

ROBERT LIHALAKHA'S WORK HISTORY INFOGRAPHIC



During my time spent with the Houston Rockets I had the pleasure of serving 1500+ families in 2 years. My role of Regional Director of Basketball Camps allowed me to partner with various organizations that ultimately helped the student-athletes achieve the goals set forth by the program's fun and fit curriculum. The most notable organizations I partnered with were Pearland Parks & Recreation, Sugar Land Parks & Recreation, & Houston Baptist University.



NFL Play 60 and Houston ISD Nominated me to become the the Houston Texans Champion Coach for the NFL Play 60 program & I gladly accepted. This was a one year assignment where I learned so much about the greater Houston communities. We partnered with the American Heart Association, The Cooper Institute, and of course the Houston Texans. I had the privilege of working alongside Dr. Cooper on several different initiatives with FitnessGram being the most notable program. This experience allowed me to thoroughly understand the process of using data to drive healthy choices in the Houston community.



As President & Executive Director of Community Relations for 501c3 Non-Profit Showcase Houston (SNAL), I thrive off of building relationships. During the 5 years Showcase Houston has been running we have served over 12,000+ families with information, seminars on financial literacy, and commemorative basketball all-star games that are held at Wheeler Fieldhouse in Fort Bend County. The commemorative showcases were such a hit to the Houston community that ABC13 & Radio One joined in as media partners to highlight the young student-athletes. Over \$200,000 in scholarship offers have come from 3 years of Showcases.

Li-Ning, the Chinese apparel brand that sponsors Dwyane Wade, heard about the non-profit company and began an annual sponsorship providing \$20,000 worth of products each year for the young athletes during the game. I was honored to secure the Li-Ning brand because many of the young athletes look up to Dwyane Wade and he has been a model athlete for them thus far.



I appreciate the opportunities I am able to give to the community and families that have done so much for me. Having the ability to inspire is one of the duties I take seriously. ABC13 allowed me to inspire many young adults by first teaching the student-athletes of Showcase Houston, media training. This was an educational piece that I thought was amazing because when I was a young athlete in Fort Bend ISD this opportunity was not yet available. After the athletes from my showcase were fully media trained, they were able to market and inform the 2.1 million viewers about their brands both on and off the court. We were allotted 3 segments over the span of 3 weeks before each event.