

March 15, 2010

Brother Rat,

In just a few short weeks, the Class of 1990 will gather in Lexington for our 20th Reunion. We look forward to this time to reflect on our cadetships and the lifelong lessons and relationships the Institute has provided each of us. There is no doubt that it will be a great time of fellowship and reunion, and we hope you can join us!

As we arrive at our 20th Class Reunion, it also marks our class' move into the senior ranks of VMI Alumni. And, as with the generations of senior alumni who have come before us, our Class now assumes an increasing responsibility to provide new levels of financial support for the Institute.

State budgets are under immense pressure, and the competition for fewer and fewer higher education dollars remains intense. The State of Virginia's financial contribution to VMI's yearly budget continues to decline. The price of tuition is at an all-time high and parents and students are only able to meet marginal increases. The only source with any flexibility is private/alumni donations.

Your donations provide the dollars that the Institute uses to bolster its academic program and support its faculty. As you all are aware, cadets will benefit from many academic opportunities and resources. In every department, faculty members who are leaders in their fields will present them with challenges to broaden their education and deepen their knowledge. Outside of the classroom, cadets experience presentations on relevant and significant issues, and they will also take advantage of the resources available from the Preston Library. These opportunities are available to cadets this year for the same reason they have been available in the past -- the generous support of the VMI alumni to VMI.

Recently, a few of us came together to begin the process of identifying how our class can seize this opportunity to lead and assist the Institute in meeting its financial needs today and tomorrow.

To that end, we are initiating a Class effort aimed at raising our collective participation and contributions to the Institute. It will begin now in conjunction with our 20th Reunion and grow over time so that we can assume our rightful place of class leadership among the Institute's senior alumni at our 25th Reunion in 2015.

The components of our plan are simple and are as follows:

- **Class Participation**

We currently have just over 400 members of our matriculated class who can participate in this effort. Our goal is to have maximum participation in our upcoming effort. While in FY09 our Class has been on par with our total contributions, our participation rate of 22% is below the average. We believe we can do better as a class, and we believe everyone should participate in this effort in some way. Recognizing that all of us have different financial considerations and constraints, we are not suggesting specific contribution amounts or thresholds. However, a contribution by all of us – at any level - speaks volumes about our Class' collective commitment and support of the Institute.

- **Class of 1990 Scholarship**

The Institute's current requirements remain paramount in our effort, and providing the Institute as much flexibility as possible provides them the funds they need to meet their changing needs and

provide the excellence in education that VMI is noted for. This can be achieved by making your donation to The VMI Foundation Fund or The Keydet Club.

We also recognize that many of our Brother Rats are interested in more targeted contributions. For this reason, we are proud to establish a new Class of 1990 Academic Scholarship. Our goal is to fund the Class of 1990 Academic Scholarship at \$25,000 prior to our 25th Reunion. This will ultimately provide financial assistance to deserving cadets in support of their education.

For those classmates who want to focus their support on providing assistance to cadet athletes, we are encouraging support of The Keydet Club Scholarship Fund and/or Athletic Operations Fund. Support to The Keydet Club directly benefits cadet athletes and will provide the donor with all of the respective Keydet Club benefits.

We have provided you the attached form and return envelope so that you can contribute today. This form provides you the ability to direct your contribution to The VMI Foundation Fund, to the new Class of 1990 Academic Scholarship, The Keydet Club, or to some combination of all three. You can also make your contribution online at www.vmialumni.org/1990.

We only ask that you join us with a contribution now. This early demonstration of momentum and class unity will set the stage for what we can accomplish leading up to our 25th Reunion. As we come together in Lexington next month, we will be able to provide the entire Class an update on our progress and discuss your ideas to further grow our Class contribution.

Finally, we will be following up with phone calls over the next several weeks to discuss this effort with you and to answer any questions you might have. In the interim, if you have any questions, feel to contact Rob Clark directly at robclark18@gmail.com or at 612-802-7484.

We look forward to seeing as many of you as possible next month in Lexington and thank you in advance for your financial support of the Institute!

Sincerely,

Rob Clark

Andy England

Charles Plageman

Pete Tunnard