



"I have participated in other leadership conferences, but the second I walked on to the University of Texas campus that steaming summer day, I knew HOBY would be different. Through HOBY's empowering seminars, enlightening activities, and inviting cheers, I was able to branch out and meet students from all over Texas who also aspired to help their communities and make a difference."

Sara Surani
HOBY Outstanding Young Alumni
Award Recipient, 2014

After returning from HOBY, Sarah examined her community's needs and founded iConquer—a program dedicated to educating three to six year olds about obesity through puppet shows, self-produced videos, arts and crafts, and exercise-dance routines.

She also helped found Project KNIGHTS, or Keep Nurturing and Inspiring Good Habits in Teen Sleep, in order to educate teenagers about the hazards of sleep deprivation. Through various partnerships, these organizations have reached over 20,000 students and raised more than \$70,000 to help educate students of all ages about healthy living.

October 2014

Dear Optimist members,

I am excited to reach out to you today about Optimist International's partnership with **Hugh O'Brian Youth Leadership (HOBY)**. Since 1958, HOBY has been committed to providing students with impactful and empowering leadership training to bring out the best in them.

In the Spring of 2015, nearly 10,000 students will join one of HOBY's 70 State Leadership Seminars across the country, discover and develop their leadership talents, and return from the program more inspired and focused on making a difference in the lives of others. See Sara Surani's inspirational story on the left.

As you have for many years, Optimist clubs sponsor students' participation in HOBY by covering the schools' registration fees and/or the full cost of attendance, which is approximately \$350. Your clubs help students and schools participate in HOBY whom otherwise may not have the opportunity for such a life-changing experience. ***Please let your local high schools know about Optimist's endorsement of HOBY and if your club is willing to sponsor students!***

Many clubs also support HOBY State Leadership Seminars directly through donations, gifts-in-kind, and volunteering. For specific sponsorship or volunteer opportunities and questions about registration, please contact HOBY's Registration and Outreach Manager, Sunshine Navarro Shively at shivelys@hoby.org or 818-851-3980 x321.

Thank you for supporting our program!

Best regards,

Javier LaFianza
HOBY Chief Executive Officer