

The Rotary Connection

Rotary International is a nonprofit, nonpolitical, and nonsectarian organization of more than 1.2 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 46,000 Rotary clubs organized worldwide into over 530 geographical areas called Districts. Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds.

Rotary District 5340 encompasses San Diego and Imperial Counties. There are approximately 3,000 Rotarians in 60 Rotary Clubs in Rotary District 5340.

Rotary International, Rotary District 5340, its Rotary Clubs, and its Rotarians are committed to helping young people develop leadership abilities, appreciate service opportunities, craft ethical decisions, have high aspirations, be self-confident, and reach their goals. To accomplish this purpose, Rotary District 5340 encourages middle school leaders to excel at life through participation in its LEAD Conference.

Rotary Clubs sponsor other complementary programs for young people including **Interact** (a service club for middle and high school students), **Youth Exchange** (a chance to travel 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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Rotary 
District 5340

LEAD

Leadership, Ethics, Aspirations & Determination Conference



A Program of
ROTARY INTERNATIONAL
DISTRICT 5340

Dianne Crawford, District Governor

Cuyamaca Outdoor School
San Diego County, California
A San Diego County Office of Education Campus

www.rotary5340lead.org



LEAD

Leadership, Ethics, Aspirations & Determination

These are essential qualities for success in school and in life. The LEAD Conference encourages students to do the following:

Leadership:

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

Ethics:

- Make choices using the Four-Way Test and common strategies
- Resist peer pressure
- Act to benefit others

Aspirations:

- Set high and achievable goals
- Improve self-image
- Maintain a positive attitude

Determination:

- Make a plan to reach goals
- Manage time and resources
- Stay focused on the objective

The LEAD Program

The LEAD program was established in 2009 and is a 2-day conference held at a beautiful mountain camp. The conference is led by nationally acclaimed motivational speakers. Rotarians and Rotaractors with leadership experience and training, inspire the young leaders and coordinate activities.

There are interactive workshops sessions on understanding yourself, 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 sessions employ many different decision-making tools, including Rotary's Four-Way Test.

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

Student participants must be in the eighth grade at the time of the camp and must reside within San Diego or Imperial Counties. Students are selected to attend based upon past leadership experience, future potential for leadership, ability to collaborate with others, service activities, and a desire to be successful in school.

Rotarian participants have had background checks and youth service training. They 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 students, parents, or schools.**

Please see the Rotary LEAD website for dates, information, student Delegate and adult Advisor applications, and more.

www.rotary5340lead.org