

2013 HOBY CALIFORNIA CENTRAL LEADERSHIP SEMINAR



**LEADER  
OF THE  
PACK**

*PRESENTED BY*



**EMPOWER • LEAD • EXCEL**

May 31 - June 2, California Lutheran University, Thousand Oaks, CA



# Scenes from HOBY California Central





## 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.

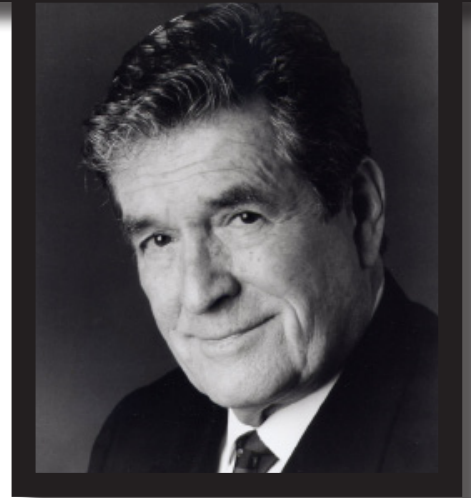




## Welcome HOBY Ambassador! The Future is Yours!

Spring 2013

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,

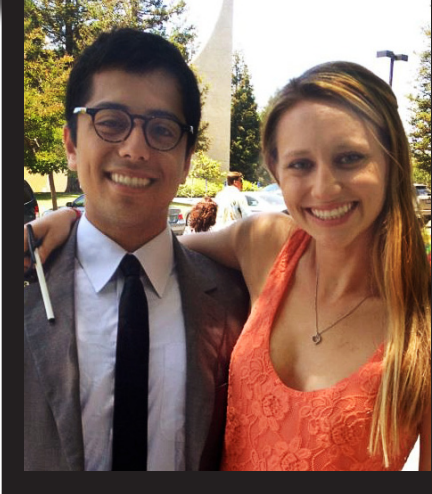
A handwritten signature in cursive script that reads "Hugh O'Brian". The signature is written in dark ink and is positioned below the word "Love,".

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.



## 2013 Leadership Seminar Chairs, Olivia & Matt



Hey HOBY!

On behalf of the entire California Central Hugh O'Brian Youth Leadership Volunteer Committee we are 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,

Matt Plaks & Olivia Marik-Reis  
2013 California Central Leadership Seminar Co-Chairs



# A Message from President Barack Obama



THE WHITE HOUSE  
WASHINGTON

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](http://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.

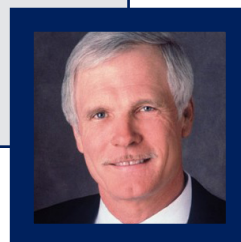
I do NOT believe we are all born equal – CREATED equal in the eyes of God, YES – but physical and emotional differences, parental guidance, varying environments, being in the right place at the right time, all play a role in enhancing or limiting an individual's development. But I DO believe every man 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**

## AMBASSADOR ARRIVAL DAY

7:30 AM – 9:00 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

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: "Diversity in Leadership"

*Gwen Cole, High Desert Alliance of Black School Educators*

*Rahuldeep Gill, Associate Director of the Center for Equality and Justice, California Lutheran University (HOBY '95)*

*Glenda McDannell, President of Haven (LGBT Alliance Club)*

*Dr. Adina Nack, Director of the Center for Equality and Justice, California Lutheran University*

*Emanuel Pleitez, Former Candidate for Los Angeles Mayor*

*John Wilner, Director of Ventura County Color and LGBT + Pride*

Activity: "Operation Exurbia"

5:15 PM - 7:30 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

8:00 PM – 9:30 PM

Pizza Party / Dance / Game Night / Study Hall

10:00 PM – 11:00 PM

Group Time & Debrief

11:45 PM

Lights Out!

HOBY has given me the tools to empower myself and others to do and achieve more than I thought possible. It has inspired me to always give back to my community and to help others achieve their dreams.

- Oliver Asis





# DAY TWO SATURDAY, JUNE 1

## LEADERSHIP FOR SERVICE

7:00 AM – 8:00 AM

Wake-Up Calls  
Breakfast  
Energizers

8:45 AM – 12:15 PM

### Phase 3: Leadership for Society

Panel: "The Social Enterprise: Business for the Good of the Pack"

*Chris Brereton, Guru & Founder, PwrDBy*

*Oscar Menjivar, Founder & CEO, Urban Txt*

*Joe Huff, Director of Positivity, This Shirt Helps*

*Stephanie Ly, President & Co-Founder, Emprofit*

Activity: The E-Challenge

12:15 PM – 1:15 PM

### Mentor Lunch

*Dine with leaders from all types of professions and industries!*

1:15 PM – 5:15 PM

### Leadership 4 Service

*Benefitting Project Linus & Alex's Lemonade Stand*

5:25 PM – 6:10 PM

Large Group Activity

6:10 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!

"The people I have met at HOBY and the things I have learned here will forever be a part of who I am and a part of forming the person I want to become."

- Tatianna Kufferath,  
HOBY California  
Central '09



# DAY THREE SUNDAY, JUNE 2

## LEADERSHIP FOR LIFE

7:45 AM – 9:00 AM  
Wake-Up Calls  
Breakfast  
Energizers

9:15 AM – 9:55 AM  
The 100-Hour Challenge  
SMART Goal Setting

9:55 AM – 10:55 AM  
Life With HOBY  
Futures Kit  
Alumni Panel

11:10 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



HOBY encourages leadership and even better, encourages ambassadors to dream big and succeed in life. Friendships are strong in HOBY. HOBY is family! HOBY is OUTSTANDING!

- Jessica Norris, HOBY California Central '01





# 2013 California Central HOBY Ambassadors

Derek Adelman Bear River High School	Bryan Campos West Ranch High School	Justin Fobel Desert Jr/Sr High School	Kira Iwai Bishop Montgomery High
Jacob Afable Faith Baptist School	Christian Carignan Hillcrest Christian School	Jazmine Franco Bishop Montgomery High	Bre Jackson Tulare Union High
Callie Albison Harmony Magnet Academy	Alexis Carranza Porterville High School	Emma Friedl Agoura High School	Ashley Jaynes Independence High School
Christian Alcala South High School	Santana Carrera Fillmore High School	Annika Galloway Monte Vista School	Haedon Kaufman Wasco Union High School
Jasmine Arias West High School	Jessica Castaneda Santa Paula High School	Christian Garcia Reedley High School	Randi Kasperbauer Santiago High School
Moussa Assphor Fillmore High School	Yoselin Castillo McFarland High School	Karina Garcia Kerman High School	Priscilla Khuu Knight High School
Jessica Avila Nordhoff High School	Courtney Castle Coast Union High School	Christian Garcia Reedley High School	Gehrig Kniffen Coast Union High School
Neelam Aziz Porterville High School	Lauren Cline Stockdale High School	Alexis Ghattas Desert Jr/Sr High School	Katie Kochevar Redwood High School
Brandon Baker East Bakersfield High School	Carlos Cohen Foothill Technology High	Nevada Gibson Righetti High School	Laura Koemmpel Porterville High School
Edgar Baltazar Reedley High School	Kimberly Corona Reseda High School	Fern Giron Perez Foothill High School	David Koumane South High School
Yessenia Barajas Chatsworth High School	Abby Cortez Wasco Union High School	Amanda Gomez Sanger High School	Adam Krieger Chadwick School
Lexie Barbosa Lompoc High School	Daisy Cota Fillmore High School	Vivianna Gomez Harmony Magnet Academy	Nathan Le Moorpark High School
Joanna Barrios Santa Paula High School	Braden Cox Mission Oak High School	Abel Gonzalez Bishop Garcia Diego High	Carlos Ledezma Shafter High School
Austin Becker El Camino High School	Maritza Crespo Pacifica High School	Damien Gonzalez Fillmore High School	Claire Lee Golden Valley High School
Michael Bowman McFarland High School	Maddy Cross Orcutt Academy High School	Dominick Gonzalez Fillmore High School	Erick Lemus Santa Paula Union High
Paige Bradford Burroughs High School	Brandon Crouse Viewpoint School	Megan Gratke Moorpark High School	Devon Lieske Frontier High School
Ethan Brier Dos Pueblos High School	Lucia Damian San Joaquin Memorial High	Jeff Haas Malibu High School	Angelica Llanes Arvin High School
Courtney Brousseau Newbury Park High School	Dyllan Dauven Ridgeview High School	Jed Hackett Granite Hills High School	Noel Lopez Golden Valley High School
Terran Brown Woodlake Union High School	Sayge Davis Woodlake Union High School	Brennan Heil Mission College Preparatory	Michael Luna Fillmore High School
Joey Buelow Righetti High School	Sarah Dean Cabrillo High School	Jessica Hernandez Needles High School	Jacob Madden Cabrillo High School
Jacob Burch-Konda Kingsburg High School	Kellie Engle Desert Christian School	Emily Hogan Cabrillo High School	Alex Mann El Camino High School
Luke Buzzelli Porterville High School	Gabby Evey Desert Junior-Senior High	Abby Holland Tulare Western High School	Deanna Marin Centennial High School
Claire Buzzelli Harmony Magnet Academy	Garrett Farris Centennial High School	Taylor Holland San Joaquin Memorial High	Adam May St. Bonaventure High School
Vicky Camacho Monache High School	Austin Flores Clovis North High School	Ivan Hurtado Fillmore High School	Stephen McCaffery Laguna Blanca School

## 2013 California Central HOBY Ambassadors

Derek McClave Chaminade College Prep.	Lourdes Orozco Clovis High School	Jana Rowe Corcoran High School	Sam Szpor Reedley High School
Shannon McClish Morro Bay High School	Grainne Ortlieb Highland Hall-Waldorf	Annie Rubio Golden West High School	Marisol Tellez Santa Paula High School
Sarah Mechsner West Ranch High School	Ricky Parra Mayfair High School	Ruby Ruelas Mission Oak High School	Jordan Tolentino St. Joseph High School
Kyle Medina Fillmore High School	Andrea Perales Louisville High School	Bladimir Sanchez Woodlake Union High School	Molly Tucker La Reina High School
Maria Mendoza Righetti High School	Isabel Perez Arvin High School	Jackelyn Sanchez Riverdale High School	Jamie Turnbull Westlake High School
Madison Meredith Monache High School	Lauren Porter Newbury Park High School	Caroline Scholze Louisville High School	Cassie Ucciferri Oaks Christian High School
Sarah Molina Tulare Western High School	Abby Portnoy Thousand Oaks High School	Victoria Scoggan Kern Valley High School	Tori Valdez Pioneer Valley High
Maria Montelongo Arvin High School	Londen Powers Immaculate Heart High	Sabrina Serna Dinuba High School	Ali Vaughan Bakersfield High School
Abby Morin Wasco Union High School	Michael Pryor Golden West High School	Erica Shuere Villanova Preparatory School	Sarah Vehrs Granite Hills High School
Payton Morrison Clovis High School	Grace Reilley Fillmore High School	Sam Sklar Oak Park High School	Ari Vivian Foothill Technology High
Angelo Mosca Reseda High School	Anycia Reyes East Bakersfield High School	Frankie Slay Frontier High School	Harrison White Malibu High School
Shashi Mostafa Santa Ynez Valley Union H.S.	Daniel Reyes Ridgeview High School	India Smith Clovis North High School	Sami Wilson Golden Valley High School
Izzy Neira San Marcos High School	Gabby Riggione HOBY International	Amanda Souza Grace Brethren High School	Ben Winck Oak Park High School
Ian Nelson Boron Jr/Sr High School	Alex Rodriguez Bishop Montgomery High	Nick Stehly Fillmore High School	Jeremy Zamora Oxnard High School
Victoria Nguyen Garces Memorial High School	Steven Rodriguez Fillmore High School	Darby Sward Stockdale High School	Colin Zwicker Westlake High School

## 2013 California Central Junior Staff

Michael Cushine, '12 Independence High School	Alexiz Hernandez, '12 Morro Bay High School	Madeline Nicol, '12 Wasco Union High School	Ashlyn Storaker, '12 ValenciaHigh School
Fisher Derderian, '10 Kingsburg High School	Mariana La Fianza, '10 Westlake High School	Rommel Patel, '12 Reseda High School	Josh Sudman, '11 Newbury Park High
Aron Egelko, '10 Foothill Technology High	Gil Melili, '11 Agoura High School	Drew Rickelmann, '11 Westlake High School	Jackson Tovar, '11 Foothill Technology High
Ali Everson, '12 Bishop Garcia Diego High	Jenna Meyers, '12 Louisville High School	Jose Sanchez, '11 Riverdale High School	Edward Vasquez, '11 Desert Junior-Senior High
Nichole Fields, '09 Pete Knight High School	Hussain Mumtaz, '12 Tulare Union High School	Lacey Smith, '10 La Reina High School	Daniel Wilson, '11 Kern Valley High School
Olivia Fisher, '12 Stockdale High School	Elisabeth Newman, '10 Wasco Union High School	Mikki Spangler, '12 Cabrillo High School	



## 2013 California Central Seminar Staff

Oliver Asis  
Photographer & Videographer

Dale Deardorff  
Mentor Lunch Coordinator

Jeremy Freitas, '02  
Director of Finances

Brock Holman, '98  
Director of Facilitators

Garrett Minnie, '09  
Seminar Committee Member

Olivia Marik-Reis, '07  
Leadership Seminar Chair

Matt Plaks, '07  
Leadership Seminar Chair

Dee Sardo, '01  
Director of Operations

Cy Serrano, '03  
Seminar Committee Member

Marybeth Serrano  
Seminar Nurse

Abby Wheeler, '09  
Seminar Committee Member

Jacie Wilcock, '98  
Director of Junior Staff

## Facilitator Team

Jocelyne Alva, '06  
Kangaroos

Christina Burcelis, '08  
Lions

KC Giles, '08  
Zebras

Tatianna Kufferath, '09  
Junior Facilitator

Joel Monteleone, '07  
Penguins

Christine Nguyen, '04  
Bears

Jessica Norris, '01  
Giraffes

Josh Norris  
Eagles

Santiago Rodriguez, '07  
Wolves

Maria "Frannie" Rolda  
Dolphins

Sam Tamboline, '05  
Parrots

Juan Vasquez  
Tigers

Collin Wachter  
Alpacas

Patrick Wilcox, '98  
Crocodiles

## Mentor Lunch Participants

Jeremy Freitas, '02  
Physician Assistant

Theresa Ketterhagen  
Physical Therapy

Brad Kieffer  
Communications and Public Relations

Kurt Kuyper  
Operations Management – El Pollo Loco

Sue LaRue  
Information Technology

Jill Lederer  
Chamber of Commerce

Olympia LePoint  
Professor of Mathematics

Brian McLoughlin  
Morgan Stanley Wealth Management

Oscar Menjivar  
Entrepreneur: Urban Teens eXploring Technology

Trevor Mizrahi  
College Advisement

Carlos Platon Tornes  
Music Producer

Julie Rodriguez, '89  
LAPD Lieutenant

Carlos Sardo  
Educator

Harry Sefton  
Aerospace Engineering

Dave Storaker  
LAPD Crime Scene Forensics

Raymond Williams  
Systems Analyst

"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](http://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](http://www.hoby.org) and be sure to drop off your registration form at the end of the seminar. Contact [alumni@hobyca.org](mailto: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](http://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	LA/SoCal Reunion	Orange County Great Park
July 7th	HOBY California Alex's Lemonade Stand Day	All Over California
July 12th	HOBY goes to a Dodger Game	7:10pm @ Dodger Stadium
September 28th	Alex's Lemonade Stand	All Over California
October 12th	Kern County CLeW	Time and Location TBD
December 28th	HOBY CA Alumni Association Summit	Time and Location TBD

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](mailto:alumni@hobyca.org).

Congratulations! You are OUTSTANDING!

Chris Berry  
California Alumni Advisor  
HOBY Alumnus '04

## Opportunities With HOBY

We would like to thank the following sponsors for their continued support of the California Central Hugh O'Brian Youth Leadership Program. Your generous contributions help ensure HOBY's impact on future generations to come.

### Diamond Sponsors

- Comercia Bank
- The Hannon Foundation

### Gold Sponsors

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- Dale Deardorff
- Westlake Women's Club

### Silver Sponsors

- Sunrise Optimist Club of Ventura
- Town & Country Women's Club of Santa Barbara
- Estero Bay Women's Club
- The Women's Club of Bakersfield
- Kiwanis Club of Woodlake
- Premier College Guidance

### Bronze

- Three Rivers Lions Club
- Women's Service Club of Goleta
- Moorpark Women's Fortnightly Club
- Bone and Joint Center of Arroyo Grande
- Alpha Literary Improvement Club
- Kingsburg Tuesday Club
- Oak View Women's Club

### General

- Porterville Women's Club
- Reseda Women's Club
- Rotary Club of Moorpark
- South Fork Women's Club
- Santa Paula Lions Club
- Wasco Rotary Club
- American Legion Post #482 Ojai Unit

### Support Levels

- Diamond: \$5,000 plus
- Platinum: \$2,000 - \$4,999
- Gold: \$1,000 - \$1,999
- Silver: \$500 - \$999
- Bronze: \$250 - \$499
- General: up to \$249

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.

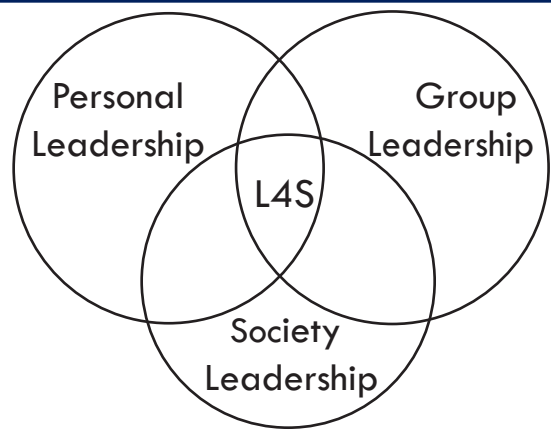
Whether you are a member of a civic organization, corporation, or representing yourself, your contribution whether in time or money, offers a great return on your investment. HOBY actively seeks your participation in its vital leadership development programs.

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:

Matt Plaks  
[mattplaks@hobyca.org](mailto:mattplaks@hobyca.org)  
559-298-0142

# Leadership Worksheet

Define a Leader:



## Personal Leadership

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:





# 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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Any special skills/knowledge 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: \_\_\_\_\_

### Making Your Goals SMART:

- Specific
- Measurable
- Attainable
- Realistic
- Timely

### 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's program. Log your hours into the L4S system by visiting HOBY's website at [www.hoby.org](http://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.

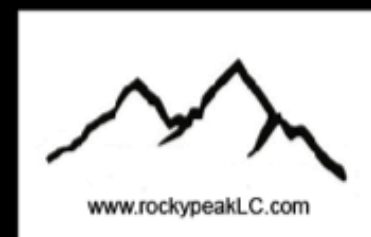
Still currently in his 20's, Scott understands that students today need to be reached in new and innovative ways. From cell phones to Twitter updates, Facebook to YouTube, teens have both grown up in and created a culture that has redefined what it means to connect. Scott understands. He has dedicated 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](http://www.scottbackovich.com)



Congratulations to the  
HOBY 2013 Cal Central Ambassadors  
from the Rocky Peak Leadership Center



# 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](mailto:utt.jamie@gmail.com)  
[www.jamieutt.com](http://www.jamieutt.com) - [www.changefromwithin.org](http://www.changefromwithin.org)

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Community



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### **Programming Includes Workshops and Presentations on:**

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- Oppression
- Privilege
- Race/Ethnicity
- Gender
- Sexual Orientation
- Religion
- Class
- Ability
- Sexual Violence Prevention
- Bullying Prevention
- Student Leadership
- Active Listening

### **Also offering:**

- Professional Development  
for Teachers:
  - Better serving diverse  
student populations
  - Identity-Based Bullying  
Prevention





# emprofit

em·prof-it: verb  
\im- 'prä-fət\  
1: to empower through profit

inclusion



innovation



impact



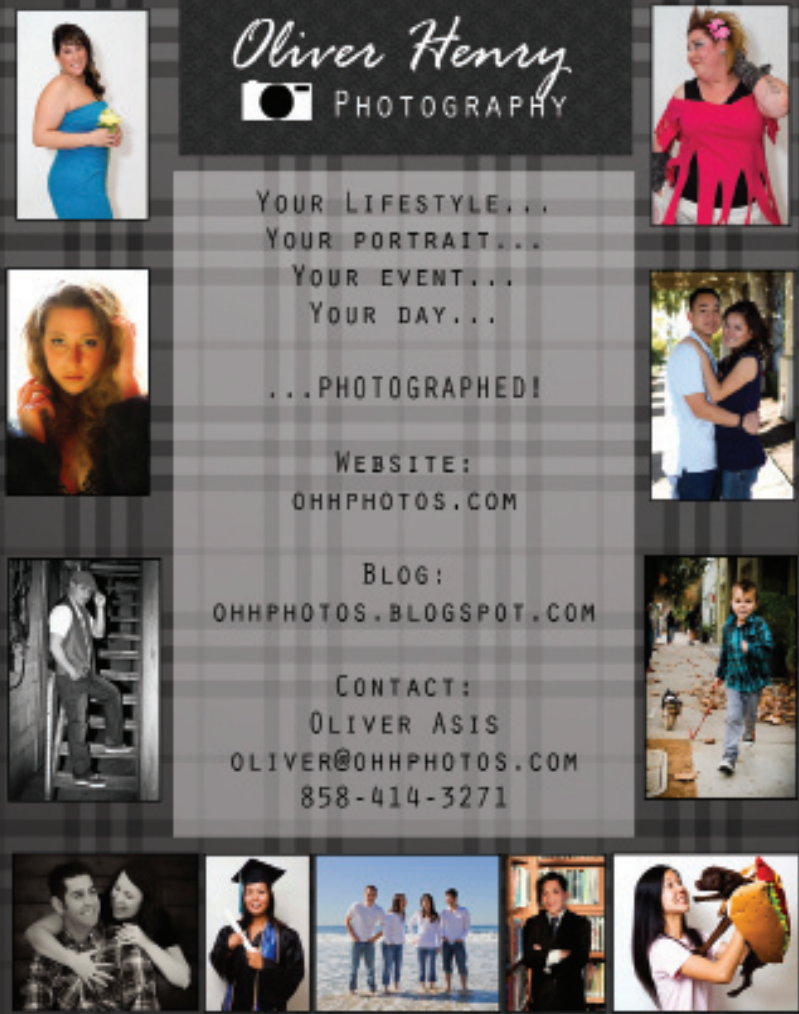
*Creating Opportunity in Haiti,  
One Knock at a Time*

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**Brennan Heil**  
Love and kisses to  
one of the  
leading members  
of our family!  
We love you and  
are so proud!  
Mom, Maddy and Slater



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HOBY’s newest program, the Advanced Leadership Academy (ALA) is an opportunity to deepen your leadership skills and develop a service project for your home school or community. All high school juniors and seniors are eligible to attend this five day, four night program on a first paid, space-available basis. HOBY alumni are encouraged to bring their friends to experience the HOBY magic.

The ALA program is a college-level curriculum based on the book “Leadership for A Better World” and includes learning about your specific individual leadership abilities and how you can leverage them to address issues like bullying and distracted driving through service. ALA participants meet other successful youth who have led service projects and started nonprofits and businesses. For more information on the ALA, visit [www.hoby.org](http://www.hoby.org)

## California Leadership Seminars

**Robb Braun**

Corporate Board President

**Matt Plaks**

California Central Leadership Seminar Chair

**Christopher Berry**

LA/Southern California Leadership Seminar Chair & Alumni Advisor

**Krista Kobeski**

Northern California Leadership Seminar Chair

For more information, please visit [www.hoby.org](http://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

Abraham Schram Center	44
Almond Hall	5
"A" and "B" Building - Art	23
Bell House (2053 Pioneer Ave)	49
Bookstore	4
Undergraduate Administration	
Financial Aid (2073 S. Campus Dr.)	34
Call it in Center	28a
College	8
Conover Hall	4
Counseling Services	
(2059 Pioneer Ave)	48c
"D" Building	24
"E" Building	27
"F" Building	25
Facility Operational Planning	119
"G" Building	24
Hansen Administration Building	2
"H" Building (Casting Hall)	33
East Fog City of Arts and Culture	11b
Learning Center	112a
Hollins House (218 Faculty St.)	31
Huggins Hall	21
Orville Child Center	4
Overland Hill	14a
Parsons Library	44
Palace Administration Building	1
Palace Research Room	14
Palace Hall	22
Peace Center Plaza	45
Physical Building (2059 Campus Dr.)	59
Rich Nelson Room	7
Seminole Chapel	42
Student Home Office Center	11
Spice Economics Center	
for Education and Technology	29
Student Union Building (SUS)	31
Student Center (post-occupancy)	11
Theater Arts	21
Zimmerman Music Studio	15

## ACADEMIC OFFICES/ CLASSROOMS

College of Arts and Sciences	14
Art	23, 25, 31
Biochemistry	24
Biology	41
Chemistry	41
Communication	29
Computer Science	24
Orientation	5, 24
English	14
Exercise Science	
and Sports Medicine	113
French	25
Geology	41
Government	24
History	14
Math	25
Mathematics	14
Music	15, 16, 31
Philosophy	14
Physics	24
Political Science	27, 24
Psychology	24
Religion	14
Sociology	24
Spanish	14
Theater Arts	14, 21
School of Business	41a, 22
School of Education	29

## ADMINISTRATIVE OFFICES

Academic Affairs	1
Academic and Accessibility	
Resource Center	46
Administration and Finance	2
Administration (Granting)	
Education, Psychology	29
MBA, MPA, MEdS	5
Admission (Undergraduate)	31
Adult Degree Evening Program (ADEP)	5

Almond Pavilion	1
Annual Fund	1
Athletic Office	105
Blackline Studio	28c
Business Office	2
California Institute of Finance	41a
California Lutheran Educational	
Foundation (CLIF)	1
Campus Ministry	42
Campus Public Safety	3
Career Services	8
Center for Leadership and Values	41a
Center for Lifelong Learning	
(26 Faculty St.)	31c
Church Relations	3
Community Service Center	31
Counseling Services (Continuity)	41c
Counseling Services (Community)	41c
Creative Media Center	59
Development Office	1
Early Childhood Center	54
ESL Language Center	34
Ethics and Global Planning	110
Facility Operations and Planning	119
Financial Aid	34
Foundation Relations and	
Scholarship Development	1
Graduate Adult Programs	5
Graduate Housing	5
Graduate Student Services	20
Health Services	13
Human Resources	3
International Student Services (ISS)	46
International Student Programs	31
JCLL Public Station	111
MBA Center	29b
Marketing	59
Multi-Campus Upward Bound	27
Music Facilities	1

Music Services	29
Multicultural Programs	31
Practice Office	1
Printing Services	59
Provost's Office	1
Registrar's Office	1
Residence Life	52
Seminole Cultural Center	
(26 Faculty St.)	31c
Sports Information	113
Student Affairs	31
Student Employment	34
Student Newspaper - The Echo	41c
Student Programs	31
Student Support Services	27
Study Abroad Center	7
Student Union	3
Telecommunications	5
University Advancement	1
University Relations	1
Upward Bound	27
Visitor Center	3

## STUDENT RESIDENCES

Alma Hall	55
Compa Hall	54
Glenn Hall	81
Stella Campus Place	
& Flannery Center	89
Joan Hall	54
Kramer Court	13
Huggins Hall	52
Manuel Cliff Hall	19
North Hall	59
Palmer Hall	11
Palmering Hall	41
Parsons Hall	57
Stella Hall	58
Tully Hall	12
Thompson Hall	12
West Hall	49

## ATHLETIC FACILITIES

Community Pool (CWP)	110a
Football Annex	29a
George "Spiky" Anderson Hall	
and Ultra Station	105
Gilbert Annex	101
Gilbert Special Fitness Center	101
Hollins Field	105
ML Child Station	38
Norris Field	109
Northwest Hall	112
Palmer Tennis Courts	113
Seminole Aquatics Center	104
Stella Recreation Center	101
West Field	102

## OUTDOOR SPACES

All Nations Plaza	2a
Bath Park	51
Economics Learning Fields Plaza	48
Engmann Park	43
Hollins Outdoor Learning Center	47
Recreation	49
Upton Amphitheater	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

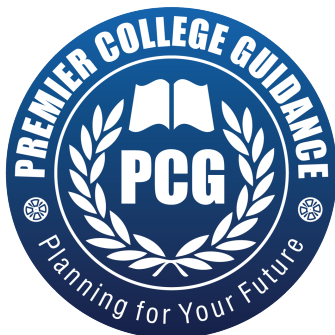


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