

Lyman Ward Military Academy

2010 – 2011 Annual Report



Our Mission:

A private military boarding academy providing the best in academics, leadership and athletics structured on a foundation of moral and ethical values that develops young men of integrity, competence and excellence who are prepared for the work of life.

October 7, 2011

Table of Contents

Foreword..... 3

President’s Message 4

 Reflecting on the Past 4

 Setting our Sights on the Future 9

Chairman’s Message 11

Current Board of Trustees 12

Dean’s Message 12

 Academic Department Year-in-Review 12

 Academy Athletic Program Successes 13

 Academy Team and Club News 14

 U.S. Army Junior ROTC Program Activities 14

Graduating Class of 2011 15

 Congratulations, Graduates! 15

 2011 Class Valedictorian 15

 College Scholarships 15

 Where is This Class Going?..... 16

Recruiting and Retention 16

Financial Report 17

I Give to LWMA Because... 18

Annual Giving Report 19

 Annual Fundraising Campaign Update 19

 Giving by Constituency 20

 Honor Roll of Donors 20

Foreword

Dear Lyman Ward Family:

This report is the first of an annually recurring report that will be written for the Lyman Ward Military Academy family. It is reflective of the progress we are making and is an integral part of our strategic communications to the Lyman Ward constituency. It is paramount not only that you are aware of what we are doing but also that there is transparency in our operations. Next year's report will be even more inclusive of the total year activities.

As of the writing of this report, several significant initiatives have recently commenced and will be brought to your attention in various vehicles of communication. For instance, Andrew Erickson, our Director of IT, has completely renovated our website at www.lwma.org, and we will use it as a means to communicate progress. Embedded in the website will be the resurrection of our newsletter entitled *The Sentinel*. This newsletter was a mainstay of the Academy in years past, and we feel it is a tradition that needs to be brought back. It will begin as a quarterly publication, but we hope to transition it to a monthly bulletin before the school year is complete.

The results of last year's 2010 – 2011 Annual Fundraising Campaign (AFC) are already posted on the website as well as being included in this Annual Report. Progress for the current year's 2011 – 2012 AFC is also listed on the website, and you can check its continued progress through the year. Please participate in our fundraising efforts – we need each and every one of you to support this school.

Recruiting is one of this institution's top priorities and will remain that way. As a friend of this Academy, I ask each of you to help in recruiting at least one potential family for us to meet and recruit their son to our outstanding school. Our goal is for 200 cadets by December 31, 2012! Likewise, we want to partner with corporations and Defense contractors who would be willing to support our school financially. If you can open a door for us, we will gladly go meet them and share our story.

I hope you enjoy this first Annual Report. It is full of interesting facts about your school and shows we are poised for a bright future. I thank all of those who have contributed. Their input was integral in helping to produce a clear, concise view into LWMA for 2010 – 2011.

Thank you for your continued support of Lyman Ward Military Academy.

Sincerely,

BG David R. Brown
President-Elect

President's Message



President, Bill Jenrette

Reflecting on the Past

This is the first Annual Report of my tenure as President of the Academy, and it is a great initiative brought forward by our President-Elect, Brigadier General (BG) David Brown. In as much as this is our first Annual Report, I feel compelled to bring you up to date by summarizing our collective efforts over the last 4 years of my tenure as your President.

Soon after my election by the Board of Trustees as the President of the Academy, and after my first opportunity to visit the campus to inspect the facilities and study the financial documents and programs, the massive damage that had been

done to nearly every aspect of the internal operations of the Academy over the previous 10 years became painfully obvious. My experience with the Academy was during the years 1985-1995 when I was the Commandant of Cadets. At the time I departed in June 1995, the facilities, the finances, and the enrollment were in excellent condition, thanks to the dedicated work of Colonel Wesley Smith during his 30+ years as President and Chancellor. It was an alarming situation that we faced in the summer of 2007, and I knew at that point if the Academy was to survive and restored to its previous level of performance it would take the help of the Alumni, parents of former and current cadets, and friends of the Academy giving generously of their time and/or treasure, not to mention the hard work that would be required of our staff and faculty. The maintenance deficiencies at the Academy could be repaired over time with the help of those mentioned above. However, and more importantly in my opinion, was the significant degradation of the Cadet Corps' cadet leadership, morale, and the internal operations. The cadet leadership was almost destroyed and any semblance of a viable and disciplined Corps of Cadets was not in evidence. There were a few who were struggling to be cadet leaders, but their numbers were few. At the same time, the cadet enrollment that had steadily decreased over the previous 5-6 years and the announcement that the Academy would be closed at the end of the 2007 school year brought the Academy a demoralized staff and faculty, and prospective parents who were told that the Academy would be closed. It is understandable that cadet enrollment on opening day 2007 was a meager 42 cadets. Fortunately, most of the great faculty members who had been teaching for so many years remained at their posts, and of all the things that were wrong, it was a blessing that the academic department would require the least amount of effort to correct.

Our Immediate Focus

After the opening day enrollment disaster, I believed that in order to have any opportunity to succeed in achieving the goals the Board of Trustees expected to be achieved, it would be

necessary to focus our attention on the most important tasks and to prioritize our efforts on those most in need of attention. These were:

1. Improve our facilities to make a positive impact on our cadets' health and welfare as well as to make a more positive visual impact on prospective parents and cadets who visit the campus.

The deferred maintenance schedule for campus facilities was staggering and became an ever increasing albatross around the neck of the Academy, potentially strangling the Academy's ability to pay its bills. This required patience on the part of our vendors, discipline by all hands in the manner in which we spent money, and a strong effort to encourage alumni and friends of the Academy to give generously to its survival.

2. Begin rebuilding the customs, traditions, discipline and way of life that cadets had lived for many years.

It was imperative that we rebuild the confidence of our parents and alumni by accurately and precisely rebuilding a Corps built on the four pillars of learning that had been central to our LWMA traditions: academics-athletics-leadership-character. The depletion of our cadet leadership structure and the loss or outright disregard of the customs and traditions that had been built over the years since the middle 1960's made the Academy a shadow of its old self with nothing to show for the disregard paid to those customs and traditions.

3. Put the Academy's finances on a sound footing.

In the years prior to 2007, the Academy's financial situation had been sadly neglected, and the administration failed to adjust expenses to the ever decreasing revenue that resulted from the disastrous enrollment figures. A bloated staff with excessive benefits for persons in highly paid positions made the financial situation an ever increasing burden on the meager revenue stream provided by our 42 cadets' tuition. In order to meet the shortage of cash flow, the administration took funds from restricted trusts to fund the Academy's operations budget. A cash settlement from the insurance on the Chapel that burned to the ground in 2006 was also used to cover a shortage of funds. All of these questionable practices led to a cash shortage that would have normally caused the Academy to close. However, these were not ordinary times and it would be up to those loyal men and women who stayed with the Academy and its new President to try to rectify the situation. At the end of May 2007, the Academy had a bank balance of \$35,000 and payables in the tens of thousands of dollars. Additionally, the Academy auditors would not agree to conduct an audit due to the irregularities cited above.

4. Improve the quality of our classroom instruction.

Although the enrollment and military aspects of the Academy were severely impacted by the Academy's leadership, the quality of the education offered was not severely affected. This was a great credit to the loyal faculty members who continued to teach and provide high quality education to the students in the classroom during these perilous times. It is a matter of pride that the graduating class of 2007 had a 100% enrollment in the college of their choice. The graduating class of 2011 received scholarships totaling \$850,000. This fact is a source of pride to us, and our academic efforts will continue to focus on preparing young men for college work and to assist them in obtaining the financial support necessary to attend the college of their choice.

The Resulting Achievements

I am happy to say that in regards to these priorities, the following improvements in each of the priorities have taken place over the past 4 years.

1. Capital improvements and completion of deferred maintenance have been completed in the following areas:

- Five classrooms have been rejuvenated with the following improvements: floors sanded and refinished, rooms painted, new double glazed windows installed, new energy efficient lighting installed, new white boards installed, and air conditioning repaired or replaced. In some classrooms, new student desks were installed.
- New gutters were installed on Wallace and Hill Halls, and a new roof was installed on Wallace Hall.
- The movie room, canteen, and game rooms were upgraded and reopened, with air conditioning also being installed in the movie room and canteen.
- A new roof was installed over the foyer of the gymnasium in 2007. In 2010 thanks to the Dixon Foundation, a completely new floor was installed, painting was completed inside and out as well as in the dressing rooms, and bathrooms were painted with fixtures upgraded. Electrical rewiring was installed to prepare the gym for the installation of HVAC whenever the funds become available to do so. The interior of the two barracks, Hill and Wallace Halls, have been repainted and the cadet furniture upgraded.
- Also thanks to the Dixon Foundation, we were able to refurbish the cadet dining hall with new paint in the kitchen, in the serving line area, and in the main section of the dining hall. Also, several items of kitchen equipment were purchased and installed.

I believe it is important to give credit to the parents of the 42 cadets who started the 2007 – 2008 school year and those who joined during that year and in the following year who were instrumental in spearheading so many of the improvements that

occurred during that time. Under the leadership of Mr. Bill Ginas, the Parents Support Group cleaned, power washed, and painted what appeared to be the entire campus. Several significant improvements were made that they deserve all the credit for accomplishing, including: the restoration and opening of the movie/TV room and canteen, restoration and furnishing of the conference room in Tallapoosa Hall which was once the office of Dr. Ward, clearing the ground and rebuilding the Ranger Trail obstacle course, and refurbishing and painting the concession stand at Ranger Field. The Parents Support Group did so much for our morale and their contribution cannot be overstated.

The Alumni Association gave \$50,000 for operations that helped keep the doors open, and Mr. Sam Adams, a member of the Board of Trustees, gave \$50,000 in his father's memory to be used for advertising and marketing. In addition, Mr. Adams contributed the funds to purchase the chimes that can be heard all over the campus as they ring the Westminster chimes every 15 minutes and toll the hour every hour from 6 AM until 10 PM. Mr. Sam Adams' father, Dr. Ralph Adams, was a long time and loyal member of the Board of Trustees and also served as its Chairman.

2. In regards to restoring the customs and traditions that had been built over the many years prior to 2007, the following have been accomplished:

The Military Department has made dramatic improvements in the leadership, structure, discipline and supervision of our Corps of Cadets. High quality TAC officers have been hired and trained to provide the day to day guidance and direction that our cadets need. A Leadership Academy has been established to train and equip cadet leaders with the knowledge of leadership and Academy regulations so they are not only better leaders, but in the process have decreased the complaints of hazing and other ineffective and nonsensical means of attaining compliance with the regulations. Leading firmly, but by example and teaching, has become the norm and it shows in the reduction of serious incidences within the Corps.

The Restoration Academy has been established to deal with recalcitrant cadets who continue to violate the cadet regulations and threaten good order and discipline. The Restoration Academy meets on closed weekends beginning Friday afternoon and concluding in time for Chapel on Sunday morning. The weekend consists of team building and physical fitness challenges that have proven to be effective in helping the cadet to see that it is futile to be a continuous violator of regulations and generally unacceptable behavior. At the completion of Restoration Academy the cadets who successfully complete the course have all accumulated punishment forgiven and they start with a clean slate.

Additionally, the Walk the Talk program for character development has been instituted which focuses every day on the values that we believe to be important in developing young men of character. Each day at the conclusion of the midday meal, a member of the staff, faculty or Corps of Cadets selects one of the character nine values and either by telling what it means to him, reading a poem or a story, illustrates the point he wishes to convey to the cadets. The constant repetition of these values has become a ritual, and over time the message is received and understood by the cadets. Our purpose and intent is that the cadets will absorb these values into their life and they become a core part of who they are.

3. Continued progress has been made to put our finances on a sound footing.

This goal has been elusive, but I am proud to say that although the Academy is not financially strong, we have overcome the most egregious errors that were present at the end of 2006 – 2007 school year. From a position of having \$35,000 in the bank, thousands of dollars of accounts payable, indebtedness of \$300,000 to the bank, and auditors refusing to audit the Academy's financial books, we now have come to the point where our most recent audit has given the Academy accolades for the manner in which we have managed our limited funds and improved our financial condition. Our current indebtedness is an amortized loan with Regions Bank with a balance of \$230,000, and two lines of credit, renewing annually which total \$600,000 and are used to overcome our uneven flow of revenue. The Academy has no other indebtedness. Our accounts payable are in a manageable situation, and in spite of the difficult financial situation of the past 4 years, we have never missed making a payroll and paying our bills.

Certainly, much credit has to be given to those who have made donations, both large and small, over these past 4 years and the financial progress which has made the many campus improvements possible. The help of Mrs. Martha Dixon and the Dixon Foundation and its Board of Directors have been particularly generous, and without their financial help the Academy very likely would not have survived. Everyone who loves the Academy owes Mrs. Dixon and the Foundation's Board of Directors a strong thank you for their belief in our mission and our leadership.

Through the determined efforts of the Admissions office, the enrollment has steadily increased from 42 in 2007 to 113 as of October, 5, 2011. Advertising on the internet, on TV and radio stations in Birmingham, Mobile, Montgomery, Huntsville and Nashville, as well as the installation of billboards on US 280 south of Birmingham and on I-459 west of Birmingham have served to increase our name recognition by prospective parents and have contributed to our increased enrollment. In addition, we have advertised in newspapers, magazines and most recently in the official NFL Yearbook that is sold and distributed to literally thousands of parents who are in our socio-economic demographic sphere of

interest. We continue to market and advertise the Academy judiciously electronically and in print. A major upgrade of our internet footprint has taken place in the summer of 2011 with the hiring of a Director of Internet Marketing who has completely rebuilt our web site (www.lwma.org) and has dramatically increased our electronic presence through the use of Facebook and Twitter.

This year we will conduct our second Annual Fund Campaign. My hope and prayer is that each person who has given so generously in the past will continue to find it in their heart to continue giving again this year and those who have not will be led to do so in as generous a way as possible. It does not matter how much enrollment may, or will grow over the next few years, the Academy will continue to need the funds contributed by its various categories of donors if we are to provide the finest education available at any private military boarding academy in the nation. I encourage your strong support and promise that those of us entrusted with the day to day operations of our beloved LWMA will be doing our part and much more.

Setting our Sights on the Future

It is truly an honor to be serving my last year as the President of this great Academy with my successor BG David Brown on board. He is an outstanding man who is eminently qualified to take the Academy to the highest level of performance that anyone could possibly ask. Over the past three years we have become friends and I am happy to say that he shares my vision for the Academy as well as my philosophy on how a Military Academy for young men should operate. I will do all that I can over the course of this year to share with him all that I have learned about dealing with the growth and development of teen age young men in a military educational environment. After I turn over the Presidency to him, I will remain available to assist him in whatever way he and the Board of Trustees wishes.

He and I have spoken in many long personal face-to-face conversations, emails, and phone calls about the many challenges that lie ahead. The following initiatives are some that we want to accomplish this year.

- Build a new baseball field for our fledgling baseball team
- Install HVAC in the gymnasium so the facility can be used during the warm months during the school year, and in the summer time for revenue producing programs such as summer school and summer camp
- Begin fundraising for the building of a new Dixon All Faith Chapel
- Increase advanced academic offerings in mathematics and sciences
- Restore classrooms in Tallapoosa Hall
- Install HVAC for Wallace and Hill Halls

With your help through this Annual Fund Campaign, we can begin to make these initiatives happen, and I encourage you to give as generously as possible, remembering of course that no gift is too small and none is too large.

I look forward to seeing as many of you as possible during this school year. Please make it a point to come by to say hello whenever you are on campus for any event. It will be my pleasure to see you and hopefully you will have lunch with me and our cadets.

With Kindest Regards,

Bill Jenrette
Colonel, US Army (Retired)
President

*If you are thinking about Lyman Ward for your son,
this is the right place for him! My son loves it here,
and even though we miss him, it is great to see him
so happy. We are so proud!*

- Beth Webb Owen

Chairman's Message



Chairman, Sam Adams

Dear Students, Parents, Faculty and Staff, Alumni and Friends,

Since 1898, this wonderful school has provided exceptional learning opportunities for young men from all walks of life. Our success and longevity could not have been accomplished without the untiring leadership of dedicated men and women, such as Wesley P. Smith, past Chairman of the Board and COL Albert Jenrette, our retiring president. Thanks to the vision of these great men and so many others, Lyman Ward Military Academy will charge into the 21st Century with confidence and enthusiasm.

On behalf of the Board of Trustees, it is my pleasure to announce that the Board has developed a plan for a smooth transition for our next president. The Board has chosen BG David R. Brown to assist COL Jenrette over the next year. As president-elect, BG Brown will facilitate the passing of command in an orderly and seamless fashion.

The Board selected BG Brown because of his wealth of experience in the military, academic and business related fields. His overriding desire is to see LWMA become the premier military school in the Southeast if not the nation. BG Brown, his wife Patti, and his son Logan will be a tremendous asset to LWMA and the Camp Hill community. I encourage you to seek them out and give them a warm welcome as you visit the campus. With the support of our fine faculty and staff, our students will be able to accomplish and surpass all the goals set before them.

Once again, LWMA will be that shining light on the hill, a beacon for wisdom and honor.

Sincerely,

Sam Adams

Chairman, Board of Trustee

Our Vision:

To be widely recognized as the premier military boarding school for young men in the United States.

Current Board of Trustees

Lyman Ward Military Academy's all-volunteer governing body:

Sam Adams, Chairman
Frank Barnes
Jill Bonatz, Vice-Chairman
Eugene Bottoms
David Chambless
Bryant Dromey
Brent Maule

Von McQueen
Wilson Scott
Wesley P. Smith, Past Chairman
Pete Turnham
George C. Wallace, Jr.
Norman Winston

Dean's Message



Academic Dean, Jeff Damron

Academic Department Year-in-Review

Lyman Ward's Academic Department experienced a productive and successful school year in 2010 – 2011. The academic year ended with 130 cadets enrolled in grades 6 – 12. All twenty-six seniors who graduated in May were accepted to a variety of two- and four-year colleges and universities throughout the nation, including such institutions as Berea College, The Citadel (2), Huntingdon College, Marion Military Institute, The University of Alabama at Birmingham (UAB), and the University of Wyoming. While all seniors were accepted and qualified to attend college, four opted to enlist in one of the branches of the United States military. The Class of 2011 was awarded a total of \$850,000 in academic, athletic, and ROTC scholarships. The average ACT and SAT scores of this class exceeded the state and national averages, achieving the highest scores of any senior class at Lyman Ward since 2005. The Academy's national accreditation through the Southern Association of Colleges and Schools (SACS) was extended to 2013, and LWMA maintained its active membership in the Alabama Independent School Association (AISA), the Alabama Association of Independent Schools (AAIS), and the Association of Military Schools and Colleges in the United States (AMSCUS). These affiliations ensure that Lyman Ward graduates are accepted without condition to a variety of institutions of higher learning in the United States and abroad, and represent the "gold standard" of voluntary accreditation available to the Academy.

These 130 cadet learners were instructed by a competent, caring, veteran faculty, comprised of 14 men and women who average 15 years of teaching experience. All LWMA faculty members are professional educators who are certified by the State of Alabama and/or the Alabama Independent School Association; half of them hold advanced degrees in their academic areas,

and several taught at the college level before affiliating with the Academy. Four veteran teachers – Mrs. Elizabeth Conway, CPT Dee Orem, Mrs. Tamar Reed, and MAJ Joe Watson – were honored with Distinguished Service Awards from the AISA for their 25 years of service to the Academy. The teacher/student ratio at the Academy in 2010-2011 was 10:1, and the average class size was 12. The small size of the Academy continues to be a major factor in improving student achievement, as it allows for personalized instruction and a high level of accountability. All Academy teachers and administrators participate in a formalized Mentor program, in which they serve as an “advocate” to a small group of five to seven cadets throughout the school year.

Underclassmen at the Academy are demonstrating potential to exceed the achievements of the Class of 2011. Lyman Ward’s Advanced Placement (AP) program, directed by CPT Dee Orem, enrolled a record number of cadets last year in U. S. Government, U. S. Economics, and Psychology. Other fields of study are available at the AP level for cadets who qualify. Two senior cadets of the Class of 2011 completed two or more college-level courses at Southern Union State Community College in Opelika, AL.

The Academy maintains formal agreements with area community colleges where senior cadets can pursue a dual enrollment track – gaining high school and college credits concurrently – or take courses for college credit only, transferable to any higher education institution in the United States.

Academy Athletic Program Successes

The Academy’s athletic program enjoyed a banner year--literally-- in 2010 – 2011. Under the direction of Coach Dwayne Thomas, the Varsity Soccer team captured its first AISA state championship, after having finished as state runner-up in 2010. The Varsity Basketball team--also coached by Thomas-- compiled a 13 – 9 record and advanced to the AISA “Final Four” tournament, playing in front of a packed gymnasium at Huntingdon College in Montgomery, AL. The Running Rangers basketball team played its home games in the newly renovated campus gymnasium, which received a complete makeover since its construction in 1973. The Varsity Baseball team completed its second season of competition after a 25-year hiatus, and the Academy announced plans to construct a state-of-the-art baseball complex. The Varsity Football team competed well in the 3A (largest) classification in the AISA, and the Rifle team



posted another winning season. The Academy fielded competitive Junior Varsity teams in football, basketball, and soccer.

Four cadet-athletes received scholarships to college – three in football, and one in soccer. Not many schools in America have four seniors out of a class of 26 who are playing sports at the college level. Furthermore, I suspect that few schools in America experience the level of participation we have, where 85 percent of our cadets each year play at least one sport.

Academy Team and Club News

The Academy Scholars Bowl team, coached by Mrs. Lynn Bianchi, had another successful season, with Cadet Steven Thompson winning the award as the individual high scorer at the



Southern Union College Tournament. The Lyman Ward Senior and Junior Beta Clubs, sponsored by Mrs. Tamar Reed, continued their rich tradition of community service, and of presenting the colors at the annual state convention held in Mobile, AL. The Academy Band, under the direction of MAJ Joe Watson, performed at various campus and community functions, and developed a number of budding young musicians.

U.S. Army Junior ROTC Program Activities

Finally, the Academy's U. S. Army Junior ROTC program, under the direction of 1SG Lee Kolb, implemented and completed a major community service project in conjunction with Junior Achievement, which involved teaching and tutoring elementary school students in a public school in nearby Dadeville, AL. The Academy Color Guard and Drill Team, under the auspices of JROTC, performed at a number of community functions in East Alabama, and always represented the Academy with pride and distinction.



Graduating Class of 2011

Congratulations, Graduates!

On May 28, 2011 twenty-six cadets graduated and proudly became LWMA Alumni.



2011 Class Valedictorian

Cadet Alan Adams, who graduated as valedictorian, is a product of the Academy's educational experience. Adams entered Lyman Ward as a bright but underachieving ninth grader.

Even then, he understood that he needed more structure and personal attention than he was receiving at his public school in



suburban Memphis, TN. This young man embraced the military structure of the Academy, put his "nose to the grindstone," and four years later graduated number one in his class, with a 3.6 grade point average and a college scholarship in hand. He is

currently enrolled at the University of Wyoming, where he will major in Engineering. Adams says: ***"If I had stayed in my public school and not come to Lyman Ward, I would not have graduated as valedictorian and earned a scholarship; in fact, I might not have even gone to college."***

Similar testimonials abound from former cadets and other community advocates who credit the Academy with providing the mission-driven educational environment they needed to grow and succeed.

I have had a juvenile once in my court who later attended Lyman Ward and he is an outstanding young man, LWMA turned his life around for the better.

*– Paul Sherling, Covington County, AL
Family Court Judge*

College Scholarships

Our seniors were awarded a record-setting \$850,000 in scholarships from colleges and universities across the United States. These funds were made up of academic, athletic, and ROTC scholarships. Four seniors qualified to go to college, but elected to serve their country on Active Duty. Congratulations to all of our graduating seniors!

Where is This Class Going?

Here's a quick look at where our young men will be next year:

Academy of Art University (CA)	Kennesaw State University (GA)
Berea College (KY)	Louisburg College (NC)
Blue Grass Community College (KY)	Marion Military Institute (AL)
Calhoun State Community College (AL)	Okaloosa-Walton Community College (FL)
The Citadel (SC)	Tulane University (LA)
East Mississippi Community College (MS)	United States Air Force
Graceland University (IA)	United States Army
Hudson Valley Community College (NY)	United States Navy
Huntingdon College (AL)	University of Alabama at Birmingham
Itaska Community College (MN)	University of South Alabama
Jacksonville State University (AL)	University of Wyoming
Jefferson State Community College (AL)	

Understand that my gift to the school was neither a donation nor a gift, but rather interest on a debt that I owe both Lyman Ward Military Academy, and Brigadier General Theodore L. Futch (the Commandant when I attended). If it wasn't for the two, I shudder to think what I might have become in my life.

- LTC (R) Matthew St. Clair, Alumnus 1964

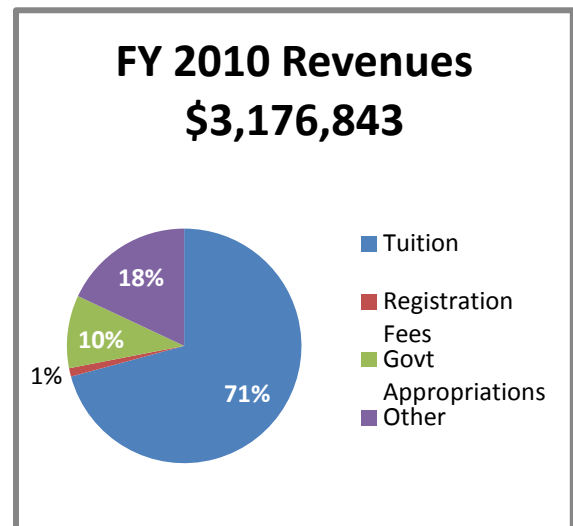
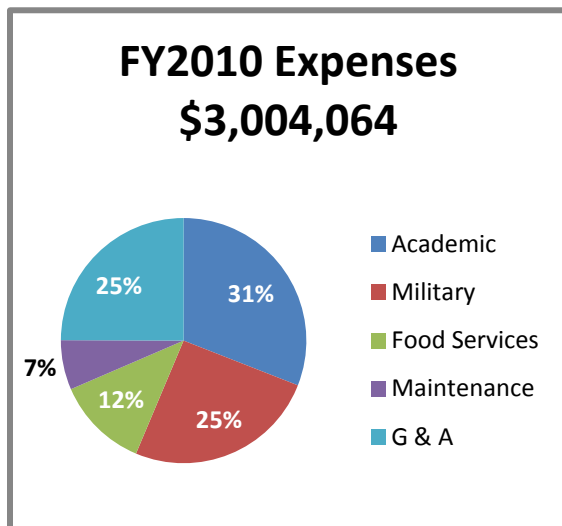
Recruiting and Retention

Recruiting and retention continues to be a challenge in the economic environment that has permeated the U.S. and globally. However, we know we are filling a void in public schools, and families want the best for their children; therefore, we continue to find families in need of our great institution. As depicted in the financial section, student tuition is our number one source of revenue, and thus we must remain diligent in our recruiting and retention efforts. They go hand-in-hand. Retention is a direct reflection of customer service, and that is something we can all do. We started the 2010 school year with 106 cadets and ended with 131 cadets. After graduating 26 seniors and with other attrition losses, we still retained 54 students and recruited 45 new cadets to start the 2011 school year with 99 cadets. Our goal is to bring both retention of existing students and recruiting of new students to significantly higher numbers in the coming years. Improved communications are being implemented to help us increase retention. We also have several new initiatives that BG Brown is leading that will open the door to new recruiting opportunities.

Financial Report

.....a window into the Academy's financial improvement

We wish to share a brief financial update for the year. This was the second consecutive year that the institution finished with a surplus of revenue. COL Jenrette has displayed exceptional financial skills and decision making in reaching this level of fiscal success.



Several initiatives are being put in place for the coming year to improve the ability for the school to increase revenue, including: official Fundraising and Finance Committees, a campus-wide energy efficiency audit, and renewed efforts in Recruiting & Retention as previously mentioned.

The 2010 – 2011 LWMA budget was based on 120 cadets. As viewed above, tuition is the number one revenue producing stream for the school. We have several recruiting and retention initiatives that we feel will enable us to reach our goal of 140 cadets by the 2nd semester in 2011 – 2012 and help us achieve our ultimate goal of 200 cadets by December 31, 2012.

The economic climate is indicative of the continued reduction in state appropriations. While it is realistic to think this trend could continue, we will put a substantial effort together to mitigate continued losses through appropriations. We encourage you to contact your local state representative and ask them to increase the states appropriations to Lyman Ward.

I Give to LWMA Because...

.....a look into the hearts and minds of those that give

I love the Academy.

- David Chambless, Alumnus 1962

As an alumnus of LWMA, I can never repay the School for the great gift of learning I received there. But I can certainly keep up the interest I owe, and to continue to show my deep appreciation for what was given me. I don't know where I would have ended up without LWMA in my life, but it certainly wouldn't have been where I am today.

- LTC (Ret) Matthew St. Clair, Jr., Alumnus 1964

LWMA offers a values-based, mission-driven, cadet-focused educational experience that is needed now more than ever in our rapidly changing society

- MAJ Jeff Damron, Academic Dean LWMA

We believe that there is a strong need for structure and discipline for boys (girls, too). We would like to see more of the academies as options to public schools where many students are falling through the cracks.

- Dee Koob, Parent of Alumnus John Koob 2010

I thoroughly enjoyed my five years as a cadet parent. I saw the wonderful opportunities the Academy gave my son, and I have so many treasured memories. I will always support Lyman Ward Military Academy.

- Jill Jones Bonatz, Parent of Alumnus Thomas Bonatz, 2006

Southern Industrial Institute did more for me than anything else at a time in my life when I had quit school. I received a scholarship to Southern and Dr. Ward and Mrs. Mary took a special interest in me. Because of SII, I went on to college following WWII.

- Carter Kyser, Alumnus 1941

I support LWMA monetarily because I have personally witnessed all the good this institution instills in our young men.

- Ellis Houston, Parent of Alumnus Chase Houston, 2011

Annual Giving Report

Annual Fundraising Campaign Update

2010 was the first year of our Annual Fundraising Campaign. We set a goal of \$100,000 and fell just short of our goal with \$83,905. The Annual Fund raises money for general operating expenses such as salaries, dining services, utility bills, maintenance costs, etc. Because the majority of these expenses are fixed costs, our Annual Fund is an important source of financial support.

Our donors supported LWMA in various ways.

Scholarship

Donors gave \$7,000 for scholarships this year. Raising scholarship dollars is extremely vital to our success. It directly aids our overall recruiting and retention efforts. We have excellent students that come from families that in some cases do not have the financial means to afford full tuition. The scholarships provide a bridge enabling these students to continue to be a significant part of our institution.

Designated Gifts

Other contributions include gifts targeted for specific expenses or needs. This year donors gave a camera for our yearbook staff, a buzzer system for our Scholar's Bowl Team, funds for the painting and lettering of one of our buses, our school name lettering and spotlights facing the parade field and highway, assistance with cadet trips and programs, assistance to our baseball program, purchase of the soccer team's state championship rings, and repairs for our pool. These gifts totaled \$10,225.

Unrestricted Gifts

Unrestricted gifts provide for the overall program and benefit all cadets. Unrestricted support offers the most flexibility for COL Jenrette to make important adjustments, an unexpected repair, etc. These gifts totaled \$66,680.

We would like to express our sincere appreciation to all 82 donors. Your contributions, big or small, added value to the viability of our institution last year. With your gifts come improvements in many areas of the lives of our cadets such as in the classroom, in our athletic programs, and in the facilities, just to name a few. As vested donors, your efforts help inspire others to participate in giving which raises the bar for everyone. Thank you for your support. We are so thankful.

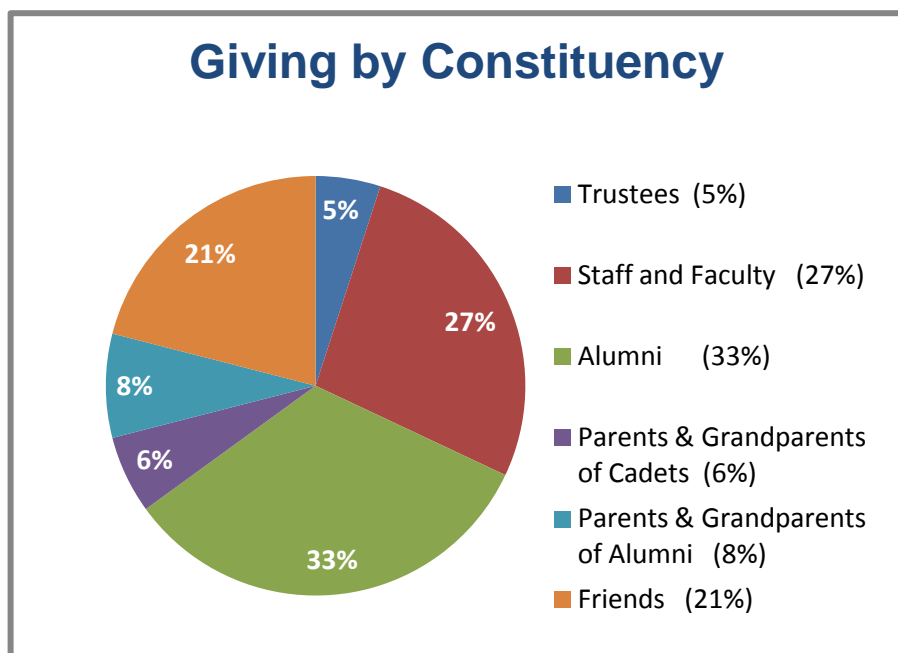
Amanda Kelly
Executive Director, LWMA Alumni Association

Giving by Constituency

The following chart depicts the giving across many groups in our LWMA family as a percentage of the total \$83,905 raised during the 2010 – 2011 Annual Fundraising Campaign.

An interesting note to make is that the giving shown for the staff and faculty represented nearly 100% participation from that group. Thank you for

your dedicated giving! The challenge for 2011 – 2012 will be to not only raise the level of contribution but also the percentage of participation across all categories of constituencies. Will you participate?



Honor Roll of Donors (*denotes Leadership Level)

Founder's Society (\$10,000 or more)*

Jill Bonatz
Chase Houston
Ellis Houston

President's Society (\$5,000 - \$9,999)*

Sam Adams
Albert J. Jenrette
John E. Koob

Honor Club (\$1,000 - \$4,999)*

Christine Bednarick
Ruth Bellenger
David Brown
Mike Cassin
Community Foundation
Sally Edwards
Thad Estes
Paul and Julie Gustin
John J. Hanes
Pat Kelly
Carter Kyser
Mike McQueen
Donald Pipas
Jack Swertfeger
Griffin Wells

Rangers (Gifts to \$999)

Bradley Bean
Al Beckum
Lynn Bianchi
Ray Blackburn
Bruce and Edith Braun
Gordon S. Brock
Deborah Brown
Donald Brown
Kathleen Brown
Robert Bush
Samuel Chambers
Jamie Cifuenties
David Clark
Liz Conway
Jeff Damron
Mildred Davis
Steffen Doerstling
Ingrid Dow
Danny Evans
J. E. Flurry
Fred Frank
Wilson Franklin
Joyce Gooden
Jack Hankins
Larry Hock
Tommy Holley
Heather Hornsby
Albert Hovey
Joan Jaeger
Amanda Kelly
Lee Kolb
Louisa Mann
Jose Matienzo
John Noel
John Norcross
Sam Oliver
Dee Orem
Larry Pilkington
Anne Pitts
Houston Powell
Terry Randolph
Tamar Reed
Penny Rozelle
Robert Rozelle
Charles Rubio
Susan Scott

Scott Shoemaker
Wesley Smith
Gregory Sparks
Earl Tatum
Bill Thomason
Mark Tuggle
Pete Turnham
Vicki Wade
Sheldon Ward
Autrey Waters
Joe Watson
Charles Webber
J. N. Wilmoth
Stanley Winslett

Employer Matching Gifts

Morgan Stanley
Bank of America
Wells Fargo

Memorial Gifts

Virginia Miller
Ruth Bellenger

Eleanor Montgomery
Ruth Bellenger

Julia Rachler
Community Foundation of Tampa Bay, Inc.

Elly Klauer
Mr. & Mrs. J. N. Wilmoth
Albert Hovey
Mr. & Mrs. Pat Kelly
Dr. Charles T. Rubio

Kevin Jenrette
Dr. Charles T. Rubio
Col (Ret) Bruce and Edith Braun
Ingrid Dow

Randy Brown
Joan Potter & the Potter Family

Donald Brown
Joan Potter & the Potter Family