



## Rotary Club of San Diego

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### **ROTARY CAMPOUT TEACHES STUDENTS TO HONE IN ON REAL-WORLD BUSINESS SKILLS**

33rd Annual "Camp Enterprise" to Take Place April 10 to 12, 2008

**SAN DIEGO, Calif. - (April 10, 2008)** – Over 80 high school juniors from San Diego County schools will participate in the 33rd annual "Rotary Camp Enterprise" at Cedar Glen Camp in Julian this weekend. The program is created by the American Management Association and hosted by the Rotary Club of San Diego.

Students are selected by their school counselors to attend the program based on merit and interest. Camp Enterprise is underwritten by the Rotary Club of San Diego and is free to all participants who attend.

Students who attend Camp Enterprise join Rotary members and San Diego State University (SDSU) chaperones on the bus trip to Cedar Glen Camp. The SDSU students are members of the SDSU Rotaract club, affiliated with the Rotary club of San Diego. Students are broken up into 10-member teams, each with two Rotarians and one SDSU student who will help facilitate the activities during the camp.

Upon arrival "the campers" are given a realistic but hypothetical situation based on actual San Diego demographics and potential needs. During the next day and a half, they alternate their time between attending relevant presentations and developing a business plan with their team. Presentation topics such as marketing, finance, human resources, how to deliver a presentation and business ethics are intended to inspire students' creativity and thought processes. On the final day, each team will give their 10-minute presentation of their business plan to a panel of business experts in competitive judging.

Camp Enterprise affords the students the opportunity to interact and learn from some of San Diego's top business leaders. Together they will have time to



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enjoy outdoor activities and develop contacts and friendships with other students and Rotarians from all over San Diego County. Represented are industry leaders in manufacturing, retail, law, medicine, education, banking and nonprofit organizations. Peter Duncan, chair of Camp Enterprise 2008, has two children who have already completed the camp and watched the program come full circle since its conception more than 30 years ago. "The program was founded in 1975, I was only 17 years old then, the same age many of these kids are now. The energy and creativeness of these students is truly awe inspiring," says Duncan, who continues to be proud of the accomplishments Camp Enterprise promotes.

Three thousand San Diego kids have been affected by the Camp Enterprise experience since it began.

For more information regarding Rotary Camp Enterprise please visit:

<http://www.rotary33.org/campenterprise.html>

### **About Rotary International and the Rotary Club of San Diego**

Rotary International, the world's first service club, was founded on February 23, 1905, by Paul P. Harris and three associates. Today, Rotary International, whose motto is "Service Above Self," includes more than 1.2 million members participating in some 32,000 Rotary clubs in more than 166 countries. The Rotary Club of San Diego, founded in 1911, is the fifth largest club in the world, and has a membership of more than 530 of San Diego's business and community leaders. The Rotary Club of San Diego, also known as the Downtown Club, has more than 60 volunteer committees that provide financial, material and human support to many charitable causes. For more information visit: [www.rotary33.org](http://www.rotary33.org).

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