



Achievable Dream
ACADEMIES

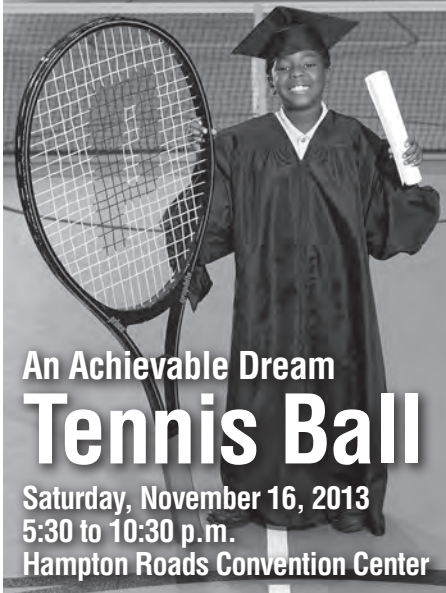
Achievements

VOLUME 13, ISSUE 3

Fall 2013

www.AchievableDream.org

A BIG EVENT FOR BIG DREAMS



An Achievable Dream
Tennis Ball

Saturday, November 16, 2013
5:30 to 10:30 p.m.
Hampton Roads Convention Center

Support the students of An Achievable Dream and create special memories with family, friends and colleagues by attending the 21st Annual Tennis Ball. Take a chance to win a new 2013 MINI Paceman, bid on unique items during the silent and live auctions (featuring 12 new cars!), enjoy a delicious gourmet dinner and meet the Class of 2014 and their class sponsor during an inspiring program. Join us to celebrate the life of Walter Segaloff and his dedication to making dreams a reality.

Proceeds from the Tennis Ball support the SAME® (social, academic and moral education) curriculum, which provides an excellent education and engaging enrichment opportunities for the children of Newport News.

2013 Honorary Chair:

William B. Downey, President and CEO,
Riverside Health System

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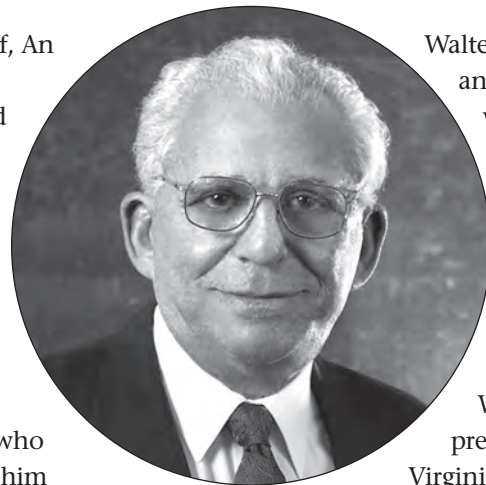
IN MEMORIAM:

Walter Segaloff (1931–2013)

“Our kids...you just show them the way. If you teach them socially, morally and ethically the right thing to do, they’ll do the right thing. Our graduates are in business, college or the military; they’re productive citizens.”

—Walter Segaloff, April 2013

Walter Segaloff, An Achievable Dream’s founder and CEO, passed away unexpectedly on Sunday, August 18. No words can adequately express the admiration of the employees, board members and community leaders who worked closely with him since 1992 to create An Achievable Dream and to see it grow and prosper for the benefit of young people in Newport News. We will remember



Walter with fondness and admiration, while focusing on the future with a renewed dedication to fulfill his vision. Born and raised in Newport News, Walter served as president and CEO of Virginia Specialty Stores, Inc.—a woman’s clothing store chain operating 107 stores throughout the eastern United States—until it was

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An Achievable Dream Expanding to Virginia Beach

More than two decades after the founding of An Achievable Dream in Newport News, the dream of helping students in other localities became a reality in July when the Virginia Beach City Public Schools (VBCPS) Board unanimously approved a memorandum of understanding to open a new school in its district. The Virginia Beach Achievable Dream Academy will open with Summer Intersession in July 2014 with 360 students in grades K–2. The VBCPS Board will announce the location of the school in the coming months. The goal is to add a grade level each year until students can remain in the An Achievable Dream environment through high school.

“We’re very, very excited and happy about this,” VBCPS Board Chairman Dan Edwards told the *Daily Press* in July. Members of the

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Visit www.AchievableDream.org to preview auction items, for information on Corporate Sponsorships and to purchase tickets. Tickets may also be purchased by calling 757-599-9472.



Your ticket to the Tennis Ball includes a chance to win a 2013 MINI Paceman donated by Checkered Flag. Only 800 raffle tickets will be sold! Additional raffle tickets may be purchased in advance for \$100 each at www.AchievableDream.org and will also be available during the Tennis Ball. You must be present to win. 🎯



BidPal

Have fun bidding on items using the newest technology. You'll receive your own handheld device—similar to an iPhone—at registration. BidPal will allow you to bid from anywhere at any time during the silent auction, receive outbid alerts and re-bid, automatically watch favorite items and view items with no bids. At the end of the auction, you'll know exactly what you have won. If you are more comfortable using your own phone, you may use your iPhone or Android to bid. Bring your phone to the Tennis Ball fully charged and download the free BidPal application at registration.



A BIG EVENT FOR BIG DREAMS



Presenting Sponsor



Dinner Sponsor



Program Sponsor



in association with the Rotary Club of the Virginia Peninsula

A special thank you to Taylored Printing for sponsoring the 2013 Tennis Ball invitation and to Multi-Print, Inc., for sponsoring the event program.

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 2013 MINI Paceman donated by Checkered Flag. For more information and to reserve a table, call Betsy Edwards at (757) 599-9472 or visit www.AchievableDream.org.

Diamond Sponsor: \$3,500

Reserved table for 10 people with preferred seating; round-trip limousine transportation; 10 raffle tickets; free delivery of purchased auction items; full-page ad in the Tennis Ball program booklet (4.5" W x 7.5" H); listing in the Tennis Ball program booklet; listing in the winter edition of *Achievements*; listing on the An Achievable Dream 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 (4.5" W x 7.5" H); listing in the Tennis Ball program booklet; listing in the winter edition of *Achievements*; listing on the An Achievable Dream website.

Gold Sponsor: \$1,500

Tennis Ball tickets for six people; three raffle tickets; half-page ad in the Tennis Ball program booklet (4.5" W x 3.687" H); listing in the Tennis Ball program booklet; listing in the winter edition of *Achievements*; listing on the An Achievable Dream website.

Silver Sponsor: \$1,000

Tennis Ball tickets for four people; two raffle tickets; quarter-page ad in the Tennis Ball program booklet (2.187" W x 3.687" H); listing in the Tennis Ball program booklet; listing in the winter edition of *Achievements*; listing on the An Achievable Dream website.

Bronze Sponsor: \$500

Tennis Ball tickets for two people; one raffle ticket; eighth-page ad in the Tennis Ball program booklet (2.187" W x 1.782" H); listing in the Tennis Ball program booklet; listing in the winter edition of *Achievements*; listing on the An Achievable Dream website.

Auction Item Categories

Visit www.AchievableDream.org to preview auction items.
Check back often; new items are added daily.



New Cars
See our website for a complete list.



Televisions



Sports Memorabilia



Home Improvement



Home & Garden



Dining



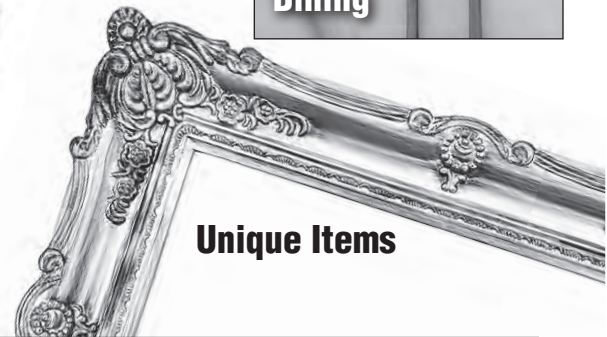
Furniture



Fine Things



Dream Getaways



Unique Items



Wine Shop

VISIT www.AchievableDream.org TO PREVIEW AUCTION ITEMS. NEW ITEMS WILL BE ADDED DAILY.

sold in 1992. Walter's father, Charles, started the company in 1947 with one store in downtown Newport News.

In 1992, frustrated by the lack of an educated workforce and realizing that not every child in Newport News could achieve the "American Dream," Walter collaborated with local business, academic and government leaders to establish An Achievable Dream as a summer tennis and educational enrichment program. Determined to do more, Walter forged a partnership with Newport News Public Schools, and the Achievable Dream Academy opened in 1994 with the mission

to end the cycle of poverty through education. The school has grown into a year-round program, educating students from kindergarten through high school. Our graduates, most of whom continue to live in Hampton Roads, are now giving back to the community as lawyers, teachers, engineers, ministers and naval officers, among other pursuits.

Walter's community involvement, accomplishments and recognitions cover many years and many pages. He worked tirelessly to improve the lives of those around him. His wise counsel will be missed. 🕊



Walter Segaloff with students
Photo courtesy Eric Lusher

"I can't think of anybody who has spread more hope to more people than Walter Segaloff. When I think of Walter, I think of the word 'hope'."

—Frances Luter

Walter Segaloff's GUIDING PRINCIPLES

1. Do justice, practice kindness and walk humbly with your God.
2. It is not incumbent upon you to complete the work, but neither are you at liberty not to begin.
3. Doing the right thing for the right reason will invariably produce good things.
4. Right makes might—truth to power.
5. Never, never, never give up.
6. Make your life count.
7. One person can make a difference.
8. Never again.



Walter Segaloff with Senator Mark Warner



Walter Segaloff and Marilyn Sinclair-White,
principal of AAD Middle and High School

"You didn't say "No" to Walter—not because you feared him, but because you hated to disappoint him. He swept you along on a cause and on behalf of people worth caring about. You enjoyed the ride as well as the results."

—Digby Solomon, President and Publisher, *Daily Press*

Preparing Students to Be Career and Citizen Ready



Career Ready: The “What It Takes” Curriculum

An Achievable Dream (AAD) is committed to providing each student with the education and skills needed to be successful, productive members of society. With a 100% on-time graduation rate, on average 95% of our students go to college or a trade school and 5% enter the military. Most of AAD’s students become first-generation college students. Throughout their elementary and secondary years, AAD encourages students to strive for college, then career. However, we recognize that college is not for everyone, so trade schools, technical schools and apprentice schools are important alternatives. Whether our students go to college, trade school or the military, AAD is preparing them for success in their chosen field through the curriculum called “What It Takes,” developed by AAD and seven corporate

partners: the City of Newport News, Ferguson Enterprises, Newport News Shipbuilding, Riverside Health System, Smithfield Foods, TowneBank and W.M. Jordan Company.

All students at An Achievable Dream Middle and High School are enrolled in the program, which emphasizes workplace readiness skills such as interviewing, working as a team, looking at the “big picture” and critical thinking. The corporate partners designate staff members to volunteer in the schools, presenting lectures, presiding over workshops and participating in mock interviews. Students are also able to visit corporate offices to job shadow and to work as volunteers or interns. The program not only teaches students how to be successful in their work and real life environments; it also exposes them to many careers that they may not otherwise consider.

“WHAT IT TAKES” A Strong Work Ethic • A Positive Attitude • Satisfactory Attendance • Being a Team Member • Reasoning, Problem Solving and Decision Making Skills • Independence and Initiative • Good Listening and Speaking Skills • Understanding the Big Picture

Citizen Ready: Community Service

The goal of preparing our students to be productive, law-abiding citizens has existed since AAD was founded in 1992. All students are required to participate in clubs and leadership activities that give them a vital connection to other students, teachers and the community. All clubs are required to adopt a community service project, which promotes the sense of giving back to the community and helping those who may be less fortunate. Examples of community service include “stuff the locker” canned food drives, visiting seniors at assisted living facilities, cleaning up litter at local parks and writing letters to soldiers who are deployed overseas.

AAD introduces service learning in the elementary grades. For example, students identify a problem such as feeding the less fortunate; research the problem (e.g., how many children a day go without adequate meals in the US?); work as a team on how they could be a part of the solution (e.g., identify organizations in the area that are feeding or sheltering the homeless); and develop interventions to help solve the problem. The resulting project sometimes encompasses a full year and is truly meaningful to the students.

Partnerships with Law Enforcement and Ft. Eustis

Partnerships with local law enforcement agencies—the Newport News Police Department and the Newport News Sheriff’s Department—involve police officers and deputy sheriffs coming to the AAD Middle and High School every morning to greet our students and inspect their uniforms, to serve as role models and to build relationships. The relationships that have developed have built a sustainable bridge among law enforcement, our students and our families that promotes law-abiding citizenship and collaboration. A similar partnership with the soldiers at Ft. Eustis exists at the AAD Academy. 🌐

To our Boards of Directors, thank you for your time, your support, your commitment and for "sharing the Dream."

An Achievable Dream, Inc.

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board visited the Newport News schools several times during the last school year to observe the program. As in Newport News, public funds will cover the basic costs of operating the school. Components of An Achievable Dream's program, such as a longer school day and year and the social education curriculum, will be supported through private-sector fundraising.

"Thanks to generous gifts from the **Patricia and Douglas Perry Foundation**, the **Sentara Health Foundation**, the **Hampton Roads Community Foundation**, **Joseph and Frances Luter** and the **Beazley Foundation**, we are already off to a good start with fundraising," said An Achievable Dream CEO Aubrey Layne, a Peninsula native and now Southside resident. "We are confident that once more potential donors learn of the opportunity that An Achievable Dream creates to help children advance to college and productive careers, they will want to invest as well."



An outreach effort, not just to donors, but also to parents and community leaders, is beginning. "We believe in every child's capacity to succeed, and now another community will have a chance to experience our program. Wearing uniforms every day, having more class time including Summer Intersession, learning

good social skills and a challenging academic environment are what sets Achievable Dream apart," said Lee Vreeland, chief academic officer.

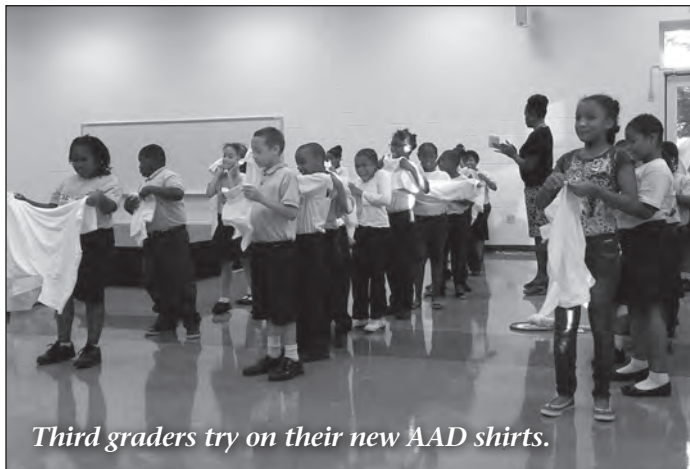
"We are pleased to be one of the charter donors," said Judge Richard Bray, president and CEO of the Portsmouth-based Beazley Foundation. "An Achievable Dream has demonstrated in Newport News that by emphasizing education, ethics, morals and business-oriented social skills, children can advance, regardless of their social circumstances."

"All of us involved with An Achievable Dream since its founding would have loved for Walter Segaloff to have lived long enough to see his vision realized in another Hampton Roads city," said Alan Diamonstein, a longtime board member. "What we have to do in his memory and honor is ensure that the Newport News program continues to grow and improve, while we replicate it in Virginia Beach. It's a major undertaking, but we are confident the Hampton Roads community will step up. The results speak for themselves."

"The Hampton Roads Community Foundation is excited to help An Achievable Dream expand its highly successful education model from Newport News to Virginia Beach," said Deborah M. DiCroce, president and CEO of the regional community foundation. "Over the next three years, our \$500,000 grant will help the new school lay the groundwork for a lifetime of success for children in Virginia Beach."

"Sentara Healthcare is honored to support the Achievable Dream's new program in Virginia Beach," said Meril Amdursky, executive director of Sentara Health Foundation. "The remarkable impact of this organization on our area's most vulnerable youth is a testament to the dedication of the late Walter Segaloff. We are humbled by his commitment to making our world a better place." 🌟

Power of the Dream



Third graders try on their new AAD shirts.

New third graders were introduced to the culture of An Achievable Dream and prepared for the new school year during Summer Intersession, which took place at the Middle and High School, July 8–August 1. At the end of the session, the students were inducted as the **Class of 2022**—and officially as Dreamers—during the Third Grade Induction Ceremony, where they recited the school banners and motivational statements and signed the AAD Student Pledge.

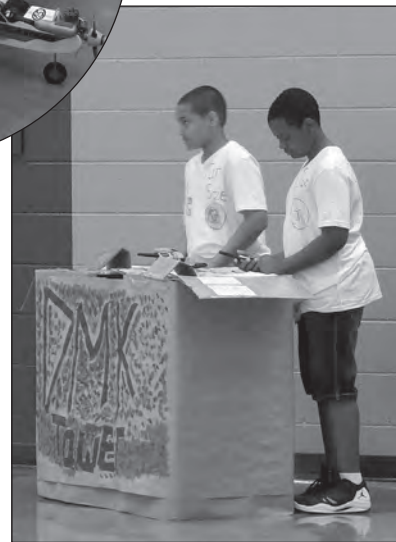


An Achievable Dream teachers and administrative staff met on August 22 for annual staff development training. Attendees discussed goals for the 2013–2014 school year and participated in an energetic game combining hopscotch and AAD trivia. Ongoing staff development plays a vital role in An Achievable Dream's culture.



In August, An Achievable Dream students participated in a new **Aviation Camp** at AAD Middle and High School, sponsored and led by members of the **National Black Coalition of Federal Aviation Employees**.

The overall purpose of the two-week camp was to expose students to various aviation careers and to promote empowerment, teamwork and personal development. Participants built a model of the Newport News-Williamsburg International Airport and an obstacle course. Students used remote controlled planes assembled from kits in a flight competition that concluded the camp session.



New and Improved Website

Check out our new website at www.AchievableDream.org

Achievements

An Achievable Dream, Inc.

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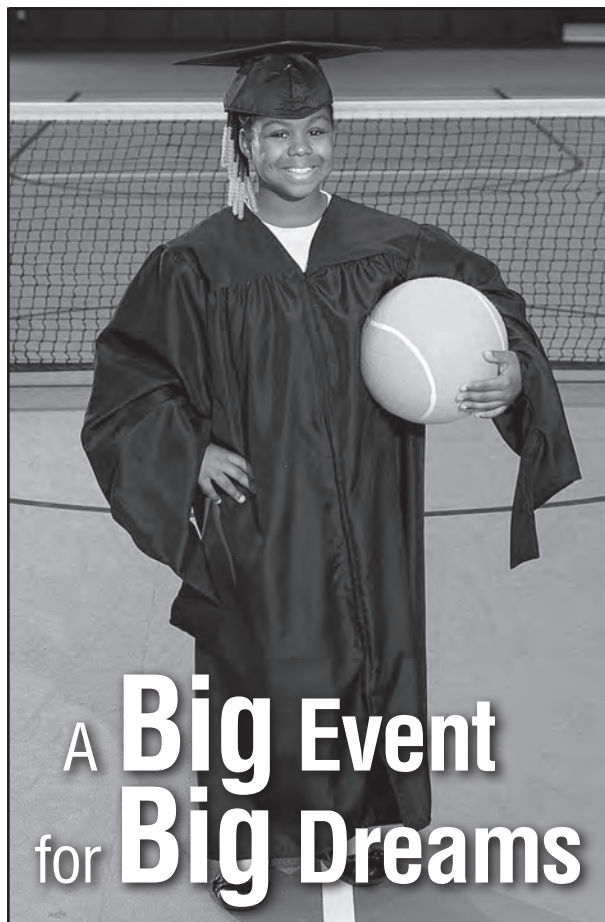
Achievable Dream
ACADEMIES

Educating
children socially,
academically
and morally

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TICKETS ON SALE NOW

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See pages 1-3
for more details.