



FOR IMMEDIATE RELEASE:
July 29, 2008

CONTACT: Jessika Ferm
(614) 441-8972 or
Barbara Wayman, APR
(614) 766-6878

Jessika Ferm Presents at Hugh O'Brian Youth Leadership Organization

(COLUMBUS, OH) – Jessika Ferm, president of the leadership development company J.Ferm delivered a presentation on leadership development to 200 high school students as part of Hugh O'Brian Youth Leadership (HOBY), the nation's foremost youth leadership development organization. The presentation took place at Denison University in Granville, Ohio.

During her presentation, Jessika shared several of her personal stories about coming to the US with two suitcases and no money – just the determination to build a new future for herself. She encouraged students to take on a leadership role early in their careers, and gave tips on what leadership skills are most impactful. She encouraged students to take on a leadership role early in their careers, and gave tips on what leadership skills are most impactful.

Actor Hugh O'Brian founded HOBY in 1958 after spending time with Nobel Peace Prize winner Dr. Albert Schweitzer. Today the program includes more than 9,000 students representing high schools around the country, who attend programs run by over 4,000 volunteers, community leaders, business executives, educators and parents.

J.Ferm is a leadership development company founded in 2002 with offices in Columbus, Boston and Sweden. Further information about J.Ferm is available at (614) 441-8972 or www.jferm.com.

###