An Example to Follow

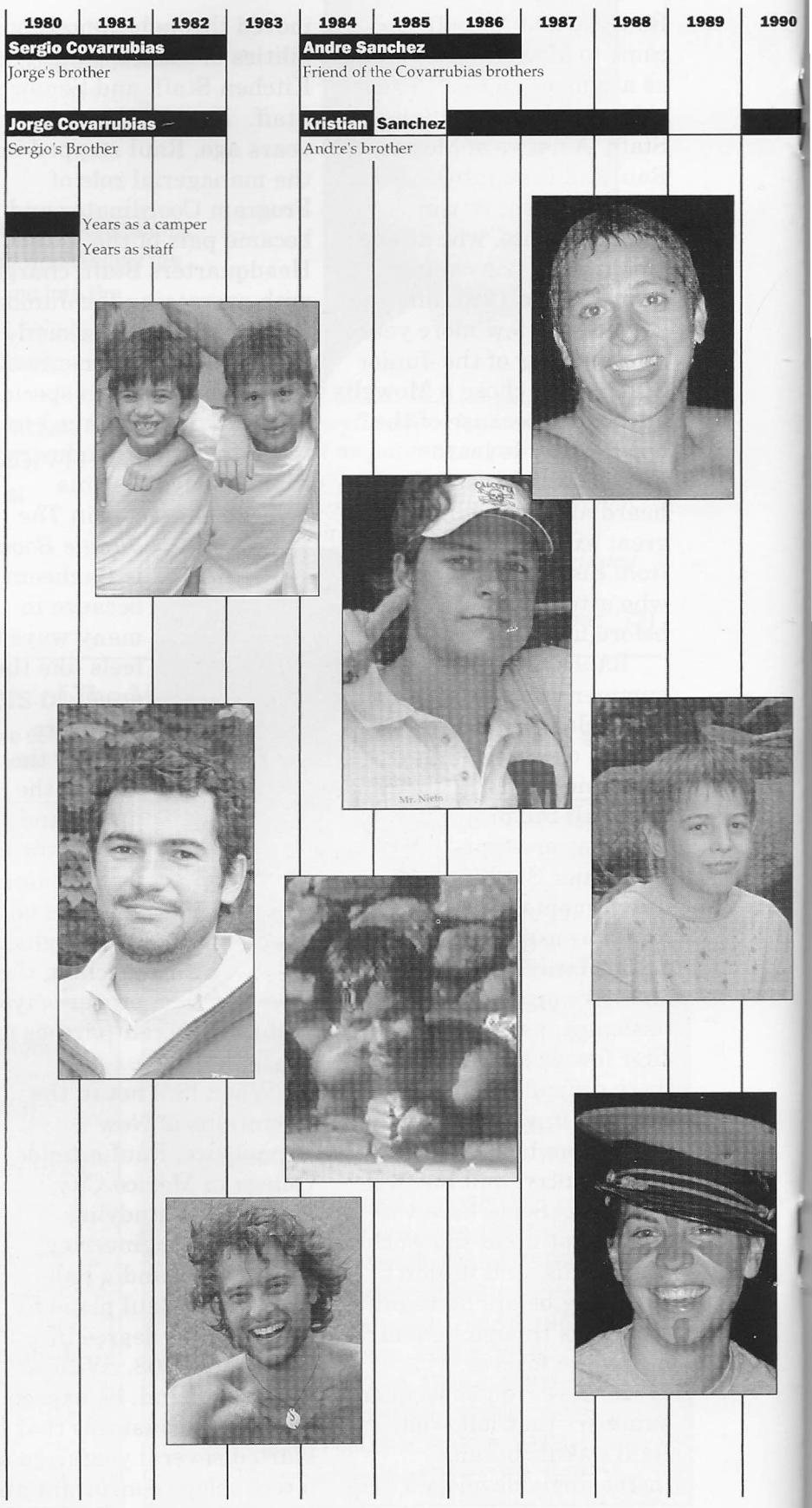
Word of mouth promotion at its best

We have long known that Mowglis' most successful recruiting tool is word of mouth promotion among alumni, their families and their friends. Nothing proves that fact more than an examination of the impact that a single family, the Covarrubiases of Mexico.

Referred to Mowglis in the late 1970's by a Boston educational consultant, the parents of Sergio and Jorge Covarrubias started a chain of events that has resulted in 25 camper and staff relationships over the last 25 years.

Family talked to extended family; friends talked to friends; alumni talked to co-workers. Their efforts were not intentional, and there was no agressive sales pitch. Instead, people simply shared their experiences at Mowglis in such a compelling way that those listening wanted the same opportunity.

If a single family can have this much impact on Mowglis, what could happen if even half of our alumni made a small effort to support recruiting?



Start your own domino effect

Each one of you has the ability to start a chain of relationships like this. And all you have to do is talk about Mowglis!

1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007

Sergio Covarrubias
Sergio's ('82) son

Gabriel Franco
Sergio's and Jorge's Cousin

Andres Franco
Gabriel Franco's Cousin

Jose Medina-Mora
Andres Franco's cousin

Andres Medina-Mora
Andres Franco's cousin

Raul Medina-Mora Nieto
Jose and Andres' cousin

Pablo Nieto Dovali
Raul's cousin

Bernardo Orvananos
Jose's friend

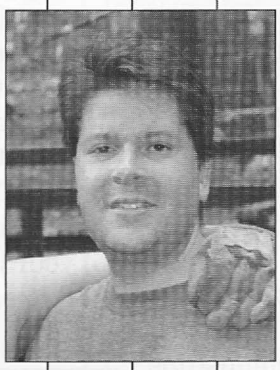
Arturo Jimenez
Pablo's friend

Alajandro Medina Mora Nieto
Raul's brother

Eduardo Senties Nieto
Pablo's cousin

Emilio Chalita
Pablo's friend

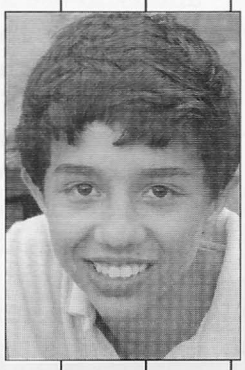
Diego Reyes
Pablo's friend



Cristobal Solis Palomera
Andres Medina-Mora's friend

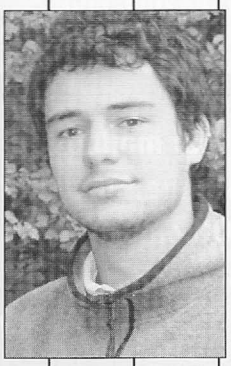
Esteban Solis Palomara
Andres Medina-Mora's friend

Manuel Sepulveda
Cris Solis' friend



Mitzi Holohlavsk
Diego's friend

Alberto Reyes
Diego's brother



Javier de Leon
Jose's cousin

Memo Ciocca
Arturo's cousin

Giancarl Ciocca
Arturo's cousin