



**NEWS FOR IMMEDIATE RELEASE:**  
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## **ROCHESTER'S INDO-AMERICANS FORM NEW LEADERSHIP GROUP**

*"DIAL" program cultivates and trains local Indo-Americans for community board leadership roles*

**Rochester, NY** – Local Indo-American business leaders have announced the formation of a new leadership training group. Development of Indo-American Leaders, or DIAL, has been created to cultivate and train local Indo-Americans for leadership positions on boards of not-for-profits in our community.

DIAL aims to ensure that local organizations are tapping the full potential of the Indo-American community, and at the same time ensure that Indo-Americans have truly assimilated into the Greater Rochester region. This September, DIAL will offer its inaugural development program. Fifteen participants will be chosen from an applicant pool of young professionals who are of Indian origin.

"In spite of the success of the Indo-American community here, we feel that our presence and influence in the community-at-large has historically been limited," said I.C. Shah, Chief Executive Officer of ICS Telecom, who formed this group. "We need to turn that around, and not only ensure our voices are being heard, but that we can truly have a broad leadership representation in our community."

Curriculum in leadership training will be broken down into several categories including fundraising and media relations.

Although an independent initiative, the DIAL program is being modeled after two local programs run by United Way of Greater Rochester, the African-American Leadership Development Program and the Latino Leadership Development Program.

"It's an honor to collaborate with DIAL leadership to help get this incredible initiative off the ground," said Peter Carpino, United Way's President and CEO. "Our leadership development program graduates have found tremendous success in our community. Now, with DIAL, our community will truly benefit—and we will have an incredible and diverse representation in our not-for-profits."

The program will be offered during two consecutive Saturdays in September; on the 9th from 9:00am to 4:00pm, and the 16th from 9:00am to 2:00pm; at the Eastman Conference Center at the offices of the United Way of Rochester, 65 College Avenue, Rochester NY 14607. To request an application, please call (585) 292-8228, or log on to [www.dialrochester.org](http://www.dialrochester.org) to download one. Once applications have been filled out, they can be submitted by mailing to: DIAL 2006 Applications, 125 Highpower Road, Rochester, NY 14623. There is a \$25 application fee that will be refunded to applicants not selected for the program. Check should be made out to DIAL and the application must be received by June 30, 2006.

For more information about DIAL, please call I.C. Shah, Chairman of DIAL at (585) 292-8212.

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