

## ARTHUR SUNDAY

A lifelong friend from college introduced Art Sunday to Hoban. Later, he was invited to join the basketball staff as the head coach for the freshman team. The year was 1997, and he has been closely connected to Hoban ever since.

Sunday continued to coach, while his children, Katie and Matt, became immersed in the Hoban community as the team's ball girl and boy. They fell in love with players and students, and at an early age recognized that Hoban was special.

"Hoban promotes a strong sense of family, community and inclusiveness that has always impressed me," Sunday said. "This family atmosphere is an intangible attribute that you can't measure but it clearly influences and defines our Hoban community."

As Hoban parents, Sunday and his wife Cindy, were active at Hoban, attending sporting events and chairing Extravaganza.

With Sunday's successful career as VP of sales at The House of LaRose, Inc., he was soon tapped to join the Board of Directors. For over 10 years, he has served in a number of roles.

He first chaired the marketing committee. He quickly encouraged Hoban to expand the school's marketing geographic footprint. Noting that Hoban never adequately budgeted for marketing, Sunday encouraged the board and administration to carve out funds for this effort. Today, Hoban enjoys successful admissions from areas he helped to identify.

"We have a great story to tell," Sunday said. "We certainly can reach beyond our traditional feeder schools and parochial mindset."

His leadership and passion for what's best for Hoban soon led him to be named vice chair of the board. Currently, he chairs the governance committee, a group tasked to make sure Hoban and its board adhere to the mission of the school and satisfy the code of regulations set up with the Brothers of Holy Cross. All board committees flow through governance.

"We need passionate and talented people in positions to help make sound decisions for Hoban," Sunday said. "We also look for additional candidates to strengthen our board and committees."

As the number of brothers dwindle, it is important that Hoban maintains its Holy Cross identity. The governance committee acts as a conduit between Hoban's mission and committee work.

"Our children still thank us for making the sacrifice to send them to Hoban," Sunday said. "They talk about the opportunities they had because of how well Hoban prepared them. Hoban is blessed with talented faculty and leadership. Our mission and my role on the board is to continue to educate the hearts and minds of our students, and to instill in them the competence to see and the courage to act."