

Life University

President's Report

2011



For fiscal year July 1, 2010 through June 30, 2011

Serving Lasting Purpose

It gives me great pleasure to report to you that we have completed Phase I of the 20/20 Vision!

“Creating the Livable Campus” was a lofty goal and we surpassed \$70 million in fundraising in the last fiscal year, and completed all the projects this fiscal year. This phase transformed the physical plant at LIFE, and we have two Gold Level LEED buildings and the beautiful Lyceum Park to show for our efforts.

Building physical structures is a tremendous step in changing the outward appearance of the campus. In Phase II, we will be turning our efforts inward and launching an effort to create “The Exceptional Experience” for our students, faculty and staff. Once complete, these changes may not be as obvious as a new building, but they are no less important. The mission statement of Life University includes the words “...offer a vision and the promise for a meaningful life, the proficiencies necessary to achieve optimum personal performance, and the wisdom to become transformational leaders in an increasingly diverse, global and dynamic world.” Phase II, “The Exceptional Experience” is focused on this portion of our mission.

The non-capital improvements in Phase II include:

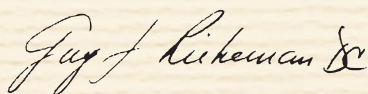
- Create and implement a new curriculum for the College of Chiropractic
- Increase enrollment to 2,000 undergraduate and graduate students and 2,000 chiropractic students
- Institute on campus a Ritz-Carlton service model called Serving Lasting Purpose

- Establish new undergraduate and graduate degree programs
- Renovate classrooms with new IT equipment, lighting and furniture
- Hire a WOW Director and establish a student concierge service

The main capital project in this phase is the renovation and transformation of the Administration Building into a center for chiropractic clinical education. This project has been named the William M. Harris Center for Clinical Education to honor LIFE’s past friend, trustee and benefactor. Dr. Harris’ legacy, the Harris Family Foundation, pledged \$3 million toward the \$7 million project in FY10. To date, more than \$5.3 million has been raised.

None of this would be possible without your generous support. The following pages provide a snapshot of the work we have all accomplished this past year. I would like to thank you for your continued support as an alumnus/a or friend of Life University, as we move even closer to our 20/20 Vision. I hope to see you on campus soon.

Sincerely,

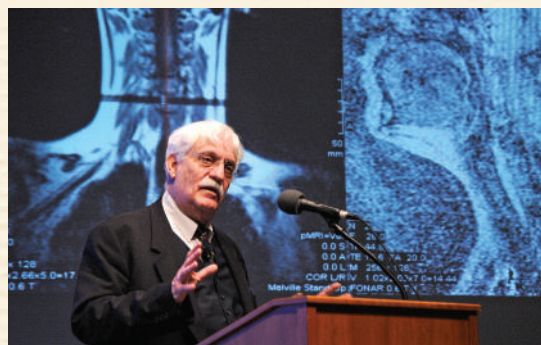


Guy F. Riekeman, D.C.
President

President's Report

University Highlights (July 1, 2010 – June 30, 2011)

- LIFE raised \$5.3 million of our \$7 million goal for the Dr. William M. Harris Center for Clinical Education
- Foot Levelers pledged \$1.25 million in a partnership for clinical and continuing education. This gift may reach the \$1.5 million range.
- Standard Process, Inc. pledged \$500,000 in a partnership for clinical education
- Dr. Tex Rayburn's estate donated \$333,000
- Life University was recognized by *U.S. News & World Report* as a Top 10 Least Expensive Private College in the U.S.
- The College of Undergraduate Studies opened two new honor society chapters: Sigma Beta Delta for business students and Kappa Omicron Nu for nutrition students
- Socrates Café was awarded Gold-Level Certification by LEED for green construction



- Both LIFE rugby teams finished their seasons ranked in the top four nationally
- LIFE facilitated the third edition of the Octagon conference
- Dr. Gerry Clum, former president of Life West, joined Life University to lead the LIFE Movement worldwide
- LIFE hosted the ICA's annual conference, the ACA's annual summit and a Small Business Association workshop on campus
- A service model (Serving Lasting Purpose) was implemented on campus to enhance the Student Experience
- Life University's Alumni Approval Rating reached 80 percent, up from 67 percent the previous year

Dr. Darcy Andersen: 30 Years of Giving

Darcy Andersen, D.C., graduated from Life University (LIFE) in 1989. She attended her first Dynamic Essentials (DE) meeting in the early 1980s while working as a chiropractic assistant for Dr. Dennis Messina from Miami, Fla. During a luncheon at one of the DE meetings, Dr. Sid Williams asked chiropractors for their financial support in expanding Life College. “I was just a CA at that time,” says Andersen, “but I believed in Dr. Sid and his vision to bring Chiropractic to the world.” From that moment on, Andersen has given generously to LIFE.

Andersen opened her practice in York, Pa., in 1990. She has attended the DE meetings on a regular basis ever since she was a CA. She attributes her success to the principles put forward by Dr. Sid Williams and other DE team speakers. Andersen

is also a close friend of the Sigafoose family, and says that Dr. Jim Sigafoose has been a great inspiration to her. He actually helped to find her office location in York.

Says Andersen, “I believe we all have an unlimited capacity for living and loving, and this includes giving out of our own abundance just for the sake of it. By giving back to the University and supporting its vision, I hope to see principled chiropractors continue to graduate from LIFE. I look forward to seeing Dr. Riekeman continue on with the dream of bringing Chiropractic to the world. So by giving back to LIFE, I feel we can create a Lasting Purpose for pure, principled chiropractors.”



Dr. Darcy Andersen

Dr. Bradley Rauch: Giving for LIFE

Dr. Bradley Rauch made a generous \$100,000 commitment to Life University’s Realizing the Vision Campaign to support Phase II of LIFE’s 20/20 Vision—The Exceptional Experience—and its cornerstone project, the Dr. William M. Harris Center for Clinical Education.

Rauch has an undying love for and commitment to subluxation-based Chiropractic. Says Rauch, “Few Chiropractic schools are as committed as Life University is to the core principles of Chiropractic. LIFE has shown consistently through its curriculum, speakers on campus and core values that it is serious about Chiropractic being a separate and distinct profession based on chiropractic principles.”

With the Harris Center, LIFE students will have at their disposal a state-of-the-art facility to enhance their clinical skills. This, combined with excellent professors, is a formula for unprecedented success. This endeavor is very important to Rauch. “Future graduates will have greater skills than I did upon graduation to educate their patients and the public

about the wonderful benefits of chiropractic care. At a time when there is so much uncertainty in healthcare and a weak economy, I believe this will help LIFE students become the most successful field practitioners in our profession.”

Dr. Rauch has been a supporter of LIFE for over 25 years, and he is stepping up his commitment. In addition to his financial contributions, Rauch has recently joined LIFEforce 1000 to send more students to LIFE, and is also helping to establish Chiropractic in other parts of the world.

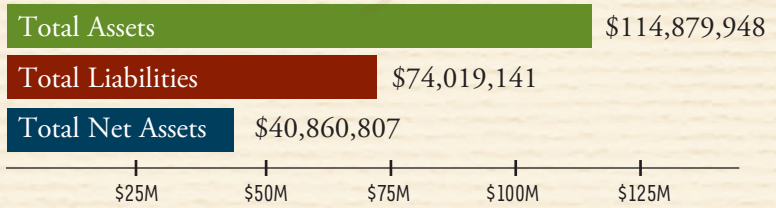
Rauch’s growing commitment is due in major part to Life University President Guy Riekeman, D.C. Says Rauch, “When Dr. Riekeman came to LIFE at a pivotal point in its history, I knew—based on my experience with Dr. Riekeman—that if anyone could lead this University to fulfill the vision of its founders, it was he.”



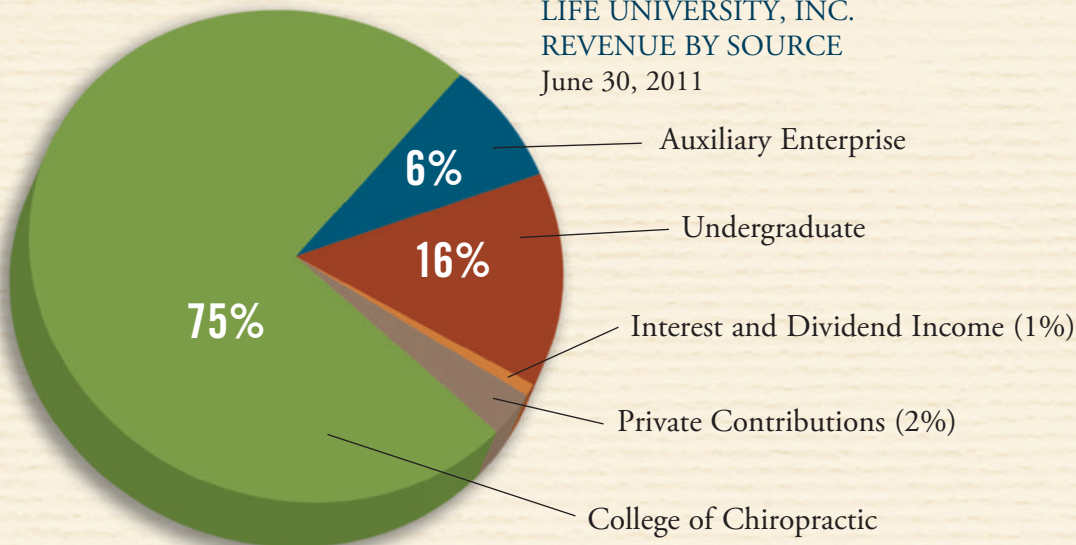
Dr. Bradley Rauch

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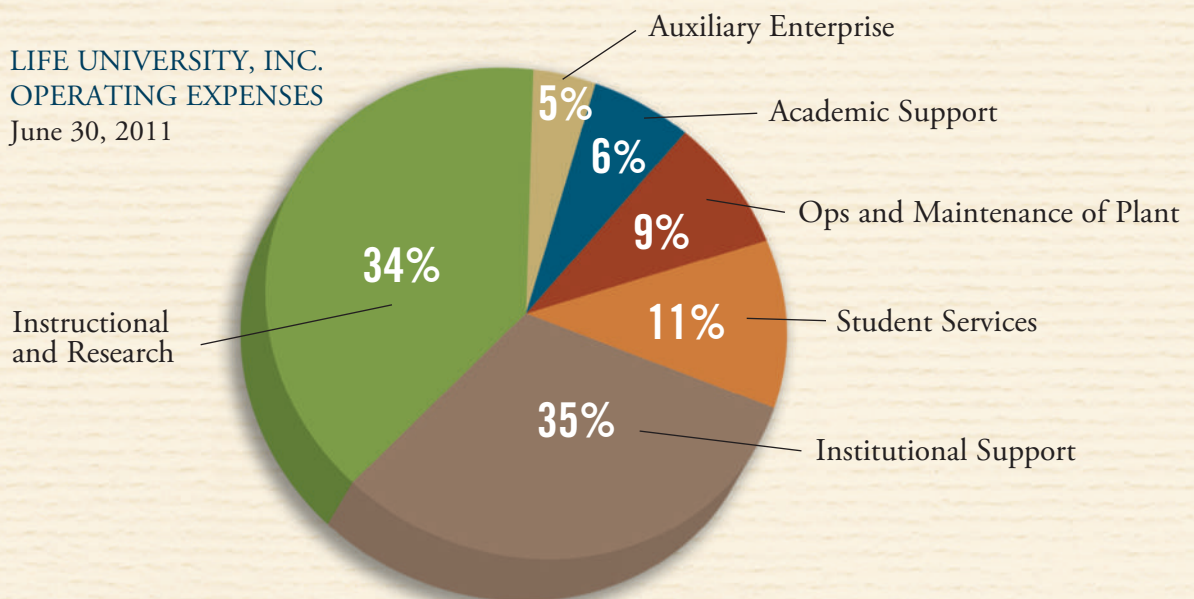
STATEMENT OF FINANCIAL POSITION For the Period Ending June 30, 2011



LIFE UNIVERSITY, INC. REVENUE BY SOURCE June 30, 2011



LIFE UNIVERSITY, INC. OPERATING EXPENSES June 30, 2011



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The mission of Life University is to empower each student with the education, skills and values needed for career success and life fulfillment based on a vitalistic philosophy. The university's undergraduate, graduate and professional programs—each one committed to excellence in teaching, learning, research and the overall student experience—offer a vision and the promise for a meaningful life, the proficiencies necessary to achieve optimum personal performance and the wisdom to become transformational leaders in an increasingly diverse, global and dynamic world.