



Dear Middle School Principal:

Your school is invited to send students to the annual Rotary International District 5340 LEAD Conference by your local Rotary Club. LEAD is the acronym for Leadership, Ethics, And Determination, and the conference offers a leadership experience to 8th grade students that encourages them to excel at life. The next LEAD Conference will take place at San Diego County Office of Education's Camp Palomar on September 25-26, 2010. There will be activities specific to developing leadership skills, making reasonable choices when faced with everyday ethical dilemmas, and setting and achieving goals. The LEAD website, www.Rotary5340LEAD.org, contains additional information about the program. Enclosed is a LEAD brochure that you may duplicate for school staff, students, and parents.

Each participating school will select one boy and one girl to attend the LEAD Conference as Delegates and one boy and one girl to be Alternates. Student selection should take into account past leadership experience, the potential for future leadership, the ability to collaborate with others, service activities, and academics. Enclosed is a sheet with a more detailed description of the selection criteria. Since the LEAD Conference will occur shortly after the next school year starts, student selection should be completed by April 30, 2010 (while students are in 7th grade). Additional details about the student selection process are available on the LEAD website under "School."

District 5340 has engaged a professional motivational trainer, Scott Greenberg, to lead the conference. Information about Mr. Greenberg's expertise can be found on his website at www.ScottGreenberg.com. Mr. Greenberg and the District 5340 LEAD Committee have developed a valuable and entertaining program. There will be 20 Rotarians serving as conference leaders who have been selected for their experience in guiding youth activities. Each Rotarian must have a background check and LEAD training before serving as a leader.

There is no cost to the student, to the family, or to the school. All expenses are paid by the Rotary Clubs of District 5340. Students will be transported to and from the LEAD Conference on professionally driven busses with current state, federal, and CHP required certifications.

We sincerely hope your school will participate in the LEAD Conference. Due to camp limitations, only select schools have been invited to participate. Our goal is to have students attend from as many different school districts and geographical areas as is feasible. If your school elects not to send students to the LEAD Conference, please notify your sponsoring Rotary Club without delay so that another school can be invited to participate.

Rotary International information is available at www.Rotary.org and Rotary District 5340 information is available at www.Rotary5340.org. Please feel free to contact me about LEAD.

Kindest regards,

Paul E. Pierce, Jr.,
Rotary District 5340
LEAD Committee Chair