



ADVISER SESSION

MONDAY, APRIL 15, 2013

TAKING BCIT STANDARDS INTO THE NEXT GENERATION

ADVISER SESSION: Monday, April 15 – 2:00p-2:45p

ROOM: Tower Suite 1

PRESENTER: **Donna Gavitt**, BCIT Department Chair, BCIT Standards Committee, Selinsgrove SD, Selinsgrove

Note: BYOD (optional) for building a lesson and unit.

The Standards for BCIT address the generation of 'Social Media-ites' as well as Personal Finance, Economics, Global Business and more. We will build a lesson and a unit, collaboratively, using the Understanding By Design Model on which SAS is based.

ADVISERS!

You are welcome to attend any of the member workshop sessions on Monday and Tuesday.

2013 Post-Secondary Interns

(Former FBLA Members)

Bethany Barefoot, Indiana University
Mark Egan, Sussex County Community College
Terah Glose, Penn State University
Dominic Lyate, Temple University
Lea Scopelliti, University of Scranton
Emmellene Usera, Moravian College
Kaitlyn Wrona, Mercyhurst College

2013 Cybis Communications Corporation Internship Recipients

Robert Boggs – Abington HS
Quadair Smith, Lehigh CTI

2013 Hershey Lodge Internship Recipients

Danielle Angle, Delaware Valley HS
Carlos Osario, Delaware Valley HS

ADVISER SESSIONS

TUESDAY, APRIL 16, 2013

ETHICS IN CORPORATE AMERICA – THE NEW INDUSTRY STANDARD

ADVISER SESSION: Tuesday, April 16 – 10:15a-11:15a

ROOM: Cocoa Suite 1

PRESENTER: **Rosemary N. Potts**, The Boeing Company

This session is designed to engage faculty and advisers on the importance of Ethics in Corporate America and how to better prepare students for the future. In today's world, ethical standards are paramount to one's success. How are you as an FBLA adviser driving this message home? Come learn what you can do to better prepare your students for today's workplace.

FREE ONLINE PERSONAL FINANCE RESOURCES FROM EVERFI

ADVISER SESSION: Tuesday, April 16 – 8:30a-9:30a

ROOM: Cocoa Suite 1

PRESENTER: **Tom Parisi**, Vice President, EverFi, Washington, DC

Note: BYOD (optional) – Bring your own device.

EverFi, Inc. creates engaging, online resources to help teachers address critical Personal Finance topics like budgeting, saving/investing, credit scores, college student loans, and mortgages with their students. These resources are available to schools at no cost thanks to the support from sponsoring partners. EverFi will demo them, provide accounts to any interested teacher and also share key data/findings from across the country.

GET FIRED UP! "SIMPLE STRATEGIES THE EVERYDAY HERO CAN TAKE TO KEEP THEIR FIRE ALIVE!"

ADVISER SESSION: Tuesday, April 16 – 11:30a-12:30p

ROOM: Cocoa Suite 1

PRESENTER: **Aric Bostick**, President/Owner, Aric Bostick Success Training, San Antonio, TX

Being an educator or counselor advocate is one of the most rewarding occupations in the world. However, it is also one of the most challenging, underappreciated, and exhausting jobs one can possibly take on. If you have ever lost your focus, lost your passion or simply felt burnout by the enormous task of being all things to all people then this workshop will be just what the doctor ordered. Get ready to be rejuvenated, refocused and fired up to make a difference once again!

- ✓ Remember your purpose and rise above the bureaucracy and trivial
- ✓ Build lasting relationships with your students that keep you energized
- ✓ Happiness and health tips that will keep your tank full so you have more to give!



INVESTMENTS, THE STOCK MARKET GAME AND ENTREPRENEURSHIP PROGRAMS

ADVISER SESSION: Tuesday, April 16 - 12:45p-1:45p

ROOM: Cocoa Suite 1

PRESENTER: **Carolyn Shirk**, *Vice President, Economics Pennsylvania, Selinsgrove*

Join Carolyn Shirk as she presents to you the basics of investments, shows you how to research stocks on the Internet, provides every participant a free Adult Stock Market Game (\$25 value), along with information about two Entrepreneurship Programs that you can use for free!

TAKING BCIT INTO THE NEXT GENERATION

ADVISER SESSION: Tuesday, April 16 - 2:00p-3:00p

ROOM: Cocoa Suite 1

PRESENTER: **Donna Gavitt**, *BCIT Department Chair, BCIT Standards Committee, Selinsgrove SD*

Note: BYOD (optional) for building a lesson and unit.

The Standards for BCIT address the generation of 'Social Media-ites' as well as Personal Finance, Economics, Global Business and more. We will build a lesson and a unit, collaboratively, using the Understanding By Design Model on which SAS is based.

PA FBLA "NECK WALLETS"

(multiple use name badge holder)

Cost: \$2 each

ON SALE NOW

at the Information Desk in the Cocoa Lobby
Hershey Lodge

- ✓ It's easy to see because it's lime green . . .
- ✓ Its inside zippered compartment will keep your small personal items (and meal tickets) secure . . .
- ✓ It will hold your pencils and pens and your cell phone, too!
- ✓ Wear it around your neck so your name badge is easy to see . . .
- ✓ It's yours to keep—use it now—use it later, use it at the NLC.

**All Proceeds Benefit the
William Selden Scholarship Fund**

MEMBER SESSIONS (MONDAY AND TUESDAY)

A BRAND CALLED YOU

MEMBER SESSION: Monday, April 15 - 1:00p-1:45p;
2:00p-2:45p

ROOM: Wild Rose B

PRESENTER: **Latrell Armstrong**, *FOCUS Training, Milwaukee, WI*

What does your brand say about you? From your Facebook page, to the way you dress, to the words you choose, everyday you are promoting your own personal brand. In this workshop, FBLA leaders will improve their ability to use their personal brand to get results for their chapters and ensure they are helping their fellow members along the way.

A PASSION INTO BUSINESS

MEMBER SESSION: Monday, April 15 - 1:00p-1:45p

ROOM: Magnolia A

MEMBER SESSION: Tuesday, April 16 - 2:15p-3:00p

ROOM: Tower Suite 2

PRESENTER: **Tim Dershem**, *Business Teacher and FBLA Adviser, Greenwood High School, Founder - Totally Tennis, Millerstown*

This workshop encompasses all of the components of a true **ENTREPRENEUR**. Have a passion for a **Sport/Hobby**? Take that passion to the next level and start a business. Learn what it takes, and see how one's passion can be used to create a lifelong business. This workshop covers all facets of business, including Sports Management, Entrepreneurship, Networking, Time Management, Marketing, Finance/Accounting, Desktop Publishing, Web Publishing, Apps, Merchandising, Sales, Communications, Customer Service, and much more.

BACKSTABBERS, BULLDOZERS, AND WIMPY HANDSHAKES

MEMBER SESSION: Tuesday, April 16 - 8:15a-9:00a;
9:15a-10:00a

ROOM: Tower Suite 1

PRESENTER: **Alyzabeth Smith**, *Tax Consultant, PICPA Member - Savran Benson, LLP, Bala Cynwyd*

If you made it through junior high school, you've encountered most of the basic personality types. Sadly, those personality types often transition into the professional workplace. In your first professional job you may find that there are still prom queens, jocks, and cliques, differentiated from high school only by additional education and authority. This presentation will cover different ways to effectively deal with varying personality types without compromising your objectives. In the world of "lols" and omgs," professional written communication will also be discussed.

Workshop Descriptions

IGNITING
INNOVATION



CREATIVE THINKING CHALLENGES

MEMBER SESSION: Tuesday, April 16 – 11:15a-12:00p;
12:15p-1:00p

ROOM: Magnolia A

PRESENTER: **Sara Zwiefelhofer**, *FOCUS Training, Milwaukee, WI*

Brain-teasers, puzzles, enigmas? Tackling unusual and challenging problems is something every leader needs to deal with. **Creative Thinking Challenges** is a crash course in creative problem solving and time management.

DRESS FOR SUCCESS

MEMBER SESSION: Monday, April 15 – 1:00p-1:45p

ROOM: Cocoa Suite 1

MEMBER SESSION: Monday, April 15 – 4:00p-4:45p

ROOM: Wild Rose A

MEMBER SESSION: Tuesday, April 16 – 1:15p-2:00p;
2:15p-3:00p

ROOM: Cocoa Suite 5

PRESENTER: **Laura Ahankoob**, *Senior Operations Manager, The Men's Wearhouse, Sykesville, MD, The Men's Wearhouse Staff, Pennsylvania Satellite Stores*

The dynamic Men's Wearhouse staff will teach you how to make a positive first impression, prepare for a college or job interview, and dress for the job you want. This workshop is co-ed.

EFFECTIVE MEETINGS USING PARLIAMENTARY PROCEDURE

MEMBERS SESSION: Tuesday, April 16 – 1:15p-2:00p;
2:15p-3:00p

ROOM: Cocoa Suite 3

PRESENTERS: **Diana Brush**, *Director, Career Services, Clarion University, Clarion*

This interactive session will introduce the basic principles of parliamentary procedure. Brush up on your knowledge of rules of order, agendas, common motions, and proper debate in order to hold efficient and effective meetings. By the end of the session you will be able to develop an agenda; obtain the floor properly; make motions that are in order, speak clearly and concisely; and, obey the rules of debate. Advisers are welcome.

FINANCIAL LITERACY: THE BIG PICTURE

MEMBER SESSION: Monday, April 15 – 1:00p-1:45p

ROOM: Great American Hall/Red Room

PRESENTER: **Patrick Fitzpatrick**, *U.S. Congressman/ U.S. House of Representatives, Washington, DC*

This workshop will focus on the value of everyone from elected officials to young emerging leaders being well versed in financial literacy.

FIRED UP – HERO ON DUTY! “WHAT YOU DO SPEAKS LOUDER THAN WHAT YOU SAY!”

MEMBER SESSION: Tuesday, April 16 – 8:15a-9:00a;
9:15a-10:00a

ROOM: Great American Hall/Blue Room

PRESENTER: **Aric Bostick**, *President/Owner, Aric Bostick Success Training, San Antonio, TX*

Webster's Dictionary defines a Hero as any person admired for courage, nobility, and regarded as an ideal role model. It is hard to be a Hero but heroes are what we need to change our schools, our communities and our world. Are you FIRED UP and READY for the challenge? YES YOU ARE!!!!

Through participation in hands-on interactive activities, you will learn how to become a HERO ON DUTY so you can make a difference everyday at home, school, in your community and our WORLD!

FRIENDS, FANS, AND FOLLOWERS

MEMBER SESSION: Tuesday, April 16 – 11:15a-12:00p;
12:15p-1:00p

ROOM: Great American Hall/Blue Room

PRESENTER: **Kyle Willkom**, *FOCUS Training, Milwaukee, WI*

How can social networking benefit your chapter? In a fun and interactive way, participants will discuss and brainstorm best practices and leave with specific initiatives that they can use in their own chapters.

GAMIFICATION FOR BUSINESS AND ENTREPRENEURSHIP

MEMBER SESSION: Tuesday, April 16 – 8:15a-9:00a;
9:15a-10:00a

ROOM: Cocoa Suite 6

PRESENTER: **Amjad Umar**, *Ph.D. Professor & Director of eBusiness, Harrisburg University of Science & Technology, Harrisburg*

This session will show how the latest developments in the exciting world of gamification can be used for business and entrepreneurship.

GET OFF THE MONEY CRUTCH

MEMBER SESSION: Monday, April 15 – 1:00p-1:45p

ROOM: Cocoa Suite 5

MEMBER SESSION: Tuesday, April 16 – 1:15p-2:00p

ROOM: Cocoa Suite 4

PRESENTER: **Doug Hassenbein**, *Assistant Investor Education Coordinator, PA Department of Banking & Securities, Harrisburg*

Money from parents, guardians, and relatives is great...or is it? Find out why it's not such a great thing when parents cover your cell phone bill. Avoid breaking your financial legs. See how you can make your own money work for you.



GOAL SETTING WITH ATTITUDE

MEMBER SESSION: Monday, April 15 – 10:00a-10:45a; 1:00p-1:45p

ROOM: Wild Rose A

PRESENTER: **Michael Galante**, *Speaker for American Management Association, Operation Enterprise, New York City*

This program is designed to help students achieve a greater level of success. Goals for life, school, careers and even sports are discussed. It focuses on a simple five-step process that can be used for personal or professional growth.

GRID WALK

MEMBER SESSION: Monday, April 15 – 3:00p-3:45p; 4:00p-4:45p

ROOM: Wild Rose B

PRESENTER: **Latrell Armstrong**, *FOCUS Training, Milwaukee, WI*

Teams work together to navigate their way across the Grid while overcoming various road blocks. Map Masters and Scorekeepers provide the framework of direction for each team as they develop systems to communicate and achieve the goal. Grid Walk emphasizes the importance of taking risks, effective communication, and teamwork.

HE BECAME AN ENTREPRENEUR AND MADE \$1,000,000!

MEMBER SESSION: Monday, April 15 – 11:00a-11:45a

ROOM: Great American Hall/Red Room

PRESENTER: **Dave Schropfer**, *CEO of EnviroDerm, Inc., Speaker for American Management Association, Operation Enterprise, New York City*

Hear how an entrepreneur made \$1,000,000. Now you can learn to do the same! Winning business and marketing strategies, financing methods and leveraging techniques that work are revealed.

HOW TO NEGOTIATE AND WIN WHATEVER YOU WANT

MEMBER SESSION: Monday, April 15 – 9:00a-9:45a; 12:00p-12:45p

ROOM: Great American Hall/Red Room

PRESENTER: **Dave Schropfer**, *CEO of EnviroDerm, Inc., Speaker for American Management Association, Operation Enterprise, New York City*

Dave Schropfer will teach quick tips on how to negotiate successfully to achieve what you want with teachers, coaches, college admissions and employers! Experience how you can satisfy your issues and theirs with these easy and fun steps. Learn the one thing you must know before negotiating with anyone including mom, dad and friends.

HOW LEADERS MANAGE CONFLICT

MEMBER SESSION: Monday, April 15 – 3:00p-3:45p; 4:00p-4:45p

ROOM: Great American Hall/Red Room

PRESENTER: **Robert M. Donley**, *Professor of Legal Studies, Central Penn College, Summerdale*

This is a fun, interactive workshop that teaches future leaders how to tell when a conflict has arisen in a team, what damage that conflict might do to the team's efficiency and effectiveness, and how to deal with the conflict without endangering the team or its mission. Key conflict management skills, including communication, listening, and professionalism, are taught and practiced in a variety of scenarios.

HUMAN MACHINE

MEMBER SESSION: Tuesday, April 16 – 10:15a-11:00a; 11:15a-12:00p; 12:15p-1:00p

ROOM: Great American Hall/Red Room

PRESENTER: **Latrell Armstrong**, *FOCUS Training, Milwaukee, WI*

Participants create a moving, functional machine and sell it to the public. The catch? This invention is made of people! This often-outrageous activity gets participants thinking about teamwork and promotion of FBLA from a whole new perspective.

"I'M NOT A GOOD TEST TAKER..." AND OTHER POOR EXCUSES

MEMBER SESSION: Tuesday, April 16 – 10:15a-11:00a

ROOM: Tower Suite 1

MEMBER SESSION: Tuesday, April 16 – 2:15p-3:00p

ROOM: Cocoa Suite 2

PRESENTER: **Kristin Austin**, *Assistant Director of Admissions, Bloomsburg University, Bloomsburg*

This is a statement that countless college applicants lead with when applying to college. But why? This workshop focuses on putting together an outstanding admissions application no matter what your (perceived) strengths and weaknesses are. No one should be applying to college without first learning the insiders tips discussed in this presentation.

INTERPERSONAL COMMUNICATION

MEMBER SESSION: Monday, April 15 – 4:00p-4:45p

ROOM: Cocoa Suite 1

PRESENTER: **Jill Greenbaum**, *Speaker for American Management Association, Operation Enterprise, New York City*

Discover your communication style and learn how to develop a flexible style to communicate effectively with family, friends, supervisors and customers.

Workshop Descriptions

IGNITING
INNOVATION



INTERVIEW WITH CONFIDENCE

MEMBER SESSION: Monday, April 15 – 2:00p-2:45p

ROOM: Cocoa Suite 1

PRESENTER: **Jill Greenbaum**, *Speaker for American Management Association, Operation Enterprise, New York City*

Learn new techniques that will set you apart from your peers and help highlight your strengths in an interview. Discover key skills for making the best impression when you are competing for that one coveted position or internship.

MAJOR IN YOU

MEMBER SESSION: Monday, April 15 – 3:00p-3:45p

ROOM: Cocoa Suite 1

PRESENTER: **Jill Greenbaum**, *Speaker for American Management Association, Operation Enterprise, New York City*

Learn the first steps to discovering the right college for you! In this session we will focus on these key areas: you, becoming strategic about the college search and selection process, staying organized, and getting clear on the fact that making the decisions about where to apply involves both your head and your heart.

MARKET MADNESS

MEMBER SESSION: Tuesday, April 16 – 8:15a-9:00a; 9:15a-10:00a

ROOM: Great American Hall/Red Room

PRESENTER: **Sara Zwiefelhofer**, *FOCUS Training, Milwaukee, WI*

In the fast-paced world of the stock market, some lose and some win big! This activity focuses on synergy and trust. We'll talk about individual responsibilities each member has to the overall success of a team, and how this plays an important role in any organization's success.

NEGOTIATION STRATEGIES

MEMBER SESSION: Monday, April 15 – 11:00a-11:45a

ROOM: Wild Rose A

PRESENTER: **Michael Galante**, *Speaker for American Management Association, Operation Enterprise, New York City*

During this session, you will learn how to get more of what you want—time, money, a new car, and even a better job. In addition to gaining knowledge on winning negotiation techniques, students use a prepared Case Study to actually negotiate during the course.

NETWORKING, 2013 AND BEYOND STYLE

MEMBER SESSION: Tuesday, April 16 - 11:15a-12:00p

ROOM: Tower Suite 1

MEMBER SESSION: Tuesday, April 16 - 1:15p-2:00p

ROOM: Cocoa Suite 2

PRESENTER: **Kristin Austin**, *Assistant Director of Admission, Bloomsburg University, Bloomsburg*

Are you aware the average student encounters over 100 opportunities to network weekly? How many are you missing out on? This workshop will introduce basic networking skills and habits and demonstrate how students can use their network to further their personal goals.

NETWORK YOUR WAY TO THE CAREER, COLLEGE OR BUSINESS YOU WANT

MEMBER SESSION: Monday, April 15 – 10:00a-10:45a

ROOM: Great American Hall/Red Room

PRESENTER: **Dave Schropfer**, *CEO of EnviroDerm, Inc., Speaker for American Management Association, Operation Enterprise, New York City*

Use Social Networks and other proven ways to success! Besides tweets and texts, now you can learn to build relationships to achieve your educational and career goals. Plus, by attending this interactive session, you will learn to avoid six Internet mistakes!

NETWORKING LIKE A PRO

MEMBER SESSION: Tuesday, April 16 – 1:15p-2:00p; 2:15p-3:00p

ROOM: Magnolia B

PRESENTER: **Latrell Armstrong**, *FOCUS Training, Milwaukee, WI*

They say it's all about who you know. An important part of any conference is networking and relationship building. This workshop focuses on why networking is so important and tips for you to make yourself stand out among the crowd.

PERSONAL FINANCE – SKILLS FOR LIFE

MEMBER SESSION: Monday, April 15 – 9:00a-9:45a

ROOM: Wild Rose A

PRESENTER: **Joseph P. Cunningham**, *Assistant Professor, Harford Community College, Bel Air, MD*

This workshop describes why FBLA members need personal finance skills for life. Whether it is planning for college or for retirement, good personal financial habits enable student to deal effectively with challenges that life presents them with.

PENNSYLVANIA FREE ENTERPRISE WEEK 2013 (PFEW)

MEMBER SESSION: Tuesday, April 16 – 12:15p-1:00p; 1:15p-2:00p

ROOM: Magnolia C

PRESENTER: **Michelle Warofka**, *School Manager, Pennsylvania Free Enterprise Week, Erie*

Want to put your FBLA skills to the test? Looking for something fun to do next summer? Come to my workshop and learn how you can get involved in Pennsylvania Free Enterprise Week 2013.



REACHING YOUR PEAK AND THEN SOME

MEMBER SESSION: Monday, April 15 – 2:00p-2:45p;
3:00p-3:45p

ROOM: Wild Rose A

MEMBER SESSION: Tuesday, April 16 – 2:15p-3:00p

ROOM: Cocoa Suite 4

PRESENTER: **Jean Santin**, *National Sales Director Emeritus, Mary Kay Cosmetics*

In this session, we will cover why some people succeed and others do not even though they have many degrees and a high IQ! We do not wait for success to happen, we seek it by building relationships to take us to the next level, by learning about ourselves and different personalities to get along better with co-worker and employers, and by using our full potential and then some!

REGION OFFICER ACADEMY – I'M AN OFFICER, NOW WHAT?

EXCLUSIVELY FOR REGION OFFICERS AND LOCAL CHAPTER PRESIDENTS: Tuesday, April 16 – 8:15a-11:45a

ROOM: Wild Rose A

PRESENTERS: **Jill Greenbaum**, *Speaker for American Management Association with Guest Speaker*, **Emily Wolfe**, *PA FBLA State President*

Note: Session is limited to Region Officers and underclassman local chapter presidents. The first 50 participants will be accepted into the Academy.

Guest Speaker, Emily Wolfe, PA FBLA State President, will bring greetings on behalf of PA FBLA and the State Officer Team and will discuss the important connection and role the officers play from the local chapter president to the region chapter on up to the state chapter. Officers often find themselves in leadership roles, only to discover they have no idea what they're supposed to do once they get there. A project-based learning approach will be used to cover real-life areas of communication, teamwork, project planning and development, and presentation. At the conclusion of the academy, officers will be ready to effectively lead their region or chapter during the 2013-2014 school year. You must be a region officer or a local chapter underclassman president to participate. The first 50 participants will be accepted into this special program.

SENSATIONAL IMPROVISATIONAL

MEMBER SESSION: Tuesday, April 16 – 1:15p-2:00p;
2:15p-3:00p

ROOM: Magnolia A

PRESENTER: **Sara Zwiefelhofer**, *FOCUS Training, Milwaukee, WI*

You never know what you are going to get in this impromptu speaking exercise. Members combine randomly assigned concepts to create unexpected and interesting results. We talk through techniques for impromptu speaking with ease.

SOCIAL MEDIA

MEMBER SESSION: Monday, April 15 – 12:00p-12:45p

ROOM: Wild Rose A

PRESENTER: **Michael Galante**, *Speaker for American Management Association, Operation Enterprise, New York City*

This course will look at the emergence and popularity of social media. The focus will be on case examples of organizations that engage in the activity and how it is used to connect with their customers. The topics covered include: 1) An overview of how social media was born by a generation accepted by multiple age groups and has woven itself into the fabric of society; 2) We will also examine the worldwide presence of this trend and its staying power relative to traditional marketing options; and 3) How social media is driven by the popularity of the Internet, advancement in technologies and the increased mobility of the world.

STREET SELLING 101

MEMBER SESSION: Monday, April 15 – 1:00p-1:45p

ROOM: Cocoa Suite 6

MEMBER SESSION: Monday, April 15 – 2:00p-2:45p

ROOM: Great American Hall/Red Room

MEMBER SESSION: Tuesday, April 16 – 10:15a-11:00a

ROOM: Great American Hall/Blue Room

PRESENTER: **Tori Molnar**, *President/CEO, Utoria, Scenery Hill*

Have you ever had an idea for a product or business but thought you were too young, too broke, or too busy to make it happen? These high school entrepreneurs will get rid of your doubts. Learn about what it takes to build a following, make your first sale, use free tools to market your business, and much more. This interactive workshop led by high school entrepreneurs, Krispy Feldman of Anonymous Mad Villiany (@AMVClothingCo), and Tori Molnar of Utoria (@torimolnar) will leave you inspired and motivated, not to mention ready to take on your own vision.

THE POWER OF PREZI

MEMBER SESSION: Monday, April 15 – 3:00p-3:45p;
4:00p-4:45p

ROOM: Tower Suite 1

MEMBER SESSION: Tuesday, April 16 – 2:15p-3:00p

ROOM: Magnolia C

PRESENTER: **Matthew D. Claar**, *BCIT Teacher, Ferndale Area SD, Johnstown*

One of the most commonly used tools by both students and teachers is Microsoft PowerPoint. However, with everyone using it, it can be boring. What if there was other software for presenting information that was more exciting? Oh wait, there is....Prezi. Join me in exploring Prezi and open a new world of possibilities!

Workshop Descriptions

IGNITING
INNOVATION



THE TOWER OF TEAMING

MEMBER SESSION: Tuesday, April 16 – 12:15p-1:00p:
1:15p-2:00p

ROOM: Tower Suite 1

PRESENTER: **Rosemary N. Potts**, *The Boeing Company*

Students will compete in teams to build a structure from limited resources. Each round will progressively cut resources but will add additional time for strategy sessions amongst the team. With moderated introductions and conclusions this workshop will go over lessons learned in Business Leadership/Team-building, Strategy, and Communication.

TIME MANAGEMENT MASTERY

MEMBER SESSION: Monday, April 15 – 9:00a-9:45a:
12:00p-12:45p

ROOM: Wild Rose B

PRESENTER: **Phil Vassallo**, *Speaker for American Management Association, Operation Enterprise, New York City*

Is the constant juggle of assignments and commitments taking you to the edge? Get a grip on what time management really means, confront bad planning habits, and become a time-management master. We will explore and

- ✓ Use the best practices of time managements' masters.
- ✓ Distinguish between activities and tasks to increase efficiency.
- ✓ Enjoy the proactive and reactive sides of time Management.

TWISTED TOWER

MEMBER SESSION: Tuesday, April 16 – 1:15p-2:00p:
2:15p-3:00p

ROOM: Wild Rose AB

PRESENTER: **Latrell Armstrong**, *FOCUS Training, Milwaukee, WI*

Teams are challenged to build the tallest, free-standing, portable tower they can using only tape and balloons. Although it sounds simple – watch out! There's a twist!

WELCOME TO HOSPITALITY

MEMBER SESSION: Monday, April 15 – 1:00p-1:45p

ROOM: Cocoa Suite 2

MEMBER SESSION: Tuesday, April 16 – 2:15p-3:00p

ROOM: Tower Suite 1

PRESENTER: **Jaclyn Hald**, *Former FBLA Member; Student, School of Hospitality Management, Widener University, Chester*

The hospitality and tourism industry is one of the biggest businesses in the world! This workshop will introduce students to the variety of professional opportunities available in this vast, varied, and exciting global industry. The presenter, a hospitality management student from Widener University, will also discuss her experiences, her aspirations, and the benefits of earning a four-year degree in this field.

WRITE IT WITH R-E-S-P-E-C-T

MEMBER SESSION: Monday, April 15 – 10:00a-10:45a:
11:00a-11:45a

ROOM: Wild Rose B

PRESENTER: **Phil Vassallo**, *Speaker for American Management Association, Operation Enterprise, New York City*

The key to winning the heart of your friends, family, classmates, and teachers is respect. Get in on some tricks to writing with respect that even most adults don't know – stuff you can use the rest of your life. In this session, we will

- ✓ Identify the elements of respectful writing.
- ✓ Apologize unequivocally to strengthen your relationship with people.

As the culminating activity, we will write an acknowledgment message that will move your reader to remembering you forever.

Ladies, Is Your Skirt or Dress TOO Short?

Know Before You Go to Avoid Being Turned Away

Stop by the "MEASURING STATIONS" to check the length to make sure you are in compliance with the dress code.

Measuring Station locations:

Cocoa Lobby, across from the Bear's Den – Entrances into the Great American Hall
Entrance into the Chocolate Ballroom – Confection Hall including the online testing area
Hotel Hershey, outside Garden Terrace West

REMEMBER: NO SHORTER THAN 1 INCH ABOVE THE TOP OF YOUR KNEES!