

HBO

Piloting Children's Lives

2007 United Airlines Chairman's Award recipient for volunteerism
Mark Hoog inspires children to reach their full potential.

UNITED AIRLINES FIRST OFFICER MARK HOOG FIRMLY BELIEVES THAT TODAY'S CHILDREN HAVE THE POWER TO change the world. "They have the ability and the desire; we need only do our part to help them discover their gifts, talents, and initiative," he says. "All of us have a role to play in helping our 'youngest generation' become our 'greatest generation.'"

Empowering children is the goal of his six-book children's series, *Growing Field*. In his books Hoog communicates themes traditionally reserved for adults: self-empowerment, self-esteem, and leadership.

Expanding his mission to share that message with children, Hoog founded the Children's Leadership Institute in 2005. He frequently speaks to youngsters throughout the country about the importance of finding their unique gifts and talents and turning their dreams into goals.

Hoog's latest project, a book titled *Letters From Katrina*, is a compilation of letters between elementary students throughout the country and Hurricane Katrina survivors. Each letter invites the reader to celebrate the human gifts of hope, compassion, and friendship, as offered by children. Hoog donates 100 percent of the profits to an endowment he established to provide college scholarships for students in Katrina-ravaged Mississippi.

In the last two years, Hoog has dedicated more than 1,000 hours to his volunteer work. In November, he received the United Airlines Chairman's Award for Volunteerism, which included a \$5,000 grant to help fund his effort.

Hoog was inspired to begin this work after the loss of his colleague, mentor, and friend United Capt. Jason Dahl on September 11, 2001. The *Growing Field* series began as part of his desire to further his friend's message of encouragement and empowerment. For more information, visit growingfield.com or lettersfromkatrina.com. See page 118 for more about United employee volunteer efforts. ▀



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