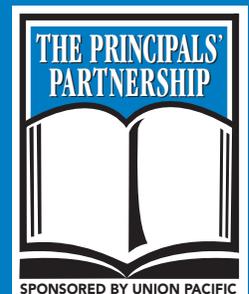


Strengthening education's future
by strengthening education's leaders.



Helping high school principals meet the

We believe strong leaders produce strong schools. No single individual affects the future of the American public high school as much as the principal. The principal's leadership echoes down a hundred hallways and resonates in



thousands of classrooms.

To countless students, the principal determines the quality of their education.

With that in mind, The Principals' Partnership, a personalized leadership program designed to enable and assist the high school principal, was created. This program is unique among business and education partnerships because it is personalized for each principal it serves. Instead of a one-size-fits-all approach, The Partnership starts with the professional needs of the principal and then offers a program to meet those needs. Best of all, The Principals' Partnership is offered at no cost to the school, the district or the principal.

The principal controls the program.

Every high school is unique and presents a special set of leadership challenges. To help the

principal address these challenges, The Partnership enables principals to customize their own program. With the help of a personal consulting team, principals set a personalized professional goal or select an area for study. Supported by The Partnership, they receive the information, training and networking needed to reach that goal. The result is a partnership that stays focused on the challenges faced by each individual principal.

The principal joins a community of fellow leaders.

Being a leader can be a difficult and lonely job, but with The Partnership, principals are not alone. A three-day Summer Institute provides the opportunity to network with other principals, as well as interact with national and local leadership consultants.

Here leaders can talk freely about the challenges all principals face. It's a time to relax and think, a time to get support and advice from other practicing principals.

The networking continues throughout the year with our Partnership Web



leadership challenges of the 21st century.

site, ongoing conversation with peers, regional meetings and contact with a personal consulting team.

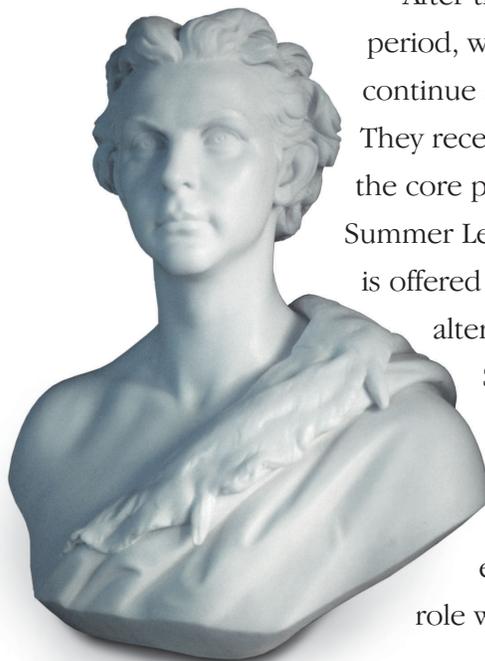
The principal receives personalized assistance.

Personal consultants meet one-on-one with the principal to provide continuing support, information and assistance. This personal contact provides resources and customized professional aid on topics of local interest and concern.

The Principals' Partnership Web site is also a valuable tool for finding information on the current issues in education and leadership. A vital, ever-changing asset, the site is frequently updated, ensuring participating principals are aware of the best practices in their field. Multiple links allow principals easy access to the best leadership resources on the Internet as well as success stories from principals in schools like their own.

Who is eligible?

The Partnership's core program is available for three full years to public high school principals within designated school districts in states served by Union Pacific.



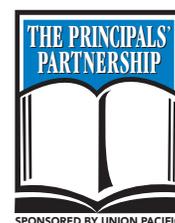
After the initial three-year period, we invite principals to continue as Senior Partners. They receive all the benefits of the core program, including the Summer Leadership Institute, which is offered to Senior Partners in alternate years. In addition, Senior Partners have the chance to explore new opportunities, including, if they wish, an expanded leadership role within The Partnership.

Why Union Pacific?

We believe in the American high school principal. When they are supported in their own professional development, they become stronger leaders. Strong leaders build strong schools. And strong schools produce solid citizens, workers and adults. When that happens, we all benefit.

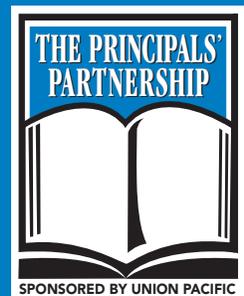
For more information . . .

about The Partnership, sponsored by Union Pacific, visit www.principalspartnership.com or call toll free 866-362-1450.



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