



## Organization Dept

**DATE: March 23, 2010**

**MEMO NO: ORG-017**

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DISTRIBUTE TO: District through Territory Leaders  
FROM: Youth Leader—Nathan Gauer  
SUBJECT: Rock the Era Determination Cards

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On behalf of the national youth leadership team, I'd like to express our heartfelt appreciation for all your efforts and dedication to connect with youth and support their participation in Rock the Era activities.

We have created a Rock The Era determination card (Sutra-book size) to further support these efforts. The front of the card has a photo of President Ikeda in his youth leading the brass band, and reads "How will you rock the era? I will become Shin'ichi Yamamoto!" The card was created based on President Ikeda's encouragement on February 2, 2010:

--TO MY FRIENDS-Feb 2, 2010--

"Treasure each person."

This is the key to development sought by the times.

Let's create a tidal wave of encouragement

Beginning with one wave and expanding it to ten thousand!

This movement is based on President Ikeda's example, as shown in the "Determination" chapter from volume 10 of *The Human Revolution*. In that chapter he describes how he fought in Osaka in 1956 when he doubled the membership from 30,000 to more than 60,000 households between the months of January and July. Instead of merely sharing the goal and expecting others to take action, the then young Daisaku Ikeda took full responsibility to encourage the person in front of him through warm dialogue, Nichiren Daishonin's writings, or even through dance and song! Following his example, let's put our entire lives into encouraging the person in front of us.

With this spirit, we are determined to advance *kosen-rufu* this year by embracing the same heart as Shin'ichi Yamamoto to thoroughly encourage the person right in front of us, and to connect



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that person to President Ikeda.

30 cards have been shipped out to each district. Depending on the area, the cards might be distributed from the area or region leaders. On the back of the card, space is provided to write the names and dreams of youth we'd like to introduce to the practice and awaken as a disciple in our districts.

Thank you from the bottom of our hearts.