two-way street whereby I am constantly learning about the experiences and stories of others. This constantly reshapes and challenges the image of the William & Mary I thought that I knew so well as a student, and has given me a fuller picture about what this institution has meant to so many people, and what it can mean to so many more in the future.

When I think about the role that alumni engagement plays in the lives of our alumni and Tribe community, I always think back to a quote from Professor Clay Clemens '80 from my Senior Candlelight Ceremony. He urged us to frame our memories of William & Mary in our mind, so that in later years "you can return to a time when you're always young, and it's forever spring." Each day, I get the opportunity to return alumni to that time in their lives and to reopen memories that have been framed or forgotten, while also making William & Mary relevant and important to them during all the other seasons of their life.

### FUN FACT: WHAT DON'T YOUR VOLUNTEERS KNOW ABOUT YOU?

**Alli** - This job has taken me to more than 30 cities, 13 states and five countries.

**Jack** - I only work with volunteers in geographic regions where I have seen Beyoncé perform (true fact). It's actually a personal requirement of mine, so if other volunteers would like to work with me they are going to have to first send some Queen Bey tickets my way (that part is a joke, mostly).

**Liz** - Some of my volunteers may know — I'm very outdoorsy! When I'm not helping connect alumni to each other and alma mater, I prefer to be running, fishing, sailing, kayaking or otherwise outdoors.



### REGIONAL ALUMNI ENGAGEMENT CONTACT INFORMATION

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**— Glenne Harding ’65**



**A**s the first female division controller at Hewlett Packard, Glenne Harding ’65 spent her career breaking down the glass ceiling. When she retired, she turned her focus and her energy on giving back to William & Mary.

Glenn cares deeply about her alma mater — that’s why she named the university as a beneficiary of her Individual Retirement Accounts. The IRAs provide a source of income, and someday, the proceeds will benefit the Glenmore H. Harding Endowed Scholarship to support out-of-state students with financial need.

She is also taking advantage of the IRA Charitable Rollover allowing anyone 70 ½ or older to transfer funds directly from IRAs to the university. Better yet, the transfers count toward her required minimum distribution and do not increase her taxable income. Glenn is delighted, saying, “This way, I can establish my scholarship now, and I might actually meet some of the recipients.”

*For assistance with your charitable plans, please contact:*

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