

Foxcroft In Your Future

A Go-Getter of the Finest (Foxcroft) Order

By Cathrine Wolf, Director of Communications



Kendra Wilcox '82 is a whirlwind of entrepreneurial activity. Simply trying to keep track of all the endeavors that the Telluride Mountain Village, CO, resident has – or has had – a hand in is a challenge. Here's a sampling: chef, inventor, landlord, marketer, teacher, tour guide, healthy food specialist, equestrian, charity fundraiser, skier, president. Yes, president. Kendra runs three companies.

The first, founded when she was just five years out of Foxcroft, is Kendra's Kitchen Natural Foods, Inc. It offers healthy gourmet cooking and food products based on Kendra's own Southwest-French fusion cuisine, which she created by streamlining the classic French recipes she learned at Le Cordon Bleu in Paris by using southwest flavors and fresh herbs to replace saturated fat, sodium, and cholesterol. This business earned Kendra the moniker "chef to the stars" because her client list includes Ralph Lauren, Darryl Hannah, and the like.

In 2007, Kendra founded Opticwrap, Inc., which makes and markets a patented fleece wrap that protects sports, ski, and tactical goggles. The third company, Rocky Mountain

Rental Retreats, consists of three properties with vastly different purposes – upscale resort living near Telluride; a hunters' base camp complete with a game-processing room; and, next to a Montrose cancer center, a longer-term rental for patients and their families.

"I'm just your typical Colorado mountain resort entrepreneur," says Kendra, who is anything but typical. A born entrepreneur, Kendra ran a pizza-bagel business at Foxcroft and, while attending Boston University, she developed her healthy-food and culinary expertise with a sideline business cooking for a doctor who'd had bypass surgery. Kendra's dad, a cardiologist, advocated low-sodium, low-fat, unprocessed foods long before it was popular, so she had a good foundation.

The true foundation, though, that enabled – and inspired – Kendra to live the life she has was acquired at Foxcroft. "The spirit of Miss Charlotte is really at the heart of it," she says, "She was a pioneer and a very independent woman for her time. She was a visionary and a go-getter. Look what she created!" Courage, hard work, creativity, focus, and optimism – these are traits Charlotte Haxall Noland and Kendra share.

And so, when Kendra sat down to write her will a few years back, she included Foxcroft. "My fondest memories and best friends are from my years at Foxcroft, and I have no family, so it just seemed right," she says. "Foxcroft presented me with a home. The girls I became friends with then are my closest friends to this day. The spirit and bonding that takes place . . . At Foxcroft, girls develop a strong, upright character that will lead them through life. And it's a lovely place to spend one's formative years."

By including Foxcroft in her will and contributing to the Annual Fund, Kendra is helping to ensure that this remains the case for years to come. ■

To learn more about how you can give back to Foxcroft through your will or another estate planning vehicle, please consult your estate attorney and call the Development Office at 540.687.4510 or email development@foxcroft.org.

A Campus Plan Update: Paving the Way

By Marion L. Couzens, Director of Development

With the excitement of the opening of our new Athletic/Student Center, focus last spring centered on the building itself and the promise it held. Weeks before the dedication, this magnificent testament to community and the importance of a healthy body sat surrounded by dirt. Within days, that dirt was transformed as trees were planted and sod was laid. Much like a set, the new landscaping created a backdrop with the building at center stage.

Throughout the summer, this set changed as the landscape around the building took on new dimensions. Where once there was a small, temporary path leading to the wing that is the Student Center, a brick courtyard opens that space up to create an outdoor area for all to gather. Attractive pathways made of exposed aggregate lead students from the building to the playing fields and towards the inner campus. Careful thought and consideration went into the design of these critical paths so that flow felt natural and not contrived.

Plantings consist of species that are low maintenance and tolerant of our Virginia weather and the selection of trees echoes those found elsewhere on campus.

By fall, the last top coat will be applied to the roadway, and the landscaping, including hardscape, around the new Athletic/Student Center will be complete. The pathway that leads from the courtyard and ends just past Orchard Dormitory points the way for the next project to be implemented under the Master Plan, the building of a dorm and the renovation of existing dorms. Our dormitories were built at a time when housemothers were without exception single women and students' electrical needs were significantly less than they are now. Expansion and updating is vital.

The proposed residential component of the Master Plan calls for the building of a new dorm first, which will enable existing dorms to be taken out of service one at a

time for renovation. Each existing dorm will be reconfigured to accommodate the space needed for today's students, faculty, and housemother families. Each dorms' mechanicals will be upgraded. Despite the addition of a new dorm, the size of the student body will not increase, as stipulated in the long range plan, adopted by the Board of Trustees in September 2009. And as was the case with the new maintenance facility and the Athletic/Student Center, the Board has resolved that we shall not build until 80 percent of the total funds for each building, inclusive of endowment, is in hand.

We look forward to sharing more details about the residential project with you as we move forward with this piece of the Campus Plan. In the meantime, if you have any questions or are interested in supporting this project, please do not hesitate to call the Development Office at 540.687.4510 or to email us at development@foxcroft.org. ■



FOR MORE about the dormitory project, go to www.foxcroft.org/master_plan or click on the *Faces & Places* button on the Foxcroft homepage.