

Hugh O'Brian Youth Leadership 2010 Central California Leadership Seminar

Empower • **Lead** • Excel



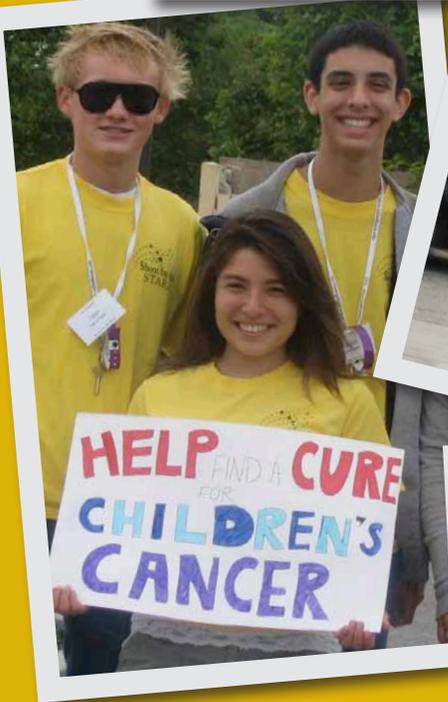
LEADERSHIP ⚡ ROCKS!

JUNE 11-13, 2010
CALIFORNIA LUTHERAN UNIVERSITY
THOUSAND OAKS, CALIFORNIA



COORDINATING ORGANIZATION: CALIFORNIA FEDERATION OF WOMEN'S CLUBS

2009 HOBY Central California Leadership Seminar



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

Table of Contents

4	The HOBY Vision, Mission & Core Values
5	A Welcome from HOBY's Founder, Hugh O'Brian
6	2010 Leadership Seminar Co-Chairs, Dee Sardo & Jeremy Freitas
7	A Message from President Barack Obama
8	A Biography of Hugh O'Brian & The HOBY Story
9	Curriculum Description WLC Information & Selection Process
10	Program Speaker Biographies & "The Freedom to Choose"
11	2010 Central California HOBY Program Schedule
14	2010 Central California HOBY Ambassadors
15	2010 Central California HOBY Junior Staff
16	Seminar Staff, Facilitators & Mentor Lunch Participants
17	Sponsors / Contributors & What Leaders Are Saying
18	Alumni Association Information & Leadership for Service
19	California Corporate Board & Tribute to Alex

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

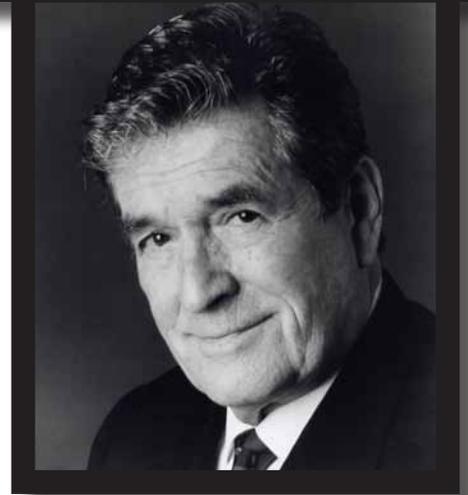
We value community partnerships. We recognize the importance of working with community organizations to strengthen our supportive network. We value the input we receive from our community partners, and strive to work together cooperatively and constructively for the betterment of all.



Welcome HOBY Ambassador! The Future is Yours!

Spring 2010

Welcome HOBY Ambassadors:



Congratulations on being selected to attend the Central California 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,".

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.

2010 Leadership Seminar Co-Chairs, Jeremy & Dee



Hey HOBY!

On behalf of the entire Central California 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.

We hope you enjoy yourself, and apply what you learn from this weekend to your life. On Sunday, you will become HOBY Alumni. 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,

Jeremy Freitas and Dee Sardo
2010 Central California Leadership Seminar Chairs

A Message from President Barack Obama



THE WHITE HOUSE
WASHINGTON



March 22, 2010

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". The signature is fluid and cursive, with a large initial 'B' and a circular flourish at the end.

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:

1. Personal Leadership;
2. Group Leadership;
- and 3. 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.



Program Speakers



Leon Quan electrifies audiences across the nation. His humor and poignant insight make him the most relevant young communicator today. Having produced four inspirational CD's, hosted radio shows and promoted rock concerts, Leon demonstrates a passionate commitment to connect with, empower and challenge his listeners. With over ten years of experience, Leon has fashioned his delivery for impact. Audiences of all ages relate and engage when Leon takes the microphone. Currently, he has a daily presence on school campuses and at conferences as he travels the country as a professional speaker and consultant.

As the founder of Quan Presentations, Leon has created a leadership alliance with the most brilliant, creative and passionate group of people. These experts include veteran speakers, counselors, entertainers, administrators, and PR and marketing specialists. Drawing upon synergy and talent, Leon injects the top professionals in the field into the successful development of students, teachers, and leaders. Visit www.quanpresentations.com.

Rachel Doyle (1999 NY HOBY), was inspired by her HOBY experience to change the world. Rachel and her mother came up with the idea for GlamourGals with a mission to support compassionate teen leadership through local intergenerational programming. Their signature program is monthly complimentary beauty makeovers given by teen volunteers to elderly women in senior homes. Ten years, the Oprah Winfrey Show, a NY Times article and thousands of makeovers later, GG continues to thrive, grow, and touch the lives of young and old alike.

Rachel's ability to continually streamline, evaluate and redefine aspects of the GlamourGals allows the program to grow along with its volunteers. GlamourGals is built on a virtual community. Aside from the company's main website, www.glamourgals.org, which includes information on upcoming events, press, donations and more, GlamourGals also maintains www.GGchapters.org, a virtual area for chapters to organize their volunteers, share new programming, and more in a safe space dedicated to leadership and volunteering.



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.

Hugh O'Brian

DAY ONE FRIDAY, JUNE 11

AMBASSADOR ARRIVAL DAY

7:30 AM – 9:30 AM

Registration & Check-In – *Dorms*
Meet Your Group – *Basketball Courts*

9:45 AM – 10:45 AM

Welcome Orientation
Greeting from Dee Sardo & Jeremy Freitas,
Co-Leadership Seminar Chairs
Orientation Skit “Battle of the Bands”, Junior Staff
Location: Preus-Brandt (PB) Forum

10:45 AM - 11:00 AM

Group Pictures
Location: Enormous Luther, Falde Plaza

11:00 AM – 12:45 PM

Lunch
Location: Falde Plaza Lawn

12:45 PM - 4:35 PM

Ronald Reagan Library Visit & Tours

4:45 PM -5:45 PM

“What’s Your Leadership Style?”
Presented by Brock Holman
Admissions Counselor, University of Nevada, Las Vegas
Location: Preus-Brandt (PB) Forum

5:45 PM - 6:30 PM

Dinner
Location: Falde Plaza Lawn

6:30 PM - 7:45 PM

THE WALL
Presented by Carlos Sardo
Assistant Principal, Centennial High
Location: Preus-Brandt (PB) Forum

7:45 PM - 8:15 PM

Dorm Dash

8:15 PM - 9:45 PM

Dance & Social / Study Hall
Location: Overton Hall

10:00 PM - 11:00 PM

Group Time

11:15 PM

Lights Out

“HOBY has totally transformed my outlook on life. It has helped me to realize that I have the power to be a world changer and that the power lies within me. Because of HOBY I think bigger, dream bigger, feel bigger.”

-Nichole Fields, '09



DAY TWO SATURDAY, JUNE 12

LEADERSHIP FOR SERVICE

7:00 AM – 7:45 AM

Wake-Up Calls & Breakfast
Location: Dorm Commons

7:45 AM – 8:00 AM

Energizers
Location: Basketball Courts

8:15 AM- 9:45 AM

Operation Exurbia
Presented by Dee Sardo & Jeremy Freitas
2010 Central California Leadership Seminar Co-Chairs
Location: Nygreen Hall

10:00 AM – 12:00 PM

Keynote Address
Leon Quan
Founder, Quan Presentations
Location: Preus-Brandt (PB) Forum

12:15 PM - 1:30 PM

Mentor Lunch
Presented by Dr. Dale S. Deardorff
Founder & Director, Fesserdorf Consultants
Location: Falde Plaza Lawn

1:30 PM -2:00 PM

Alumni Address
Rachel Doyle, HOBY NY '99
Founder, Glamour Gals
Location: Preus-Brandt (PB) Forum

2:00 PM - 5:00 PM

Service Learning Project: Alex's Lemonade Stand & Project Linus

5:15 PM - 6:00 PM

Dorm Dash

6:00 PM - 7:00 PM

Dinner
Location: Falde Plaza Lawn

7:15 PM - 9:45 PM

Talent Show & Reflections
Location: Preus-Brandt (PB) Forum

10:00 PM - 11:15 PM

Group Time

11:30 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, '09



DAY THREE SUNDAY, JUNE 13

LEADERSHIP FOR LIFE

7:45 AM – 8:15 AM

Wake-Up Calls & Breakfast
Location: Dorm Commons

8:15 AM – 8:45 AM

Walk to PB Forum & Energizers

8:45 AM- 10:00 AM

Life With HOBY / SMART Goals / 100 Hour Challenge
Presented by Cy Serrano and Junior Staff Team
2010 Alumni Advisor and Director of Junior Staff
Location: Preus-Brandt (PB) Forum

10:15 AM – 12:00 PM

Thank You Letter Writing
Location: Upstairs Cafeteria

12:00 PM - 12:45 PM

Lunch
Location: Downstairs Cafeteria

1:00 PM -3:00 PM

Closing Ceremonies
Location: Samuelson Chapel

3:00 PM - 4:00 PM

Check-Out & Alumni Association Registration
Location: Dorms

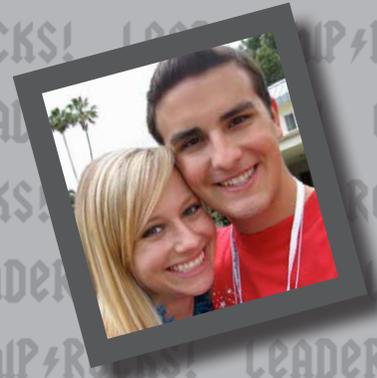


“HOBY is more than a weekend leadership experience- it’s a mentality that has helped me realize that every road block in my life that I thought was there was really a product of my former lack of confidence. I wouldn’t be where I am in life had it not been for the skills, friends, and memories I gained from HOBY.”

- Matthew Plaks, '07

“As a student now in college, I know that my HOBY experience really empowered me, giving me confidence to be a leader and a responsible citizen for others.”

- Geena Haney, '06



2010 Central California **HOBY** Ambassadors

Taylor Anderson Rio Mesa High School	Fisher Derderian Kingsburg High School	Matthew Gutierrez Santa Paula Union H.S.	Chia Yi Lin Ojai Valley School
Joshua Anderson Notre Dame High School	Jacob Dodge Reedley High School	Lauren Haas Malibu High School	Jason Linderman Independence High School
Janeth Avina Palmdale High School	Rory Donnelly Morro Bay High School	Farah Hasta Garces Memorial High School	Kory Lockwood Tulare Union High School
Johnathan Benson Tulare Western High School	Paul Dufresne St. Bonaventure High School	Sarah Hill Bakersfield Christian High	Arisa Lujano San Joaquin Memorial H.S.
Aaron Berland Simi Valley High School	Aron Egelko Foothill Technology H.S.	Shannon Ho Knight High School	Daniel Magana Riverdale High School
Daniel Blanchard Ventura High School	Catalina Enciso West High School	Austyn Hollingsworth Cuyama High School	Kira Mancevice West High School
Ashley Blomquist Hanford High School	Emily Fayram Santa Ynez Valley Union H.S.	Ryan Holquin Corcoran High School	Toran Manny Liberty High School
Yessica Bravo Cesar Chavez High School	Iracema Fernandez Strathmore High School	Mackenzie Hooper Stockdale High School	Shon Marshall Boron Jr/Sr High School
Katherine Brosamle Louisville High School	Hannah Finch El Camino High School	Luke Houska Foothill Technology H.S.	Sophie Mateu Royal High School
LoRainna Carter Sanger High School	Andrea Flores Cesar Chavez High School	Matthew Huckaby Bakersfield Christian High	Rebecca Mayper Rio Mesa High School
Jose Castellanos McFarland High School	Trevor Fobel Desert High School	Sophie Humphrey Coast Union High School	Micah McDowell Cornerstone Christian School
Ryan Cecil Righetti High School	Emily Fortner La Reina High School	Dominique Jackson El Diamante High School	Stephanie Medina Santa Barbara High School
Colleen Chung Tehachapi High School	Suzanne Fox Desert Christian School	Taylor Jackson Chatsworth High School	Quinn Miller Agoura High School
Maddie Clarfield Malibu High School	Kaitlyn Fung Adolfo Camarillo High School	Katie Jaworski Westmark School	Marisa Moraza Tulare Western High School
Ian Cocroft Coast Union High School	Lawrence Galiza Shafter High School	Hailey Johnson Nordhoff High School	Anachristina Morino Fillmore High School
Kennedy Coleman Pioneer Valley High School	Lorena Garcia McFarland High School	Michelle Kazmier El Diamante High School	C.J. Muncy Mission Oak High School
Nayeli Colunga Strathmore High School	Kelsey Geller Hillcrest Christian School	Madisen Keavy Redwood High School	Jeremaiha Munoz-McIntosh Mission Oak High School
Blakely Colvin Santa Ynez Valley Union H.S.	Nicole Ghazarian Westlake High School	Matthew Kedzierski Golden Valley High School	Lindsey Newman Oak Park High School
Jack Conway Reedley High School	Samantha Goodnough Royal High School	Kathleen Kelleher Golden West High School	Elisabeth Newman Wasco Union High School
Melissa Covert Agoura High School	Collin Gordon Royal High School	Shivani Kumar Clovis High School	Crystal Nguyen Reseda High School
Patrick Dalton Thousand Oaks High School	Wyatt Graham Clovis High School	Mariana La Fianza Westlake High School	Shelina Noorali Monache High School
Ashley Datinguino Garces Memorial High School	Thomas Grimes Centennial High School	Yvette Lemus Harmony Magnet Academy	MacKenzie Odle North High School
Jacob Deitz Woodlake Union High School	Megan Guthrie-Wedemeyer West Ranch High School	Sophia Li Newbury Park High School	Ivan Palacio West High School

2010 Central California **HOB**Y Ambassadors

Brian Pfenninger Woodlake Union High School	Nicolette Rosales St. Bonaventure High School	Jonathan So Faith Baptist School	Mitchell Walters Porterville High School
Teddi Pierce Bakersfield High School	Juliet Rucker Bakersfield High School	Katie Spieler Dos Pueblos High School	Molly Watkins Buena High School
Nicolas Porterfield Loyola H.S. of Los Angeles	Marcuz Sabater Pacifica High School	Gracie Stark Highland Hall-Waldorf	Hanna Webb Centennial High School
Marisol Ramos Tulare Union High School	Morgan Salm Cabrillo High School	Amanda Stegall Reedley High School	Sierra West Bishop Garcia Diego H.S.
Alex Rath Sierra High School	Kellie Sapad Orosi High School	Courtney Steinberg Kern Valley High School	Jennifer Wiemann Hillcrest Christian School
Simon Reep Cabrillo High School	Mikaela Schaefer San Joaquin Memorial H.S.	Nathan Tan El Camino High School	McKenna Williams West Ranch High School
Andrew Rickelmann Westlake High School	Stuart Scott Mission College Preparatory	Rachel Thomson Desert High School	Isaac Wright San Marcos High School
David Rico Dinuba High School	Benjamin Singer San Joaquin Memorial H.S.	Vanessa Torres East Bakersfield High School	Jade Wynn Ojai Valley School
Vincent Rivera Golden West High School	Manmit Singh Ridgeview High School	Maria Unda South High School	Vanessa Zepeda Foothill High School
Lady Rodriguez Lompoc High School	Holly Smith Frontier High School	Cassidy Vanasen Harmony Magnet Academy	Heather Zook Moorpark High School
Alan Roney East Bakersfield High School	Lacey Smith La Reina High School	Rachel Vogt Louisville High School	

2010 Central California **J**unior Staff

Jasleen Bains, '09 Alumna Sanger High School	Tatianna Kufferath, '09 Alumna Ernest Righetti High School	Malena Savell, '09 Alumna Sierra High School
Katie Chung, '08 Alumna Tehachapi High School	Garrett Minnie, '09 Alumnus Centennial High School	Lauren Schwartz, '08 Alumna Agoura High School
Nichole Fields, '09 Alumna Pete Knight High School	Karly Peterson, '09 Alumna Thousand Oaks High School	Natalie Vogel, '08 Alumna Lancaster High School
Melissa Han, '09 Alumna Newbury Park High School	Tyler Peterson, '09 Alumnus Moorpark High School	Abby Wheeler, '09 Alumna Wasco Union High School
Geena Haney, '06 Alumna University of Southern California	Leah Robson, '09 Alumna Tehachapi High School	

Central California HOB

Y is always looking for new volunteers! Work goes on all year to ensure a great seminar every summer. To get involved, complete the annual volunteer application at www.hoby.org. It only takes five minutes to get started on the path to making the world a better place through HOBY.


2010 Central California Seminar Staff

Dee Sardo, '01 Alumna
Co-Leadership Seminar Chair

Jeremy Freitas, '02 Alumnus
Co-Leadership Seminar Chair

Cy Serrano, '03 Alumnus
Alumni Advisor & Jr. Staff Director

Jordan Vogel, '04 Alumnus
Director of Facilities

Tricia Saba
Director of Recruitment

Carlos Sardo
Director of Operations

Sheri Sardo
Director of Food and Beverage

Dale Deardorff, Past HOBY LSC
Mentor Lunch Coordinator

Marybeth Serrano
Nurse

Brad Kieffer, Past HOBY LSC
Operations Committee

Robert Lee, '06 Alumnus
Operations Committee

Olivia Marik-Reis, '07 Alumna
Operations Committee

Kirdy Wilson, '06 Alumna
Operations Committee

Matthew Plaks, '07 Alumnus
Seminar Committee

Grace Stearns, '07 Alumna
Seminar Committee

Facilitator Team

Liz Brown, '03 Alumna
AC/DC

Mallory Cyr, '04 Alumna
The Rolling Stones

Sarah Franz, '04 Alumna
Queen

Brock Holman, '98 Alumnus
Tom Petty & The Heartbreakers

JT Irvine, '05 Alumnus
Van Halen

Carling McMichael
Guns and Roses

Crystal Nance, '96 Alumna
Metallica

Christine Nguyen, '04 Alumna
Aerosmith

Amber Richter
Kiss

Jacie Wilcock, '98 Alumnus
Journey

Patrick Wilcox, '98 Alumnus
The Beatles

LEADERSHIP ⚡ ROCKS!

Mentorship Lunch Participants

Carlos Sardo
Centennial High School

Julie Rodriguez, '89 Alumna
Los Angeles Police Department

Olympia LePoint
OL Consulting

Maureen Rowbotham
Northrop Grumman

Karen Oxrider
Jane Goodall

Greg Williams
AERA Energy

Sue LaRue
Pratt & Whitney Rocketdyne

Manday Cordova
Boeing Satellite Systems

Brad Kieffer
Health Net

Lorna Parish
CO-OP Financial Services

Brian Mcloughlin
Oppenheimer & Company

Harry Sefton
Boeing Satellite Systems



"HOBY is one of the most life-changing experiences I have ever had the pleasure of experiencing. Through the course of three days, I became more enthusiastic, more compassionate, and more determined to make a difference in my community. Because of HOBY, I feel like I have become a better leader, but more importantly, I have also become a better person."

- Katie Chung, '08

SPONSORS & DONORS

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

PLATINUM SPONSORS

Ana Armenta
Employee Community Fund of Boeing CA

GOLD SPONSORS

Bank of the Sierra
Dale Deardorff
Westlake Women's Club
Women's Club of Bakersfield

SILVER SPONSORS

National Management Association
Sunrise Optimist Club of Ventura
Town & Country Women's Club

BRONZE SPONSORS

Estero Bay Women's Club
Kingsburg Tuesday Club
Moorpark Women's Fortnightly
Reseda Women's Club
Women's Club of Goleta

GENERAL SPONSORS

American Legion Oak View Post 686
American Legion Ojai Post 482
Chatsworth Women's Club
Kiwanis Club of Woodlake
Noontime Optimist Club of Camarillo
Oak View Women's Club
Santa Paula Lions Club
South Fork Women's Club
Thursday Club of Corcoran
Wasco Women's Club
Woodland Hills Women's Club

Support Levels

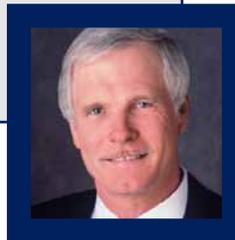
Diamond: \$5,000 plus
Platinum: \$2,000 - \$4,999
Gold: \$1,000 - \$1,999
Silver: \$500 - \$999
Bronze: \$250 - \$499
General: up to \$249

GIFT-IN-KIND CONTRIBUTORS

Coca-Cola	Target
Ted Elrich, Premium Snacks	Wal-Mart
Leon Quan, Quan Presentations	

"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

Opportunities With HOBY

Central California 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.hoby@gmail.com
661-317-7229

LIGHTHOUSE
Wealth Management Group
VERONICA J. FIELDS
Owner/Broker/Realtor
DRE LICENSE # 01030905

3166 E. Palmdale Blvd., Suite 218
Palmdale, California 93550
Call: (661) 609-9699
Office: (661) 575-9702
Fax: (661) 575-9527
lighthousewm@sbcglobal.net

SO WHAT HAPPENS AFTER YOUR HOBY SEMINAR IS OVER?

You become a Central California 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 Central California 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. Additionally, you can contact hobyccal@gmail.com for more information.

The Central 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.



"Children making a 'sweet' difference one crumb at a time"

"Children making a "sweet" difference one crumb at a time" is 13 yr old Blake's motto, as she inspires a community with her personally designed fundraiser "Cupcakes for Cancer". Her vision began with the desire to help a fellow eighth grader battle leukemia. Blake and her "cupcake crew" sold homemade cupcakes for \$1 after school and at local events. Not only did they raise \$5000 in 6wks, during the onset of her endeavor, but she succeeded in infecting her hometown with Cupcake Fever! This real life cupcake angel invites YOU to join her "cupcake crew" nation wide to make YOUR "sweet" difference one delicious crumb at a time! The icing on the cake? Miss Blake is a chemo survivor herself.

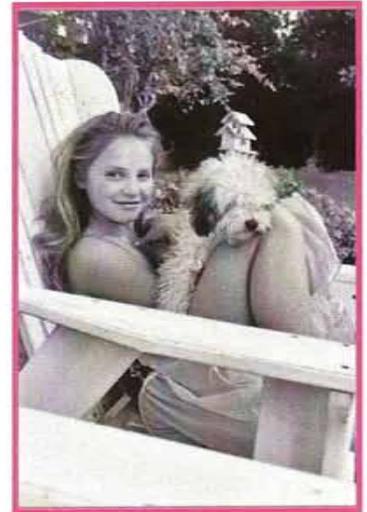
www.myspace.com/cupcakesforcancer
 Email: cupcakecolvin25@aol.com
 Office phone: 805-448-7336



"Sugar and spice and everything nice..."
The Cupcake Crew



Remember, the Magic of Life is Believing in the impossible... never stop Dreaming of or Baking for a cure!



Blake and her puppy, Cupcake



Cupcake Heaven

Join the "Cupcake Crew" become a "Cupcake Angel" in your town!
 Help Blake raise funds for childhood cancer research.
 Order your "Cake box" starter kit includes apron and all you need to know to design your own "Cupcakes for Cancer" bake sale!

California Leadership Seminars

- Jeff Marston**
Corporate Board President
 - Dee Sardo**
Central California Co-Leadership Seminar Chair
 - Jeremy Freitas**
Central California Co-Leadership Seminar Chair
 - Chenique Murphy**
Southern California Leadership Seminar Chair
 - Robert Santos**
Los Angeles Leadership Seminar Chair
 - Jimmy Shang**
Northern California Leadership Seminar Chair
- For more information, please visit www.hoby.org

In Memoriam



This year's seminar is in memory of Alexandra "Alex" Scott, founder of Alex's Lemonade Stand. We dedicate our weekend's activities to her and her passion for helping 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

60 WEST OLSEN ROAD,
THOUSAND OAKS, 91360
WWW.CALLUTHERAN.EDU



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
Student Union Building (SUB)	31
Swenson Center (under construction)	84
Theatre Arts	29
Zimmerman Music Studios	15

ACADEMIC OFFICES/CLASSROOMS

College of Arts and Sciences	14
Art	23, 25, 33
Bioengineering	24
Biology	44
Chemistry	44
Communication	20
Computer Science	24
Criminal Justice	5, 26
English	14
Exercise Science and Sports Medicine	103
French	25
Geology	44
German	26
History	14
Math	25
Multimedia	14
Music	15, 16, 33
Philosophy	14
Physics	24
Political Science	27, 26
Psychology	26
Religion	14
Sociology	26
Spanish	14
Theatre Arts	14, 29
School of Business	40a, 22
School of Education	20

ADMINISTRATIVE OFFICES

Academic Affairs	1
Academic and Accessibility Resources Center	46
Administration and Finance	2
Admission (Graduate) Education, Psychology	20
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
Financial Aid	36
Foundation Relations and Scholarship Development	1
Graduate and Adult Programs	5
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
West Field	102

OUTDOOR SPACES

All Nations Plaza	2a
Buth Park	53
Enormous Luther, Falde Plaza	48
Kingsmen Park	43
Mathews Outdoor Learning Center Pavilion	47
Uyeno Amphitheatre	14c

● CLU HISTORY DISPLAYS

