



WILLIAM & SARAH LAWRENCE SOCIETY

Legacy News

The William & Sarah Lawrence Society recognizes the many alumni and friends who have informed the College that they have included Sarah Lawrence in their estate planning. It is named for William Van Duzer Lawrence and his wife, Sarah Bates Lawrence, in whose memory he created the College.

Donating Future Trust Income: A Veteran Copywriter Revises the Script



Helene Kaplan '39

Helene Kaplan '39 was a lone woman in advertising 20 years before the *Mad Men* era. Empowered by her professors and her newly minted degree, Kaplan went from Sarah Lawrence to a copywriting job at BBDO, then to the global giant Young & Rubicam. "I could not have done what I did without my totally

unique education and my marvelous teachers," she says, noting that because her family was of modest means, she studied on a scholarship.

In her 70s, Kaplan repaid Sarah Lawrence by making it a beneficiary of two Charitable Remainder Trusts, which offered tax advantages and income on the principal. Her plan was for the trusts to last her lifetime, with Sarah Lawrence receiving the "remainder" afterward.

When Kaplan turned 95, she and her family grappled with the kind of dilemma most of us hope to face. She was financially secure, and these trusts had provided her with income for decades, but due to lower returns in the securities markets during the recession, the principal that would be left to SLC was shrinking. She

and her children decided to dissolve the trusts, relinquishing her future income and immediately giving Sarah Lawrence the remainder. Because Kaplan will earn a tax deduction on the income she is foregoing, the decision will benefit her as well.

Kaplan is no stranger to the process of revising an earlier script. At Young & Rubicam she worked in radio, writing the commercials that in those days were integrated into every program's dialogue and plot. "I was not a gag writer," she says. Yet she was putting words into the mouths of famous comics like Eddie Cantor and Burns & Allen, working with a show's staff writers, sometimes through the night. Those writers considered Kaplan an ad-agency outsider, and as a woman, she faced double jeopardy: she had to contend not only with the constant questioning of her abilities, but with aggressive skirt-chasing as well.

"Women didn't get any respect — none. It was a lot worse than what you see on *Mad Men*," she recalls, adding that she was resented by the other women in "traditional" jobs.

Kaplan endured it all, including unequal pay, and built a successful career back at BBDO before founding a product-development company. For a long time she commuted between Hollywood and Minneapolis, where her husband was a prominent lawyer. She also raised four children, and her family today includes a

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daughter and daughter-in-law who are Sarah Lawrence alumnae.

Looking back at her own college experience more than 70 years ago, Kaplan speaks of the inspiration

she drew from the literature and writing faculty, especially the great poet Horace Gregory and her don, Mildred von Sneider: "I remember those teachers well and fondly. They changed my life."

Real Estate Gifts — Fond Hopes for a Writer's Retreat



Marcuse "Cusie" Pfeifer '58

Sarah Lawrence College was life-changing for Marcuse "Cusie" Pfeifer '58. With the exception of beginning her education at a progressive school created by her parents with two other couples in Little Rock, Arkansas, she had had a traditional education. After sending her to two excruciating years at an English-style boarding

school, her parents expected her to continue at a traditional college. Sarah Lawrence's offer of active involvement in her own education was a more tempting alternative. She stays in touch with many college friends, attends college events both in Manhattan and closer to home in the Hudson Valley, and enjoys finding connections to the Sarah Lawrence experience throughout her travels.

Cusie's work in the art world started right after graduation. She has been a force in the photography arena for decades and founded an eponymous photography gallery

on Madison Avenue devoted to finding new talent. In the early '90s she moved upstate to establish and run an award-winning craft gallery/gift shop in Kingston, New York. She made a valuable gift of photography reference books and monographs to Sarah Lawrence, helping to build the College's library.

In 2003 she bought a new home in town, closer to the shop. Her house is a historic stone structure built in 1764 (a plaque identifies it as having been torched by British troops in 1777) in the center of Kingston. When Cusie found it, it was a vacant office building! Her renovation transformed it into an elegant, welcoming respite for friends and family. It is this home that Cusie wishes to leave to Sarah Lawrence as her legacy. She has had several conversations with the College's Gift Planning staff on alternative approaches to do so, some of which offer an immediate charitable income tax deduction. She would dearly love to see her historic home used by the College as a writer's retreat, perhaps using the contents, library, and photography collection to help pay for maintenance expenses. But Cusie recognizes the need for an additional endowment to support staffing, maintenance, insurance, etc., especially for a retreat located 90 miles from campus. Meanwhile, she loves to host Sarah Lawrence events at her beautiful historic home.

Your Retirement Plan Can Be a Resource for Charitable Giving

If you are age 70½, you are required to take annual distributions from your retirement plan, whether or not you need the income. These distributions are subject to Ordinary Income Tax. You can offset the taxes owed on those retirement plan distributions by making a gift to Sarah Lawrence. When you donate your Required Minimum Distribution, for example, you will earn a charitable income tax deduction from state and federal income taxes, and Sarah Lawrence receives the fully appreciated value — tax free, of course. Try it! You'll like it.

Release the Entrepreneur Within



Student finalists pose with seasoned entrepreneurial judges after the SLCeeds FinalPitch completion in April.

Sarah Lawrence College launched SLCeeds in 2012, an entrepreneurship immersion pilot program for sophomores, juniors, and seniors. Through SLCeeds, students have the unique opportunity to develop an entrepreneurial idea through a series of lectures, workshops, mentoring, live pitches, and a boot camp designed to mold ideas into a pitch-ready concept. The program facilitates teams of students coalescing around business and/or social problems they are interested in solving. Projects are for-profit, not-for-profit, or socially conscious in nature, and some are an extension of previous or current conference work.

Now in its second year, SLCeeds is gathering steam. In November, 12 teams pitched at Pitch-Fest! where judges selected six teams as winners. In April, finalists presented their polished presentations at FinalPitch. This followed five months of intensive training including a weekend-long boot camp led by Golden Seeds, the third most active angel investment group in the country. Students also witnessed a Golden Seeds Forum, where they observed “real-life” pitches, attended Deep Dives on the topics of marketing and presentation skills, and received one-on-one coaching. At FinalPitch, Brianna Robinson '14 was selected as the winner of an all-expense-paid trip to a Kauffman Foundation StartUp Weekend with her winning not-for-profit: A Cycle of Opportunity. Congratulations!

Reunion Estate Planning Seminar Resounding Success

Alumni enthusiastically welcomed seminar leader Blanche Lark Christerson '77 and praised her ability to address the wide range of state and federal tax and planning issues that affect alumni from all around the country. There have been an astonishing number of changes since the last reunion seminar. Come take advantage of this great service to alumni.

Are You Up for Reunion in 2015?

If your undergraduate class year ends in a 5 or 0, the answer is Yes! Please go to <http://alum.sl.c.edu/reunion> to see what a great event Reunion 2014 was, to get ideas for your reunion, and to sign up to volunteer for Reunion 2015. Looking forward to seeing you there!

The Libby Kane '81 Memorial Scholarship: Fortunately, This Woman's Work Is Never Done



Libby Kane '81

Libby Kane was devoted to Sarah Lawrence. She served as the administrative assistant to four presidents and then as an alumni liaison. Sharp, creative, and energetic, she worked tirelessly, always finding new ways to benefit the campus community. For more than four decades, Libby's staunch commitment to the College was a priceless gift.

In 2010, Libby retired and moved to California, but her commitment to Sarah Lawrence bore no retirement date. With characteristic generosity and foresight, as well as her family's blessing, she joined The William & Sarah Lawrence Society by including the College in her will. Happily, as a result of her advance notice, we were able to express our gratitude to Libby in person.

When Libby died last year, her family established the Libby Kane '81 Memorial Scholarship with her bequest. Scholarships are a wonderful way to remember loved ones at Sarah Lawrence. The name of the honoree will be forever remembered by the scholars fortunate enough to earn the award. Kane's children were happy to honor all that Libby had given the College and all that the College had given her. "My mother adored Sarah Lawrence, everything about it," her daughter Amanda says.

Libby came to Sarah Lawrence in 1966, a married mother of four with past jobs in publishing and real estate, but no college diploma. Interested in history and women's studies, she began taking courses, and gradually both she and her husband Lester earned their degrees at the Center for Continuing Education. For Lester, it was an opportunity to pursue his interest in the visual arts, particularly abstract expressionism. He joined his wife at recitals, readings, and other events on campus. Lester is remembered on campus with a plaque on a bench near the tennis courts; a plaque for Libby will appear next to his.

Meanwhile, Libby offered friendship and support to many of her younger classmates. "I was fortunate to become friendly with Libby when we shared an art history class during my sophomore year," says "Cookie" Tenenbaum Gale '75. "She became like family to me, and that bond grew as the years passed. Libby was a cherished friend to many, a supporter of Sarah Lawrence, and a beloved mother to her own family. I miss her and feel fortunate that we had so many years together."

In 1999, the College paid tribute to Kane by presenting her with the Alice Stone Ilchman Award. The award honors members of our community who have made a difference at Sarah Lawrence, recognizing those individuals whose service goes beyond the boundaries of their job responsibilities to enhance the life of the College.

This spring, the Alumni Association honored Kane again at its annual Reunion Service of Remembrance. Planting a tree outside Kane's old office, many of Libby's former colleagues created a living memorial that is a beautiful complement to the Libby Kane '81 Memorial Scholarship.

Both memorials celebrate and sustain the legacy of a much-admired administrator at Sarah Lawrence College.

A Legacy for Learning



Judy Beardsall '69

Judy Beardsall '69 is ardent and vocal in her praise for Sarah Lawrence. She speaks passionately of the education that was a perfect fit when she was an independent-minded young student, and that continued to serve her well as she built a unique, highly successful business. For someone like Judy, who in her

own words was “always a bit of a rebel,” the College’s approach to learning has been a lifelong gift.

Yet Judy is soft-spoken on the subject of her own gifts to Sarah Lawrence. She agreed to share the news with the alumni community in the hope that her intended bequest will inspire others to include Sarah Lawrence in their estate plans.

Just as Judy’s philanthropic foresight inspires her contemporaries, her career is an inspirational example for today’s students and young graduates. After working for wine retailers and importers, she set out on her own to create a wine consultancy for private clients who own major wine collections. Like Sarah Lawrence’s donning system, which was modeled on the education offered at Oxford and Cambridge, Judy’s business was modeled

on services offered only in Europe, with no precedent anywhere in the United States.

In an article documenting Judy’s success, the Financial Times cited her popularity among collectors seeking an adviser who is independent of, and not beholden to, wine producers and retailers. With goals similar to those of astute art owners, Judy’s clients are interested not only in enjoying their collections, but in making money from them. As the Financial Times noted, she enables clients to “stock and judiciously deplete” their wine collections just as they prudently manage their financial portfolios.

There were “no shortcuts” to her success. Learning the wine business was “a long, slow climb,” Judy says, because she had to learn how to overcome the resistance of the men who dominated the industry to dealing with a smart, authoritative woman. “I learned how to learn at Sarah Lawrence,” she notes. Judy knows that her intended bequest will enable Sarah Lawrence to provide many other aspiring entrepreneurs with an education that cultivates critical, independent thinking and bold, innovative action. She also knows that in the challenging, fast-changing culture and economy of the 21st century, that kind of educational foundation is more valuable than ever.

» Please add giftplanning@sarahlawrence.edu to your e-mail contact list to ensure our messages are delivered to your inbox. Thank you!

WELCOME NEW WSLS MEMBERS

The William & Sarah Lawrence Society honors the many alumni and friends of the College who have made the decision to support it by including Sarah Lawrence in their estate planning. Members have the enduring gratitude of the Sarah Lawrence community for their commitment to the College’s future.

Gay B. Ben Tré '70
Elizabeth W. Christenson '47
Catherine Lindeke Daubek '68
Monica M. de Hellerman '60
Merlin Homer '65
Catherine A. Hooper '08
Georgia Hussey '01

Antoinette L. Mercadante '63
Agnes I. Chien
and Howard T. Nelson, PAR
April Pinney '64
Susan Pomeranze Richards '71
and Jeffery H. Richards
Karen Lee Spaulding '74

Susan G. Stein '74
Hedy Sloane Stempler '80
Wandra Smalley Suratgar '60
Marcia Gold Vevier '49



Contact Us!

Dorea Ferris, Director of Gift Planning, (914) 395-2543
giftplanning@sarahlawrence.edu,
or check out our new Web site
at www.sl.c.edu/giving/planned/opportunities/index.html



Payment Rate Single Income Beneficiary Effective January 1, 2012 (subject to change)

Age	Rate
60	4.4%
65	4.7%
70	5.1%
75	5.8%
80	6.8%
85	7.8%
90+	9.0%

What Would a Sarah Lawrence Charitable Gift Annuity Do for You?

Charitable Gift Annuities turn your gift into a fixed income stream for life and offer tax benefits as well. Using appreciated stock to create a gift annuity will yield even more benefits. You can estimate what a Sarah Lawrence gift annuity would do for you by trying out our Gift Annuity Calculator at sl.c.edu/giftannuities, or contact Dorea Ferris, Director of Gift Planning, (914) 395-2543 or giftplanning@sarahlawrence.edu, to learn how a Sarah Lawrence gift annuity would work in your own situation. *Note: Sarah Lawrence Gift Annuity obligations are backed by segregated assets which, by New York State law, can only be used to satisfy gift annuity obligations.*