



Wellesley Class of 1993 Newsletter

November 2010

Greetings, Classmates!

We hope you enjoy what now seems to be our annual newsletter. Since we last wrote you in 2009, your class officers have been thinking about ways that we could celebrate the 40th birthdays that most of us have either already passed or are rapidly approaching. We settled on the idea of a class trip to Las Vegas – a mini-reunion of sorts, though we hope enough of you will join the party that it won't be so "mini". More on that trip later in the newsletter.

Our vice-president, Anna Balogh, has also worked with several of you to organize other mini-reunions around the country. These are also highlighted here – remember that Anna is always looking for people to volunteer to organize a mini-reunion; please contact her if you think you'd be interested.

Keeping with our plan to feature one of our classmates in each newsletter, we were fortunate that Stephanie Carbone graciously agreed to speak with Anna about her process of becoming an entrepreneur...she's also been generous to offer members of the class a discount on orders from her jewelry line – just in time for holiday gifts!

As always, your class officers are interested in hearing your ideas for ways to keep our class members connected. Despite the proliferation of social media, we don't seem to have done well at using tools like Facebook or LinkedIn as resources – if anyone would like to take a lead on managing our social media sites and generating interest in conversation, please let me know.

We hope to see many of you in Las Vegas next spring – meanwhile, best wishes for the upcoming holiday season!

Your Class of 1993 Officers

Sabrina De'Turk, President - sdeturk@alum.wellesley.edu

Anna Balogh, Vice President - annabalogh@alum.wellesley.edu

Alix O'Brien Fox, Secretary - alixfox@alum.wellesley.edu

Kelly McCutcheon Adams, Treasurer - kamcc71@yahoo.com

Carolyn Sevier, Annual Giving Representative - csevier@alum.wellesley.edu

Nancy Sutton, Annual Giving Representative - nancy.sutton@alum.wellesley.edu

Perspective from a classmate

Stephanie Carbone, Owner, Space Mermaid Jewelry

What were you doing after Wellesley in the years leading up to creating your business?

Before starting Space Mermaid, I worked at a nonprofit organization for seven years, researching and writing about portrayals of social and health issues in media. We conducted a pioneering study of television violence, analyzing the amount, nature, and context of violence on television; how children respond to ratings and advisories; and the effectiveness of anti-violence messages. We also worked with the entertainment industry to encourage more responsible portrayals of violence, substance use, diversity, teen sexuality and other issues. Although I enjoyed many aspects of my work, over time the focus on violence really started to take its toll, and I longed to do something more creative, whimsical and entrepreneurial.

When did you start making jewelry? How did you get into it?

I have been making jewelry all my life, but never imagined I would someday turn it into a business.

How did you start your business? Did you have any prior business experience?

I had no prior business experience-- I had to learn everything the hard way. I started out by literally pounding the pavement, bringing cases full of jewels to as many store buyers as possible. A few local stores placed some pieces on consignment, and eventually I found an agent and showroom to do the selling for me. After a couple of years selling wholesale to stores, I decided to sell my work exclusively on my website. Thank goodness for the Internet! How I started my business is a much longer story than this, but I won't bore you with it... let's just say it involved many sleepless nights and a lot of drudgery.

Are there any celebrities among your clients? Have any celebrities been seen wearing your jewelry?

The obsession with celebrities used to be very frustrating. When I was starting out, magazine editors only wanted to feature jewelry that was "trendy" and worn by celebrities; the quality and beauty of the pieces were secondary. Stores were also interested in the celebrity angle. When Space Mermaid was in a sales showroom, the owner was getting a package ready for Paris Hilton one day and called to ask which of my pieces I wanted to include. I said, "Are you kidding?" and she got really angry at me. It was hilarious. She was actually furious-- and lectured me about Paris Hilton being the most important fashion icon-- and woman-- on the planet, and told me I was crazy for not wanting her to wear my jewelry. Really, what self-respecting Wellesley grad sends free stuff to Paris Hilton? But to answer your question, yes, I have had celebrities wear my jewelry, but now I'm not too concerned with this.

How did you get all the fabulous PR listed on your website? (I see your jewelry has been mentioned in many magazines, etc.)

I couldn't afford to hire a publicist, which would have been a much better way to do it. I did my PR low budget-style, spending countless hours copying editors' names from magazines, tracking down their email addresses, making cold calls, sending samples, and regularly emailing pitches to editors. It took quite some time before my jewelry was first featured in a magazine, but eventually editors started to respond. I don't recommend this method, by the way-- if you can afford it, it's much more efficient to hire an expert that already has relationships with editors.

Continues on next page...

Have an interesting perspective you'd like to share with our class?

Contact Alix O'Brien Fox (alixfox@alum.wellesley.edu)

...and even if you don't want to write a longer essay, send your news to Alix for Class Notes!

Perspective, continued...

Who is your target market? And, what is the spirit/inspiration behind your creations?

I used to have a well-defined target market, but over the years I have found that women and girls of all ages wear my jewelry, so now I just make pieces that I enjoy designing. I'm inspired by so many things... crystals, clouds, mermaids and other sea creatures, water, alchemy, dreams... but mostly, it's the color, shape and texture of the materials I'm working with that inspire the evolution of a piece.

Is this a full-time+ kind of job? What are the hours like? Do you have your own studio/office? Do you have employees? How much of your time is spent creatively as opposed to logistics?

Until I had my daughter, who is now a year old, Space Mermaid was a full-time job. For the first few years, the workload was overwhelming... 15- to 18-hour days, seven days a week. Mind you, only about 5% of my time was actually spent designing jewelry. As a one-person business, most of my time was spent on production, sourcing, marketing, public relations, sales, photography, customer service, shipping, website design and programming, accounting, and the list goes on... When I sold wholesale to stores, I had a part-time assistant who helped fulfill orders... now, it's just me, working at a big table in my living room.

What is your personal/family life like and how easy/difficult is the life/work balance?

I work from home, so you'd think I would be able to get a lot done. Well, that's what I used to think! Funny how babies refuse to let you work. It has been a challenge adjusting to having very little time to work, especially when I was accustomed to working around the clock. I'm still trying to figure out the life/work balance... until I do, I have resigned myself to the fact that a task that would have taken a couple of hours to complete in the past, now may take weeks... or never get done.

Special Discount for the Class of 1993!

Visit Space Mermaid online at www.spacemermaid.com

To receive a **25% discount on your order**, enter "wellesley" in the Message section upon checkout, and Stephanie will credit back 25% when she processes your order.



The Class of 1993 heads to the Strip

Vegas, baby! Vegas!



2011 marks the year when most of us in the Class of 1993 turn 40. Whether you prefer to celebrate or commiserate, it is a great occasion for gathering with friends! Your class officers want to mark this milestone with a trip to Las Vegas, and we hope you will join us. This trip is planned for **April 29-May 1, 2011**.

We are looking into getting a block of rooms at the Bellagio (www.bellagio.com) for the nights of April 29 and 30, but in order to do so need to have a rough sense of how many people might be interested in making this trip. The current rate at the Bellagio is around \$240 per night for a double room - shared with a friend (or two!) this works out to \$120 (or less) per night. This is subject to change, but hopefully gives you some sense of the financial commitment as you consider joining us. Once we know who will be making the trip, we can begin planning some optional group activities and/or social gatherings.

While we do not need a firm commitment at this time, we do need to hear whether you have serious interest in traveling to Las Vegas this spring so that we can accurately estimate the size of the room block that we need.

If you are interested in this trip, please e-mail Kelly McCutcheon Adams at kamcc71@yahoo.com by November 19.

Annual Giving

While we hope that you will contribute annual and lifetime dues to support our class (see the last page of this newsletter), your class officers also encourage you to make an annual gift to the College. Tuition and endowment income are the College's main sources of operating revenue, yet cover only part of the expense it takes to operate Wellesley College. Annual gifts provide critically needed support to help bridge that gap.

Every gift – no matter the size – makes a difference! Here's how:

- There is strength in numbers – many gifts add up to a large sum each year.
- A high participation rate signals alumnae satisfaction with the institution and continued support of its mission.
- Foundations and corporations from whom we seek grants view annual alumnae giving as an indicator of a healthy institution worthy of additional support.

Please consider making a gift today – visit www.wellesley.edu/Resources or call (800) 358-3543

Mini-Reunions of Spring 2010

Wellesley, MA – April 24, 2010



Photo, left to right: Amy McGhee Intille, Brooke Lindak Moncrieff, Carolyn Sevier, Anna Balogh, Teresita Ramos-Dunne on Severance Green.

After weeks of rain and flooding, we were lucky with the weather and our picnic was on the first really warm and sunny day of spring—it was glorious weather. Spouses and children also attended the picnic, joining in the conversation about work, career development, new jobs, job tips, children, education, etc.

San Francisco – May 2, 2010



Photo, left to right: Liz Mogin, Alison Fox Mazzola, Lily Mazzola (aged 4.5)

Last year's mini-reunion attempt was foiled by the Bay to Breakers footrace, blocking all possible traffic routes to the beach near the West Bluff Picnic Area at Crissy Field. Here's organizer Alison Fox Mazzola's account of this year's outing:

“Well, Alison's luck struck again and Crissy Field was closed for some unadvertised event. Liz Mogin and I made it. Amy Wintermeyer couldn't find us. Katie Nolan-Steveaux was close but couldn't quite get to where we were. Next year we will meet at a teeny tiny restaurant that is not near anything exciting so that we will encounter no difficulties getting there!!!! It was fun to reconnect with Liz anyway and I think we got a winning photo with the bridge in the background. (Child is my Lily, age 4.5) Also discovered Katie is living about ten blocks from me. Silly we went all the way to the City and still didn't find each other! We will connect down here.”

When it comes to class of 1993 mini-reunions, Alison definitely gets an “A” for effort!

For those in the Philadelphia area – Sabrina DeTurk will be organizing a mini-reunion in or around Philly this winter – contact her at sdeturk@alum.wellesley.edu if you interested in helping to identify a venue.



Message from your class treasurer

It is hard to believe it has been over a year since I was first communicating with you about our new class dues structure! My son, Riordan, was a newborn then and now he is climbing literally everything including baby gates. Many thanks to all of you who have responded to our new dues structure with lifetime and annual dues contributions. It is dues time again and we hope you will consider a lifetime dues contribution if you have not already (or that you will raise your prior lifetime dues contribution to the new level) to help secure the financial security of our class). Lifetime class dues are invested with the college and our class receives annual dividends to help offset class activities and reunions. Annual dues go directly to our class account for class activities. If you are unsure whether you are already a lifetime member, please feel free to email me at kamcc71@yahoo.com and I can check the list.

Our class dues are as follows:

Annual Class Dues are \$40

Lifetime Class Dues are \$500 (see below regarding phase-in plan)

Lifetime Dues will increase in two phases:

- From autumn of 2009 through June 30, 2011, Lifetime Dues will be \$250
- As of July 1, 2011, Lifetime Dues will increase to \$500

Since the last newsletter, the following classmates have joined as new lifetime members. THANK YOU!

At the \$500 level:

Alix O'Brien Fox

At the \$250 level:

Brigid A. Kelly
Olabisi O. Kuye
Viana Martinez Pandey
Nancy Sutton

Prior lifetime member who

gave to reach new \$250 level:
Elizabeth Stevenson Haefliger

Also, Nancy Sutton and Tina Chan paid annual dues.

The dues cycle is from July 1 to June 30th each fiscal year. We will be sure to send a reminder in the autumn newsletter each year as a prompt and hope you will take action now. You can pay Annual Dues and Lifetime Membership Dues via PayPal at: www.paypal.com by using this email address to send the money to: classdues@wellesley93.org

Alternately, you can mail a check, payable to the "Wellesley College Class of 1993" to:

Kelly McCutcheon Adams
7 Kings Ct
Essex Junction, VT 05452

As a reminder, these gifts are tax deductible and I can generate receipts as needed.

We appreciate your attention to this matter and your assistance in our efforts to build strong financial health for our class going forward. Thank you.

Kelly McCutcheon Adams
Class of 1993 Treasurer