An Achievable Dream Celebrates 25 Years of Dreams!

SATURDAY, NOVEMBER 18, 2017 | 5:30 pm | HAMPTON ROADS CONVENTION CENTER | BLACK TIE OPTIONAL

As An Achievable Dream is celebrating its 25th anniversary serving school children in Newport News. We will celebrate this important milestone with the 25th anniversary Tennis Ball on November 18. Support the students of An Achievable Dream while creating special memories with family, friends and colleagues. Bid on unique auction items, enjoy a delicious gourmet dinner and meet the Class of 2018 and its class sponsors during an inspiring program. Individual tickets and corporate sponsorships are now on sale. Visit AchievableDream.org/tennisball2017 for information or call (757) 599-9472.

Proceeds from the Tennis Ball support the SAME® (social, academic and moral education) curriculum, offering activities in and outside the classroom and assistance with continuing education.

Thank you to the Major Sponsors of the 25th Annual Tennis Ball for your generous support.

PRESIDENT’S MESSAGE
Kathy Edwards, President/CEO

As An Achievable Dream (AAD) celebrates our 25th Anniversary and our 25th Annual Tennis Ball on November 18, it is important that we remember AAD’s founder Walter Segaloff. One of the principles that guided his service-centered life is from the Talmud: It is not incumbent upon you to complete the work, but neither are you at liberty not to begin.

When Walter Segaloff founded An Achievable Dream 25 years ago, he did not do it alone. He formed a coalition of partners—Newport News Public Schools, the City of Newport News, U.S. Army at Ft. Eustis and the business and political communities. Today, more than ever before, these partners, in addition to the Newport News Sheriff’s Office and Newport News Police Department which later became partners, are critical to our success. Our teachers, our staff, our students’ families, our community’s clergy and many others continue to dedicate their lives to the success of our Dreamers.

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Kathy Edwards, left, with AAD Founder, the late Walter Segaloff

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**BidPal**

Bid on **silent auction items** using the newest technology—on your cell phone or with a BidPal hand held device (similar to an iPhone). The BidPal application will allow you to bid from anywhere at any time during the silent auction, receive outbid alerts and automatically re-bid, watch favorite items and view items with no bids. At the end of the auction, you’ll know exactly what you have won. BidPal experts will be available if you need assistance.

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**CELEBRATE 25 YEARS OF DREAMS**

A special thank you to **Taylored Printing** for sponsoring the 25th Annual Tennis Ball invitation and to **Mellen Street Creative and Multi-Print, Inc.**, for sponsoring the event program.

Visit [www.AchievableDream.org/tennisball2017](http://www.AchievableDream.org/tennisball2017) to preview auction items, for information on Corporate Sponsorships and to purchase tickets. Tickets may also be purchased by calling 757-599-9472. Check back often; new auction items are added weekly.

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**CORPORATE SPONSORSHIP OPPORTUNITIES**

Share a fun night out with your clients, employees, friends or family by sponsoring a table at the Tennis Ball. A variety of sponsorship packages are available and all include chances to win a 2018 Subaru WRX donated by Casey Auto Group. For more information and to reserve a table, call Kelley Strycharz at (757) 599-9472 ext. 20 or visit [www.AchievableDream.org](http://www.AchievableDream.org).

**Celebration Sponsor:** $5,000

Reserved table for 10 people with preferred seating; round-trip limousine transportation; 10 raffle tickets; half-page ad in the Tennis Ball program booklet; listing on event screens, in winter edition of *Achievements* and on AAD website.

**Diamond Sponsor:** $3,500

Reserved table for 10 people with preferred seating; round-trip limousine transportation; 10 raffle tickets; full-page ad in the Tennis Ball program booklet; listing on event screens, the event program booklet, winter edition of *Achievements* and AAD website.

**Platinum Sponsor:** $2,500

Reserved table for 10 people with preferred seating; five raffle tickets; full-page ad in the Tennis Ball program booklet; listing on event screens, the event program booklet, winter edition of *Achievements* and AAD website.

**Gold Sponsor:** $1,500

Tennis Ball tickets for six people; three raffle tickets; half-page ad in the Tennis Ball program booklet; listing on event screens, the event program booklet, winter edition of *Achievements* and AAD website.

**Silver Sponsor:** $1,000

Tennis Ball tickets for four people; two raffle tickets; quarter-page ad in the Tennis Ball program booklet; listing on event screens, the event program booklet, winter edition of *Achievements* and AAD website.

**Bronze Sponsor:** $500

Tennis Ball tickets for two people; one raffle ticket; eighth-page ad in the Tennis Ball program booklet; listing on event screens, the event program booklet, winter edition of *Achievements* and AAD website.

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Before Walter passed away, AAD began its partnership with Virginia Beach City Public Schools, along with the U.S. Navy, law enforcement and business communities at Seatack Elementary School. Our partnership continues to thrive here, and AAD is fully implemented in kindergarten through fifth grade and well on our way to planning our middle and high school.

We are so excited about our new partnership with Henrico County Public Schools, which started in July with kindergarten through second grade at Highland Springs Elementary School. AAD developed a different funding model to expand to Henrico and to serve more children without compromising our model programs in Newport News and Virginia Beach.

Walter’s vision for our students’ success incorporates these partnerships whose support make AAD what it is today—25 years after Walter envisioned it. That is why our anniversary this year is a celebration for our entire community to share and to be proud that we all played a role in our students’ success. We are so grateful.
The tagline that follows W.M. Jordan Company’s logo is “Relentless Pursuit of Excellence.” When you meet John Lawson, one learns very quickly that he lives his life in “relentless pursuit” to make our community better in countless ways. From annually supporting hundreds of charities in Hampton Roads to providing leadership to boards, campaigns and projects, Johnny and his colleagues at W.M. Jordan are driven to succeed and empower other people and organizations to succeed.

Johnny embodies the character traits we instill in our students all day, every day. Through AAD’s culture and curricula, we teach our students that positive attitude, perseverance, kindness, hard work and service to others will keep them on the path to success. Johnny models those traits every day.

He told us, “When you do the right thing, good things happen.” We teach that to our students in our Conflict Resolution and Ethics classes. He said, “The spin-off benefits of sharing your good fortune and resources is the good feeling you get, and it empowers people to want to work with you.” We teach that to our students who are required to perform community service projects through their extracurricular clubs. He also said in the course of our meeting, “Continual improvement of ourselves makes life richer, more fulfilling and enjoyable and inspires those around us.” We work to instill this same value in our students by teaching life skills such as etiquette, standard business English and financial literacy that will improve their chances for success in life and careers. Two years ago, AAD developed an original curriculum called “ME: Mental Excellence” to teach self-awareness and positive attitude.

As one can surmise from Johnny’s quotes as they relate to what our students are learning, he could be AAD’s resident “lead role model” in our schools, if he was not running a successful contracting business. As it is, Johnny’s and W.M. Jordan’s mark on our organization can be seen and felt in a myriad of ways:
- Leadership gift to AAD’s annual fund every year;
- Sponsorship of college scholarships for the AAD Class of 2007;
- Sponsorship of the Wall of Dreams at the AAD Middle and High School;
- Employee participation in the What It Takes curriculum at the Middle and High School;
- Annual donations and sponsorships to the Tennis Ball;
- Purchases of lots of auction items at the Tennis Ball;
- Introductions of AAD to others in our community.

In addition, Johnny’s wife Paige came up with the idea of a partnership between AAD and Virginia Tech (VT), when Johnny served on the Board of Visitors there. When Paige learned that VT was creating a Presidential Scholarship Fund for first-generation college students, she lobbied former VT President Charles Steger and the VT Board of Visitors to develop a formal agreement with AAD to provide full-ride scholarships. This lucrative partnership has grown to include not only the scholarships for our students, but also a “safety net” program to ensure our students’ success and annual workshops for our teachers provided by visiting VT professors. It has developed into a model that has been presented at higher education conferences and even a Commonwealth of Virginia grant for VT to share its success and best practices with other public institutions around the state.

Do the right thing. Serve and empower others. Continued self-improvement. Johnny’s relentless pursuit of these hallmarks of success continue to make a tremendous impact on our organization, our mission and ultimately our students’ success in life.

For Johnny and Paige, we are relentless in our appreciation.

—Kathy Edwards, President/CEO
On September 29, 2017, An Achievable Dream celebrated the launch of An Achievable Dream Certified Academy at Highland Springs Elementary School in Henrico County, Virginia with an official grand opening celebration. Since the first day of school on September 5, members of Henrico County Sheriff’s Office, Police Department and Fire Department have been on hand each day to greet students and participate in the morning program. The morning program is a core practice of An Achievable Dream. For the grand opening, school and county leaders and other visitors joined us to spend the morning greeting students with a firm handshake, direct eye contact and a cheerful “good morning!”, observing a typical morning for a Dreamer. An Achievable Dream Academy at Highland Springs Elementary serves 252 students in kindergarten through second grade as part of this program in Henrico. In January of 2017, the county’s school board approved a five-year public-private partnership with An Achievable Dream Certified Academies, Inc., and plans to expand the program by one grade level each year. We are so proud of this partnership and the initiative taken by Henrico County officials, school staff, students and their families. We look forward to watching our newest Dreamers succeed!

A student stands by the An Achievable Dream Certified Academy sign at Highland Springs Elementary School, Henrico County.

Dream it! Believe it! Achieve it!

An Achievable Dream is pleased to announce that An Achievable Dream Academy, An Achievable Dream Middle and High School, and Seatack An Achievable Dream Academy are all fully accredited for the 2016–2017 school year, as measured by Virginia’s Standards of Learning (SOL). Our Dreamers exceed the state averages in the majority of subjects. We are so proud of our Dreamers!
Teachers use the extended academic hours in the summer to establish relationships, expectations and procedures that will continue into the regular school year. This year, students embarked on lots of learning adventures! Kindergarten students learned about farm life, taking field trips to the Virginia Beach Farmer’s Market, where they helped make butter, grind corn and wash clothes using a washboard, and to Pungo Blueberries to pick blueberries and make turnovers.

Students in second and third grade read the book *Captain Underpants* and went to see the movie in the theater. They used the book to spark an interest in reading and writing. They checked out the other books in the series and even created their own stories about being a superhero.

The third-grade students took a field trip to Food Lion, where they learned from real-world examples of how math is used on a daily basis. Students gained experience measuring, exchanging money and counting change.

The fourth-grade students worked to push their limits around the question, “What would you do when everything goes wrong?” They read the first book in the Series of Unfortunate Events and made egg-drop containers to simulate saving a character from the story. They also went on a field trip to the Virginia Aquarium, where they participated in team-building activities and tested their limits by climbing on the ropes course.

Students from An Achievable Dream Middle and High School were invited to participate in several events at Virginia Tech over the summer, including C-Tech² technology camp, Biocomplexity Institute STEM camp and the Liberal Arts Institute.

Seatack Elementary students learned to swim at Windsor Oaks swimming pool in Virginia Beach with RAPS (Really Awesome People Swimming).
An Achievable Dream Happenings

Third-, fourth- and fifth-grade students from Seatack Elementary at the N.A.S. Oceana air show participating in STEM activities, such as working with submersibles, measuring substances and electricity experiments.

Students at Seatack Elementary participate in morning programs. In addition to Etiquette, Speaking Green®, Peaceful Conflict Resolution, Ethics and STEM, morning programs include Mindfulness and Meditation, which focuses on centering students on the task at hand using meditation and yoga poses.

An Achievable Dream Academy participated in the Southeast Community Parade in Newport News on Saturday, September 9. Special thanks to W.M. Jordan Company for providing a “float” truck for our staff and students to decorate with our theme “Oh, The Places You’ll Go.”

BACK TO SCHOOL

All four Achievable Dream Academies in Newport News, Virginia Beach and Henrico County welcomed students to the first day of school on Tuesday, September 5. We are ready for another year of inspiration! Thank you to all of the administrators, teachers and staff for an amazing first day in Newport News, Virginia Beach and Henrico County!
Be sure to connect with us online at www.facebook.com/AnAchievableDream.

**WORDS to Live By**

“What you get by achieving your goals is not as important as what you become by achieving your goals.”

—Zig Ziglar

**Why do you support An Achievable Dream?**

“What we have learned is that no matter the environment a child lives in and no matter the economic background, given the opportunity, a child will thrive at An Achievable Dream. These students learn to achieve, grow and become more confident in their own abilities. They learn not only to have dreams, but also to work for their dreams. And they do. For us, it is an honor to know that we help them achieve their dreams every day.”

—Charlie and Mari Ann Banks

**Stay Connected with An Achievable Dream**

Sign up to receive our monthly email newsletter, the Power of the Dream, and receive the latest information on our Dreamers. Go to www.AchievableDream.org or send an email to information@AchievableDream.org.

**Did you know?**

**Fun Fact about An Achievable Dream**

In 2016–2017, the average daily attendance for grades K–12 was 96%.