

## 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 the 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 3,000 Rotarians in 61 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 their leadership abilities and self-confidence to the fullest. To help accomplish this goal, 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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The logo features the Rotary International gear symbol in the center, with "DISTRICT 5340" arched above it and "LEAD Conference" in large, bold, blue letters below it.



A Program of  
**ROTARY DISTRICT 5340**

**Camp Palomar**  
**San Diego County, California**  
**September 26 - 27, 2009**

[www.Rotary5340LEAD.org](http://www.Rotary5340LEAD.org)



## LEAD

### Leadership, Ethics, And Determination

These are three essential qualities for success in school and in life. Successful young adults exhibit these qualities in many ways including:

#### **Leadership:**

- Developing a desire for service
- Leading by example
- Including and encouraging others

#### **Ethics:**

- Making good choices
- Resisting peer pressure
- Acting to benefit others

#### **Determination:**

- Setting high and achievable goals
- Planning to reach goals
- Managing time and resources
- Staying focused on the objective
- Maintaining a positive outlook

## The LEAD Program

The LEAD program is developed and presented by Rotary District 5340 to help 8<sup>th</sup> grade students:

- improve their leadership skills,
- incorporate ethical behavior in their everyday lives, and
- develop a positive attitude.

The LEAD conference is a two day program held at beautiful Camp Palomar, a mountain camp managed by the San Diego County Office of Education.

The program is led by Scott Greenberg, a nationally acclaimed youth motivational speaker, and by Rotarians experienced in working with and inspiring young leaders.

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.



## Participants

Youth participants must be middle school 8<sup>th</sup> 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.

### **Cost:**

All fees and costs are paid by the Rotary Clubs of Rotary District 5340. ***There is no charge to the student to attend.***

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

[www.Rotary5340LEAD.org](http://www.Rotary5340LEAD.org)