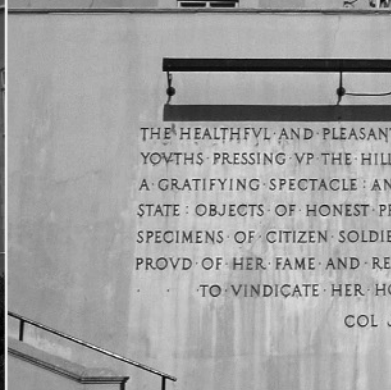


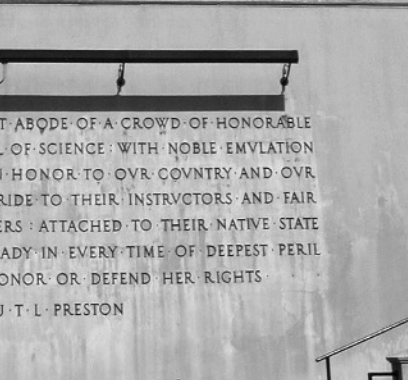
The Virginia Military Institute



THE HEALTHFUL AND PLEASANT
YOUTHFUL PRESSING UP THE HILLS
A GRATIFYING SPECTACLE AND
STATE OBJECTS OF HONEST PRAISE
SPECIMENS OF CITIZEN SOLDIER
PROVE OF HER FAME AND REPUTATION
TO VINDICATE HER HONOR
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For six consecutive years, U.S. News & World Report's "America's Best Colleges," has named VMI as the **No. 1** public-supported liberal arts college in the nation, and ranked its engineering program in the top one-third of "Best Undergraduate" accredited programs at schools offering only bachelor's and master's degrees. In separate rankings for engineering specialties, VMI's civil engineering program ranks ninth. VMI has been repeatedly included in Peterson's "Competitive Colleges," guide. The highly respected book includes information on, "top colleges for top students." In addition, Princeton Review has named VMI to its "Best Mid-Atlantic Colleges" list.





Last spring, former wrestler and 2007 graduate Sam Alvarenga was featured in a new VMI marketing campaign. Below is an article that appeared in the Alumni Review detailing Alvarenga's inclusion, and the campaign as a whole.

New Way of Recruiting Cadets

Courtesy VMI Communications & Marketing

The Admissions Office and the Alumni Association long have emphasized the personal element in recruiting new cadets to VMI.

Introducing prospective cadets to current cadets, faculty members and alumni has been key. The objective is to tell high school students candidly about the challenges they will face as members of the Corps of Cadets and what lifetime rewards they can expect for their perseverance.

"Students who come here want a challenge, and if they're not ready to accept a challenge, they are not going to be successful here," remarked Col. Vernon L. Beitzel '72, director of Admissions.

On the positive side, the payoff for meeting the challenge as a VMI cadet can be huge. In graduate school or the work world, recent VMI graduates have already learned some skills that other college students haven't been forced to learn, Beitzel noted, such as attention to detail, being on time, respect for authority, time management and the ability to work under pressure.

Since 2006, something new has been added to the recruiting process: VMI is professionally marketing itself. However, the techniques of image making are by no means replacing person-to-person recruiting. Instead, VMI now is closely coordinating media with its personally delivered messages.

To date, the media campaigns of VMI's Office of Communications and Marketing (C&M) are projecting the face of VMI on public consciousness via colorful visuals in places such as mall kiosks, theater screens, outdoor billboards, TV commercials and posters at alumni recruiting events.

The current "Imagine more ... be more" campaign features Cadets Quincy Marie Washa '07 and Samuel Esteban Alvarenga '07 in advertisements in which they are looking straight ahead, arms crossed, no gimmicks.

Cadet Washa believes VMI's marketing is "on the right track" in portraying the Institute "as it really is - not some corny, fluffed-up picture of what other people might like to see. It needs to be real," she said.

"Potential future cadets should know the caliber of the school they are choosing," Washa continued. "VMI produces impressive people, but there is a reason it's considered the road less traveled. I think the Institute needs to portray the image that, although VMI is challenging, you will come out a better person who is capable of doing great things with your life."

Cadet Alvarenga said he, too, took "the road less traveled" as a challenge from the day of matriculation to the present. He likes the linking of marketing to the lives of cadets and considers it an honor to have been among the first participants.

"Depicting an image such as myself, a natural Hispanic, not only increases diversity at VMI, but also sends out a message to other young minorities that VMI challenges all races of both genders," Alvarenga said. "The challenge to me has been a tremendous obstacle to overcome, but it is a challenge that I think no other college or university could have given me."

John J. Wranek III '85, the Alumni Association's vice president for New Cadet Recruiting, said, "In many cases, the alumni are the first ones to talk to prospective students, because they meet them at a coffee shop, a high school or a college fair." This first-hand information helps students become interested in VMI.

From October 2006 through January 2007, the VMI alumni office - working in concert with local alumni chapters - hosted 24 events coast to coast for prospective students. Alumni spoke individually to more than 600 potential cadets at those events.

The alumni program has been active for many years, Beitzel said, but recently has become "more sophisticated." Admissions and alumni "work hand in hand on these [alumni] outreach programs," he said, as well as College Day and College Night programs and an annual Legacy Day (most recently held on March 31, 2007). Wranek said the latter event brings alumni children ages 9 to 14 on post to experience VMI with their families.

The marketing initiative "dovetails with what we are doing," said Beitzel. "It creates more awareness, not only for prospective students, but overall more public awareness of VMI and what we are doing here. What we will continue to do more effectively is time our recruiting efforts to have more of a coordinated impact."

For instance, before the Alumni Association held an event at Nauticus in Norfolk, Virginia, C&M placed its visuals on billboards, at mall kiosks and in movie theaters throughout Tidewater. Thus, by the time they received an invitation, many prospective cadets and their parents already had seen a VMI ad.

"We are trying to develop props that are easily carried from one place to another," said Maj. Amy F. Goetz, who brought a corporate marketing background when she joined C&M as assistant director in November 2005. "We are trying to develop tools that will work with New Cadet Recruiting, with Admissions groups, if we have special receptions or alumni events. We are trying to come up with things that will empower people to get even more involved ...," Goetz said.

Imagine more...

I came to Virginia Military Institute to reach beyond my limits and maximize my options in life, whether it be on a civilian or military career. VMI challenges me intellectually, physically and provides the leadership development I'm looking for.

VMI is not for everyone, but I didn't want to settle for an everyday college experience. I wanted more.

Cadet Sam Alvarenga, '07

- Nationally Ranked Engineering Program
- Top Ranked Academics
- Small Student/Faculty Ratio
- Environment of Honor & Integrity
- Great Challenge, Lifetime Reward

be more

VIRGINIA MILITARY INSTITUTE

www.vmi.edu/challenge Sponsored by members of the VMI Classes of '08 and '09 1-888-ams-1839

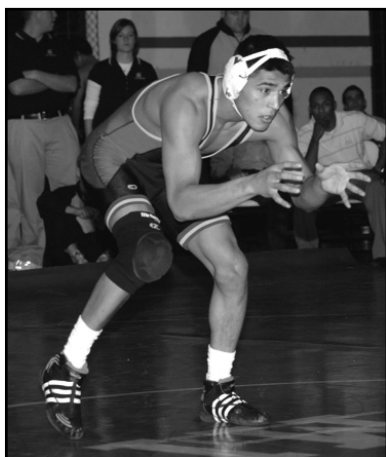


Led by an impressive senior corps, the VMI wrestling team not only posted its best Southern Conference finish in four seasons, but also sent its first qualifiers to the NCAA Championships in three seasons, as Corry Murray and Sam Alvarenga each made the trip to Auburn Hills, Michigan, to represent the Institute a season ago.

Senior Corry Murray, who moved up in weight class after competing much of the season at 184 lbs., qualified for the National Championships by taking his first SoCon title at 197 lbs. Murray rolled through the SoCon tournament before winning a pair of matches at the NCAA Championships, dropping a tight 4-3 decision on riding time to fall out of the championship bracket.



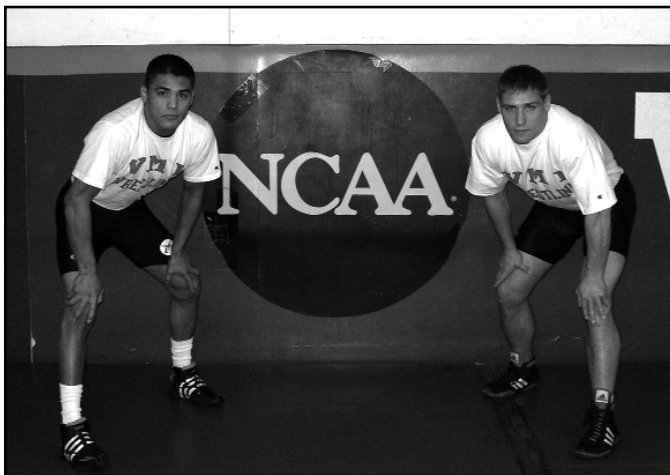
Corry Murray '07 won two matches in his first NCAA Championship appearance after winning the Southern Conference's 197-lb. title.



Senior Sam Alvarenga '07 made his second NCAA Championship appearance and wrapped up his stellar VMI career with 112 wins, the third-most in school history.

Alvarenga made his second NCAA appearance as a senior after receiving a wild card by finishing third behind two top-ten opponents at the SoCon's 149-lb. weight class. Returning to the national stage for the first time since winning the 149-lb. title as a freshman, Alvarenga faced off with the eventual national champion in the first round, dropping a 9-5 decision to Edinboro's Gregor Gillespie. With a 6-4 loss to North Dakota State's Ryan Adams, Alvarenga wrapped up his stellar career of 112 victories, the third-most in school history. He also is one of only four Keydets with multiple 30-win seasons in his career, finishing 34-10 in his final campaign.

In the regular season, the Keydets rang up a 3-2 Southern Conference record, its best showing since going 4-1 four seasons ago. At the SoCon Championships, five Keydets placed to help lead the team to a third-place finish, including, along with Murray and Alvarenga, a runner-up finish by senior Scott Buhman at heavyweight, who went 27-12 in his final campaign and leaves the Institute with 90 wins - the tenth-most in school history; a third-place finish at 133 by junior Tyler Anthony, and a fourth-place showing by freshman Brandon Franklin at 141.



2006-07 Southern Conference Placewinners

Champion		
Corry Murray	Sr.	197 lbs.
Runner-Up		
Scott Buhman	Sr.	285 lbs.
3rd Place		
Tyler Anthony	Jr.	133 lbs.
Sam Alvarenga	Sr.	149 lbs.
4th Place		
Brandon Franklin	Fr.	141 lbs.



Statistics

Name	Class	Wt.	Overall		Dual		SoCon		Tourn.		Major		Technical		Dual Pts.	
			W - L	W - L	W - L	W - L	Decision	Falls	Pins	By	Against					
Jeremy Adams	Jr.	125	4-3						4-3		1			1		
Sam Alvarenga	Sr.	149	34-10	10-4	3-2	24-6	5						5		39	12
Tyler Anthony	Jr.	133/41	15-14	6-7	4-1	9-7	2								20	23
Leon Barrow	Fr.	285	5-7	1-3	0-1	4-4									3	9
David Bice	Fr.	149	0-2			0-2										
Scott Buhman	Sr.	285	25-12	4-2	2-1	21-10	6					3		14	6	
John Burton	Sr.	165	13-16	2-4	0-2	11-12	2							6	23	
Vince Cole	Jr.	157/65	2-17	0-9	0-3	2-8	1							0	48	
Tommy Cunningham	Jr.	157	24-6	10-0	3-0	14-6	3	1	4	35	0					
Kyle Elgert	So.	174-97	3-19	1-10	0-4	2-9	1							3	46	
Brandon Franklin	Fr.	141	23-19	5-8	2-3	18-11	4	1	3	17	34					
John Horne	Fr.	157	0-4			0-4										
Michael Hozik	Fr.	149	1-6			1-6										
David Lochart	Fr.	165	4-7			4-7						1				
Lance Long	Fr.	125	3-11	0-3		3-8						1		0	17	
Mike Long	Fr.	141	1-2			1-2										
Dustin McCabe	Jr.	174/84	18-16	5-6	3-1	13-10	6					2		20	22	
David Metzler	Sr.	149	5-2			5-2										
Corry Murray	Sr.	184/97	27-12	11-3	4-1	16-9	4	3	2	43	12					
Erik Olson	Jr.	285	5-8	1-3	0-1	4-5						2		6	14	
Randy Phillips	Fr.	149/74	4-10	0-1	0-1	4-9								0	5	
Johnathan Pope	Fr.	125/33	8-24	4-8	1-4	4-16						1		18	34	
Tanner Sewell	Fr.	157	1-4			1-4										
Robert Taylor	Jr.	141	0-4			0-4										
Adam Underwood	So.	165	5-4			5-4										
VMI Dual Forfeits			0-9	0-9	0-3									0	54	
Totals			230-248	60-80	22-28	170-168	35	5	25	224	359					

Individual Results

VMI Rat Fall Brawl

Nov. 4-- Lexington, Va.

1st	Lance Long	125 lbs.
1st	Brandon Franklin	141 lbs.
1st	Adam Underwood	165 lbs.
2nd	David Lochart	165 lbs.
2nd	Erik Olson	285 lbs.
3rd	Randy Phillips	149 lbs.
4th	Vince Cole	157 lbs.

Pembroke Classic

Nov. 11-- Pembroke, N.C.

2nd	Tyler Anthony	133 lbs.
2nd	Sam Alvarenga	149 lbs.
3rd	Tommy Cunningham	157 lbs.
3rd	Scott Buhman	285 lbs.
4th	Brandon Franklin	141 lbs.
4th	John Burton	165 lbs.
4th	Dustin McCabe	174 lbs.
6th	Jeremy Adams	125 lbs.

Keystone Classic

Nov. 19-- Philadelphia, Pa.

2nd	Scott Buhman	285 lbs.
3rd	Sam Alvarenga	149 lbs.

Nittany Lion Open

Dec. 3-- State College, Pa.

1st	Sam Alvarenga	149 lbs.
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7th	Scott Buhman	285 lbs.
8th	Corry Murray	184 lbs.

Davidson Open

Dec. 3-- Davidson, N.C.

1st	David Metzler	149 lbs.
4th	Jonathan Pope	125 lbs.

Virginia Intercollegiates

Jan. 6-- Norfolk, Va.

1st	Tommy Cunningham	157 lbs.
2nd	Sam Alvarenga	149 lbs.
2nd	Dustin McCabe	174 lbs.
3rd	Corry Murray	184 lbs.
4th	John Burton	165 lbs.
4th	Scott Buhman	165 lbs.

All-Academy Championships

Feb. 3-- Colorado Springs, Colo.

1st	Sam Alvarenga	149 lbs.
2nd	Tyler Anthony	133 lbs.
2nd	Tommy Cunningham	157 lbs.
2nd	Scott Buhman	285 lbs.
3rd	Dustin McCabe	174 lbs.
3rd	Corry Murray	184 lbs.
4th	Brandon Franklin	141 lbs.
4th	John Burton	165 lbs.

Southern Conference Championships

Mar. 3-- Raleigh, N.C.

1st	Corry Murray	197 lbs.
2nd	Scott Buhman	285 lbs.
3rd	Tyler Anthony	133 lbs.
3rd	Sam Alvarenga	149 lbs.
4th	Brandon Franklin	141 lbs.

Dual Meet Results

Dec. 1-	Maryland 30, VMI 9
Dec. 8-	VMI 22, Gardner-Webb 20
Jan. 10-	George Mason 23, VMI 22
Jan. 12-	Rider 37, VMI 6
Jan. 12-	Virginia 28, VMI 9
Jan. 12-	VMI 34, Duquesne 15
Jan. 19-	UNC Greensboro 29, VMI 13
Jan. 25-	VMI 21, Appalachian St. 17
Jan. 28-	VMI 25, Davidson 19
Feb. 9-	VMI 27, James Madison 10
Feb. 11-	Chattanooga 46, VMI 0
Feb. 15-	Liberty 30, VMI 13
Feb. 19-	VMI 21, The Citadel 18
Feb. 19-	North Carolina 37, VMI 2