



MEDIA RELEASE

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3D Leadership Conference Asks, "If Not You, Then Who?" Gideon Yago to Speak about Civic Responsibility

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POMONA, Calif. — October 9, 2008 — This year's 3D Leadership Conference is taking place on Friday, Oct. 31, in the Ursa Major Suite of the Bronco Student Center (Bldg. 35) from 11 a.m. to 6 p.m. This educational program is provided by the Student Development and Leadership Institute (SDLI), which offers opportunities throughout the year to enhance students' leadership experience. The keynote speaker this year is former MTV and CBS news correspondent Gideon Yago who will be speaking at noon. The theme "If not you, then who?" will address civic responsibility, which is both relevant and vital during this election year.

Gideon Yago is a graduate of Columbia University and started working for MTV in 2000. He will likely be a recognizable face among the MTV generation that largely populates Cal Poly Pomona. Yago has advanced beyond MTV News to work on award-winning documentaries covering pressing issues of our time, including 9/11, Hurricane Katrina, and the war in Iraq. Throughout his career, Yago has interviewed many political figures including President George W. Bush, former President Bill Clinton, Senator John McCain, Senator John Kerry, former Vice-President Al Gore, and Secretaries of State Colin Powell and Condoleezza Rice. He is a familiar face in the political news arena and an advocate for the youth vote.

Following the keynote address, there will be breakout sessions consisting of several leadership workshops that feature presenters from all corners of Cal Poly Pomona. These workshops will help students identify their leadership style, connect with the community, and learn about how they can be leaders within their community. The conference will place emphasis on student empowerment, civic engagement and how to give back to the community.

The deadline to register online and reserve your free lunch is Friday, Oct. 24; walk-ins are also accepted on the day of the conference. The conference is co-sponsored by ASI BEAT, the Office of Student Life and Cultural Centers, and University Housing Services.

Register online at: <http://dsa.csupomona.edu/division/leadership/3D.asp> or for more information, contact Dora Lee at (909) 869-3601 or doralee@csupomona.edu.

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