



Committee Members Needed!

What is Enterprise Leadership Conference (ELC)?

ELC is partnership between the Rotary Clubs of San Jose and Los Gatos and Los Gatos Morning that takes 96 high school juniors representing 25+ high schools in San Jose and Los Gatos to Asilomar (Monterey) for 3 days to teach them business planning skills.

Why I participate in ELC.

"For many of these students, ELC is life changing. For me, personally, it is one of most meaningful things I have ever done. That's why I'm coming back for my 25th year."

Norm Hulberg, San Jose Rotary



How you can help...

- We need Mentors (we call them Discussion Group (DGs) Leaders)!
 - DGs work in pairs to mentor a team of 8 students (4 girls and 4 boys) through the creation of a product and business plan to bring that product to market.
 - We provide training and you will be paired with an experienced DG that will act as your DG "buddy."

2015 ELC Participant...

I just want to thank you so much for creating such a pivotal experience in my high school career. ELC was such an inspiring experience. Your mentorship and fun facilitation helped me fall in love with entrepreneurship.



To Join ELC: Contact ELC Chair at Mike Norcia at mnorcia@icscopiers.com or co-chair Jason Minsky at Jason@christmasinthepark.com or come to our next ELC committee meeting!

The Mission of Enterprise Leadership Conference is to enhance leadership skills of outstanding high school juniors through a working introduction to the opportunities, benefits and challenges of establishing a business or providing services in the free enterprise system.

Important Dates

- The ELC committee meets on the **1st Tuesday of each month from 7:30 a.m. to 8:30 a.m.** at the Gordon House (1690 Senter Road, San Jose) **starting August 7, 2018.**
- The ELC conference is **Wednesday, March 20th through Friday, March 22th, 2019**
- Student/parent orientations are (tentatively) **Thursday, February 21 & Monday, February 25, 2019**

ELC in detail...

The Enterprise Leadership Conference (ELC) develops leadership and presentation skills of industrious high school juniors through a working introduction to the opportunities, benefits and challenges of establishing and operating a business in the free enterprise system. 96 students (48 young men and 48 young women) are segmented into 12, 8-person business leadership teams for 3 days of team building and skill development activities. Each team has students from 8 different schools. The conference focuses on:

- The principles of a competitive business enterprise
- Creating a business plan
- Developing a marketing strategy
- Key elements of business finance
- Human Resource functions
- Self confidence
- Leadership skills
- Team building skills
- Oral presentation skills
- New friendships

Participating Schools....

ACE Charter High School
Andrew Hill High School
Archbishop Mitty High School
Bellarmine College Preparatory
Downtown College Prep
Evergreen High School
Gunderson High School
Independence High School
James Lick High School

KIPP
Leigh High School
Leland High School
Lincoln High School
Los Gatos High School
Mt. Pleasant High School
Notre Dame High School
Oak Grove High School
Overfelt High School

Piedmont Hills High School
Pioneer High School
Presentation High School
San Jose High School
Santa Teresa High School
Silver Creek High School
SVCTE
Valley Christian High School
Westmont High School
Yerba Buena High School

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