

► [MEMBER SPOTLIGHT]

Carol Pine

OF ALL THE HONORS CAROL PINE (B.A. '67) has received over the years, the most recent one—the Exceptional Woman Award—most succinctly encapsulates her ambitions and accomplishments. Whether as an entrepreneur, mentor, or sailor, Pine has used her talents to empower others, especially women.

Pine, who earned degrees in journalism and speech and theater arts, is thrilled to be recognized by the award's media sponsors, the *Star Tribune*, *Mpls. St. Paul* magazine, and WCCO Radio. "My skills lie in storytelling," Pine says. "So it was the most natural thing in the world to choose journalism as a major." And Pine says lessons learned in the University of Minnesota's "J school" have stayed with her since. She remembers when professor Mitchell Charnley graded her article with an A over an F. "The A was for writing style, organization, and general good work," she says. "The F was because I misspelled somebody's name. Boy, that stayed with me! I'm a huge stickler for detail." Pine has taught community journalism at the University as an adjunct professor.

In 1980, Pine (a life member of the alumni association) became president of the Journalism School Alumni Board and launched a mentoring program that paired students with professionals in journalism, advertising, and public relations. She created the program, she says, because when she was learning the trade "people had taken me aside and given me counsel." In 1990 Pine founded the Smooth Sailing Program for the Greater Minneapolis Girl Scout Council. She taught groups of at-risk girls how to operate her sailboat on Lake Minnetonka and recruited other female coaches to the program. In its five years, Pine's program reached 130 girls, teaching them how to sail and helping build confidence and self-esteem.

Pine loves the water as much as she does writing and is selling her Victorian house in the Crocus Hill neighborhood of St. Paul to live on a houseboat on the Mississippi River, still in St. Paul. From there, she'll continue the communications firm she started in 1973, Pine & Partners, which researches and writes corporate histories. Her clients include 3M, Piper Jaffray, and Medtronic. Pine also plans on spending half the year aboard her cruising sailboat in Cape Cod. And this September she'll compete once again in the Rolex International Women's Keelboat Championship in Annapolis, Maryland.

Several years ago, Pine founded an all-women's sailing team named Hot Flash that competed in the 2001 and 2003 Rolex races. "I'm very much a pre-Title IX woman; all of us are," Pine says of her teammates. "We didn't have much in the way of team sports when we were growing up. I've had a lot of chances and opportunities in my life to excel, but I never had an opportunity to participate in the athletic arena—until now."

Pine hopes her team finishes somewhere in the middle of the 65 entrants. But her goal, she says, is to "affirm the vitality of women." While the average age of Pine's competitors is mid-20s, each of the Hot Flash sailors is at least 50. In fact, on the day of the race, Pine will turn 60. "It's a very good omen," Pine says.

—Camille LeFevre



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