

The Rotary Connection

Rotary International is a nonprofit organization of more than 1.3 million community, business, and professional leaders worldwide. Members of Rotary clubs, known as Rotarians, provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

As signified by Rotary's motto, "**Service Above Self**," Rotary's main objective is service – in the community, in the workplace, and throughout the world.

Rotary International is comprised of more than 33,000 Rotary clubs in over 200 countries and geographical areas. Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds.

Rotary District 5340 encompasses San Diego and Imperial Counties. There are over 3,500 Rotarians in 60 Rotary Clubs in Rotary District 5340.

One of the goals of Rotary International and of the Rotary Clubs in Rotary District 5340 is to help young people develop leadership abilities, craft ethical decisions, be self-confident, and reach their goals. To accomplish this purpose, Rotary District 5340 encourages young leaders to excel at life through its LEAD program.

Rotary Clubs sponsor other complementary programs for young people including **Interact** (a service club for high school students), **Youth Exchange** (a chance to live and study abroad), **RYLA** (a leadership conference for high school juniors), and **Rotaract** (a service club for young adults). Ask a Rotarian about how you can participate in these and other Rotary programs.

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LEAD

Conference



A Program of
ROTARY DISTRICT 5340

Camp Palomar
A San Diego County Office of Education Camp
San Diego County, California
September 25 - 26, 2010

www.Rotary5340LEAD.org



LEAD

Leadership, Ethics, And Determination

These are essential qualities for success in school and in life. The LEAD program is designed to help 8th grade students develop the following skills:

Leadership:

- Acquire an interest in service
- Lead by example
- Improve self-image
- Include and encourage others

Ethics:

- Make positive choices using the Four-Way Test as a guide
- Resist peer pressure
- Act to benefit others

Determination:

- Set high and achievable goals
- Make a plan to reach goals
- Manage time and resources
- Stay focused on the objective
- Maintain a positive attitude

The LEAD Program

The LEAD conference is a two day program held at a beautiful mountain camp. The conference is led by a nationally acclaimed youth motivational speaker. Rotarians, with experience inspiring young leaders, facilitate the activities.

There are interactive workshops sessions on pushing your limits, making ethical choices, service to others, setting and reaching goals, and perfecting leadership skills. Students also enjoy outdoor events, and meet new friends through entertaining fellowship and teambuilding activities.

The ethics session uses Rotary's Four-Way Test as a guide for ethical decision making.

Rotary's Four-Way Test

1. *Is it the TRUTH?*
2. *Is it FAIR to all concerned?*
3. *Will it build GOOD WILL and BETTER FRIENDSHIPS?*
4. *Will it be BENEFICIAL to all concerned?*



Participants

Youth participants must be middle school 8th grade students at the time of the camp and must reside within San Diego or Imperial Counties. Students are selected to participate based upon past leadership experience, future potential for leadership, ability to collaborate with others, service activities, and academics.

Rotarian participants have had background checks and training, and are selected to participate based upon their experience in leading youth activities.

Students Attend at No Cost

All expenses are paid by the Rotary Clubs of Rotary District 5340. ***There is no cost to the student, parents, or the school.***

Please see the Rotary LEAD website below for forms and information:

www.Rotary5340LEAD.org