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Dear **Optimist Leader**,

Hugh O'Brian Youth Leadership – HOBY – is all about “Bringing Out the Best in Kids.” In its 47-year history, HOBY programs have benefited more than 335,000 high school sophomores from around the world. Founded by veteran actor Hugh O'Brian – known to many of you as “Wyatt Earp” after his top ranked television series in the 1950s and 60s – HOBY is the nation’s leading youth leadership organization. Thousands of students have benefited from HOBY leadership seminars and have gone onto to become HOBY volunteers, Optimist members and Club, District and International officers. And for years, Optimist leadership has endorsed HOBY programs.

What Does HOBY Offer Optimists?

The benefits of HOBY add up. **1)** An opportunity for you to work together with other key leaders in your community, **2)** There will be more than 10,000 public and private schools sending their selected 10th grade leaders to the HOBY program in their state. At the conclusion of this highly motivating program, each HOBY “Ambassador” is given a “Future’s Kit” which includes various scholarship opportunities and a JOOI brochure, **3)** Meet 10th grade leaders from your schools and encourage them to be the nucleus for a JOOI club in your area, **4)** Provides an introduction into the high schools in your area, and **5)** Participating in the HOBY seminars held in your state each spring will become one of the most rewarding experiences you will ever have.

What Can You Do Now?

First, as soon as possible contact every club in your district and ask them to meet with the high schools in their area. Each school’s 10th grade counselor has received a “registration kit” from HOBY and the National Association of Secondary School Principals asking the schools to select their outstanding sophomore to attend a HOBY Leadership Seminar to be held in their state next spring. Let the school know that Optimists are ready to serve the needs of the school and urge the school to immediately select its outstanding sophomore. While the applications were due from schools by November 25, nominations are accepted right up to the seminar time next spring. **Second**, each school is responsible for a \$150 registration fee, so ask your clubs to consider underwriting that fee if the school cannot provide it. **Third**, room and board and seminar materials total about \$175 per student for this outstanding 3-4 day HOBY weekend experience. This cost is low because all HOBY seminars are organized and run entirely by local volunteers. Ask the clubs to sponsor that student. The total cost of \$325 is a small price to pay for the development of future Optimist leaders in your state and in the nation. **Fourth**, ask the clubs to invite the HOBY “Ambassadors” they sponsor to come to a club meeting within four weeks after they attend HOBY and give them the opportunity to tell members about their experience. Encourage them to bring their parents and 2-6 classmates, too. **Finally**, get involved with the HOBY volunteer committee in your state. Those Optimists who have participated in HOBY leadership seminars have come back from the

events more invigorated about Optimism, JOOI and the future of Optimism than from many other functions attended.

If you can't locate your states' HOBY volunteer contact information on HOBY's Web site – www.hoby.org, contact the Hugh O'Brian Youth Leadership at 10880 Wilshire Boulevard, Suite 410, Los Angeles, CA 90024, telephone (310) 474-4370, email: hoby@hoby.org, or fax 310-475-5426.

You truly can make a difference for the next generation of Optimist leadership through HOBY.

A handwritten signature in black ink that reads "Michael Listenberger, MD". The signature is written in a cursive style with a small flourish at the end.

Michael Listenberger
International President

Bringing Out the Best in Kids

“An extraordinarily high proportion of HOBY 10th grade participants have gone on to leadership positions in business, government and education. This is just one of the reasons leading colleges and universities take special notice of student applications that feature HOBY participation.”

Dr. Malcolm Gillis, President
Rice University, Houston, Texas