

LAKE JUNALUSKA ASSEMBLY, INC.

As Lake Junaluska prepares to celebrate our 100th anniversary in 2013 we find ourselves proud of our rich past, energized by the present challenges, and excited about the bright future.

We cannot thank you enough for the generous support you have provided to us over the years. We are a part of you and you will forever be a part of us. We fully understand that the Southeastern Jurisdiction is facing significant challenges resulting in a reduction in the financial support provided to traditional partners, including Lake Junaluska. We want to assure you that we are preparing well for a different form of partnership with the Jurisdiction and you, the annual conferences, but do want to strongly affirm our desire to be in true partnership with each of you.

We are making some important improvements with the goal of serving you more effectively. In 2012 we will spend over \$1,000,000 on capital improvements to our facilities including \$300,000 from the NC Energy Office for the replacement of inefficient heating and cooling systems. Being more "green" is one of our goals for the future. We will use the remainder of the capital improvement funds to get a jump start on a campus master plan which is a part of the overall strategic plan approved by our Board of Directors in October. Included in the plan are the interior and exterior renovations of the Terrace Hotel and Lambuth Inn, the replacement of the Harrell Center and Jones Cafeteria, and the updating of Stuart Auditorium. These changes will be taking place over the course of the next several years but there should be noticeable changes the next time you come to visit us.

The success of every organization is directly dependent on having the right people in the right positions doing the right things. It is also important to have the right number of people in place. There are fewer people employed at Lake Junaluska than there were a year ago at this time, a necessary change given our financial realities. The remaining staff have willingly taken on additional responsibilities and are doing them very well.

Hosting the 2012 SEJ Conference will be a very important event for us. We are doing all we can to prepare for this conference with the hope that every delegate leaves here knowing that we have been good stewards of the resources that have been given to us.

Our mission statement for Lake Junaluska is to be *a place of Christian hospitality where lives are transformed through renewal of soul, mind, and body*. The significance of having a clear mission statement that people remember and refer to has been impactful. Continuing to create a culture of excellence and fabulous Christian hospitality will be our primary focus in 2012.

The future of Lake Junaluska is indeed very Bright! Thank you for your incredible support as we have begun to live more fully into the potential of this place we call Lake Junaluska.

Jack Ewing, Executive Director