



# CABO LEADERSHIP EXPERIENCE ALA AMBASSADOR/CAMPUS CONTACT ORIENTATION GUIDE

Welcome and thank you for volunteering to serve as the ALA contact for your campus for the Cabo Leadership Experience. You will be a very important person to the success of your group's visit. Please read through this document and contact the ALA with any questions you might have. We have a toll-free number in our contact info below.

There are many pieces of information that should be communicated in order to insure a successful learning experience in Los Cabos. Calendars must be scheduled, selection of attendees must be done, flights must be arranged and information must be provided to us so that rooms and ground transportation must be reserved. Your ability to communicate these details to your attendees is critical to reserving your space and to getting everyone there safely.

**IMPORTANT:** As of January 2007, the U.S. government requires a valid government-issued passport for all travelers between Canada, Mexico and the Caribbean. This is not to enter Mexico, this is to enter the U.S. on your return trip. Therefore **all your attendees must have a valid passport**. More information is available at [www.Travel.State.gov](http://www.Travel.State.gov).



Once we have names and contact information, the ALA will provide periodic updates with information about speakers, additional details on the program, hotel or transportation, and additional hints for getting your group involved. Our attendee and faculty website at [www.AmericanLA.org](http://www.AmericanLA.org), will have the latest information and resources to help you.

## CONTACT INFO –

### American Leadership Academy

P.O. Box 245, Zionsville, IN 46077-0245

Toll-Free: (877) 257-1458

Fax: (317) 536-1833

Web: [www.AmericanLA.org](http://www.AmericanLA.org)

E-mail: [Info@AmericanLA.org](mailto:Info@AmericanLA.org)

### Hotel Marbella Suites en la Playa

Carret. Transpeninsular KM 17.5 S/N

Col. Cabo Real

San Jose del Cabo, BCS 23450 MEXICO

Toll-Free from U.S.: (866) 654-6160 (days)

Front Desk from U.S.: (520) 232-2506 (24/7)

Website: [www.MarbellaSuites.com](http://www.MarbellaSuites.com)

## I. GENERAL INFORMATION

If you've attended the ALA program before, you'll know much about how we do things. If you've not been to Los Cabos before, or just need a refresher, here are the basics. Either way, you should be ready to provide this information to any students interested in attending. Sometimes, the unknowns of foreign travel keep guys from even considering the trip.

**Program:** The ALA hosts several weeks of the Cabo Leadership Experience (CLE) each year in Los Cabos, Mexico. The session dates and a list of campuses expected for each session, is at our website. An average week will involve 130 men from 20 campuses or more.

These dates include an arrival and departure day on each end, so please look for flights **on those dates**. This allows us a half day, as one group leaves and the other arrives, giving us a chance to clean the hotel thoroughly to prepare for the next group. We cannot guarantee hotel space for early arrivals or late departures, especially during March sessions. **Early arrivals or late departures of more than one day should be ready to find other accommodations for the extra days.**

**Attendees:** Priority is given to sophomores and juniors who have not previously attended. Those who are officers or committee heads will benefit the most. The use of ALA funds to develop leaders is best applied to those who will “*Learn, Return & Lead*”. Seniors, who will be leaving campus soon after attending, will be accepted only in weeks where we cannot fill seats with underclassmen. Freshmen and rushees are welcome, if seats are available.

Campuses may request space for as many as wish to attend, but attendance is usually limited to 12, except where sessions cannot otherwise reach capacity. That doesn’t mean you automatically get to send 12 men. Seats are approved based on space available **and** priority for underclassmen and first-time attendees. For instance, we wouldn’t accept 10 seniors and 2 juniors if other chapters are asking to register sophomores. Get more information and a reservation form [HERE](#).

**Deadlines:** The registration deadline for January sessions is November 15. The registration deadline for our March sessions is December 15. The registration fee is \$150, but there is a \$50 discount for those who register by the deadlines. Keep in mind; a group needs to complete the reservations process, *before* they are approved to register, so work that into your planning.

**Airport:** Attendees fly into **San Jose del Cabo (airport code: SJD)**, known by some airlines as Los Cabos or Cabo San Lucas airport. There is no other public airport that serves Los Cabos. Don’t get mixed up with San Jose, California (SJC). Get more info [HERE](#).

**Ground Transport:** TransCabo airport shuttle service will provide ground transport to the hotel. When students register online, they will get a confirmation E-mail that will tell them what to do when they get to the airport, to catch the shuttle. Your shuttle fare is paid with your registration fee, so there should be no other charges.

Several evenings, Metro buses are hired by the hotel to take attendees into town and back. Metro buses also run regular routes daily between the two towns until 10 PM and are very reasonable (\$1.50 or so). Attendees may not rent or drive vehicles while here.

**Hotel:** Our host hotel is the Marbella Suites en la Playa, located on one of the most beautiful beaches on the tourist corridor, between San Jose del Cabo and Cabo San Lucas. The contact information is above. All hotel arrangements are made through contract with the ALA. Please do not contact the hotel about room reservations during ALA programs.

**Accommodations:** Attendees will be housed in one or two bedroom suites at the hotel. The hotel is comfortable and clean and has an excellent restaurant, a large heated pool, a pool bar, hot tubs, a fitness center and big screen televisions with satellite service.

There also are computers and a wi-fi system, so attendees can check email, as well as a phone room where students can make free calls back to the U.S.

The hotel staff is professional and works very hard during our weeks. During the rest of the season, the hotel rents to the public and can be found on Orbitz, Travelocity and other online travel sites.

**IMPORTANT:** The water in Los Cabos is safe to drink. Despite stories you may have heard about other regions in Mexico, the Los Cabos water system is fairly new – as opposed to those in other tourist zones on the mainland. Almost all hotels and restaurants (including Marbella Suites) have biologic and ultra-violet filters as a further precaution, so water and ice are safe.



**Costs:** Attendees are expected to cover the costs of their airfare and any entertainment expenses while in Mexico. Room, three buffet meals a day and all program costs (totaling over \$550 a person) are provided by the ALA. Ground transportation is sub-contracted by the hotel to licensed transportation companies. The online registration fee covers your airport shuttle. We will make your reservation from the registration info you provide, so be accurate. You will need to present a credit or debit card when you check in, to provide a \$50 damage deposit.



**Money:** Most restaurants, clubs and stores will accept U.S. dollars, but it will be a poor exchange rate. Many will accept credit cards and that is a better way to buy, as you will normally get the daily bank exchange rate, which is always best. Fewer places accept American Express or travelers checks, because they are charged high rates to convert to cash and may not have it for several weeks. Your ATM card also will work here, so you can get pesos when you need them. You always will get the best deals with pesos.

**Safety:** Generally, Los Cabos is pretty safe, but in a foreign country with a population whose annual salary averages less than \$12,000, U.S. college students are considered rich. Keep valuables in a safe place, stay in groups and don't flash your cash. It's not all that different from being a tourist in an unfamiliar city in the U.S. Use room safes while you're away or on the beach. Passports, iPods, cell phones and laptops should not be left lying around. **NOTE:** Los Cabos is 1,000 miles from the U.S. border, so has not seen any of the drug-related violence that has caused so much concern from tourists recently. The U.S. Dept. of State has not issued any warnings or alerts on Los Cabos related to drug violence.

**Health/Medical:** Attendees should check with their parents to clarify their health coverage and whether or not it is applicable in Mexico. Some may have health insurance through their college or university and should check with those providers. The ALA has emergency insurance only, for critical medical emergencies that cannot be handled locally, including Medi-Vac to the states if needed. Los Cabos has EMS and several good hospitals and outpatient clinics for minor emergencies. Should you desire to purchase travelers insurance for the week, please contact the ALA for a list of providers.

**Legal:** The drinking age in Mexico is 18. All attendees should be 18 years of age, or they will not be able to travel to Mexico without a parent. With the ability to drink legally in Mexico comes the duty to consume responsibly. Public intoxication is a crime in Mexico and the local police are especially vigilant during college break season. Drunkenness, fighting or damaging property at the hotel will not be tolerated and may result in eviction and/or arrest. (see all expectations on page 11) Please do not bring alcohol to the hotel. A licensed bar is open all day and late into the evening.



## II. PREPARING FOR YOUR TRIP

As the Campus Contact, you have a number of duties. After you've made sure we have your name and contact info, here is a quick breakdown of what you should plan for.

**Promotion:** It's important that you inform your group of this opportunity and how they will benefit. Group meetings or meals, the house bulletin board or newsgroup/website can be effective ways of getting the word out. We have flyers, posters and other items you can use, if you wish, and all are available as Adobe .pdf files, if you want to email them to every student. We even have a student video online that we can provide as a video file or DVD. That should get the conversation going, but you'll need to keep this event in front of the group all fall. Visit our website [Resources](#) page for downloads.

**It's important to start early, as passports are required for all attendees to return to the U.S.** Mexico doesn't require them to enter the country, but you will not be able to get back into the U.S. without one. The airlines are reporting they won't even let you on the plane to depart the U.S., if you don't have a passport to allow you to return. For foreign students, it may require even more time to get a Visa.

Because the passport process can take six weeks or more, those who want to attend any ALA sessions and don't already have a valid passport will need to get one. Delaying until the end of the fall will only make it worse, since there may be millions of others who put it off until the last month or two. Promotion must be done **early and often**, so students will have time to prepare.

The bottom line is, you have to be on top of this and always putting ALA in front of the group. We know how busy a student's life is – you have dozens of things going on each week – and an event that doesn't happen until next year is pretty hard to make a priority, when you're worried about the football season, midterms and your social schedule. But stay focused on this. It will make a difference later when your group is attending and others are not.



**Selection of Attendees:** The benefit the group will receive from attendees will be a direct factor of the men you choose to attend. The difference between a group of sophomores or juniors who will **Learn, Return & Lead** the group for another few years, and a bunch of seniors on their last hurrah before graduation, is immense. Pick the right guys to attend. They'll be a great resource to your group when they return.

The ALA winter and spring programs target your younger members – 1<sup>st</sup> and 2<sup>nd</sup> year guys – and we find the best results with those who have not attended the program before. These men can “catch religion” and go back to the group with skills that will help lead you for the next few years. You may even want to select a first list and a stand-by list, so you'll have men who can fill in if someone on the first list cannot attend. **Remember, they must have a passport.**

We also recommend letting alumni help with an application and selection process, so it's not just undergrads selecting who attends. Alumni can insure the continuity needed to keep this program on the group's calendar each year. They also can help you identify the members with the most potential to lead, who just need a spark to get them started. Also, if alumni are involved in the selection process, maybe they also can help when you...

**Raise Funds to Attend:** In some cases, the men who would benefit the most from the program aren't able to attend because of the costs. Do fundraising during the year to create a pool of funds to allow those who need to go, to have the opportunity. Seek small gifts from your local alumni or past ALA attendees. Pass the hat at homecoming or parents weekend. If the group improves because of those who attend ALA, maybe alumni will pitch in to sponsor guys.

Your best fundraising resource is your manpower. Spend the fall raking leaves, shoveling snow, helping with minor home repair, parking cars – whatever your members are ready and able to do to bring funds in to help offset the costs of airfare.

You might also check with your student government or campus IFC office. Many campuses have funds available to allow student organizations to attend leadership programming. Different campuses have different rules, but it can't hurt to ask. Check with your campus Greek Advisor, if you have one. S/He should know of any resources available to you. The Phi Kappa Psi Foundation often has scholarships available for leadership programs. Check their website at [www.PKPFoundation.org](http://www.PKPFoundation.org).

Last, but not least, check with alumni or parents to see if they have air miles they can give you. Most airlines will allow transfers of air miles to other accounts, or will allow a frequent flyer to purchase a ticket for someone else. Some groups get three or four tickets a year just from the air miles they get from alumni. Even if it's not enough for a full ticket, many airlines will discount the airfare if you also cash in some air miles when you purchase.

**Reserve Your Spaces:** Once you have selected your attendees, you will need to request session space from the ALA. We'll have a [form online](#) for this (see page 10) to get the names, class (freshman, sophomore, etc.) phone and email address for all those for whom you are requesting space. This is different from the online registration process, but is necessary *before purchasing tickets*. If we've reached our capacity for the session, we'll let you know, so your members aren't stuck with tickets they can't use. Otherwise, we will confirm your spaces by email, so you can purchase tickets and make plans to be with us.

**Purchase Tickets:** Purchasing tickets should be done early, as prices begin to climb quickly after Thanksgiving. After that date, finding seats together may be difficult and expensive. We have partnered with [Canyon Creek Travel](#) to help you find the best possible rates for your trip. Call them at (866) 415-4900 to discuss your travel options. They will have access to discounts you will not find online and will have someone available 24/7 to provide support should a flight be missed or cancelled while you're in transit.



**Register Online:** Once your space has been confirmed and your attendees have purchased their tickets, have them go to the ALA website to register. The registration process requires a passport number and your airline arrival and departure info, so have those available when registering. There also is a moderate registration fee that includes the airport shuttle cost. Registrants can use a credit card or pay by online check transfer or PayPal for this fee.

Once registered, each person will receive an email receipt with additional information to help them prepare for the trip. It will include an overview of travel to Mexico, a list of what to bring, contact info for the hotel, who to contact in case of emergencies or flight cancellations/delays, and how to find the shuttle when they arrive at the Los Cabos airport. After this registration is complete, ALA must be notified of any changes at least 48 hours in advance of arrival, so we have time to alert the airport shuttle service and reschedule the arrival. Powerful taxi unions in Cabo have pushed through laws that require you take a taxi (\$50+) if you don't make final shuttle reservation within 48 hours of arrival.

### III. PREPARE YOUR GROUP

**Pre-Departure:** During the fall, once attendees are selected, you should meet with them a couple times to make sure they are moving forward on securing their passports and purchasing their tickets. This all should be done *before* they leave campus in the fall deadlines. Too many put this off until after finals, only to find ticket prices have risen so high they can no longer afford to attend. Now you've just lost a seat another person might have filled (unless you have a stand-by list of others with passports). Use the [ALA's travel partner to help you find the best fares](#).

Discuss what it is you want to result from the trip. Of course there will be time to have fun on the beach and in town, but what goals do you have to use the education you'll receive? The biggest complaint from attendees is that they didn't arrive ready to learn. So many come just thinking it's a spring break and don't realize until day four how important this experience can be to their future success. Then they leave disappointed they didn't "get it" earlier. Don't let that happen – prepare them for a program rather than a party. Use the form on page 12 to help.

You will attend with men from many other campuses and with alumni who know a great deal about leading organizations. Do you have campus/group programs that need improving? Do you have member issues you'd like to address (apathy, financial, housing)? If you will talk through the goals and what you might gain during the ALA program, your trip will be much more productive. If you want to share those goals in advance, the ALA staff may be able to help by connecting you early with a resource, or by organizing a breakout session on that topic.

What personal goals do you have? Much of the program is about self-improvement, leadership, team building, and habits for success in life. You may want to ask each attendee to do a review to determine personal strengths and areas for improvement. With an idea of what one wants to improve, it will be easier to identify people and information in Cabo that will help (see page 12 for ideas). Also, be sure to cover the expectations we have for attendees (see page 11). **If they can't agree to abide by them, they should not come to the program.**



**In Los Cabos:** One of the great things about the program is meeting and sharing ideas with men from campuses across the country. Encourage your attendees to meet and talk with those from other campuses, ask questions about how their groups deal with the challenges your group faces, and what their biggest successes are. You'll learn a lot and make some great friends you'll want to keep in touch with after you return to the states.

Campuses should find time in Cabo to meet as a group and discuss what they're learning and how it might help your organization. You'll have the opportunity each week for a few optional breakout sessions on group management issues. These are not part of the educational program, but are provided by alumni as additional interest sessions in the afternoon or early evening. The ALA program also will provide time to set personal and group goals and objectives that can be discussed together. Talk with ALA staff if you need assistance.

**After You Return:** For most attendees, they leave excited about the future and full of ideas they want to see implemented immediately. Be wary of overpowering your group when you return to campus proposing all kinds of changes. Implementing change in any organization can be a complicated process.

Start by having a "de-briefing" with the attendees. Invite your group's president and/or advisor and discuss with them the ideas you like, what you think might be useful for the group, and how you would be ready to help. Pick one or two really good ideas that could help improve the group in the remaining weeks of the spring and focus on those. Make a written record of the others that could be referenced in the fall at a group retreat or planning session.

Stay in touch with those you met from other campuses, to share ideas and discuss what changes you're trying to implement. Others may have dealt with these things before and can be a great resource to help you. There are even instances where two or more campuses in close proximity have arranged events and retreats with, or assistance for, each other. The CLE program can provide the tools you need for success, but you'll need to use them! There's no substitute for experience.

#### **IV. WHAT TO EXPECT**

**Arrival:** Upon arrival to the hotel, check in at the main desk to review your emergency contact info and get your room key and session materials. Students will need a credit or debit card to check in. The first evening, you will attend an orientation meeting to go over the rules of the hotel and what you need to know to have a safe and healthy visit to Mexico. That's a chance for us to answer any questions and take care of any special needs. Come to the meeting in a state to receive this information.

**Daily Schedule:** Classes are held Monday through Friday. A breakfast buffet is available daily. The first ALA session will begin at 10 AM. Please do not be late. It's rude to the speakers who have paid their own way to be with you. Most days, we will break for lunch at 12:30, then finish up with ALA sessions from 1:30 to 2:30 or 3 PM. The sun goes down late, so you'll still have plenty of beach time after. Dinner is at 6:30 PM each evening.

On most days, we'll offer optional breakout sessions in the afternoon or just before or after dinner. These may be anything from starting your own business, real estate, investing, or buying your first car, to recruitment, social, or alumni relations. Other sessions can be arranged, if enough students express interest. We will average 3 to 4 hours of ALA workshops a day, but there may be any number of optional breakouts.

We work differently than most other leadership programs. Those programs will keep you occupied in workshops and seminars from dawn to dusk. The ALA recognizes that some of the most important learning time is outside the classroom – at meals, around the pool, on the beach, evenings in town, etc. We provide a few hours of formal sessions daily and allow you lots of free time to discuss your ideas with other attendees and presenters “off-line”.



That free time is a great opportunity to gather more information, or challenge a particular viewpoint, and decide whether or not the information is helpful to you in your daily life. Not every session will be something you can use immediately, but our challenge to speakers is to make the topic interesting and relevant to students now – not five years after graduation.

**Speakers, Alumni & Guests:** We have a wide variety of men and women who participate each session to make it something memorable. Each person attends at their own expense, taking time from work and/or family to come to Los Cabos to share what they've learned in life with our attendees. For some, the CLE has become a part of their annual schedule and is one of the most fun and exciting learning experiences they have discovered.

Each year we invite a number of VIP speakers – who are among the top achievers in their professions. We have an impressive list of invites each year and work hard to present a distinguished roster. In past years, we've had visits from the following men:

- Jim Biggar, CEO Glencairn Corp.; retired President & CEO, Nestle; former President, Stouffer, Inc.
- Dan W. Cook III, retired partner, Goldman Sachs; Chairman, Vice President's Residence Committee; Senior Advisor, National Center for Policy Analysis
- 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 Vice Chair and COO, USBancorp; retired President and CEO of VISA International
- John Klinedinst, Founder, Senior Partner, Klinedinst PC, law offices in San Diego, Orange County, Los Angeles and Sacramento
- Craig Morland Sr., former Deputy Attorney General, U.S. Department of Justice
- Dr. Roger Newton, Sr. VP of Pfizer Global Research & Development; Co-founder, President, CEO, Esperion Pharmaceutical; Co-discoverer of Lipitor®
- Dr. Michael O'Sullivan, Chairman of the Board, Mayo Clinic – Scottsdale, AZ
- Justin Webb, Midwest Director of Operations & Finance, McKinsey & Company
- Greg Wittstock, Founder/President of Aquascape Designs

In addition, we have a group of “regulars” who join us every year and are consistently rated highest in our evaluations. These men make up our core faculty:



*Nady*



*Nelson*



*Noble*



*Wineman*

- Scott Nady, Head Football Coach, Parish Episcopal, Dallas, TX; former sports agent and scholarship athlete at Cal-Berkeley
- Jerry Nelson, a Founder of TicketMaster, Developer, Builder, Founder of the ALA
- Scott Noble, Founder and President of Noble Royalties
- Paul Wineman, Army Special Forces, Middle East Authority, professional negotiator

This year, we have once again invited two individuals who make their living from presenting to college students and Greek communities nationwide. Each is in high demand and speaks at many campuses each year, as well as fraternity and sorority national conventions.

Josh Orendi is co-founder and CEO of PhiredUp! Productions – a company specializing in presentations to college audiences across the nation on topics of image, marketing and recruitment. He is a member of Alpha Sigma Phi Fraternity and co-author of “Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment”. Find more information about Josh at: [www.PhiredUp.com](http://www.PhiredUp.com).



Nonnie Owens has had an interesting life. A member of Chi Omega, she has worked as a flight attendant, a fraternity house mom and now runs her own company that guides individuals and corporations on issues of etiquette, networking and professional skills. Every year, she has been one of our highest rated speakers and has agreed to return for our March program. Find more information about “Mom” Nonnie at: [www.EtiquettePlus.net](http://www.EtiquettePlus.net).

Of course we always have a great group of alumni and guests each week, who attend to lead breakout sessions, serve as mentors and advisors, and to help the program run smoothly. Some are our weekly MCs, who help introduce speakers and keep the program on schedule. Others deliver workshops or help facilitate sessions on all manner of topics. Many simply make themselves available as a willing ear to student ideas and concerns.

These speakers and supporters all pay their own way to Los Cabos. Their payback is the satisfaction of working with students and sharing what they’ve learned in life. Some bring spouses and/or kids, so it can be an expensive trip for them. With that in mind, your campus attendees should be up every day, on time, ready to participate in each session and give our faculty the attention they deserve.

**Evaluation/Rankings:** Attendees will complete evaluations for all our speakers, so we can determine who were most successful and had the most impact on students. Those who are effective and “connect” may be asked to be regulars, therefore serious and honest responses from attendees is important. There also is a rating given by the ALA Board and staff. Our expectation is that speakers be available outside their sessions to talk with students. Someone who presents well, but does not interact with students otherwise, may not rate high overall.

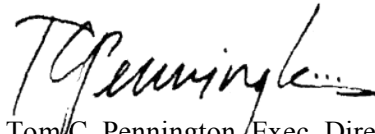
### **The Last Word...**

The ALA Board and staff work very hard and invest a considerable amount of money to provide the Cabo Leadership Experience. It's a leadership program, not just a spring break. It costs more than \$500 to underwrite each student for the week. Those funds are provided by donations from many individual and corporate investors. We must raise more than \$500,000 **every year** to provide this opportunity.

It's very important to send men who really want to learn from the program – they'll also have a great time. If any of your members simply want to party and chase women on the beach, please encourage them to go somewhere else for their vacation (much easier and cheaper to do in Cancun, for instance). They won't be happy going to our classes and we will only be disappointed in your group and less eager to have you back. Pick the right guys and prepare them for an amazing educational experience – that also happens to be at a great Spring Break location.

We expect all attendees to attend and participate in all CLE sessions – out of respect for the effort and funds others have put into the program on their behalf, but also to get the most from their experience. As a campus contact, you should make an effort to recruit attendees who will live up to those expectations (see page 11 for a full list). Those who don't may be asked to leave.

Well, that's about everything you need to know to prepare your members to participate. Should you have any questions, need additional materials, or just want to discuss your campus' attendance, please contact me. No question is too small. Thanks for your help!

A handwritten signature in black ink that reads "Tom C. Pennington". The signature is written in a cursive, flowing style.

Tom C. Pennington, Exec. Director  
American Leadership Academy, Inc.  
P.O. Box 245, Zionsville, IN 46077-0245  
Toll Free: (877) 257-1458 ~ Fax: (317) 536-1833  
[TCP@AmericanLA.org](mailto:TCP@AmericanLA.org) ~ [www.ALACabo.org](http://www.ALACabo.org)





## Cabo Leadership Experience (CLE) Expectations for Attendees

Attendance at the Cabo Leadership Experience is an outstanding opportunity to begin or enhance your lifetime of leadership. The program is a unique and dynamic one that brings together proven, accomplished alumni leaders and undergraduate leaders of tomorrow to inspire, motivate and share. In addition to providing inspiration and ideas, you will learn skills that will help you succeed and will make you more marketable in a difficult economy.

Comparable programs have fees as high as \$1,500 per week. Many generous people made gifts to underwrite the costs of this program, so that our registration fees can remain affordable to students. With this subsidy comes a responsibility to attendees to come ready to participate and to abide by the expectations we have for our students.

Please read the following policies and expectations. **If you are not in agreement, or cannot commit to all of them, we would prefer you find another option for your break.** This is not a free vacation, it's a leadership program. If you are not looking for that experience, please don't take a seat away from someone who is.

**ALA/Hotel Policies** – Failure to observe these policies may result in eviction from the hotel and/or arrest by local police.

- Possession and/or use of illegal drugs or controlled substances is prohibited.
- Alcohol may not be brought in to the hotel property.
- Theft or destruction of hotel or personal property, or any form of fighting or physical assault, will not be tolerated.
- Women are not allowed at the hotel, except for wives/guests of alumni, during educational sessions and some meals.
- ALA staff or hotel management must approve any non-registered visitors to the hotel, in advance of their presence on property.

**Expectations for Attendees** – In addition to the policies above, each student is expected to abide by the following:

- Arrive and depart in time for start and end of your program week.
- Be on time, properly attired and ready to participate for each scheduled event.
- Conduct yourself as appropriate for a leader and representative of your campus.
- Respect the rights, privacy and property of others.
- Respect the hotel's staff, property and equipment.
- Learn, meet alumni, ask questions, and work to improve yourself and your skills!

In addition, as you may know, the drinking age in Mexico is 18. If you are under 21 and have not already had a discussion with your parents about the use of alcohol, this is an excellent opportunity. As with other rights you may enjoy, it comes with an expectation that you use it responsibly.

Attendees at all CLE sessions attend at the invitation of the American Leadership Academy. If and when any student fails to abide by the expectations above, the ALA reserves the right to remove that invitation and the associated invitation to remain at the hotel. Those students will be expected to return home early, or find other accommodations in Los Cabos.

If this all sounds a bit overbearing, keep in mind the reality is that hundreds of students attend ALA programs each year, handle themselves responsibly, and leave having learned invaluable lessons and experiencing the time of their lives. That is the experience of all but a few attendees, and one we hope for you.

Should you have any questions about registration, attendance or the ALA program, please contact us at [info@americanla.org](mailto:info@americanla.org). We look forward to seeing you in Los Cabos!



## Cabo Leadership Experience (CLE) Group/Personal Assessment Form

Use the questions below to help you focus attention on areas where you can be a resource to others and where you need to gain information or ideas to improve you or your group. You may complete this form as a personal assessment, or discuss with others from your campus and come to agreement on the needs of the group. Make copies of this page, as needed.

**1. List your Strengths:** What do you do well? Where are you successful? In what things can you be a teacher/mentor to others? What process do you use to determine this?

---



---



---

**2. List your Weaknesses:** What do you lack, compared to your peers? In what things do you fail? In what areas do you need to find a teacher or mentor? What one thing would you change to improve your level of success?

---



---



---

**3. List your Opportunities:** What resources are available to help you? Are there events, people, policies, processes, conditions or activities that will improve your chance for success? How do you identify and evaluate current or future opportunities?

---



---



---

**4. List Threats to your Success:** What organizations, people, policies, processes or conditions exist that limit your success? What changes could occur in the future? What new threats could emerge? How do you identify and evaluate current or future threats?

---



---



---

Based on the information above, identify a few items you most want to improve.

1.

---

2.

---

3.

---

As you participate in the CLE, seek information and ideas relative to these areas. Keep notes on things you can improve or ways others have addressed these areas and of individuals who might be able to help you. Good luck!