

AMERICAN LEADERSHIP ACADEMY'S CABO LEADERSHIP EXPERIENCE

PROPOSED 2012 SESSIONS: JANUARY 2-8 (MON.-SUN.); MARCH (SUN.-SAT): MARCH 4-10, 11-17, 18-24 & 25-31



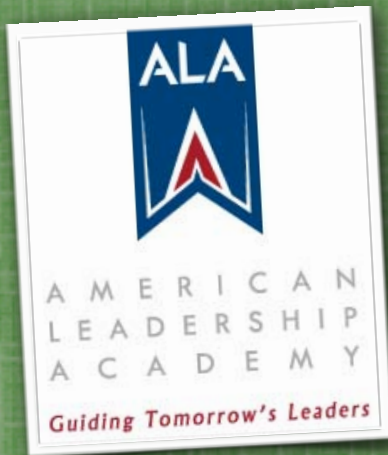
PLAN NOW TO ATTEND IN 2012

Inform your Chapter about the opportunity to attend during our 2012 Season sessions, and contact the ALA with your reservation requests after August 15.

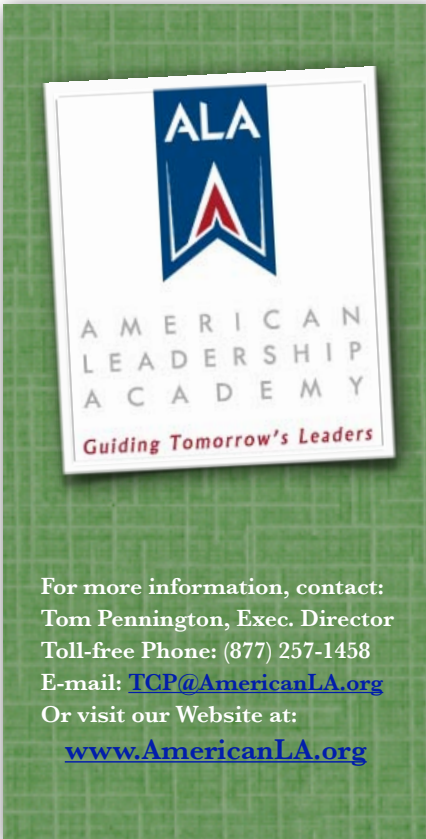
How many opportunities do you think you'll have in life to visit a beach paradise, rub elbows with CEO's, entrepreneurs and other successful alumni, and learn lessons that will make you even more competitive during one of the worst job markets ever? You have one now with the ALA.

The 2012 Cabo Leadership Experience (CLE) is one of the most unique leadership programs in the college community and has the potential to transform you into a winner in life. But you can't benefit if you don't show up – so contact us or visit our website for more information.

Reservation requests can be submitted as early as August 15 and online registration begins in September. Seats are limited, so plan ahead. Don't miss out on one of the best Spring Break trips you'll ever have. Call or E-mail today for more information.



For more information, contact:
Tom Pennington, Exec. Director
Toll-free Phone: (877) 257-1458
E-mail: TCP@AmericanLA.org
Or visit our Website at:
www.AmericanLA.org



For more information, contact:
Tom Pennington, Exec. Director
Toll-free Phone: (877) 257-1458
E-mail: TCP@AmericanLA.org
Or visit our Website at:
www.AmericanLA.org

"Without reservation, I can confidently state that ALA prepared me for life after college in a way that no other class or program has... I am a better person – professionally, socially, fraternally – because of the time I spent at ALA."

(M. Gawley, CA Mu, Occidental College)

When was the last time you had lunch with a CEO, the founder of a company, or someone who has advised presidents? It happens every week in Cabo. They are here to teach you the lessons they've learned in life – about success, failure and the importance of being a leader. You won't find a more rewarding or inspiring Spring Break anywhere.

Timely Topics:

- *Winners & Losers* – Jerry Nelson
- *The Fine Art of Negotiation* – Paul Wineman
- *Organizational Leadership* – Scott Noble
- *Etiquette for Life* – “Mom” Nonnie Owens
- *Winning* – Coach Scott Nady
- *Recruitment/PR/Marketing* – Vince Fabra of PhiredUp!

Accomplished Guest Speakers:

Just a few of the hundreds who have presented in the last few years:

- Bob Barr, former U.S. Senator from Georgia
- Dan Cook, retired Partner, Goldman Sachs; Senior Advisor, National Center on Policy Analysis; Senior Advisor, MHT Partners
- Farrell Farhoudi, Sr. Director, iPod & iPhone Service Operations, Apple Computer
- Donald Fites, retired Chairman and CEO, Caterpillar; Board Member, Exxon/Mobil, ATT Wireless, Georgia Pacific, Wolverine World Wide and others
- Chris Formant, President, Avaya Government Solutions
- Fred Hegele, retired Senior Vice President, General Mills
- Ed Jensen, retired President and CEO of VISA International; retired Vice Chair and COO, USBancorp
- John Klinedinst, Founder, Senior Partner, Klinedinst PC, law offices in San Diego, Orange County, Los Angeles and Sacramento
- Keith Krach, CEO, 3Points, Inc., an investment holding company based in Los Gatos, CA. Co-founder, CEO/Chairman Ariba, a pioneer in the B2B industry
- Craig Morford, Sr., Recent Deputy Attorney General of the United States
- Dr. Roger Newton, Sr. VP, Pfizer Global Research & Development; Co-discoverer of Lipitor®, the most prescribed cholesterol-reducing drug in the world
- Dr. Michael O'Sullivan, Chairman of the Board, Mayo Clinic – Scottsdale, AZ
- Dr. George Poste, Director of Arizona Bio-Design Institute; Chairman of the Pentagon Task Force on Bioterrorism

Opportunity is knocking, and it's never been a better time to invest in yourself. Participation in the CLE will add something unique and interesting to your resume – that will start discussion and put you a step ahead of other candidates. In today's job market, that's an invaluable asset.

For more information, call or E-mail us today, visit our website, or our fan site on Facebook. It's an experience you won't want to miss!