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**EI Segundo Educational Foundation Hosts
Superintendent's Roundtable**

Nineteen new members pledge support

EL SEGUNDO, Calif., - November 1, 2002 – The EI Segundo Educational Foundation raised more than \$20,000 at a well attended kickoff reception for its Superintendent's Roundtable campaign on October 24 at Occasions in EI Segundo.

Designed to attract EI Segundo residents and small businesses willing to contribute \$1,000 or more per year to the EI Segundo Educational Foundation (ESEF), the Superintendent's Roundtable provides the Foundation with additional means to enhance the education of students in the EI Segundo Unified School District (ESUSD).

The EI Segundo High School Chamber Singers, directed by Gary Fritzen, treated event attendees to a moving performance of the gospel song, "Ain't Got Time Ta Die" and a soulful rendition of "The Irish Blessing." Twenty-nine members of the 37-member Chamber Singers volunteered their time to entertain at the event in an outstanding performance indicative of the quality and availability of music and arts programs available to EI Segundo students.

Superintendent of Schools, Dr. Wendy Doty, delivered a State of the District address in which she thanked the Roundtable Members for pledging their generous support to the ESEF and emphasized the importance of community support for EI Segundo's schools.

"The Foundation has helped the District meet its obligation of striving to produce high achieving students, improving technology, and increasing property values," Dr. Doty said in an impassioned address that was met with a standing ovation. Dr. Doty encouraged support for the Superintendent's Roundtable and the Educational Foundation so that the EI Segundo schools can maintain the competitive edge they have worked so hard to achieve.

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Superintendent's Roundtable Event

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The evening culminated with 19 new pledges to join the Superintendent's Roundtable. Those who pledged \$1,000 or more to the ESEF included parents, teachers, small business owners, foundation and school board members, El Segundo Rotary, the teacher's and classified employees unions from ESUSD as well as Superintendent Doty. These new members joined 25 others who already had given \$1,000 to the Roundtable prior to the kickoff event.

"This event to recruit members to the Roundtable was even more of a success than we had hoped it would be," said Dr. Bill Watkins, retired ESUSD Superintendent and the ESEF board member coordinating the new campaign. "Our goal is to attract another 50 Roundtable members by the end of the school year," Watkins said. The Foundation's goal is to have 100 members of the Roundtable who together will contribute \$100,000 a year separate and apart from other fundraising efforts. "The Superintendent's Roundtable introduces a new opportunity for community giving and involvement with the ESUSD," Watkins said.

Member benefits for joining the Superintendent's Roundtable include invitations to two private events each year, tickets to Foundation special events, recognition in advertising and the Foundation's Annual Report, and a tee sponsorship for its annual Strokes of Genius Golf Tournament. Those who contribute \$1000 by December 31, 2002 will become Charter Members of the Superintendent's Roundtable.

Since its formation in 1983, the El Segundo Educational Foundation has worked to develop a partnership between El Segundo businesses and schools. This plan has paid off, and the Foundation has been tremendously successful in attracting support from the local business community. Many El Segundo corporations have been generous and steady contributors to the Foundation, which has donated more than \$1,200,000 to the ESUSD over the years.

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