Gerald Zwaga ’68 and Carolyn Zwaga

As leaders in outright giving, the Zwagas have established the Jerry and Carolyn Zwaga Study Abroad Fund, which annually supports a student while he or she is overseas. Jerry and Carolyn have also made plans for a planned gift, which will establish an endowment under the same name. Their planned gift will provide future opportunities for classes and/or groups of students to participate in faculty-sponsored study abroad experiences. Knowing the profound impact of intercultural exchange, the Zwagas support Potsdam students in their pursuit of academic, social, and personal excellence.

“Carolyn and I have found travel abroad enriches our lives. We give to Potsdam so that students can experience a different perspective on life, culturally and politically.”

In this issue . . .
• A Conversation with Lex Dashnaw ’56
• Ways to diversify your income
• Jerry ’69 & Carolyn Zwaga fund student study abroad
• Tax-Free IRA Rollover Extended to December 31, 2013
• Vromans join BFR

Your Future...Your Legacy Matters

Highlighted in this issue are individuals whom we have assisted in creating their own plans. Each has chosen to share with you why planning for the future of our students and that of Potsdam was important to them, while planning their own future. We hope you are inspired to do the same!

Jason N. Ladouceur ’94
Director of Planned Giving
Jason@potsdam.edu
315-267-2123
As you plan for your future, invest in Potsdam’s.

**Zwaga Scholarship Recipient Travels Abroad**

“This summer, I had a life-changing opportunity. Thanks to the generosity of Jerry ’68 and Carolyn Zwaga, I participated in a study abroad course traveling to and participating in a European Eco-village in Finhorn, Scotland. Thirty-four countries were represented - all interested in environmental activism. It was very rewarding and satisfying to learn that others, despite our cultural differences, share similar views on how to lead sustainable lives.

The social interaction that I observed in this Eco-village was empowering. By observing and studying how families live in these intentional communities, I have a greater appreciation for how the actions of one person inevitably impact others. It is amazing that people living and working in these communities, while not related, take care of one another as if they were family. This is behavior not commonly seen in our society and one that I found very inspirational. They come together to live a more sustainable life for the sake of themselves, their children and the world around them.

From this experience, I will take the knowledge about living a more eco-friendly lifestyle and how social interactions can bring communities together. I will incorporate this into my own life and look forward to sharing with others the benefits of sustainable living.

Without receiving this scholarship I would have never been able to participate in this class or study abroad. I am a single working mother attempting to complete my degree. I will graduate this December with my B.A. in Sociology and hope to pursue a career in school counseling.

While this was a two-week experience, its impact will remain with me forever.”

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**The Gift That Could Pay You!**

A charitable gift annuity is a simple contract between you and the Potsdam College Foundation that may offer a tax-wise way to diversify your portfolio.

**BENEFITS:**

- Make a gift in support of Potsdam, plus . . .
- Guaranteed, quarterly lifetime payments for you, your spouse or other named individual backed by the assets of the Potsdam College Foundation
- Diversify a portion of your portfolio with fixed income
- Potential increase in income you currently receive from select investments
- Immediate tax deduction for a portion of your gift
- Potential tax-free income
- Potential reduction or elimination of estate taxes

**CRITERIA:**

- Must be 60 years of age or older at the time of transfer
- The maximum amount you may transfer is $100,000 per year
- Gift must be transferred directly from the IRA account by the IRA administrator to Potsdam
- Gift can be designated according to your wishes

**BENEFITS:**

- Your contribution will not be counted as taxable income nor a tax deduction allowing you to receive the benefit even if you do not itemize your tax deduction
- The transfer may count against your unsatisfied required 2013 minimum distribution
- Your gift will have an immediate impact upon Potsdam

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**Tax-Free IRA Rollover Extended to December 31, 2013**

**CRITERIA:**

- You must be age 70 ½ or older at the time of transfer
- The maximum amount you may transfer is $100,000 per year
- Gift must be transferred directly from the IRA account by the IRA administrator to Potsdam
- Gift can be designated according to your wishes

**BENEFITS:**

- Your contribution will not be counted as taxable income nor a tax deduction allowing you to receive the benefit even if you do not itemize your tax deduction
- The transfer may count against your unsatisfied required 2013 minimum distribution
- Your gift will have an immediate impact upon Potsdam

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**Potsdam Gift Annuity Rates**

Payment rates are based upon your age or the age(s) of your beneficiary(ies) at the start of quarterly payments.

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<th>Established at age(s)</th>
<th>Rate of annuity</th>
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<td>80/80 (two beneficiaries)</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

*Subject to change and Potsdam College Foundation Board approval
A Conversation with Alexander (Lex) Dashnaw ’56

Why did you choose to attend Potsdam?
The Crane School of Music was one of three schools I visited and auditioned for in my senior year of high school. Harry Phillips had brought the Symphonic Band to my high school and blew me away in a concert shortly before my audition journey. My first experience at Potsdam was to attend a Crane Chorus rehearsal in the auditorium at “Old Main” where I sat in the balcony. Helen Hosmer raised her aims to the soprano section in a gesture that produced a sound I shall never forget. I was accepted at both other schools (Syracuse and Eastman) but just knew Crane was “It” for me.

Where was hometown?
I was born and raised in Lake Placid, NY. During freshman year all new students were summoned to Miss Hosmer’s office for a formal interview. I shall never forget walking into that office, standing (trembling) before the “goddess” who, looking at her notes said, “Lake Placid! Oh, a mountain boy!”

What is your first memory of being in Potsdam?
Playing bassoon in the orchestra under Robert Shaw in the St. Matthew Passion and watching the tears running down his radiant and ecstatic face in the final double chorus movement.

What is your most enduring memory of Potsdam?
Shaping the Third Century
SUNY Potsdam has exemplified leadership in education for nearly two centuries.

Now, the College is the first SUNY campus to launch its third campaign, our most ambitious yet: $27 million by Potsdam’s bicentennial in 2016.

Built on the momentum of tradition, innovation, and creativity, the Take the Lead Campaign will shape the third century of Potsdam’s core work. This combines excellence in teaching with a rich arts tradition and a culture of creativity in the liberal arts and sciences to create an extraordinary student experience.

Our Newest Members of the BFR
Mona Ouimet ’85 & David Vroman ’83

“We recently had our Will finalized and during the process, both of us quickly realized that we wanted to include SUNY Potsdam in our estate plans. Potsdam is the place where we met each other. Mona’s sister and David’s mom, step-dad and two sisters are also Potsdam alumni, and the College has been our family for years. Mona’s entire professional career has also been spent at the College and David, in addition to being a Potsdam Middle School 6th grade teacher, is also adjudicating for the School of Education. This is our way of saying Thank You for giving so much to our family and for getting us to where we are today!”

How did your Potsdam education prepare you for your career?
My undergraduate studies in Crane were in instrumental music. However, through Crane Chorus and Collegiate Singers and some voice lessons with Fern Mathis, I experienced and learned much about vocal music. Years later, I was hired at Long Island University, C. W. Post where I directed the various choral organizations for 43 years until my retirement five years ago.

Where have you lived most of your life?
New York City and in the Adirondacks near Lake Placid.

Have you been back since graduation?
Yes.

What brings you back?
I have returned to Potsdam many times over the years – Class of 1956 reunions, a visit to Miss Hosmer shortly before her death, many concerts and for a graduation ceremony where I was given an honor.

Have you maintained relationships with your classmates?
There is a handful of fellow students with whom I have maintained a very loose connection over the years.

Why was it important to you to remember Potsdam as you made your estate plans?
Potsdam/Crane was the most important influence on everything I have accomplished in my career. The inclusion of the College in my estate plan is my way of providing some sort of tangible recognition for all that I feel I gained there.

What is your hope for current and future Potsdam students?
They are nurtured in a way to realize the importance of education, study and practice. I hope they carry forward their knowledge, experiences and, yes, the love that is Potsdam.

What is your legacy?
I have been fortunate to have received hundreds of beautiful, warm, funny, thoughtful, loving comments, notes, letters and emails from my former students, whom I consider my “legacy.”

Can you describe Potsdam in one sentence?
Helen Hosmer; Maurice Baritaud; Harry Phillips; Mary English; Helen King; Carl Druba; Brock McElheran; Bob Reinert; Ted Batchelder; Jason Ladouceur; Julia Etta Crane.

Easiest Gift You Will Ever Make (sample bequest language)
“I give, devise and bequeath (specific dollar amount, percentage of estate, and/or residual beneficiary) to the Potsdam College Foundation, Inc., for its general purposes.”

Specific named endowments; schools; departments, etc. may also be listed as gift designations.

SPECIFIC ASSETS TO CONSIDER:
• Retirement plan assets (often heavily taxed when passed on to individuals)
• Cash
• Securities
• Real estate
• Portion of residuary of estate

Benjamin F. Raymond Society
Potsdam’s planned gift donor recognition society is named for Benjamin F. Raymond who made the first planned gift in the College’s history. Individuals who have made provisions for Potsdam in their estate plans qualify for proud membership.

Proper Beneficiary for all gifts:
Potsdam College Foundation, Inc.
44 Pierpont Avenue
Potsdam, NY 13676
315-267-3053
Federal Tax ID #23-7088021
For gift projections, additional information or to notify us that you have already included Potsdam in your estate plans, please contact:
Jason N. Ladouceur ‘94
Director of Planned Giving
315-267-2123
Jason@potsdam.edu

For more on the Benjamin F. Raymond Society or information featured in this issue please visit us at
www.potsdam.edu/advance/giftplan