



## Press Release

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### **NBC's Apprentice Star, Kwame Jackson to Speak at 3D Leadership Conference**

The Student Development and Leadership Institute (SDLI) and the Distinguished Lecture Series at Cal Poly Pomona is proud to announce Kwame Jackson as the keynote speaker for the 2004 3-D Leadership Conference – Dream, Dare Do! Jackson, a Harvard MBA Grad, will be speaking about his professional leadership experience working for Proctor and Gamble, a Fortune 500 company and his first hand experience being under the helm of real estate guru Donald Trump in NBC's nationally televised reality show, The Apprentice.

In an effort to assist students in exploring their own leadership abilities and in becoming involved in co-curricular campus activities, faculty and staff are requested to encourage students in their classes, offices, and clubs to register for the upcoming free 3D Leadership Conference. The conference will take place on Friday, October 22, 2004 in the Bronco Student Center Ursa Major Suite beginning at 2:00 p.m. with Jackson bringing the half-day conference to a close with his speech, Lessons from the Boardroom, at 6:00 p.m. Although students attending the conference will receive VIP seating at the Jackson address, limited additional seating will be available for the general public.

The 3D Leadership Conference is an innovative educational initiative for students in any stage of their leadership development wanting to explore campus involvement opportunities and enhance personal growth. 3D, in its inaugural year, is a free program open to any currently enrolled Cal Poly Pomona student. Online registration is required at [www.csupomona.edu/~leadership](http://www.csupomona.edu/~leadership) and must be completed by October 18.

Under the umbrella of the Student Development and Leadership Institute (SDLI), 3D is a collaboratively planned and sponsored program between the Distinguished Lecture Series, ASI Bronco Events and Activities Team (B.E.A.T.), Office of Student Life and Cultural Centers, Dean of Students Office, and University Housing Services.

SDLI is a university educational program designed to assist students in enhancing student leadership abilities through building self confidence, developing a personal philosophy of leadership, amplifying personal growth and development, and building career opportunities.

For more information on the 3-D Leadership Conference contact the SDLI coordinator at 909-869-4568 or email at [leadership@csupomona.edu](mailto:leadership@csupomona.edu). For updates on this and other SDLI programs visit [www.csupomona.edu/~leadership](http://www.csupomona.edu/~leadership).

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