



HUGH O'BRIAN YOUTH LEADERSHIP

PRESENTS

20
Catalyst
4
Be the Change



JUNE 8-10, 2012
CALIFORNIA LUTHERAN UNIVERSITY
THOUSAND OAKS, CA

Scenes from HOBY California Central 2011



Cooperating Organizations

Albert Schweitzer Leadership for Life
American Association of School Administrators
American Chamber of Commerce Executives
America's Promise – The Alliance for Youth
American Humanics, Inc.
The American Red Cross
AMVETS
AYUSA International
College Options Foundation
The Congressional Award
Corporation for National Service
Council of Chief State School Officers
Foundation for Teaching Economics
Military Order of the World Wars
National Association of Manufacturers
National Association of Secondary School Principals
National Catholic Educational Association
National FFA Organization
National Management Association
National Parents Teachers Association
National School Boards Association
Optimist International
Oxfam
People To People
Points of Light & Hands on Network
Presidential Classroom
SCORE
United Nations Foundation
US Chamber of Commerce
US Junior Chamber of Commerce
Young Marines
Youth For Understanding USA

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The HOBY Vision, Mission and Core Values

VISION

To motivate and empower individuals to make a positive difference within our global society, through understanding and action, based on effective and compassionate leadership.

MISSION

To inspire and develop our global community of youth and volunteers to a life dedicated to leadership, service and innovation.

CORE VALUES

Volunteerism

Volunteerism is the heart and soul of our organization. We appreciate the myriad contributions of our volunteers, and recognize the power of thank you and of giving back. We seek to promote and encourage service among our stakeholders. We recognize and value the positive accomplishments that volunteers can achieve by working together. We believe that volunteers are positively impacted by our programs as much as the youth and communities we serve.

Integrity

Integrity forms the foundation of our organization. We demand the highest level of ethics. We grow our organization based on interactions that promote mutual trust and respect with our stakeholders and partners. We strive to ensure the highest level of organizational effectiveness by continually reviewing our programs and processes to improve quality and efficiency.

Excellence

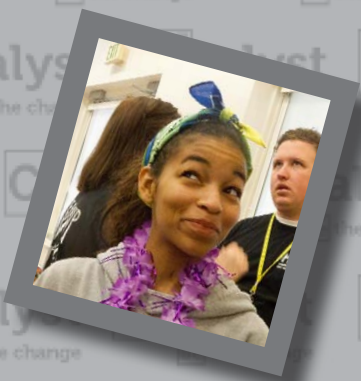
We strive to continually raise our programs and business to new levels of excellence. We encourage entrepreneurship and innovation in business, education, and social responsibility. We develop creative solutions to address challenges and to utilize opportunities. We believe that leadership skills can and should be continually improved and refined.

Diversity

We value and embrace diversity. We seek out views that reflect all walks of life, and reflect those views in our programs. We are sensitive to the special needs and diverse backgrounds of individuals. We give all individuals an equal opportunity to be heard and to benefit from our programs.

Community Partnership

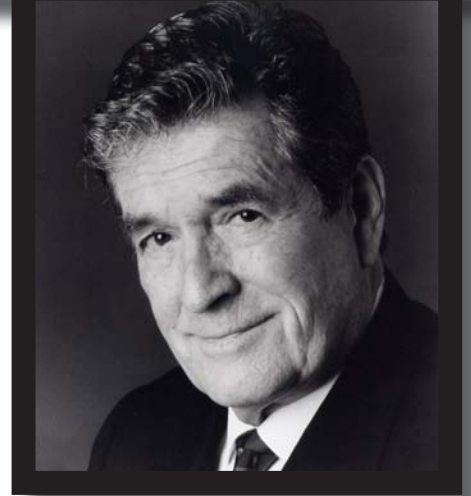
We value community partnerships. We recognize the importance of working with community organizations to strengthen our supportive network. We value the input we receive from our community partners, and strive to work together cooperatively and constructively for the betterment of all.



Welcome HOBY Ambassador! The Future is Yours!

Spring 2012

Welcome HOBY Ambassadors:



Congratulations on being selected to attend the California Central Hugh O'Brian Youth Leadership (HOBY) Seminar. You were chosen for the honor of representing your schools because of the outstanding leadership potential you have demonstrated. The purpose of this HOBY seminar is to teach you how to think – not what to think. You will get from life what you put into it, and that applies to a HOBY seminar too. We want to awaken in you that magic genie of self-esteem so important to any success. You were selected to attend HOBY because you are special: think special and you will always be special.

You will make many new friends this weekend – hang on tight to them – you have many more years of meaningful futures to share. You will also realize that a great many volunteers gave a great many hours to make this weekend possible. These volunteer speakers, staff, and committee members give their hours freely because they believe in the future of the United States and recognize that you outstanding young people represent the future.

You have been challenged this weekend to do what has been modeled for you. I sincerely encourage you to return to your own communities and seek out meaningful ways that you can use your leadership for community service.

I don't have any children of my own, but I've got a couple of hundred thousand like you out there who I'm proud to call my family. So, shine bright my friends; you are my tomorrow and the future is yours. I wish you love and Godspeed!

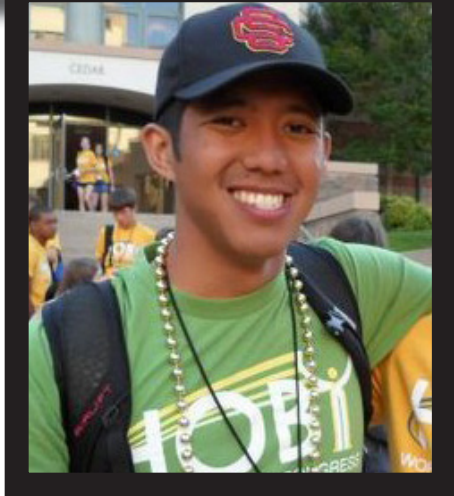
Love,

A handwritten signature in cursive script that reads "Hugh O'Brian". The signature is written in dark ink and is positioned below the word "Love,".

Hugh O'Brian
Founder, Hugh O'Brian Youth Leadership

P.S. You truly represent HOBY's Future, I hope you will give back in service to HOBY and your country. The future of HOBY depends on you and your personal involvement.

2012 Leadership Seminar Chair, Cy Serrano



Hey HOBY!

On behalf of the entire California Central Hugh O’Brian Youth Leadership Volunteer Committee I am pleased to welcome you to our annual leadership seminar! Months of planning and hard work have gone into making this experience one that you will remember for a long time. Many people have contributed their money, time and resources to create this experience for you. **We hope you will learn, grow, stretch your mind, question, make lasting friendships, and have FUN while you are here!**

You were selected because others see something wonderful in you. Starting now, you are a **leader**. We will not provide conclusions to you; we want you to think for yourself. Take advantage of this opportunity to question your thoughts, share your ideas with others, and get answers to questions regarding your role in our state and your future.

We have assembled terrific individuals from various professions who will speak to you about the challenges and joys of being leaders in their fields. We encourage you to ask questions and learn from their different perspectives. We have also planned activities to prepare you for being a leader – you will learn and experience what you can do **right now** to make your own community better.

While our volunteers and speakers will contribute greatly to the success of the seminar, the biggest contributing factor will be YOU – your attitude, your willingness to go beyond your past beliefs and behaviors, your participation, and what you will give to each other. Open yourself to the people around you this weekend. Learn from one another and discover the unique contribution you can make. Our world faces challenging times ahead and leaders are needed! Continually ask yourself—**how can I make a difference in my community, my state, my country and the world?** Use this opportunity to start answering that question. Approach this weekend with enthusiasm and you will not be disappointed.

I hope you enjoy yourself and apply what you learn from this weekend to your life. On Sunday, you will become a HOBY Alumnus. You will join thousands of young people that have come before you in this unique and honored title and you will have a special responsibility to be a leader and make a difference wherever you go. **Congratulations! This weekend, and your life, will be what you make it... and you can make it great!**

HOBY Hugs,

Cy Serrano

2012 California Central Leadership Seminar Chair

A Message from President Barack Obama



THE WHITE HOUSE
WASHINGTON

January 20, 2012



I am pleased to congratulate all those participating in this year's Hugh O'Brian Youth Leadership Program (HOBY).

Our Nation's future will be shaped by the young people we inspire and empower today. By exploring new ideas and serving others, students like you can help our country meet the myriad challenges of the 21st century. As you bring talent and passion to your roles as HOBY Ambassadors, I trust you will find there is nothing so satisfying to the spirit as giving your all to a difficult task.

I expect great things from your generation, and I wish you all the best for a rewarding experience.

A handwritten signature in black ink, which appears to be "Barack Obama".

Hugh O'Brian: Visionary, Legendary Humanitarian



Hugh O'Brian was born April 19, 1925 in Rochester, New York. At 17, he became the youngest drill instructor in Marine Corps history, but found his true passion was acting. O'Brian gained national fame and notoriety with his portrayal of frontier lawman Wyatt Earp in "The Life and Times of Wyatt Earp." This top-rated television series ran from 1955-1962 and made O'Brian an overnight success. After the series ended, O'Brian went on to other acting projects in film, television, and Broadway while devoting the rest of his time to HOBY.

The honors and awards he has received from his work with HOBY are numerous. In 1983, the National Society of Fund Raising Executives honored him with their premier award for overall philanthropic excellence as a volunteer, fundraiser and philanthropist. This is the only time one individual has received the award in all three categories. In 1989, he received the 60th Annual American Education Award presented by the American Association of School Administrators. O'Brian joins Norman Rockwell, Lyndon Johnson, Helen Keller, Walt Disney, and Bob Hope as a recipient of this most significant award. O'Brian currently lives in a hilltop home overlooking Beverly Hills. Still extremely active in his eighties, his hobbies include sailing, swimming, and tennis.

The HOBY Story

In the summer of 1958, Hugh O'Brian received the invitation that would change his life forever. At the time, O'Brian had already made a name for himself as an actor portraying the legendary lawman Wyatt Earp on television and appearing in numerous films. When he received a cable from Dr. Albert Schweitzer welcoming him to French Equatorial Africa for a visit, he did not hesitate to accept. O'Brian had long admired the German doctor-missionary-theologian-musician, and within two weeks he arrived at Dr. Schweitzer's remote hospital complex in Africa. During his visit, O'Brian spent his days assisting the volunteers in the hospital and his nights with Dr. Schweitzer discussing global peace and world politics. During their discussions, Dr. Schweitzer told O'Brian that he felt "The most important thing in education is to teach young people to think for themselves," which O'Brian would never forget.

After an inspiring nine days, O'Brian prepared to return to America. Before saying goodbye, Dr. Schweitzer took O'Brian's hand and asked, "Hugh, what are you going to do with this?" It was these words combined with his unforgettable visit that compelled Hugh O'Brian to form Hugh O'Brian Youth Leadership (HOBY). Two weeks after returning from his 1958 visit to Africa, O'Brian put together a prototype seminar for young leaders.

From 1958 to 1967, leadership seminars took place in Los Angeles for sophomores from California. In 1968 the scope of the HOBY program grew to include national and international participants which led to the expanded eight-day global leadership seminar called the World Leadership Congress (WLC) held annually. In an effort to include more students nationwide, three-day and four-day HOBY Leadership Seminars were instituted in 1977 in which high schools throughout the country may nominate a sophomore to attend a HOBY seminar in their state.

Five decades later, HOBY is still inspiring young people all over the world to develop their leadership and critical-thinking skills to achieve their highest potential. Currently, more than 9,000 tenth graders, representing almost as many high schools nationwide, attend HOBY Leadership Seminars each year. These seminars are run by over 4,000 volunteers with community leaders, business executives, educators, and parents involved in every seminar. Each seminar strives to follow the HOBY motto of teaching students, "how to think, not what to think," thus ensuring that Dr. Schweitzer's hope for young people lives on.

Leadership Seminar Curriculum

The curriculum for this Leadership Seminar is based on HOBY's vision to motivate and empower individuals to make a positive difference within our global society. HOBY believes students like you represent the future leaders of the world – leaders in business, education, government, or any field you choose – because YOU are someone who will make a difference. By developing and understanding effective and compassionate leadership, we hope you will be able to realize your leadership potential, and take action in your homes, schools, workplace, communities and the world.

Your HOBY experience will help you develop leadership from three perspectives:

Personal Leadership | Group Leadership | Leadership for Society

We will focus on your individual growth in order for your leadership to make a better world and a better society for yourself and others.

Everyone at HOBY believes in your ability to be a leader and affect the future for all of us. So, stand out and be outstanding! Show us who you are and what you can do. HOBY is your open door to a life of leadership and service. We can't wait to learn what potential you will unlock through HOBY.

World Leadership Congress

Held annually in late summer, the HOBY World Leadership Congress (WLC) is an opportunity to interact with youth from all over the United States and the world. All participants from the state HOBY Leadership Seminars are eligible to attend this weeklong, intensive, educational program on a first paid, space-available basis.

The WLC program includes coming face-to-face with today's top leaders in business, government, medicine, education, philanthropy and much more. In addition, the weeklong schedule is set in the backdrop of some of the greatest cities in the U.S. WLC students learn to think globally and critically, enhance their leadership skills, and meet students who share a desire to lead and make their schools, communities and countries better places. For more information on the WLC, visit www.hoby.org.



HOBY's Selection Process

Each September, HOBY Sophomore Registration Kits are sent to over 22,000 public, private and charter high schools in the United States. All tenth graders are eligible for selection to attend one of the three- or four-day weekend seminars held in their area each spring. A sophomore leader may be selected by each school and is certified by the principal.

HOBY's seminars focus on the theme "Empower. Lead. Excel." while encouraging the young leaders toward responsible citizenship, including community service and volunteerism.



The Freedom to Choose

Unfortunately, a very small number of our young people seem to attract the most of the news. They are in the public eye because they have stolen cars, vandalized schools, created disturbances – in some way rebelled against society. These headline-makers represent only a small part of our teenage population. It is a fact that 98.7 percent of our young people are law-abiding, constructive citizens. There is too much focus on the negative. It is time we accent the positive – pat the good guys and gals on the back – let them know there are rewards for being responsible members of the community.

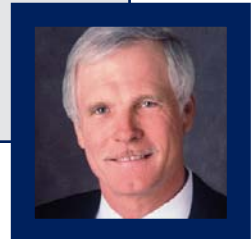
I do NOT believe we are all born equal – CREATED equal in the eyes of God, YES – but physical and emotional differences, parental guidance, varying environments, being in the right place at the right time, all play a role in enhancing or limiting an individual's development. But I DO believe every man and woman, if given the opportunity and encouragement to recognize his or her own potential, regardless of background has the Freedom To Choose in our world. Will an individual be a taker or a giver in life? Will that person be satisfied merely to exist, or seek a meaningful purpose? Will he or she dare to dream the impossible dream?

I believe every person is created as the steward of his or her own destiny with great power for a specific purpose to share with others, through service, a reverence for life in a spirit of love.

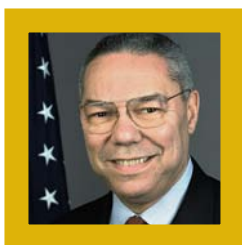


“You know, we business people like to say we’re driven by the bottom line. The real bottom line is the future, and we owe it to our youth to prepare them for that. Hugh O’Brian Youth Leadership (HOBY) does just that. By promoting leadership, HOBY is building a corps of young people who will be prepared to meet the challenges facing future generations.”

- Ted Turner, Turner Broadcasting Systems



WHAT TODAY'S LEADERS ARE SAYING ABOUT HOBY



“The mission of America’s Promise is to equip the next generation of Americans with the character and competence they need to be successful adults. Hugh O’Brian Youth Leadership (HOBY) is one of our staunch allies in this crusade...HOBY is encouraging each of the thousands of high school sophomores who attend these leadership seminars to volunteer at least a hundred hours a year to a community service project. The HOBY commitment to America’s Promise will produce at least 1,400,000 volunteer service hours a year.”

- Colin L. Powell, Former United States Secretary of State

DAY ONE FRIDAY, JUNE 8

AMBASSADOR ARRIVAL DAY

7:30 AM – 9:30 AM

Registration & Check-In
Group Time

9:45 AM – 10:25 AM

Welcome Orientation

10:25 AM – 12:45 PM

Curriculum Overview

Phase 1: Individual Leadership

Keynote Address: Scott Backovich - "Be a Catalyst"

Activity: "What Kind of Animal Are You?"

12:45 PM – 1:40 PM

Lunch & Small Group Pictures

2:00 PM – 5:10 PM

Phase 2: Group Leadership

Panel: "Transformational Teams"

Becky Haycox, Volunteer Coordinator, Straight Up

Marisa Lopez, Volunteer Director, United Way of Ventura County

Kevin Relyea, CEO & Managing Partner, K3R Capital Partners

Justin Salters, Policy, Government & Public Affairs, Chevron

Rachel Shur, Founder, United Cancer Advocacy Action Network

Barbara Stein, Executive Director, Rebuilding Together

Activity: "Operation Exurbia"

5:30 PM - 7:45 PM

"The Wall"

A conversation on diversity and a workshop deconstructing prejudice, bigotry and hate as it exists in our society today.

Presented by Jamie Utt

8:15 PM – 9:45 PM

Pizza Party / Dance / Game Night / Study Hall

10:10 PM – 11:00 PM

Group Time & Debrief

11:45 PM

Lights Out!

"HOBY has changed my life completely. I have met the BEST people in the entire world and they are the BEST friends I will ever have. HOBY is the best thing in my entire life. It not only gave me the motivation to change the world, but the confidence to do it."

- Karly Peterson,
HOBY California Central '09



DAY TWO SATURDAY, JUNE 9

LEADERSHIP FOR SERVICE

6:45 AM – 8:00 AM
Wake-Up Calls
Breakfast
Energizers

8:30 AM – 12:05 PM

Phase 3: Leadership for Society

Panel: "The Social Business: A Catalyst for Social Good"

Anita Bhat, Founder & CEO, Jeeva (HOBY '99)

Chris Brereton, Lead Guru & Co-Founder, PictureHealing.com

Matthew Clough, Founder, Benson Backpacks

Joe Huff, Director of Positivity, This Shirt Helps

Stephanie Ly, President & Co-Founder, Emprofit

Ryan Zoradi, Communications Manager, Apolis

Brent Freeman, Founder & CEO, Roozt

Andrew Whelan, CEO, Philanthro Productions, Inc. (HOBY '99)

Activity: The E-Challenge

12:20 PM – 1:20 PM

Mentor Lunch

Dine with leaders from all types of professions and industries!

1:20 PM – 5:20 PM

Leadership 4 Service

Benefitting Project Linus & Alex's Lemonade Stand

5:30 PM – 6:00 PM

Spirit Showdown

Bring Your A-Game!

6:00 PM – 7:00 PM

Dinner

7:05 PM – 8:35 PM

Talent Show

8:35 PM – 9:35 PM

Reflections

9:45 PM – 11:00 PM

Group Time

11:45 PM

Lights Out!

"HOBY empowered me to take control of my life, and to start making a difference right away, rather than waiting 'until I grew up.' I left HOBY knowing that I had everything I needed to start having an impact."

- Christopher Berry,
HOBY California South '04



DAY THREE SUNDAY, JUNE 10

LEADERSHIP FOR LIFE

7:45 AM – 9:00 AM

Wake-Up Calls
Breakfast
Energizers

9:30 AM – 10:10 AM

The 100-Hour Challenge
SMART Goal Setting

10:10 AM – 11:10 AM

Life With HOBY
Futures Kit
Alumni Panel

11:25 AM – 11:55 AM

Gratitude

11:55 AM – 12:55 PM

Lunch

1:15 PM – 3:00 PM

Closing Ceremonies

3:00 PM – 4:00 PM

Check Out
Key-Deposit Refund
Alumni Association Registration
Photo Purchases

²⁰
Catalyst
⁴
Be the change

“HOBY has exposed me to a world of engaging, passionate, open-minded and proactive young leaders, from whom I have gained the support, confidence and enthusiasm necessary to do what I always hoped I could: change the world!”

- Olivia Marik-Reis, HOBY California Central '07



2012 California Central **HOBY** Ambassadors

Derek Abbott Dos Pueblos High School	Hefzi-Ba Camilo Mission Oak High School	Dorinda Fong Oak Park High School	Eva Julian Clovis North High School
Dane Adams Desert High School	Morgan Campbell Wasco Union High School	Mataio Ford El Camino High School	Haluka Kanagawa Chatsworth High School
Nastassja Aguirre West High School	William Campbell San Joaquin Memorial High	Lauran Frye Clovis High School	Brian Kaplun John Burroughs High School
Antonio Aguirre Discovery Charter Prep	Kellie Carlson Santiago High School	Christina Fuentes East Bakersfield High School	Sarah Klein Bakersfield High School
Laynee Ambrose Frontier High School	Morgan Case Sanger High School	Jenna Gennuso Clovis High School	Dipak Kumar Tulare Western High School
Ariel Andal Desert Christian School	Scott Chapman Reedley High School	Harmaneet Gill Ridgeview High School	Melissa Lam Faith Baptist School
Jesus Andrade Moorpark High School	William Chavez Corcoran High School	Jose Gonzalez Granite Hills High School	Dalilah Ledesma Coalinga High School
Kathryn Arnold West Ranch High School	Melissa Chow Pasadena High School	Sarina Gonzan Pacifica High School	Noam Leead Agoura High School
Beverly Atherton Porterville High School	Mary Christensen Santa Ynez Valley Union H.S.	Samantha Goodfellow Monte Vista School	Anika Linder Coast Union High School
Heather Ballat Moorpark High School	Carissa Costanzo Hart High School	Joseph Gozun Hanford West High School	Danielle Logoluso Clovis High School
Kennedy Barnes Liberty High School	Daniel Covert Agoura High School	Luke Haddad Cleveland High School	Kim Lol San Marcos High School
William Barrett Westlake High School	Victoria Cox Porterville High School	Cierra Hale Lompoc High School	Gabriela Lomeli Knight High School
Isabella Benedetti Tulare Western High School	Michael Cushine Independence High School	Mateo Halverson Highland Hall-Waldorf	Bryan Lopez Westlake High School
Clare Berry Woodlake Union High School	Clara Cutbill Agoura High School	Zachary Hamrick St. Bonaventure High School	Brittany Louey Centennial High School
Sarah Bierhorst Grace Brethren High School	Benson Delos Reyes San Joaquin Memorial High	Daliana Hernandez Golden Valley High School	Kelli Lowe Reedley High School
Emily Blomquist Hanford High School	Daniel Diaz McFarland High School	Alexiz Hernandez Morro Bay High School	Gregory Lupica St. Francis High School
Schuyler Borges Bakersfield High School	Blake Dundas Hillcrest Christian School	Kiana Hope Fillmore High School	Mikaela Magana Monache High School
Faith Brandt Great Oak High School	Lauren Ernst West High School	Kenton Hoshino Desert High School	Marisa Martin Golden West High School
Lyndsey Braswell Kern Valley High School	Crystal Espinoza South High School	Zoe Hull Orcutt Academy High School	Melissa Martinez Granite Hills High School
Hayden Brown Golden West High School	Alexandrea Everson Bishop Garcia Diego High	Jared Hunt Hanford High School	Brittney Martinez Louisville High School
Christopher Buettner Harmony Magnet Academy	Ileana Fernandez Strathmore High School	Shane Hunter Righetti High School	Jodie Mawson Harmony Magnet Academy
Steven Bulosan Dinuba High School	Olivia Fisher Stockdale High School	Kenya Ibara Antelope Valley Christian Sch.	Christopher Mazmanian Ridgeview High School
Fatima Cacho Cabrillo High School	Garrett Fisher Woodlake Union High School	Brooke Janusz Thousand Oaks High School	Rory McClish Morro Bay High School

2012 California Central **HOBY** Ambassadors

Mallory McPherson-wehan Foothill Technology High	Rommel Patel Reseda High School	Erik Rosenberg Malibu High School	Grant Spencer Ojai Valley School
Sergio Mendoza Coast Union High School	Shawn Patel Corona High School	Emily Ross San Dieguito High School	Nisha Srinivasa La Reina High School
Jenna Meyers Louisville High School	Philip Paulson Los Alamitos High School	Brandon Rowe Corcoran High School	Sierra Stockton Monache High School
Zoe Miller Agoura High School	Vanessa Perez Redwood High School	Stephany Rubio Pioneer Valley High School	Ashlyn Storaker Valencia High School
Marco Montelongo Arvin High School	John Perry Kingsburg High School	oshua Rubio Boron Jr/Sr High School	SherMing Tan Clovis North High School
James Mooney Mission College Preparatory	Olivia Pickett Laguna Blanca School	Reanna Salazar Pioneer Valley High School	Palak Thakur West Ranch High School
Anthony Moore Porterville High School	Alexis Provost Great Oak High School	Melissa Samaniego Woodlake Union High School	Halle Thompson El Camino High School
Hussain Mumtaz Tulare Union High School	Juan Ramirez Reedley High School	Jose Sanchez Riverdale High School	Israel Valdez Shafter High School
Nicole Neumann Nordhoff High School	Daisy Ramos McFarland High School	Carol Sandoval Garces Memorial High School	Julia Van Conas St. Bonaventure High School
Madeline Nicol Wasco Union High School	Gabriel Rapoport Malibu High School	Sadie Schlosser Cabrillo High School	Aubrey VanSickel Mission Oak High School
Miranda Nillo Righetti High School	Ashley Reddy Newbury Park High School	Hyla Schneir San Dieguito High School	Mark Washkewicz Oaks Christian High School
Seth Nordell Golden West High School	Kyle Riddering Clovis North High School	Rita Shrestha The Archer School For Girls	Nicholas Winters Agoura High School
Grant Obenshain Ridgeview High School	Claire Ritchey Burroughs High School	Blake Silva Foothill Technology High	David Xie Oak Park High School
Ijeoma Oti Marymount High School	Caira Roe Calabasas High School	Jelyksa Solorio Arvin High School	Haley Yazbek Grace Brethren High School
Pooja Patel Newbury Park High School	Samantha Romero Arvin High School	Michelle Spangler Cabrillo High School	Julio Zapien Orosi High School

2012 California Central **Junior Staff**

Ariana Abayari, '11 Cabrillo High School	Jonathan Hernandez, '11 South High School	Elisabeth Newman, '10 Wasco Union High School	Josh Sudman, '11 Newbury Park High School
Christina Burcelis, '08 La Reina High School	Tatianna Kufferath, '09 Righetti High School	Karly Peterson, '09 Thousand Oaks High School	Jackson Tovar, '11 Foothill Technology High
Hector Delgado, '11 Wasco Union High School	Mariana La Fianza, '10 Westlake High School	Drew Rickelmann, '10 Westlake High School	Edward Vasquez, '11 Desert High School
Fisher Derderian, '10 Kingsburg High School	Gil Melili, '11 Agoura High School	Vincent Rivera, '10 Golden West High School	Samantha Wadstein, '11 Clovis High School
Aron Egelko, '10 Foothill Technology High	Garrett Minnie, '09 Centennial High School	Theimus Roberson, '11 Ridgeview High School	Abby Wheeler, '09 Wasco Union High School
Nichole Fields, '09 Knight High School	Sarah Murray, '10 Rosary High School	Roxanne Roman, '11 Cabrillo High School	Daniel Wilson, '11 Kern Valley High School

2012 California Central Seminar Staff

Oliver Asis
Photographer & Videographer

Brock Holman, '98
Director of Facilitators

Dale Deardorff
Mentor Lunch Coordinator

Candice Leung, '05
Operations Assistant

Matthew Markulis, '01
Seminar Committee Member

Chenique Murphy, '97
Director of Registration

Dee Sardo, '01
Parent Luncheon Coordinator

Cy Serrano, '03
Leadership Seminar Chair

Marybeth Serrano
Seminar Nurse

Russell Tanguay, '00
Seminar Committee Member

Jordan Vogel, '04
Director of Operations

Jacie Wilcock, '98
Director of Junior Staff

Olivia Marik-Reis, '07
Senior Programs Coordinator

Matthew Plaks, '07
Senior Operations Coordinator

Facilitator Team

Jocelyne Alva, '06
Neon (Ne)

Christopher Berry, '04
Californium (Cf)

David DeAngelis, '02
Gold (Au)

Michael Grema, '07
Helium (He)

Allison Hirshfield, '07
Krypton (Kr)

Christine Nguyen, '04
Sodium (Na)

Melanie Padernal, '05
Lead (Pb)

Justin Roper
Platinum (Pt)

Justin Salters, '04
Hydrogen (H)

Carrie Sullivan
Iron (Fe)

Sam Tamboline, '05
Einsteinium (Es)

Collin Wachter
Potassium (K)

Patrick Wilcox, '98
Carbon (C)

Mentor Lunch Participants

Lauren Arenson
Anthropologist

Anita Bhat, '99
Business Management

Nate Barr
Music Composition

Brad Kieffer
Marketing

Rachael Larson
Animation

Sue LaRue
Information Technology

Olympia LePoint
Math

Trevor Mizrahi
College Guide

Karen Oxrider
Non-Profit Leadership

Julie Rodriguez, '89
LAPD

Carlos Sardo
Educational Leadership

Russell Tanguay, '00
Lawyer

Andrew Whelan, '99
Non-Profit Management

Greg Williams
LEAN Business Management

Raymond Williams
Business Information Systems

Jeff Wolfe
Actor

"HOBY means the world to me because it helped me find the confidence to be who I wanted to be, serve others, and give back as much as I have received."
- Jacie Wilcock, HOBY Idaho '98



SO WHAT HAPPENS AFTER YOUR HOBY SEMINAR IS OVER?

You become a California Central HOBY Alumnus.

Welcome! You are now a part of the family of fellow HOBY Alumni who number 365,000 strong!

Being a **HOBY Alum** is special. HOBY alumni serve their communities; they lead in their schools and communities; they go on to realize success in a number of areas. In short, they **change the world**.

Being an active member of the California Central HOBY Alumni Association means having access to numerous *opportunities exclusively available* to HOBY alumni, including leadership and educational programs, scholarships and grants.

Don't let your HOBY experience end on Sunday.

Make sure you stay active in the HOBY Alumni Association!

Current alumni:

- Return to *volunteer* at HOBY Leadership Seminars and the World Leadership Congress
- Apply for highly competitive college and university *scholarships* like the Moorehead-Cain and Robertson Scholarships
- Participate in additional educational and *leadership programs* and seminars such as Presidential Classroom, Foundation for Teaching Economics' "Economics for Leaders" and Youth For Understanding's study abroad program
- Log their *Leadership for Service* hours at www.hoby.org in the alumni section

For more information on opportunities available to HOBY alumni and to stay involved visit the Alumni section of www.hoby.org and be sure to drop off your registration form at the end of the seminar. Contact alumni@hobyca.org for more information about our Alumni Association.

The California HOBY Alumni Association
wants you!

HOW WILL YOU LEAD THROUGH SERVICE?

Leadership for Service
HOBY's Commitment to Volunteerism

As you will learn this weekend, one of the most powerful ways to show leadership is through service to others. HOBY believes so strongly in the idea of servant leadership that we answered the call and created an initiative that challenges all Ambassadors to continue their HOBY experience long after the seminar concludes. **Leadership for Service (L4S)** is HOBY's service-leadership program intended to prepare young people to contribute to their communities through service-learning and volunteerism.

The objectives of *Leadership for Service* are:

- To inform Ambassadors about the role and impact of community service;
- To facilitate setting short-term community service goals;
- To provide opportunities to connect with community service organizations; and
- To provide documentation of program impact and effectiveness.

Each Ambassador is challenged to return to the community and conduct at least 100 hours of community service in the year following the HOBY Leadership Seminar.

Ambassadors are asked to make a year-long commitment to strengthen their communities through volunteerism, and to track their success by logging their hours on the HOBY website, www.hoby.org in the Alumni section. Since the implementation of HOBY's *Leadership for Service* program in 1998, participants have logged over 1.5 Million volunteer service hours.

Through HOBY's *Leadership for Service* programs, Ambassadors gain the tools, passion and commitment to serve others. To help young people realize the personal and social benefits of volunteerism and service, HOBY awards each Ambassador who successfully completes and logs 100 hours a special recognition packet, which includes recognition by the White House and the President's Student Service Award.

Dear HOBY Ambassador,

The HOBY California Alumni Association expands all across the state, with alumni from the Central California, Los Angeles, Southern California, and Northern California Seminars. Reunions and service projects are available to any and all HOBY alumni, providing ambassadors with the opportunity to stay in touch with the friends they met at their seminar, as well as meet HOBY alumni from other seminars and previous years. Here's a sampling of some of the projects we have planned for this upcoming year:

June 30th	Central California Reunion	Bakersfield, CA
July 7th	HOBY California Alex's Lemonade Stand Day	All Over California
July 13th	HOBY goes to a Dodger Game	6:30pm @ Dodger Stadium
August 4th	Alumni Association Summertime Summit	Time and Location TBD
September 30th	L.A. Loves Alex's Lemonade Stand	9:00am @ Culver Studios
October 13th	Kern County CLeW	9:00am @ Centennial High School

Leadership opportunities are also available within the Alumni Association, where you can hold a position, stay actively involved with HOBY, and help provide opportunities for others to stay connected. You can officially join the association by filling out a membership form at the end of the seminar. Let us know if you're interested in a leadership position with the alumni association by sending an email to alumni@hobyca.org.

Congratulations! You are OUTSTANDING!

HOBY Hugs,

Chris Berry

California Alumni Advisor and CLeW Director

HOBY Alumnus '04

Opportunities With HOBY

California Central Hugh O'Brian Youth Leadership is indebted to businesses, foundations, service organizations and individuals for their financial and volunteer support. Continued development, demonstrated through the annual investment of funds, directly expands our HOBY programs and activities.

HOBY is tax exempt under section 501(c)(3) of the Internal Revenue Code.

Whether you are a member of a civic organization, corporation, or representing yourself, your contribution whether in time or money, offers a great return on your investment. HOBY actively seeks your participation in its vital leadership development programs.

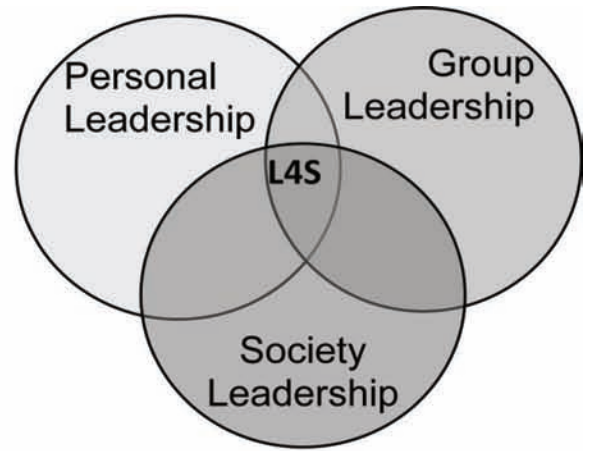
If you are interested in establishing a grant or endowment for "Ambassadors" in your city, making a contribution, becoming a HOBY volunteer or joining our network of Alumni, please contact:

Cy Serrano
cy@hobycentralcal.org
661-317-7229

Leadership Worksheet

Personal Leadership

Define a Leader:



My Leadership Strengths Are:

Leadership Skills I Need to Work On:

Group Leadership

My Leadership Strengths are:

Leadership Skills I Need to Work On:

Society Leadership

My Leadership Strengths are:

Leadership Skills I Need to Work On:

HUGH O'BRIAN YOUTH LEADERSHIP

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WHAT KIND OF ANIMAL ARE YOU?

Buffaloes, Beavers, Eagles and Mice...Oh, My!

PERSONAL STYLE INVENTORY

Each line below lists two contrasting traits. Your task is to spread seven (7) points between the two statements on each line to reflect the balance of how each describes you. Points may be spread in any way you wish including the use of half points, but both sides together must add up to seven for the line. Give high points to the choices that describe you well, while giving the other side lower points. For example, people who see themselves as quick in the way they handle things may fill out the first line like this:

 5 Likes a fast pace or 2 Likes a slower, more deliberate pace

A

- Likes a fast pace or
- Energetic involvement in things or
- Emphasis is on action or
- Likes to influence people or
- Likes competitive activities or
- Takes control of problems or
- Tends to be impatient or
- Expresses opinions openly or
- TOTAL FOR COLUMN A**

B

- Likes a slower, more deliberate pace
- Relaxed involvement in things
- Emphasis is on planning and thinking
- Prefers to “live and let live”
- Prefers casual, cooperative activities
- Tries to let things work out
- Shows a good deal of patience
- Holds opinions to self
- TOTAL FOR COLUMN B**

1

- Mild enjoyment of social events or
- Most concerned about facts or
- Controls emotions or
- Likes to take independent actions or
- Rational decision maker or
- Conversations focus on tasks or
- High concern for accomplishment or
- High expectations for self and others or
- TOTAL FOR COLUMN 1**

2

- High enjoyment of social events
- Most concerned about others' feelings
- Expresses emotions
- Prefers to be part of team activities
- Intuitive decision maker
- Conversations have a people focus
- High concern for emotional satisfaction
- Easy going with self and others
- TOTAL FOR COLUMN 2**

I AM: A1 A2 B1 B2

MY ANIMAL PERSONALITY: _____

Leadership for Service SMART Goals Worksheet and Action Plan



Developing Your SMART Goals:

- What do you want to do?
- How will you do it?
- What skills will it require to meet your desired outcome?
- Can it be done?
- What is the timeframe for completion?

Goal: _____

Benefits of achieving this goal: _____

What obstacles may stand in the way of achieving this goal? _____

Are there any special skills/knowledge that will be needed to achieve this goal? _____

Who can help you achieve this goal? _____

Action Step: _____	Deadline: _____
Action Step: _____	Deadline: _____
Action Step: _____	Deadline: _____
Action Step: _____	Deadline: _____
Action Step: _____	Deadline: _____
Action Step: _____	Deadline: _____
Action Step: _____	Deadline: _____
Action Step: _____	Deadline: _____
Action Step: _____	Deadline: _____
Action Step: _____	Deadline: _____
Action Step: _____	Deadline: _____

Making Your Goals SMART:

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**imely

Planning for success:

Step 1: Identify your goal.

Step 2: Outline the benefits of reaching this goal.

Step 3: Identify and assess any obstacles to reaching this goal.

Step 4: Identify the skills or knowledge required to reach this goal.

Step 5: Identify individuals, groups and organizations to work with to achieve this goal.

Step 6: Establish a plan of action to reach this goal.

Step 7: Determine a completion date for the goal.

Step 8: Evaluate the process and your success in achieving the goal.

Don't Forget to Log Your Service Hours!

HOBY's *Leadership for Service* Program rewards and recognizes ambassadors who complete 100 hours of community service within one year of the completion of their HOBY program. Log your hours into the L4S system by visiting HOBY's website at www.hoby.org.

SCOTT BACKOVICH

Featured on TV, radio, newspapers and the like, student leadership and teen help whiz Scott Backovich is an internationally demanded youth motivational speaker who presents to tens of thousands each year from coast to coast around the US and Canada.

Still currently in his 20's, Scott understands that students today need to be reached in new and innovative ways. From cell phones to Twitter updates, Facebook to YouTube, teens have both grown up in and created a culture that has redefined what it means to connect. Scott understands. He has dedicated his life to connecting with and empowering students everywhere. On any given day, he can be found not only speaking on stages around North America, but also answering questions as a highly sought-after teen advice expert. For Scott, it's not about talking at students; it's about connecting with them where they are.

Today, Scott resides in Southern California amongst friends and family who inspire him daily. When not speaking onstage, he can be found exploring Disneyland, relaxing with friends, or wrapping up in a warm Snuggie (yes, we're talking about the blanket with sleeves).

Visit www.scottbackovich.com



CONGRATULATIONS 2012 HOBY AMBASSADORS, VOLUNTEERS & MENTORS!



How are you continuing the conversation?

As you leave the seminar, it's important to consider how you will act as an ambassador to your school and community! How do you plan to continue the challenging and enlightening conversations started at HOBY?

Since 2004, Jamie Utt has been helping schools facilitate courageous conversations and build more inclusive communities with students, staff, and faculty. Through school-wide assemblies, student leadership trainings, faculty development exercises, and half-day, full-day, and multiple-day events, Jamie can help you change the culture and climate of your school.

You've learned that you have the power to change yourself and your community. The incredible experience you had at HOBY doesn't have to be yours alone. Help your school population find this same strength.

Bring Jamie Utt to your school!

Jamie Utt, Diversity Consulting and Professional Presentations
(970) 201-6663 - utt.jamie@gmail.com
www.jamieutt.com - www.changefromwithin.org

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www.GlobalAscensionProduction.com



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- Privilege
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- Gender
- Sexual Orientation
- Religion
- Class
- Ability
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- Bullying Prevention
- Student Leadership
- Active Listening

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student populations
 - Identity-Based Bullying
Prevention



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em·prof-it: verb
\im-'prä-fət\

1: to empower through profit

inclusion

innovation

impact



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PHOTOGRAPHY

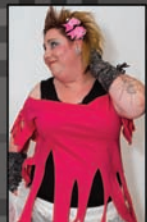
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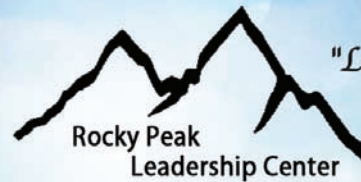
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SEMINAR THOUGHTS

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Robb Braun

Corporate Board President

Cy Serrano

California Central Leadership Seminar Chair

Chenique Murphy

Southern California Leadership Seminar Chair

Matthew Markulis

Los Angeles Leadership Seminar Chair

Kim Noble

Northern California Leadership Seminar Chair

Christopher Berry

Alumni Advisor & CLeW Director

For more information, please visit www.hoby.org

In Memoriam



The California Central HOBY seminar is dedicated to the memory of Alexandra “Alex” Scott, founder of Alex’s Lemonade Stand. We cherish Alex and her passion for changing the lives of young people. Our thoughts also go out to all ambassadors, alumni, and volunteers whose lives have been touched in some way by cancer.

CALIFORNIA LUTHERAN UNIVERSITY

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BUILDINGS

Ahmanson Science Center	44
Alumni Hall	5
"A" and "B" Buildings - Art	23
Bell House (3263 Pioneer Ave.)	40b
Bookstore	4
Undergraduate Admission and Financial Aid (3273 S. Campus Dr.)	36
Café a la Carte	21a
Cafeteria	8
Centrum Café	6
Counseling Services (3259 Pioneer Ave.)	40c
"D" Building	24
"E" Building	27
"F" Building	25
Facility Operations and Planning	110
"G" Building	26
Hansen Administration Building	2
"K" Building/Geeting Hall	33
Kwan Fong Gallery of Art and Culture	14b
Lundring Events Center	103a
Mattson House (203 Faculty St.)	34
Nygreen Hall	21
Orville Dahl Centrum	6
Overton Hall	14a
Pearson Library	46
Pederson Administration Building	1
Pederson Ranch House	16
Peters Hall	22
Preus-Brandt Forum	45
Riparian Building (3350 Campus Dr.)	99
Roth Nelson Room	7
Samuelson Chapel	42
Soiland Humanities Center	14
Spies-Bornemann Center for Education and Technology	20
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Zimmerman Music Studios	15

ACADEMIC OFFICES/CLASSROOMS

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Religion	14
Sociology	26
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School of Education	20

ADMINISTRATIVE OFFICES

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Academic and Accessibility Resources Center	46
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MBA, MPPA, MSCS	5
Admission (Undergraduate)	36
Adult Degree Evening Program (ADEP)	5

Alumni Relations	1
Annual Fund	1
Athletics Office	103
Black Box Theatre	29c
Business Office	2
California Institute of Finance	40a
California Lutheran Educational Foundation (CLEF)	1
Campus Ministry	42
Campus Public Safety	3
Career Services	8
Center for Leadership and Values	40a
Center for Lifelong Learning (26 Faculty St.)	38s
Church Relations	3
Community Service Center	31
Continuing and Professional Education	20
Conferences and Events	99
Counseling Services (Student)	40c
Counseling Services (Community)	40c
Creative Media Center	99
Development Office	1
Early Childhood Center	51
ELS Language Centers	34
Estate and Gift Planning	1
Facility Operations and Planning	110
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Foundation Relations and Scholarship Development	1
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Graduate Marketing	5
Graduate Student Services	20
Health Services	13
Human Resources	3
Information Systems and Services (ISS)	46
International Student Programs	31
KCLU Radio Station	10k
Mail Center	29b
Marketing	99
Math/Science Upward Bound	27
Media Relations	1

Media Services	20
Multicultural Programs	31
President's Office	1
Printing Services	99
Provost's Office	1
Registrar's Office	1
Residence Life	52
Scandinavian Cultural Center (26 Faculty St.)	38s
Sports Information	103
Student Affairs	31
Student Employment	36
Student Newspaper-The Echo	41c
Student Programs	31
Student Support Services	27
Study Abroad Center	7
Switchboard	3
Telecommunications	5
University Advancement	1
University Relations	1
Upward Bound	27
Visitor Center	3

STUDENT RESIDENCES

Afton Hall	55
Conejo Hall	54
Grace Hall	81
South Campus Pool & Recreation Center	80
Janss Hall	56
Kramer Court	13
Mogen Hall	52
Mount Clef Hall	10
North Hall	59
Pederson Hall	11
Potenberg Hall	61
Rasmussen Hall	57
South Hall	58
Trinity Hall	82
Thompson Hall	12
West Hall	60

ATHLETIC FACILITIES

Community Pool (CRPD)	104a
Football Annex	29a
George "Sparky" Anderson Field and Ullman Stadium	105
Gilbert Arena	103
Gilbert Sports and Fitness Center	103
Hutton Field	106
Mt. Clef Stadium	28
North Field	109
Northeast Field	112
Poulson Tennis Courts	113
Samuelson Aquatics Center	104
Soiland Recreation Center	103
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Buth Park	53
Enormous Luther, Falde Plaza	48
Kingsmen Park	43
Mathews Outdoor Learning Center Pavilion	69
Uyeno Amphitheatre	14c

● CLU HISTORY DISPLAYS



ARE YOU WORRIED YOU MIGHT HAVE TO SACRIFICE EVERYTHING YOU WORKED SO HARD FOR?

*Just to send your **STUDENT** to College!*



SAVINGS



LIFESTYLE

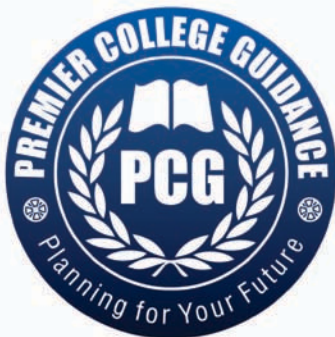


RETIREMENT

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