



February 1st, 2011

Dear Optimist Club President,

As President and Chief Executive Officer of Hugh O'Brian Youth Leadership (HOBY), I am delighted that for the 28th year Optimist International has endorsed our organization. The volunteer dedication and strengths from both Optimist and HOBY are making a serious impact with youth in local communities.

If your Optimist Club has already sponsored a sophomore student to attend your local HOBY leadership seminar or if your club is already providing volunteers for your local HOBY program, thank you very much! If not, there is still time, and I am writing today to encourage you and your members to support this premier leadership program.

HOBY Leadership Seminars are held in every state and provide a three- or four-day leadership skill development opportunity for high school sophomores. We have already received nearly 7,300 sophomore registrations so far this year. While the guaranteed acceptance deadline has passed, most HOBY seminars have space available and are still accepting students. To view a listing of our seminar dates and locations and contact information for your local HOBY Chairperson, please see <http://reg.hoby.org/datesevents/seminarcalendar.asp> or go to our website at www.hoby.org and view the dates and events calendar. Plan to visit the seminar closest to you and see what all the excitement is about!

How the Optimist Clubs Can Help

Student Recruitment- Please call your local high school's guidance counselor or principal to make sure that a student does not miss this opportunity. Each school is asked to pay a \$150 school registration fee. If the school does not have the money in their annual budget, they may work with PTAs, booster clubs, teacher organizations, student council groups, or the parents of the selected students to obtain the funds. If funding remains unavailable, your club may choose to provide both the \$150 registration fee and the \$175 sponsorship (see below) for the student to attend.

Volunteer Support – The HOBY Leadership Seminar in your state is a 100% volunteer effort, and new volunteers are always welcome! Because there are a variety of opportunities available, you are sure to find a role that suits your unique talents and interests. There are a variety of volunteer opportunities and they come in all shapes and sizes. Consider serving on the corporate board, the seminar planning committee, or as an adult facilitator for a group of students at the seminar. More types of roles include assistance with student recruitment, program development, fundraising, and facilities and operations coordination. We also need volunteers to be panel speakers, keynote speakers, team building exercise leaders, and service project coordinators.

Financial Support- Through the generosity of area businesses, individuals, and service organizations, like Optimist, local HOBY volunteers raise funds to provide the HOBY experience to as many students as possible. The cost to provide a sponsorship for a student to attend the local leadership seminar is \$175, which covers the cost of meals, lodging, training materials and activities throughout the seminar. We invite and encourage your Optimist Club to provide a sponsorship for the student selected to represent your local high school. After the HOBY seminar, it is fun and rewarding to invite this young person to attend one of your club meetings to share the details of his/her HOBY experience.

Our local leadership team is comprised of an extraordinary group of volunteers who are committed to making a difference! We hope you and your Optimist Club will choose to join our local efforts. **Your contribution will go a long way toward shaping and molding the lives of tomorrow's leaders.**

Sincerely,

A handwritten signature in black ink that reads "Javier La Fianza". The signature is written in a cursive, flowing style.

Javier La Fianza
President and Chief Executive Officer