



## **Frequently Asked Questions**

### **1. Who can enter the Latino Entrepreneurial Award of Distinction (LEAD) contest?**

The nominee must be a Latino\* boy or girl, age 12 to 18 as of December 31, 2005. He or she must be enrolled in middle school or high school or, for home-schooled students, receiving equivalent instruction elsewhere than at school in adherence to the laws and regulations of their resident state as of December 31, 2005. Finally, the nominee must be a US legal resident.

\*Latino heritage/lineage, for the purposes of this contest, is defined as having at least one parent whose heritage emanates from any of the countries of South America, Central America, Mexico and much of the Caribbean.

### **2. How does one apply to LEAD<sup>SM</sup> ?**

First, an adult (age 18 years and over) US legal resident, must nominate you as a potential candidate for LEAD<sup>SM</sup>

Then, the nominator must submit the following:

1. One completed entry form/application signed by a parent/legal guardian and the nominator (postmarked by May 31, 2006)
2. An original, typewritten essay of 750 to 1,000 words, typed on 8½ x 11 paper, explaining why the Nominee deserves a LEAD<sup>SM</sup>

Supporting documentation is optional (see Question 3 for more information).

### **3. What types of supporting documentation are generally allowed?**

Supporting documentation can include the following:

1. Sample(s) related to the product or service the nominee offers
2. Print material(s) related to the product or service the nominee offers (e.g., business cards, brochures, newsletters, etc.)
3. Certificate(s) of achievement
4. Local paper or news article(s) about the nominee and her achievements

Supporting documentation can be furnished in various formats including binders, CD's, DVD's, photos, powerpoint, video clips, etc.

**Please note that supporting materials cannot be returned.**



#### **4. What are the criteria used to evaluate nominations for LEAD<sup>SM</sup> ?**

LEAD<sup>SM</sup> submissions are evaluated based on the following 10 criteria.:

1. Demonstrates budding entrepreneurship or financial acumen
2. Is taking steps towards financial independence
3. Makes a difference in his or her school, community or in peoples' lives
4. Shows initiative in starting a new business or service
5. Relevance of the Nominee's achievements to the theme of the contest;
6. Nominee's demonstrated potential for future success;
7. Significance of the Nominee's achievements and contributions;
8. Originality and clarity of essay;
9. Supplemental/supporting documentation (pictures, awards, etc.)
10. Presentation of application.

#### **5. When are submissions due?**

Submissions must be postmarked NO LATER than May 31, 2006.

NOTE: Please do not send submissions via registered mail or express service such as DHL, UPS, FedEx or other similar services. As long as the submission is postmarked by May 31, 2006, the submission will be accepted.

#### **6. Can a parent write the essay?**

Yes, a parent can write the essay. Also, any adult such as a mentor, counselor, teacher, or friend can write the essay as long as they are over age 18 and a US legal resident.

#### **7. Can the essay be submitted in Spanish?**

Yes, the nominator essay can be submitted in Spanish.

#### **8. Can more than one essay be submitted?**

Yes, more than one nominator can submit an essay, as long as they are adult and the entry form/application is signed by a parent or legal guardian.

#### **9. How can one determine eligibility for LEAD<sup>SM</sup> ?**

To determine if you meet the eligibility requirements for LEAD<sup>SM</sup>, check the "Official Rules" at: [www.LEADawards.com](http://www.LEADawards.com). Only applicants meeting all eligibility and application requirements will be considered official nominees for LEAD<sup>SM</sup>

#### **10. Can one apply to Girls Going Places® as well as to LEAD<sup>SM</sup>?**

Nominee's meeting all specific entry requirements to LEAD<sup>SM</sup> and Girls Going Places® may apply for consideration to both programs. In cases of dual nominations however, The Guardian Life Insurance Company of America (Guardian) reserves the right to limit awards to one cash prize in the program it so chooses.



**11. Where should completed submissions be mailed?**

**Guardian's Latino Award of Distinction (LEAD)  
c/o LT Communications  
2 Bashford Street, 2<sup>nd</sup> Floor  
Yonkers, NY 10701-2743**

**12. When will notifications go out to applicants?**

Winners and Finalists will be by mail the week of September 4, 2006 and before September 15, 2006. Notifications to non-qualifying applicants (or applicants not named or recognized as a Winner or Finalist) will be mailed after September 25, 2006 and before October 15, 2006.

Visit [www.LEADawards.com](http://www.LEADawards.com) for official rules and entry form download.

