

LYON

The Campaign for Distinction

The Path to Distinction

A Newsletter for Friends
and Alumni of Lyon College

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Campaign Update



Total Gifts and Promises to date:

\$18,708,363

Capital: \$1,220,643

Annual Scholarships: \$14,217,243

Endowment: \$2,178,353

Restricted Programs: \$1,092,124

Trustee participation rate: 89%

Advisory trustee
participation rate: 86%

FutureFuel commits to future of students

Lyon College and the business community of Independence County have a long history as partners who support one another and, in the process, create opportunities for local students.

And a recent \$250,000 gift from a ground-breaking new company that will help students from Independence County achieve success at Lyon College is the latest example of this partnership.

FutureFuel Chemical Co., previously known as Eastman Chemical Co., has quickly become a leading biodiesel producer in Arkansas. To punctuate FutureFuel's commitment to the community, Paul Anthony "Tony" Novelty, the company's majority owner, made the donation toward Lyon's Independence Fund, which is the local phase of the College's five-year \$30 million Campaign for Distinction.

Lyon College launched the Independence Fund in October 2006 to support annual scholarships, construction of the Rogers Center for Health, Fitness and Recreation and renovations to Becknell Gymnasium.

The larger Campaign for Distinction effort will fund annual scholarships, endowment, capital projects and restricted programs in accordance with the College's Strategic Plan for Lyon College: 2005-2010.

About 60 students from Independence County typically attend Lyon College each semester, receiving in total more than \$500,000 in scholarship assistance from the institution. Over the five years of the College's Campaign for Distinction, area students who pursue a Lyon education will receive more than \$2.5 million in financial aid.



Paul Anthony 'Tony' Novelty

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Lyon President Walter Roettger said FutureFuel's commitment to the Campaign is a dramatic illustration of the partnership between the College and a local business to support local students.

"FutureFuel's generous gift reflects its commitment to Independence County and its trust in the quality of a Lyon education," Roettger said. "They help us support and educate the students of Independence County, and those students in turn become tomorrow's business and civic leaders."

Novelly and the other investors in the group that formed FutureFuel Chemical Co., bought Eastman's Arkansas Operations site and business in November.

The facility, located on a 2,200-acre site six miles southeast of Batesville, employs about 400 employees and manufactures specialty organic chemical products. It is also the leading biodiesel producer in Arkansas.

Tim Bruner, Lyon's vice president for Institutional Advancement, noted that the College and FutureFuel have a long and mutually supportive relationship.

"When the firm still operated under the Eastman name, many of their employees attended classes at Lyon, taking subjects such as science and math to strengthen their job skills," he said.

He also noted that several members of the Lyon

College faculty and staff originally came to Batesville as employees of the company before their talents and interests landed them teaching and administrative positions at the College.

FutureFuel's gift will not only support the students of Independence County but also represents an investment in the economic future of the County, Bruner said.

"We look forward to a long, strong relationship as FutureFuel continues to develop its position in the bio-fuels market," he said. "It's an important technology for the future of the state and nation. And with FutureFuel located here, it's important for the future of Independence County."

FutureFuel Chemical Co.'s annual impact on the local and state economy totals about \$48 million through wages and benefits paid to employees, materials and service purchased from local and state businesses, and state and local taxes paid. Recently, an economist estimated the annual local impact of the expenditures and purchases of Lyon and its alums as \$41 million.

For more information on the Independence Fund, contact Bruner at 870-698-4208, or e-mail at: tbruner@lyon.edu, or Gina Garrett at 870-698-4624, or ggarrett@lyon.edu.

Novelly honored with Horatio Alger Award in 2000

The son of an Italian immigrant and a German immigrant, Tony Novelly achieved great personal success only to have shifting economic climates send what he built into bankruptcy.

But his grit and determination served him well and he paid off \$40 million in debt in only five years. To honor his accomplishments, the Horatio Alger Association of Distinguished Americans gave him the Horatio Alger Award in 2000.

Novelly's father finished only two years of high school. Eventually, Novelly's father made his living as a printer and became manager of a printing company. His mother was raised in the hills of Arkansas where she picked cotton as a child. She also did not graduate from high school and worked in various factories and restaurants.

Looking for a way to earn money as a boy, Novelly undertook a series of enterprises beginning at age seven, including stacking bottles and sweeping floors at a confectionery, began cutting lawns, bagging gro-

ceries and being a caddie. He eventually paid his own way through St. Louis University, graduating in 1965 with a degree in finance.

After college, he went to work for Shell Oil and worked his way up through the company before taking a new job as office manager with Apex Oil, a young independent oil company. But deregulation dropped the price of oil from \$36 a barrel to \$10 a barrel by 1986. Banks shut off his credit and on Christmas Eve 1987, Apex Oil went into chapter 11 bankruptcy.

Determined to see his company through the crisis, Novelly began paying off his \$40 million debt, accomplishing the task in five years.

Novelly says he is honored by his Horatio Alger Award and has great respect for its members and what they represent. He feels that the opportunity and hope offered to the students by the association's scholarships will be the "ticket" that opens doors. "Education is the ticket to 'get in,' and only determination and endurance will succeed, "