

President's Report | 2014

For fiscal year July 1, 2013, through June 30, 2014



Moving Forward Relentlessly

One more fiscal year is in the books, and it was yet another that saw tremendous growth for Life University's brand and the chiropractic profession. Much of that growth can be attributed to the thousands of you who have contributed your time, talents and treasure to making this past fiscal year one to remember. With a significant increase in alumni engagement, including more donors, State Reps and LIFEforce 1000 doctors, our financial integrity has been further strengthened to unprecedented levels that have us positioned to continue making progress toward our 20/20 Vision.

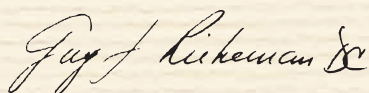
One landmark highlight from this past fiscal year was the launch of the quarterly LIFE Vision Seminar. LIFE Vision is a two-day event designed to bring current and future chiropractic leaders with Life U's values and vision together to connect and recharge. Think of it like TED for chiropractors. Hundreds of great chiropractic minds and hearts all come together to pool their insights and energy, remind themselves why they love what they do and teach themselves how to do it better. The inaugural LIFE Vision seminar was held the weekend of July 26-27, 2013, and the unique philosophy-driven presentations delivered from some of the most esteemed chiropractors in the profession have made it a can't-miss event every quarter.

Another highlight from this past fiscal year was the 18% Tipping Point Campaign, a campaign for Chiropractic, by Chiropractic. The Tipping Point is derived from Malcolm Gladwell's research that when 18 percent of a culture adopts

an idea, product or service, it goes from a rare phenomenon to an unstoppable movement. How do we reach this magical 18 percent number, you ask? That's where AmpLIFEied comes in—a free social media platform that anyone can join to connect all their social media channels (Facebook, Twitter, LinkedIn, etc.) for the purpose of sharing messages to a wider audience with just a single click. AmpLIFEied serves as a content hub where countless chiropractic messages can be shared in this efficient and simple way. It is the richest resource of TIC material, like Kid Natural for your patients, and it's free. If every chiropractor joined AmpLIFEied and shared the chiropractic message, the profession would enjoy unparalleled success.

As both a University and profession, we must not become stagnant and content with the status quo, but instead continue to move forward and progress. This past fiscal year was one where we obviously did not rest on our laurels and were relentless in our pursuit of a better and more vitalistic tomorrow. In order to reach where it is we want to go, we have to have this same mindset moving forward. I'm looking forward to seeing how the momentum of this past fiscal year propels us into the next fiscal year.

Sincerely,



Guy F. Riekeman, D.C.
President

Giving, Loving, Serving

Pam Stucky-LaGuardia, D.C. ('90), comes from a large chiropractic family, two of which are set to graduate from Life University in 2015, so it comes as no surprise that she and her husband and fellow LIFE graduate Jay LaGuardia, D.C. ('90), are proud capstone supporters of one of the newest markers on the University's campus, Generations. The Generations wall, unveiled during the 2014 Fall CE, stretches 90 feet in length and is located in front of the Learning Resources Center. It recognizes families with multiple generations of LIFE graduates or chiropractic families with at least one LIFE graduate.

"It seemed a natural fit to acknowledge our family legacy of 20 chiropractors," Stucky-LaGuardia says

when explaining why she, her husband and Drs. Steve and Cindy Mickelson's (Stucky-LaGuardia's brother and sister-in-law) support the Generations project. The Mickelsons graduated from Palmer College of Chiropractic in 1975, and they have chosen to support LIFE because of what it stands for. Stucky-LaGuardia adds, "It's important to give back to the establishment that gave you the initial tools necessary to be successful."

Stucky-LaGuardia's father, L. Joe Stucky, D.C., is the founder of Stucky Chiropractic Center, which has served the Eau Claire, Wisconsin, community for 55 years. Stucky-LaGuardia and her husband took full ownership of her father's practice in 1994 and continue to own and practice there today. Stucky-



*Jay LaGuardia and
Pam Stucky-LaGuardia*

LaGuardia's parents were initial founders and supporters of both LIFE and Life Chiropractic College West up until their passing.

"Our family lives by my Dad's philosophy," Stucky-LaGuardia notes. "When you take care of patients according to their needs, your needs will be met.' It is that simple. Success, happiness and wealth in life come from giving, loving and serving. This is how we were raised, and our family will continue to pass on this philosophy for generations to come."

A LIFE of Giving

Sidney B. O'Gorman, D.C. ('83), is a LIFE alumna and new scholarship donor who lives and practices locally in Atlanta at Cotton Exchange Chiropractic. She recently established The Gift of Mirth Scholarship, which is dedicated in memory of Dave Auten, D.C. ('83), who passed away unexpectedly in June 2012. "I believe that very special people are drawn to our profession," O'Gorman explains. "I want to support them in their journey by helping to ease their financial barriers."

During her time in practice, O'Gorman, like many other LIFE alumni, has realized just how fortunate she was to receive her

education from the University. However, she is an ambassador for LIFE not only due to the skills she acquired during her time here, but also because of where she sees the University heading in the future. "LIFE attracts incredible people. They come in all ages and previous professions to learn how to be amazed by the magic of the human body," she says. "We learn how to help people love and care for their physical well-being."

O'Gorman truly believes that all LIFE alumni should give back to their school. "It's the cycle of life," she continues. "Life College was built on dreams and hard work, and Life

University is a continuation of those dreams and hard work. We should all help."

Her example of service is one that is exemplified throughout her entire life, as her 30-plus years of being in practice serves as a daily reminder of the benefits that one can receive when they are the ones who give. "My service is my time and knowledge," O'Gorman says. "I am fortunate to have a job whereby the end of the day brings a feeling of having achieved a life of service."



O'Gorman

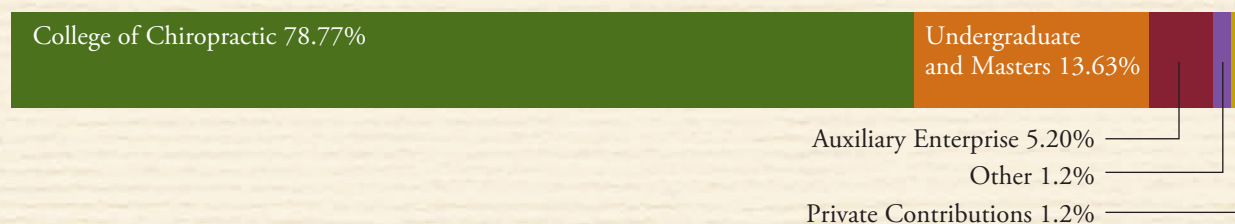
ENGAGEMENT TRENDS

	Fiscal Year 2012 7/1/2011 - 6/30/2012	Fiscal Year 2013 7/1/2012 - 6/30/2013	Fiscal Year 2014 7/1/2013 - 6/30/2014	Fiscal Year 2014 Goals
Total Number of Donors	243	376	551	500
Total Number of Gifts	2,054	2,740	3,903	5,000
Total Number Raised	\$815,477	\$1,158,013	\$1,322,323	\$1,250,000
Total State Reps			102	100
Total Alumni Engaged	1,453	2,317	3,075	3,000
LIFEforce 1000	559	615	704	703

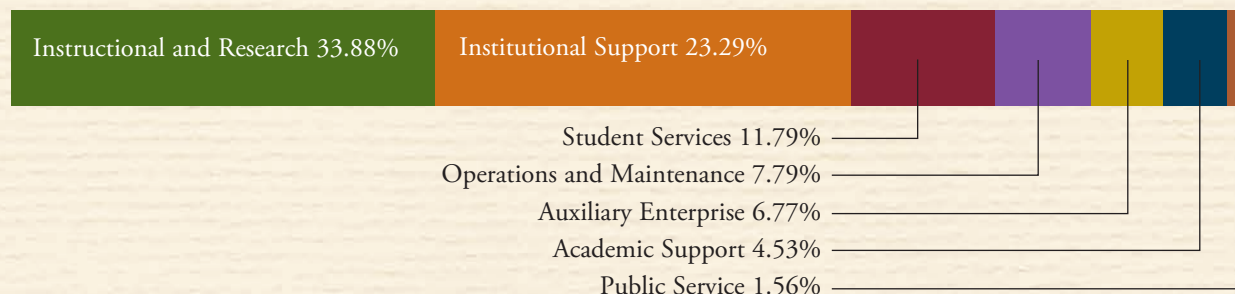
STATEMENT OF FINANCIAL POSITION For the Period Ending June 30, 2014

Total Assets	\$115,469,332
Total Liabilities	\$72,740,662
Total Net Assets	\$42,728,670

LIFE UNIVERSITY, INC. REVENUE BY SOURCE June 30, 2014



LIFE UNIVERSITY, INC. OPERATING EXPENSES June 30, 2014



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A recognition of those who made gifts during the 2014 Fiscal Year, July 1, 2013 – June 30, 2014.

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University Highlights *(July 1, 2013–June 30, 2014)*

- Finished the year with revenues of \$900,000 in excess of budget and expenses \$2.4 million less than budget, producing a positive change in net assets and an improved cash position.
- Ninth consecutive year where financial performance was better than budgeted.
- Received \$75,000 donation from Mr. Richard Giuli and Dr. Amie Bend for the Generations project.
- Received \$46,806 donation from Chiropractors with Compassion for the International Scholarship I.
- Launched LIFE Vision Seminar, which is a two-day shot of high-energy, high-impact inspirational and educational moments designed to bring current and future chiropractic leaders of all perspectives together to connect and re-charge.
- Launched the landmark 18% Tipping Point campaign in conjunction with AmpLIFEied, a social media network for shared content on Chiropractic and vitalistic health care.
- Men's Club rugby team won their second consecutive Division I national championship, Undergraduate Rugby team finished as runner-up in the Division 1-A national championship and our Men's 7s team finished made it to the semifinals in the Collegiate Rugby Championship, appearing live on NBC and NBC Sports Network.
- Intercollegiate Women's Swimming, Women's Wrestling and Women's Rugby were announced as new sports to come for Fall 2014.
- Men's basketball made its sixth consecutive trip to the NAIA National Championship Tournament.
- Hosted more than 1,600 chiropractors at the 2013 Fall CE Event.