

the MOUNT

A Magazine for Alumnae,
Parents and Friends of
Mount Saint Joseph Academy

EDUCATING FOUNDERS SINCE 1858

SUMMER 2011



Congratulations
Class of 2011

MEMORY MAKER FROM MSJA

By Kelley Osborne Faust '87

Tina (Keane) Krinsky '72 is a memory maker. She is constantly creating memories through her creativity, her travel and, most significantly, through the lives of her students. For the past 34 years, Tina and her husband, Julian

Becoming a Visionary

Tina is a visionary and one who follows through on those dreams. Having always valued the importance of education, Tina's parents had the foresight to send her to the Mount.



Photo 1) Tina with Comcast Sportsnet Host Michael Barkann, left, and Hilarie Morgan Photo 2) Tina & Julian Photo 3) Tina, Julian & James Taylor Photo 4)

Krinsky, have been inspiring tweens and teens from around the world with their Philadelphia-based summer programs.

Their mission is simple: "If you can dream it, we can create it. Creating citizens of the world through exceptional experiences." And, creating is exactly what they have done! What began as a local tennis camp in Julian's backyard has grown into Julian Krinsky Camps & Programs, an internationally known, industry-leading summer experience that today boasts over 20 programs drawing 5,000 students each summer from over 35 states and 40 countries. "We're sharing Philadelphia with students from China, Spain and Brazil - truly creating globally minded, well-rounded citizens of the world," says Tina.

Tina and Julian's inboxes and Facebook pages are filled with letters, photos and stories from parents, students and alumni from every corner of the world, who thank them for the impact they have made.

Even though she was the first student to ever attend from St. Bridget's and she didn't know anyone, her parents knew she would flourish. Taking this big leap allowed her to take other big leaps for the rest of her life. "People can take almost everything away from you, but they can't take your education," says Tina, "and my parents knew that."

While at the Mount, Tina loved the diversity, the friendships she made, and the memories she created. One of her fondest memories was in her first-year French class with Sister Claire Helene. Being an engaged, dynamic and passionate teacher, Sister Claire Helene would walk up and down the aisles of the classroom pointing to a student's nose as the class would respond "le nez", then to a face with "le visage". When Sister Claire Helene came to Tina she touched her hair. However, instead of the standard "cheveux" response, she was stopped in her tracks when Tina's Cher-inspired fall hairpiece came right off her head! While Sister Claire Helene was stunned, the class laughed as many were also sporting their own classic 70's hairpiece.

"I am grateful to the Mount for so many things. I thrived in the environment of structure and discipline while receiving nurturing guidance," says Tina. "It also opened my eyes that there was a world well beyond the zip code into which I was born."

After the Mount, Tina attended Moore College of Art where painting became a passion. Upon graduation, she began working at a family-run ad agency on Delancey Street. While she loved her job, Tina, never being one to settle, quickly realized it would take 10-12 years to get promoted to the "top floor." Instead, she discovered King of Prussia (with its soon-to-be mall) and decided to invest in her own agency, Studio Five, in the up-and-coming area.

As they say on the tennis courts: "Love All"...

While Tina was off to a successful start, so was South African Julian Krinsky. After competing at Wimbledon and the French and Italian Opens, Julian arrived in Philadelphia with a law degree and a designation as a chartered accountant. Julian was busy scouring the books for a Norristown company when Tina took on that business as a client. Months later, Julian's passion for tennis was drawing him back to the court and he began the Julian Krinsky School of Tennis. As the two had stayed in touch, Tina offered to do the marketing for Julian's rapidly growing tennis program, which was then also branching into golf and business classes. After working together, they later realized that perhaps, this was a little bit more than a typical client-vendor relationship.

Citizen of the World

"Logic will take you from A to B. Imagination will take you everywhere." -Albert Einstein

To say that Tina enjoys travel is an understatement. Tina's world

tennis circuit have helped their business reach all corners of the globe. "We're always 'working' but we are fortunate, as few get to do what they love," says Tina. "We are constantly bumping into people who tell us that we enriched their children's lives and that they share that message with others."

California Dreaming

For three months every winter, one can find the Krinskys recharging in San Diego, California. As the new digital world allows them to work from anywhere, why not enjoy the best weather you can find in the U.S.? For Tina, the sea and sunshine work as fabulous organic stimulants. With the business being seasonal, it's the right time of year to work remotely. The focus is on marketing from September to January, selling from February to June and creating memorable experiences in June, July and August.

Keep On Learning...

Julian Krinsky Camps & Programs continually adjusts to the ever-changing generational needs of students while "meeting students where they are". As the Chief Visionary Officer, Tina is always reading, asking questions, networking and learning. She has truly become an expert in the tween and teen industry. "I analyze information about this generation and then forecast what our students will want one, three and five years from now," says Tina. As students are discovering their skills and passions at an earlier age, JKCP is realizing the influence their programs have on their students' future college and career goals and decisions. Tina and Julian have been passionate, prescient and tireless in the pursuit of these goals, while allowing their programs to evolve with the needs of the students.



Tina & Andre Agassi **Photo 5)** Tina and tennis player Tracy Austin **Photo 6)** Students walking through Penn's Campus **Photo 7)** Internship students on Penn's Campus

citizenship status began at the Mount, at the age of 16, when she traveled for a month with the Archdiocese of Philadelphia starting in England and ending in Greece. Since that formative experience, Tina's passport book has obtained stamps from every continent. Today, Tina and Julian enjoy the ability to intertwine business with pleasure. From a business trip to Shanghai to a vacation in Italy, there are always opportunities to share their programs with the people they meet. They do this all while maintaining a work-play life balance.

Tina is recharged and inspired by traveling. "Some things you just can't read – you need to experience them," she says. Case in point, she just returned from the French Open in June. "We saw the Federer vs. Djokovic match in person. It will go down in history of one of the greatest matches of all time and I was fortunate to be there," said Tina. "Seeing it on TV is great; but, experiencing it in person is so heightened."

An enjoyable trip to the French Open also has its business opportunities. Julian's valuable relationships on the international

"I am always interested, however, my experiences make me interesting," states Tina. The world is her classroom and she learns from each experience. "When I lose, I go out of my way to not lose the lesson," says Tina.

Tina is a member of several professional organizations that enhance her learning including Les Dames Escoffier. "Being nominated for membership by other female chefs is quite an honor," she explains. "Being a part of a worldwide society of other female chefs is a fascinating network. I have learned so much from them that I am able to share with our culinary arts students."

I have learned life lessons from this Mount Grad, class of '72, and so have thousands of other fortunate individuals. In our conversation, Tina and I reflected on how each Mount grad really has the power to do amazing things with their life and give

Continued on page 30

FAREWELL TRIBUTE TO MRS. MOORE

By Elyse Cox '12

Earlier this year, Allison Peterson '11, Moira Sweeney '11, and I received the opportunity to produce a special film project in place of an instructional video. What began as an assignment, however, grew into a something much more meaningful. Day after day, in eighty-minute increments, we filmed Mrs. Moore's colleagues as they thanked her for her work at Mount Saint Joseph Academy. With each declaration of her impact on the Mount, we learned just how important Mrs. Moore has been to the school community. Mrs. Dyer spoke about what a pleasure it was to work with her. She was called a wealth of information, an advocate, a mentor, and an outstanding person. Sister William Teresa praised Mrs. Moore's constant smile, Major Turner lauded her expertise, and Sister Kathleen wished her the best in her retirement. Moira, Allison and I discovered that when Mrs. Moore leaves the Mount after 21 years, her legacy will not be confined to the Mount. As Sister Kathleen told us, Mrs. Moore has helped the current students and the young women who came before us to "carve out their futures by being a presence to them in the guidance department." As Mrs. Finney said, "she's able to make each girl stretch what her individual expectations are for herself."

Yet one story, as told by Mrs. Finney, stood out. Mrs. Finney had been with Mrs. Moore on one of the European trips to Germany. She described how they wandered into a quaint bakery, and, wanting to try something unique, selected confections called snowballs. According to Mrs. Finney, the snowballs "were all



covered with powdered sugar. *Really* covered with powdered sugar." Mrs. Finney described how, for the rest of the day, they "walked around with the obvious distinction of having been in the bakery."

As Allison, Moira, and I edited our video tribute, I realized that Mrs. Moore's legacy is like the powdered sugar. Even after she leaves Mount Saint Joseph Academy, the school and all the students and teachers she has worked with will carry the distinction of having known Mrs. Moore. She has transcended her position to become a Mount institution, taking the lead when it came to college recommendations and helping young women shape their

futures with her characteristic kindness and integrity. When we asked Mrs. Moore what her favorite Mount memory is, she described a talent show, in which one girl was playing the violin. Mrs. Moore told us how she played "amazingly well," but didn't play "the kind of music that many of the students would know." Mrs. Moore said, "What sticks out in my mind the most of anything is, when she finished playing, the entire student body stood up, and gave her a standing ovation, and I thought 'I really want to work at this place for a long time.'"

Mrs. Moore has guided so many Mounties during her time at Mount Saint Joseph Academy that her legacy will always remain. On behalf of the students of the Mount, I would like to thank Mrs. Moore for the years of service and dedication to Mount Saint Joseph Academy.

To view the tribute video for Mrs. Moore, please visit www.msacad.org and click on the link.

Tina Krinsky article continued from page 17

back to those that helped them get where they are. Each of us is different, but we remain unified in the hard-working, socially responsible atmosphere of achievement we were taught early at the Mount. I am grateful to Tina that she took the time out of her busy schedule to share her experience and advice with this wonderful community.

Tina was the first Keane to attend the Mount, followed 13 years later by her sister, Lisa, and now her nieces Katelyn and Natalie.

About Julian Krinsky Camps & Programs

Julian Krinsky Camps & Programs is a leading creator of world-class summer educational experiences for tweens and teens. Their programs are held in an atmosphere of fun and friendship

at Haverford College, Bryn Mawr College and the University of Pennsylvania. They span the arts, sports, business, leadership and the sciences to provide students with stimulating opportunities for personal development and growth. They believe each student is unique. Therefore, JKCP is dedicated to maximizing individual talents, strengths and abilities. They firmly believe that we are inspiring students to be the leaders of tomorrow.



Kelley Osborne Faust '87 runs Sunshine Hope and is committed to changing the DNA of tomorrow's adults by teaching today's kids about hope and possibility.

Visit sunshinehope.com for more information. Email Kelley at kelley@sunshinehope.com.