

FUTURE BUSINESS LEADERS OF AMERICA

Pennsylvania State Chapter

December, 2011

From the Conference Coordinator's Desk, SLC Newsletter #1

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2012 State Leadership Conference

Important Conference Information

State Leadership Conference Online Registration and Online Lodging Opens December 7, 2011.
(Lodging Reservation forms will be accepted after your Region Leadership Conference—no exceptions!)

All lodging reservation requests MUST be completed online. Each time the "Submit/Print Forms" button is clicked, a copy of your most current lodging forms are automatically sent directly to Bruce Boncal, Executive Director and Janet Skiles, Conference Coordinator. Mail payment and a paper copy of your chapter's *Lodging Information & Financial Summary* directly to Bruce Boncal so he RECEIVES the envelope at his office address by the deadline date. Individual hotels cannot accept lodging reservations from FBLA chapters due to contractual agreements between FBLA and the hotel.

The 61st Pennsylvania FBLA State Leadership Conference will be held at the Hershey Lodge and Convention Center. Mark the dates on your calendar, April 16-April 18, 2012, for the *premier* event of the FBLA year. There will be a series of SLC Newsletters and E-mail messages sent in the coming months. Please carefully read each document. This first document will highlight SLC lodging/meal/commuter package plans with costs, lodging information, general shuttle bus information, noticeable changes to the SLC program, payment options, refund deadlines and procedures, internship opportunities, and commuting fees.

➤ **All State Leadership documents are now published in the Downloadable Files on the pafbla.org web site in the State Leadership Conference Documents/Forms section.**

Approximately 3,800 FBLA members and advisers, and about 400 guests are expected to attend the SLC this year. Please be aware of the following:

We will be utilizing all function space and all sleeping rooms on the Hershey Lodge property. In preparation for the number of attendees exceeding the amount of lodging space available at the Hershey Lodge, rooms have been reserved at the Hilton Garden Inn, Comfort Inn, Hampton Inn & Suites, Days Inn, Holiday Inn Express, and the Hotel Hershey. These six hotels—all less than three miles from the Hershey Lodge & Convention Center—will be utilized in the order listed above. Lodging will be assigned based on the following: **Package Plan** selected, preference and postmark date, in that order. Every effort will be made to notify advisers of their lodging assignment two weeks before SLC.

Lodging priority at the Hershey Lodge shall be based on the following criteria:

1. Postmark (electronic) date with purchase of *complete* Plan Package A -- 2-nights lodging and 5-meal package
2. Postmark (electronic) date with purchase of 1 nights lodging and 5-meal package

In 2012, we are offering three different plan packages:

1. **Plan Package A** – includes 2 nights lodging and 5 meals
2. **Plan Package B** – includes 2 nights lodging at the Days Inn Hershey; NO meals included
(optional meal purchases are available)
3. **Plan Package C** – for members/advisers/chaperones commuting to/from the conference and who have not purchased Plan Package A or Plan Package B.
(optional meal purchases are available)

All packages include around-the-clock security, refreshments, shuttle buses to and from overflow hotels to the convention center, to the Hershey attractions, and to the competitive events held at the Hotel Hershey/Harvest Building, equipment/room rental fees, liability insurance, and administrative and other conference expenses.

Plan Package C includes exactly the same as Plan Package A and Plan Package B **EXCEPT** there will be NO hotel to conference shuttle service.

◆ New this year, sharing rooms with another school is NOT required. Students and advisers will be matched **ONLY** upon request.

The charts on the following pages outline the Plan Packages for students, advisers, guests, and chaperones to attend the State Leadership Conference. All rates are per person based on the “**Room Type**” selected. All seven hotels being used for the conference have agreed to offer a special “**Sunday Room Only Rate**” for those wishing to arrive Sunday afternoon. (Hersheypark will be open on Sunday, April 15) The “**Sunday Room Only Rate**” at all hotels is \$151 per room (not per person), tax included, with 1-4 persons in the room. Arriving in Hershey on Sunday is encouraged. With many competitive events starting as early as 9 a.m. on Monday, (one performance event starts at 8:00 a.m. and online testing starts at 8:30 a.m.) it is necessary for the first team of judges, chief administrators, assistant event administrators, event proctors, and timekeepers to report by 7:15 a.m. Refer to the **Tentative SLC Schedule of Events** located in the Downloadable Files. Hotel check-in at all hotel properties is not until 4 p.m. on the day of arrival. For those planning to arrive on Sunday, you will be assigned lodging at the same hotel all 3 nights.

Registration Fees and Package Plan Pricing:

Package Plan A	2 Nights Lodging w/5 meals included	Conference Registration Fee (per person)	Total Cost Per Person
SINGLE (1 person; 1 bed) Advisers, guests, chaperones	\$471 per person	\$70	\$541
DOUBLE (2 advisers; 2 beds) (guests, chaperones) or DOUBLE (2 students; 1 bed)	\$312 per person	\$70	\$382
TRIPLE (3 advisers; 2 beds) (guests, chaperones) or TRIPLE (3 students; 2 beds)	\$274 per person	\$70	\$344
QUAD (4 students; 2 beds)	\$257 per person	\$70	\$327

Plan Package B	2 Nights Lodging; <u>Optional</u> Meal Purchase*	Conference Registration Fee (per person)	Total Cost Per Person
SINGLE (1 person; 1 bed) Advisers, guests, chaperones	\$338 per person	\$70	\$408
DOUBLE (2 advisers; 2 beds) (guests, chaperones) or DOUBLE (2 students; 1 bed)	\$179 per person	\$70	\$249
TRIPLE (3 advisers; 2 beds) (guests, chaperones) or TRIPLE (3 students; 2 beds)	\$141 per person	\$70	\$211
QUAD (4 students; 2 beds)	\$124 per person	\$70	\$194

*Meals may be purchased individually or as a 5-Meal Package. See price chart on page 3.

Plan Package C	Commuter Fee –per person (members/adviser/ chaperones/guests); <u>Optional</u> Meal Purchase*	Conference Registration fee (per person)	Total Cost Per Person
Per Person Fees	\$20	\$70	\$90

*Meals may be purchased individually or as a 5-Meal Package. See price chart on page 3.

2012 Meal Pricing Chart					
(Meal Price includes tax and gratuity)					
5-Meal Package \$153	Monday 4/16 Lunch: \$29	Monday 4/16 Dinner: \$37.50	Tuesday 4/17 Breakfast: \$20	Tuesday 4/17 Lunch: \$29	Tuesday 4/17 Dinner: \$37.50

Meals may be purchased individually or as a 5-Meal Package.

Below are highlights of this year's SLC, answers to the most frequently asked questions, and the most noticeable changes that will occur at conference:

- **Registration/Lodging for Top 10 Finalists in pre-judged events**--- students who will enter the events listed below cannot register for the SLC until the Executive Director announces the Top 10 Finalists. These events include: *American Enterprise Project, Business Financial Plan, Business Plan, Business Presentation, Community Service Project, Computer Game & Simulation Programming, Desktop Application Programming, Digital Design and Promotion, Digital Video Production, E-business, Electronic Career Portfolio, Partnership with Business, and Web Site Design.* Once the Top 10 Finalists have been announced, the adviser will be asked to register the student(s) and then adjust lodging information accordingly. By clicking the "Submit/Print Forms" button, your updated lodging forms will automatically be sent to Bruce and Janet. The updated forms will replace all earlier Lodging Information/Financial Summary documents on file. The Executive Director will notify the Top 10 Finalists in all the above events by January 18.

- 1) PA FBLA will continue to accept credit cards (Visa, MasterCard, American Express, and Discover) from school districts, advisers, and parents for payment of conference expenses. All credit card payments must be processed through the secure site of PayPal and accompanied by the Credit Card Processing form found on the pafbla.org web site. A 3% convenience fee will automatically be calculated and added to the amount due each time a credit card transaction is submitted. See page 4 of this document for processing details. Do not add 3% to the amount of your charge. PayPal will automatically calculate and add the convenience fee to the amount of the sale. By adding 3%, you will be paying for the convenience fee twice. "Tax," even though shown on "**Your Order Summary**," is not a tax added to your credit card transactions. The "tax" represents the 3% convenience fee;
- 2) Conference Registration Desk will be open on Sunday evening, April 15, from 7:00-9:00, at the Hershey Lodge;
- 3) The Conference Registration Desk will re-open on Monday morning, April 16, at 7:15a. (see *Tentative* Schedule of Events);
- 4) The first competitive event will begin at 8:00a on Monday, April 16; (see *Tentative* Schedule of Events) with the first team of Judges and Chief Administrators meeting at 7:15 a.m.;
- 5) *New this year*—a team consisting of an assistant event administrator, event proctors, and timekeepers will meet at a designated time and location at least 45 minutes before their event commences to review event guidelines, specific assignments, and responsibilities.
- 6) Competitors in Banking and Financial Systems and Management Information Systems will sit for their online collaborative objective test in the AM on Monday; the top 10 finalists in both events will be announced shortly after. The top 10 finalists in Banking and Financial Systems and Management Information Systems will perform in the PM on Monday instead of Tuesday. Refer to the *Tentative* Schedule of Events;
- 7) The first group of online tests will start at 8:30a on Monday, April 16; (See *Tentative* Schedule of Events);
- 8) Equipment for competitive events may be rented (lap top, LCD projector, speakers, and printer) for use during the conference. The Equipment Rental Order/Agreement Form along with payment (school check, personal check, money order, school Purchase Order, or credit card) must be returned to Janet Skiles, Conference Coordinator, so it is received by April 2, 2012. For a credit card payment, attach the Credit Card Processing Form;
- 9) Workshop sessions will be offered throughout the day on Monday and Tuesday;
- 10) A keynote speaker will address the delegation during the Opening Session and chat with students during two workshops sessions on Tuesday morning;
- 11) Lodging reservations MUST be completed online by logging on to the pafbla.org web site, clicking the Adviser Area, and then selecting SLC Lodging Registration.
- 12) All hotels have indicated that check-in **will NOT** occur until 4:00 p.m. on day of arrival. It is highly

recommended that chapters make plans to arrive in Hershey on Sunday afternoon to avoid the mass congestion that occurs on Monday morning;

- 13) Hersheypark will be open on Sunday, April 15 in celebration of Springtime in the Park. Special FBLA group rates are currently being negotiated; and
- 14) Shuttle bus service will begin Sunday afternoon, April 15, between the Lodge, all overflow hotels, and local Hershey Attractions and eateries. Shuttle schedules will be published closer to the conference date.

The **2012 State Leadership Conference Tentative Schedule of Events** is now published on the pafbla.org website in the State Leadership Conference section. It is important that you start planning now for the early start time to this year's conference activities. Please understand that the schedule is tentative and subject to change. If/when major changes are necessary, you will be notified.

SLC REGISTRATION

The online registration and registration payment **POSTMARKED** deadline is **January 20**. After registering online, print an invoice and mail the invoice and payment so it is **POSTMARKED** no later than **January 20** to:

PA FBLA SLC
Mr. Bruce E. Boncal
PA FBLA Executive Director
P.O. Box 5085
Jersey Shore, PA 17740

Registration is not complete until payment is *received* in the Executive Director's office. Payment options include: school check, personal check, money order, school purchase order, or credit card (Visa, MasterCard, American Express, Discover Card). For more information on SLC registration, refer to the **SLC Online Registration Procedures** published on the web site in the 2012 State Leadership Conference Documents and Forms.

CREDIT CARD CHARGES AND PROCESSING

All credit card payments must be accompanied by a Credit Card Processing Form (transaction document). You do not need a PayPal account to use this site. Below are the steps for accessing PayPal on the web site and processing a credit card transaction:

1. Log on to pafbla.org.
2. Click the **Credit Card Payments** menu on the left side of the home page.
3. After reading the brief snippet, scroll down to selection **#4, State Leadership Conference Form**
4. **Complete the Credit Card Processing Form BEFORE moving on to Step 5.**
5. Enter the **Name of Person** submitting the transaction
6. Enter the **Name of School**
7. Click **"Pay Now."**
8. On the "Your Order Summary," enter the **"Item Price."** (This amount is on **LINE Y** of your Credit Card Processing Form. This is the amount to be charged excluding the 3% convenience fee.)
9. Click **Update**. (Notice that a line item called "Tax" appears. Tax is not added to your order. The "tax" is actually the 3% convenience fee.)
10. **Choose a Way to Pay:** Use PayPal account if you have one; if not, select **"Don't Have a PayPal Account."**
11. If you select, "Don't Have a PayPal Account, select **"Pay with your Debit or Credit card as a PayPal guest."**
12. Enter requested information. When done, click "Review & Continue" and follow the prompts on the screen.
13. Complete the Credit Card Processing form and submit it by email to Bruce Boncal, Executive Director.
(bboncal@pafbla.us)

School districts, advisers, and parents may charge SLC expenses, such as Plan Package Lodging and/or Meals, Sunday night lodging, Commuter Fees, equipment rentals, and Personal Ads for the SLC program.

SLC HOTEL/CONFERENCE SAFETY GUIDELINES

Your safety (and your students' safety) while at the conference is extremely important to PA FBLA and the hotel/convention staff at all properties. All advisers, guests, and chaperones attending the conference are required to read the **"SLC Hotel/Conference Safety Guidelines"** found in the State Leadership Conference documents and forms section on the web site. This document must be read, signed by each adult attending the conference, and returned to the Executive Director postmarked no later than **March 9, 2012**.

PA FBLA SLC LODGING INFORMATION AND FINANCIAL SUMMARY & ROOMING LIST

Lodging Reservations will be accepted without payment **after** your Region Leadership Conference. Step-by-step instructions for completing online lodging can be found in the [SLC Lodging Registration Procedures](#) now published on the web site in the SLC Documents and Forms.

The last day to make lodging reservations and/or changes is **Friday, January 20**. The **Lodging Information/Financial Summary & Rooming List** will automatically be generated when you click, **"Submit/Print Form."** Each time you click, "Submit/Print Form," a new **Lodging Information/Financial Summary & Rooming List** will be sent to: your inbox, Bruce Boncal, and Janet Skiles.

SLC lodging payments must be **RECEIVED** in the Executive Director's office by **Friday, January 27**. Payment options include: school check, personal check, money order, school purchase order, or credit card. Mail payment to:

**PA FBLA SLC
Mr. Bruce E. Boncal
PA FBLA Executive Director
P.O. Box 5085
Jersey Shore, PA 17740**

Cots are not available at the Hershey Lodge; however, the overflow hotels may have a limited number of cots available for a fee payable at the time of the rental.

Any chapter needing a receipt showing payment for lodging and/or registration is asked to contact Bruce Boncal *following* the State Leadership Conference. PA FBLA will generate a receipt showing payment for these expenses. The hotels will not provide a receipt.

SLC REGISTRATION/LODGING REFUND POLICY

Due to the cost impact cancellations have on guaranteed revenue to the Hershey Lodge and overflow hotels, registration/lodging refunds will be made under the following conditions:

- All refund requests must be made in writing using the form posted on the PA FBLA web site. The form, with the adviser's signature, may be faxed to 570.398.4652 or emailed as a PDF file to bboncal@pafbpa.us.
- Full registration/lodging refunds will be given if request is postmarked prior to the registration deadline date of January 20, 2012.
- A 50 percent refund will be given if request is postmarked up to 15 days prior to the opening day of the State Leadership Conference, which is March 31, 2012.
- No refunds will be given for requests postmarked April 1, 2012, or later.
- No refunds will be given for cancellations made while checking in to the hotel on April 15, if applicable) or April 16 or April 17.

The SLC Refund Policy and the Refund Request Form are now published on the web site in the State Leadership Conference Documents and Forms.

ROOM TYPES

Sharing rooms with another school is NOT required. Students and advisers will be matched **ONLY** upon request. If you wish to share rooms with another school, be sure to select the "sharing" option when completing online lodging registrations. **All package prices are per person and based on the "Plan Package" purchased and "Room Type" selected.** Refer to the Registration Fees and Package Plan Pricing charts (starting on page 2 of this document) for "Room Type" options, pricing, and room type eligibility. Cots are not available at the Hershey Lodge. However, a limited number of cots may be available for a fee at the overflow hotels.

For those who will be housed at the overflow hotels in Hershey on (Sunday), Monday-Wednesday, we/hotel will provide:

- ✓ **On Sunday** - *limited* shuttle bus service between the Lodge and your hotel and the Hershey attractions. A shuttle bus schedule will be published closer to the opening day of the conference.
- ✓ **On Monday**, shuttle buses will loop continuously between the Hershey Lodge and overflow hotels starting at 6:00 a.m.
- ✓ **On Tuesday**, shuttle buses will loop continuously between the Hershey Lodge and overflow hotels starting at 5:45 a.m.
- ✓ **On Wednesday** – *limited* shuttle bus service will be available between the Lodge and your hotel.
- ✓ Around-the-clock security.

- ✓ A complimentary Continental Breakfast will be available each morning following an overnight stay at all overflow hotels except for the Hilton Garden Inn and the Hotel Hershey. Anyone arriving early on Sunday or Monday (before check in time) and wishes to purchase a breakfast at the overflow hotels will be charged accordingly. On Monday, the Hilton Garden Inn is offering a full deluxe hot breakfast for \$10.95 inclusive. On Tuesday and Wednesday, a full deluxe hot breakfast is available free of charge to Hilton guests who have purchased Plan Package A.
- ✓ On Tuesday, a full breakfast buffet will be available at the Hershey Lodge for those staying in all overflow hotels and have purchased Plan Package A or who have purchased individual meal tickets EXCEPT for those housed at the Hilton Garden Inn and the Hotel Hershey.
- ✓ For those housed at the Hotel Hershey, a full hot breakfast will be served in the hotel dining room on Tuesday morning as part of the 5-meal plan in Plan Package A.
- ✓ Competitor's scores will be e-mailed to the adviser after the SLC for those who choose not to travel to the Lodge on Wednesday morning.

COMPETITOR/SPECTATOR SHUTTLE BUSES TO/FROM THE HOTEL HERSHEY/HARVEST BUILDING

On Monday and Tuesday, shuttle buses will provide transportation for competitors and spectators to the Hotel Hershey and/or Harvest Building for the competitive events. Please observe the following:

Competitor shuttle buses to the Hotel Hershey/Harvest Building will begin boarding at the Hershey Lodge "hotel" entrance according to the time schedule published in the official conference program. Competitors are asked to board the Hotel Hershey "hotel" shuttle bus when returning to the Hershey Lodge. **(to ensure enough seats for competitors on the "competitor" buses, we ask that ONLY COMPETITORS RIDE THE COMPETITOR BUS).**

Spectators will ride the Hotel Hershey "hotel" shuttle buses to and from the Hotel Hershey/Harvest Building. The Hotel Hershey "hotel" shuttle buses depart from and arrive to the Hershey Lodge Convention Center approximately every 15 minutes. Refer to the shuttle bus time schedules published in the official SLC Program.

INTERNSHIPS AVAILABLE AT THE SLC

This year, two internships are being offered to PA FBLA members at the SLC:

1. Cybis Communications Corporation, the Orlando based media productions company that produces the Opening Session, Business Session, and Awards Program at the SLC is offering a unique internship opportunity to at least ONE FBLA member who is genuinely interested in media productions or is planning a career in multimedia productions. The online application deadline is January 20, 2012; the successful candidate(s) will be notified by February 17, 2012.
2. The Hershey Lodge, Pennsylvania's largest convention resort, is offering an internship to ONE FBLA member truly interested in the Hospitality Industry or is planning a career in Hospitality Management. The process to apply and the application are both available on the web site in the downloadable files. The applicant must complete the application and submit it electronically by the deadline date of January 20, 2012. The successful applicant will be notified no later than February 17, 2012.

COMMUTING TO HERSHEY

A "Commuter" is defined as an individual (member/adviser, chaperone) who travels to Hershey each day of the conference and who has not purchased Plan Package A or Plan Package B. (does not stay at a conference hotel). Commuters must purchase Plan Package C which includes a \$20 per person commuter fee. The Commuter Fee includes: 24/7 security, refreshments, shuttle buses to and from the Hershey Lodge and Hershey Attractions, to and from the Hershey Lodge and competitive events held at the Hotel Hershey and/or Harvest Building, equipment/room rental fees, liability insurance, and administrative and other conference expenses. The commuter fee does not cover hotel to Hershey Lodge/Convention shuttle service. Commuters are invited to participate in the FUN Sunday activities. Commuters are also eligible to purchase individual meals or a meal package. The Commuter Fee/Meal Reservation Form must be completed and mailed along with the required fees to Bruce Boncal, Executive Director by the reservation deadline of **January 20**.

Please see the list below of documents that are now published on the web site. Print copies of the appropriate documents for distribution to your students attending the conference. As more SLC information becomes available, you will be notified by e-mail. If you have questions and/or need immediate assistance, send me an e-mail to jskiles@pafbala.us or call my cell phone at 412.576.2826.

Please send all inquiries to my E-mail address or cell phone. My office phone/fax will be out of service from December 1 through April 11.

Enjoy this wonderful time of the year. Best wishes for a safe and happy holiday season!

Janet

Janet F. Skiles
PA FBLA Conference Coordinator

Published documents: **(December, 2011)**

From the Conference Coordinator's Desk – SLC Newsletter #1

Adviser Form to Accompany the Student Permission Form

Adviser/Guest/Chaperone Emergency Form

Adviser SLC Guidelines

Credit Card Processing Form (Excel spreadsheet)

Delegate Code of Conduct

Package Plan C - Commuter Meal/Reservation Form (Excel spreadsheet)

Personal Ad Form (Note: deadline line has been changed to March 12, 2012)

Refund Policy

Rental Equipment Order/Agreement Form (Excel spreadsheet)

Refund Request Form

SLC Dress Code - 2012

SLC Hospitality Internship Application (to be published)

SLC Hospitality Internship Application Procedures

SLC Hotel/Conference Safety Guidelines

SLC Online Registration Procedures (document will come from Bruce Boncal, Executive Director)

SLC Multimedia Internship Application Process

SLC Student Vocalist to Sing the National Anthem

SLC *Tentative* Schedule of Events

Student Permission/Emergency Form

Student SLC Guidelines