



# Workshop Descriptions

## ANNOUNCEMENT

**Student workshop attendance will be tracked electronically through QR Codes.**

QR Code Tracking System Created by:  
Dominic Lyate, Former FBLA member; current  
Temple University Student

Briefly, each workshop has been assigned a unique QR Code that can be used only one time per person per workshop. Five minutes after the end of the workshop, the QR code becomes invalid. The snapshot of the QR Code must be taken at the end of the workshop as the student exits the room. Students cannot go back "after the fact" to capture QR codes.

After the conference, the adviser will receive by email an attendance report.

Follow the directions below that correspond with the type of smartphone a student has:

### **For iPhone users:**

1. Navigate to the App Store.
2. Search "scan inc"
3. Download the first app that appears (QR code Reader by Scan).
4. Scan the QR code at the end of each workshop attended.

### **For Android users:**

1. Navigate to the Play Store.
2. Search "QR Droid"
3. Download the app.
4. Scan the QR code at the end of each workshop attended.

**No smartphone** – not an issue! Ask the workshop facilitator to autograph your journal at the end of the session.

## ADVISERS!

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

## ADVISER SESSIONS

**TUESDAY, APRIL 14, 2015**

**ADVISER WORKSHOP SESSIONS ARE LISTED IN CHRONOLOGICAL ORDER**

### **WHAT'S IN YOUR PERSONAL FINANCE COURSE?**

**ADVISER SESSION:** Tuesday, April 14 – 8:30a-9:30a

**ROOM:** Cocoa Suite I

**PRESENTER:** Donna Gavitt, Legislative Chair, PBEA, Business Teacher, Selinsgrove Area HS, Selinsgrove, PA

This workshop provides an outline of topics for a comprehensive Personal Finance course. Participants will review BCIT Finance and Economics Standards, Personal Finance Model Curriculum, building a complete lesson for use and completion of the SLO for that lesson. Participants will also see where PBEA is an instrument for the BCIT teacher evaluation in School Performance Profiles.

### **BUILD-AN-APP "NO PROGRAMMING EXPERIENCE REQUIRED"**

**ADVISER SESSION:** Tuesday, April 14 – 10:15a-11:15a

**ROOM:** Cocoa Suite I

**PRESENTER:** Zachary Gosling, IT Analyst, Johnson & Johnson, (2009-2010 PA FBLA State President), Dominic Lyate, Management Information Systems

Learn how to utilize the Ionic Software Development Kit to build a hybrid mobile app with just a few commands. We will walk through how to build and test a mobile app on an IOS device. No prior programming experience is required. You will receive all the confidence needed to inspire your students to create their own mobile apps. Bring your own device.

### **NEW CAREER OPPORTUNITIES**

**ADVISER SESSION:** Tuesday, April 14 – 11:30a-12:30p

**ROOM:** Cocoa Suite I

**PRESENTER:** John Grandzol, Ph.D., Professor of Supply Chain Management, Bloomsburg University, Bloomsburg, PA

A supply chain consists of raw material extractors, component suppliers, assemblers, logistics providers, retailers, and financial institutions that facilitate the flows of materials, services, information, and money from the extraction of raw materials through the delivery of products or services to consumers. Supply Chain Management (SCM) focuses on optimizing these flows. It is the dominant business paradigm. SCM employment is forecast to grow 17-28% over the next decade. Key roles are procurement analysts, forecasters, SC planners, managers, and executives, and logisticians. The median wage for these jobs in Pennsylvania ranges from \$59,400 to \$87,300 based on 2013 data. At Bloomsburg University students learn about SCM in a new academic program (SCM Major) or an

# Workshop Descriptions



existing specialization in the Management major and a very active APICS Student Chapter. This workshop introduces high school students to SCM and career opportunities. For educators, it describes Bloomsburg University's SCM programs and plans for periodic on-campus workshops about the principal tools and methods useful in SCM career paths.

Looking for *digital materials*? See what Career Solutions Publishing offers for workshop readiness and personal finance.

## GAME CHANGING APS v2.0

**ADVISER SESSION:** Tuesday, April 14 – 12:45p-1:45p

**ROOM:** Cocoa Suite 1

**PRESENTER:** James Beeghley, Ph.D., Owner, Beeghley Tech Innovations, Mechanicsburg, PA

The speaker will be presenting game changing apps for student engagement, teacher productivity, and augmented reality. Learn how teachers are using these apps to change the culture and engagement in their classroom. This session will benefit all grade levels and administrators. Bring your own device.

## TEACHING KIDS ABOUT SOCIAL MEDIA

**ADVISER SESSION:** Tuesday, April 14 – 2:00p-3:00p

**ROOM:** Cocoa Suite 1

**PRESENTER:** James Beeghley, Ph.D., Owner, Beeghley Tech Innovations, Mechanicsburg, PA

Social media is a powerful tool, which can be used to create engaging, relevant, and culturally diverse classrooms. The session will demonstrate how teachers can use social media to engage students and learn about various social media tools. Participants will have the opportunity to discuss best practices for the effective use of social media in the classroom. Bring your own device.

## ADVISER RECEPTION

**Tuesday, April 14, 2015**  
10:30 P.M. - 11:30 P.M.

*Please join us for "sweet treats" and  
fellowship as we close the*

*64th PA FBLA State Leadership Conference.*

**Sponsored by: Hershey Lodge**

## MEMBER SESSIONS (MONDAY AND TUESDAY)

**MEMBER SESSIONS ARE OPEN TO ALL STUDENTS.**

**LEADERSHIP ACADEMY SESSIONS ARE OPEN TO ALL STUDENTS ON AN "AVAILABLE SEAT" BASIS.**

### 5 KEYS TO NETWORKING SUCCESS!

**MEMBER SESSION:** Tuesday, April 14 – 11:15a-12:00p

**ROOM:** Cocoa Suite 6

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

Learn "5 Keys to Networking Success!" Whether you want to network in person or online, get ready to learn and use new skills and gain new contact, too!

### BIG DATA - BIG OPPORTUNITIES

**MEMBER SESSION:** Tuesday, April 14 – 11:15a-12:00p; 12:15p-1:00p

**ROOM:** Tower Suite 1

**PRESENTER:** Carolyn LaMacchia, Ph.D., Faculty – Info & Tech Management, Bloomsburg University, Bloomsburg, PA

Big Data is the massive volume of both structured and unstructured data that an organization recognizes as information-rich, strategic assets. Organizations use Data Mining techniques to explore Big Data in search for consistent patterns and systematic relationships between variables. Data Mining of Big Data is considered a key strategy in achieving a competitive advantage. This workshop explores the opportunities and challenges of managing Big Data and Data Mining.

### BUILD SOMETHING BETTER - YOUR PATH TO #SUCCESS!

**MEMBER SESSION:** Tuesday, April 14 – 1:15p-2:00p

**ROOM:** Tower Suite 1

**PRESENTERS:** Joshua Helsley, Business Career Foundation Program, **The Boeing Company**; Joseph Abernathy, Finance Operations Support, **The Boeing Company**

Building Something Better is what we do, it is in our core beliefs. Come learn how our Boeing team Builds Something Better; Builds Something Stronger; And Builds Something Proven in this informative workshop on identifying a mathematical approach to success. This workshop is interactive so come prepared to get out of your seat and learn something about #success.



# Workshop Descriptions

## BUSINESS ETHICS

**MEMBER SESSION:** Tuesday, April 14 – 1:15p-2:00p; 2:15p-3:00p

**ROOM:** Magnolia B

**PRESENTER:** **MJ Park**, Instructor of Management and Marketing, Bloomsburg University, Bloomsburg, PA

What is business ethics? How does this differ from the legal framework that regulates business behaviors? Why does this matter? Who is impacted by a business' ethical practices? How does this apply in a global business environment?

## CAREERS IN ACCOUNTING

**MEMBER SESSION:** Tuesday, April 14 – 1:15p-2:00p; 2:15p-3:00p

**ROOM:** Cocoa Suite 4

**PRESENTER:** **Mike Shapeero, Ph.D.**, Professor of Accounting, Bloomsburg University, Bloomsburg, PA

Discussion of the various types of accounting, college degree requirements, professional certifications and professional employment opportunities.

## CHOOSE YOUR OWN ADVENTURE

**MEMBER SESSION:** Monday, April 13 – 12:00p-12:45p

**ROOM:** Red Room

**SESSION:** Tuesday, April 14 – 1:15p-2:00p

**ROOM:** Magnolia C

**PRESENTER:** **Curtis Voelker**, Admissions Counselor, Central Penn College, Enola, PA

This interactive presentation places students in a mock term at Central Penn College. Students will be engaging and discussing about making different choices with pre-planned real life scenarios that they may be faced with in college and life post-graduation. Topics covered in this presentation include but are not limited to: Academics, Multi-Tasking, Studying Habits, Professional Appearance, etc.

## COLLEGE MATTERS

**MEMBER SESSION:** Monday, April 13 – 9:00a-9:45a; 10:00a-10:45a; 2:00p-2:45p

**ROOM:** Red Room

**PRESENTER:** **FOCUS Leadership Trainer, FOCUS Training, Inc., Milwaukee, WI**

**LEADERSHIP ACADEMY\*:** Monday, April 13 – 1:00p-1:45p; 2:00p-2:45p

**ROOM:** Wild Rose A

**PRESENTER:** **FOCUS Leadership Trainer, FOCUS Training, Inc., Milwaukee, WI**

\*A la carte session for members (seating room only)

Americans with a four-year degree make an average of 65% more than those with only a high school diploma. To achieve the dream of a college education, young leaders need to know how to find the right school, get accepted, And find the money to make it happen!

## COMMUNITY BUILD

**MEMBER SESSION:** Monday, April 13 – 1:00p-1:45p; 2:00p-2:45p

**ROOM:** Cocoa Suite 1

**PRESENTER:** **FOCUS Leadership Trainer, FOCUS Training, Inc., Milwaukee, WI**

If you could create your own city from the ground up, what would it look like? Teams in this activity will use varied resources and support to build their community the way they visualize. The results help us to understand some of the inequalities and responsibilities of modern society.

## COMPETITIVE EDGE COMMUNICATION

**MEMBER SESSION:** Tuesday, April 14 – 2:15p-3:00p

**ROOM:** Magnolia C

**PRESENTER:** **Tyler Thompson**, High School Admissions Rep, Cambria-Rowe Business College, Johnstown, PA

Brief information on using the DiSC personality assessment test to determine where you fit, and how you can use that fit to determine ways to improve your communication. Also see how colleges and employers are using this so that you can be better prepared.

## CYBER ATTACK

**LEADERSHIP ACADEMY / MEMBER SESSION\*:**

Monday, April 13 – 3:00p-3:45p; 4:00p-4:45p

**ROOM:** Wild Rose A

**PRESENTER:** **FOCUS Leadership Trainer, FOCUS Training, Inc., Milwaukee, WI**

\*A la carte session for members (seating room only)

In this futuristic simulation, teams fight to project their valuable data from hackers! Lightning quick reflexes and innovative thinking will be needed to take team performance to the next level...and beyond.

## DRESS FOR SUCCESS

**MEMBER SESSION:** Monday, April 13 – 12:00p-12:45p

**ROOM:** White Room

**MEMBER SESSION:** Monday, April 13 – 1:15p-2:00p

**ROOM:** Cocoa Suite 6

**PRESENTER:** **Melissa Johnson**, Store Manager, Men's Wearhouse, Harrisburg, PA

This is a 45 minute powerpoint presentation. It will cover the following:

- Interview preparation tips.
- How to make a positive first impression.
- Appropriate interview and career apparel.
- What to look for in the fit of a suit for both men and women.
- The difference between Business Formal and Business Casual for both men and women.

## ADVISERS!

Advisers are invited to attend any of the member workshop sessions on Monday and Tuesday



# Workshop Descriptions



## EFFECTIVE COMMUNICATION SKILLS

**MEMBER SESSION:** Tuesday, April 14 – 12:15p-1:00p

**ROOM:** Cocoa Suite 6

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

How you can develop a truly flexible communication style that helps you communicate effectively with friends, family, bosses, and customers is an asset that will distinguish you from your peers. Effective communication is key!

## EFFECTIVE NEGOTIATION AND SALES SKILLS

**MEMBER SESSION:** Tuesday, April 14 – 10:15a-11:00a

**ROOM:** Blue Room

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

This workshop focuses on the art of selling and negotiating. Come learn tips that apply to everyday events as well as situations you will face in your career. These proven techniques will last you a lifetime.

## FOCUS GROUP

(BY INVITATION ONLY)

**MEMBER SESSION:** Monday, April 13 – 1:15p-2:15p

**ROOM:** Staff Training Room

**ADVISER SESSION:** Monday, April 13 – 3:00p-4:00p

**ROOM:** Staff Training Room

**PRESENTER:** Jennifer Jones, *Account Strategist, National FBLA, Reston, VA*

A Focus Group for FBLA-PBL has been selected to assist the National staff with a PBL branding study. The facilitator will conduct both quantitative and qualitative research to gauge the participant's knowledge/awareness of PBL.

## FROM ENTREPRENEUR TO MILLIONAIRE!

**MEMBER SESSION:** Tuesday, April 14 – 11:15a-12:00p

**ROOM:** Red Room

**PRESENTER:** Dave Schropfer, *Speaker for American Management Association, Operation Enterprise, New York City, NY*

Hear how an entrepreneur made \$1,000,000. Learn how to buy with no money down. Now YOU can learn to do the same things! Winning business and marketing strategies, financing methods, and leveraging techniques that work are revealed.

## FUTURE FOOTSTEPS...YOUR EDUCATIONAL JOURNEY

**MEMBER SESSION:** Tuesday, April 14 – 1:15p-2:00p

**ROOM:** Cocoa Suite 3

**PRESENTERS:** Kristen Nickey, *Assistant Dean of Admissions*; Angelo Lee, *Dean of Admissions*; Shippensburg University, *Shippensburg, PA*

Are you interested in going to college but not quite sure of the steps needed to get you there? Do you feel confused or overwhelmed as you begin planning college options for after high school? If you

answered yes to either of these questions, don't worry – we've got you covered. This workshop will offer a roadmap for college options and will outline the admissions processes at various types of collegiate institutions. From community college to technical school to private colleges and public universities, this workshop will offer helpful resources and recommendations that are sure to encourage and support your college search process. At the conclusion of this workshop, you will leave feeling more knowledgeable as to what to expect as you continue down your educational path toward college admission.

## GOAL SETTING WITH ATTITUDE

**MEMBER SESSION:** Tuesday, April 14 – 11:15a-12:00p

**ROOM:** Blue Room

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

This popular course has inspired thousands to set goals, develop plans, and follow through to build more meaningful lives, careers, and relationships.

## GREAT ENTREPRENEURS AND THE TRAITS THAT BUILT EMPIRES

**MEMBER SESSION:** Tuesday, April 14 – 12:15p-1:00p

**ROOM:** Blue Room

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

This workshop explores eight of the world's greatest entrepreneurs and their stories. By discussing their character and success traits, we can better understand how they changed the way we live, work, and play.

## HOW TO BECOME A SUCCESSFUL LEADER — NOT JUST A MANAGER

**MEMBER SESSION:** Tuesday, April 14 – 8:15a-9:00a; 9:15a-10:00a

**ROOM:** Red Room

**PRESENTER:** Dave Schropfer, *Speaker for American Management Association, Operation Enterprise, New York City, NY*

Successful people in sports, business, teams and social situations have learned to be more of just managers. They learn how to develop ideas, teams, and relationships to achieve Successful Leadership.

## HOW TO NEGOTIATE AND WIN WHATEVER YOU WANT

**MEMBER SESSION:** Tuesday, April 14 – 10:15a-11:00a

**ROOM:** Red Room

**PRESENTER:** Dave Schropfer, *Speaker for American Management Association, Operation Enterprise, New York City, NY*

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.



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## **INTERNING IN HIGH SCHOOL**

**MEMBER SESSION:** Monday, April 13 – 1:15p-2:00p

**ROOM:** Cocoa Suite 2

**PRESENTER:** Shoshanna Israel, Student, **Upper Dublin High School**, Ft. Washington, PA

**FACILITATOR:** Jessica Sundling, Teacher/FBLA Adviser, **Upper Dublin High School**, Ft. Washington, PA

In this workshop, we will highlight the importance of internships; how to get one and how to maximize your experience. In doing so, we will help you master the ins and outs of interviewing and networking. Our workshop will be specifically focused on the unique challenges faced by high school students when navigating your college and career paths.

## **INTERVIEWING: THE GOOD, THE BAD, AND THE OMG!**

**MEMBER SESSION:** Tuesday, April 14 – 2:15p-3:00p

**ROOM:** Cocoa Suite 2

**PRESENTER:** Matthew Claar, BCIT Teacher, **Ferndale Area School District**, Johnstown, PA

Before you start your successful career, you actually need to get a job first. Interviewing is often terrifying for some, but fun for others. However, if you are prepared, you are going to be great. Come get some tips and tricks, and some do's and don't's to help make your interviewing experience an enjoyable and successful process.

## **INVESTING & KEEPING YOUR MONEY: HOW TO BECOME A FINANCIALLY RESPONSIBLE TEENAGER**

**MEMBER SESSION:** Tuesday, April 14 – 1:15p-2:00p; 2:15p-3:00p

**ROOM:** Magnolia A

**PRESENTER:** Michael Zisa, Financial Literacy Educator & Author, Yardley, PA

Live within your means / Stay out of debt / Embrace compound interest / Buy assets, not liabilities / Detailed example of reinvesting stock dividends.

## **LEADERSHIP, INC.**

**LEADERSHIP ACADEMY\*:** Monday, April 13 – 10:00a-10:45a; 11:00a-11:45a

**ROOM:** Wild Rose B

**PRESENTER:** **FOCUS Leadership Trainer**, **FOCUS Training, Inc.**, Milwaukee, WI

*\*A la carte session for members (seating room only)*

Participants form a start-up company to create a working prototype of a functional innovative product. Throughout the process they focus on defining roles and responsibilities on a team, delegation, and empowerment.

## **LIFE IS EXPENSIVE!**

**MEMBER:** Tuesday, April 14 – 1:15p-2:00p; 2:15p-3:00p

**ROOM:** Tower Suite 2

**PRESENTER:** Marietta Kotch, Business Education Teacher, **Tamaqua Area High School**, Tamaqua & **Bloomsburg University**, Bloomsburg, PA

You can't wait to be on your own and free, can you? Well, the words "on your own" and "free" don't really go together – not when YOU are paying the bills. As you will learn in this workshop, Life is Expensive. Discover the real cost of living using the NEI institute's "Life is Expensive" project (used by permission) to learn about life as an adult. Explore college costs, the salaries of different careers, budgeting and saving, the cost of purchasing and maintaining a vehicle, costs of renting or owning a place, food, utility and insurance costs, family costs, and the real cost of recreation activities. See what can happen when unexpected expenses (or income) come your way through the "wildcard" activity. As you work through this guide, you'll be able to make some choices in life, but as in the real world, you will learn that some things are out of your control. Discover that life may be expensive, but with some good financial habits, you'll be able to get through it!

## **MAJOR IN YOU**

**MEMBER SESSION:** Tuesday, April 14 – 1:15p-2:00p; 2:15p-3:00p

**ROOM:** Cocoa Suite 6

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

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.

## **MIKE SMITH LIVE - SKATE FOR CHANGE (KEYNOTE SPEAKER)**

**MEMBER SESSION:** Tuesday, April 14 – 8:15a-9:00a; 9:15a-10:00a

**ROOM:** Blue Room

Mike Smith Live also doubles as the Founder and Executive Director of "The Bay" – a non-profit indoor skatepark and youth center in Lincoln, NE – and a global movement called "Skate for Change," which encourages young people to utilize their skateboards as a vessel for homeless outreach. What was initially Mike and a friend in giving back to homeless in Lincoln, NE, has now expanded to major cities like Omaha, Chicago, Cleveland, Detroit, L.A., San Diego, and Seattle. Through "Skate for Change," Mike has grasped a greater understanding of young people across the globe and how simple it can be to engage youth on a greater level.

## **THANK YOU**

A special thank you to all the workshop presenters for graciously volunteering their time to be with us and sharing their wealth of knowledge with FBLA members and advisers. We appreciate you!

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## **MONEY AND TIME - A POWERFUL COMBINATION**

**MEMBER SESSION:** Monday, April 13 – 1:15p-2:00p

**ROOM:** Cocoa Suite 4

**MEMBER SESSION:** Tuesday, April 14 – 12:15p-1:00p

**Room:** Magnolia A

**PRESENTER:** **Doug Hassenbein**, *Assistant Investor Education Coordinator, Harrisburg, PA*

Saving and investing. May sound boring. Actually, the financial results you can end up with down the road are impressive. See why learning the basics now, and getting a gradual start soon, is so important in building your own wealth. Leave with a basic idea of how to keep things simple yet practical.

## **NETWORKING, DRESS FOR SUCCESS, MOVE TO A HIGHER LEVEL**

**MEMBER SESSION:** Tuesday, April 14 – 1:15p-2:00p; 2:15p-3:00p

**ROOM:** Cocoa Suite 5

**PRESENTER:** **Jean Santin**, *Senior National Sales Director Emeriti; President of Move to a Higher Level, Mary Kay Cosmetics, Rengoes, NJ*

Discover how to move up to a Higher Level with the correct communication skills. Work to your full potential to gain the results you deserve! Goal setting by personalizing your needs regaining your focus back! Learning and knowing how to create changes will inspire you to life experiences and success!

## **NETWORKING LIKE A PRO**

**MEMBER SESSION:** Monday, April 13 – 10:00a-10:45a; 11:00a-11:45a

**ROOM:** White Room

**MEMBER SESSION:** Monday, April 13 – 4:00p-4:45p

**ROOM:** Red Room

**LEADERSHIP ACADEMY\*:** Monday, April 13 – 1:00p-1:45p; 2:00p-2:45p

**ROOM:** Wild Rose B

**PRESENTER:** **FOCUS Leadership Trainer, FOCUS Training, Inc., Milwaukee, WI**

\*A la carte session for members (seating room only)

70% of all jobs are found through networking. Knowing how to effectively network can benefit students in jobs, college, and competition. In this session FBLA members learn the tools needed to grow and maintain their own personal network.

## **NEW CAREER OPPORTUNITIES**

**MEMBER SESSION:** Tuesday, April 14 – 1:15p-2:00p; 2:15p-3:00p

**ROOM:** Wild Rose A

**PRESENTER:** **John Grandzol, Ph.D.**, *Professor of Supply Chain Management, Bloomsburg University, Bloomsburg, PA*

A supply chain consists of raw material extractors, component suppliers, assemblers, logistics providers, retailers, and financial institutions that facilitate the flows of materials, services, information, and money from the extraction of raw materials through the delivery

of products or services to consumers. Supply Chain Management (SCM) focuses on optimizing these flows. It is the dominant business paradigm. SCM employment is forecast to grow 17-28% over the next decade. Key roles are procurement analysts, forecasters, SC planners, managers, and executives, and logisticians. The median wage for these jobs in Pennsylvania ranges from \$59,400 to \$87,300 based on 2013 data. At Bloomsburg University students learn about SCM in a new academic program (SCM Major) or an existing specialization in the Management major and a very active APICS Student Chapter. This workshop introduces high school students to SCM and career opportunities. For educators, it describes Bloomsburg University's SCM programs and plans for periodic on-campus workshops about the principal tools and methods useful in SCM career paths.

## **PBL**

**MEMBER SESSION:** Monday, April 13 – 12:00p-12:45p

**ROOM:** Wild Rose A

**PRESENTER:** **Bob Kollar**, *Senior Chair, PBL (Phi Beta Lambda), Duquesne University, Pittsburgh, PA;* **Jennifer Johnson**, *PBL Vice President, Indiana University of PA*

This workshop will discuss how to continue on the FBLA journey after you graduate from high school. The next level is PBL for you! This workshop will discuss the benefits and different ways you can be an active member. We will discuss how you can join a chapter, start your own or become a virtual member.

## **PENNSYLVANIA FREE ENTERPRISE WEEK 2015 (PFEW)**

**MEMBER SESSION:** Monday, April 13 – 1:15p-2:00p

**ROOM:** Cocoa Suite 3

**MEMBER SESSION:** Tuesday, April 14 – 12:15p-1:00p

**ROOM:** Red Room

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

CALLING ALL SOPHOMORES & JUNIORS.....Looking for something fun to do over the summer? Each summer, PFEW provides a unique and challenging opportunity for thousands of eager students to learn about career opportunities, life and yourself! This summer, YOU are invited!!!! You'll have a chance like no other to spend a week on a college campus, connect with students from all across PA and create friendships that will last a lifetime. Join us at our workshop to learn more and to pick up your application.

## **PERSONAL BRANDING**

**MEMBER SESSION:** Monday, April 13 – 11:00a-11:45a; 1:00p-1:45p

**ROOM:** Red Room

**PRESENTER:** **FOCUS Leadership Trainer, FOCUS Training, Inc., Milwaukee, WI**

What does your brand say about you? From your LinkedIn page, to the way you dress, to the words you choose, every day 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 themselves.





# Workshop Descriptions

**REGION OFFICER ACADEMY - PETCO, IT'S WHERE THE OFFICERS GO! EXCLUSIVELY FOR REGION OFFICERS AND LOCAL CHAPTER PRESIDENTS:** Tuesday, April 14 – 8:15a-11:45a  
**ROOM:** Wild Rose A  
**PRESENTERS:** PA FBLA State Officer Team with Keynote Speaker Sam Kessler, National FBLA and PA FBLA President

*Note: Session limited to the first 50 officers*

Are you ready to Step Up to the Challenge and leave your Footprint on FBLA? The PA FBLA Officer team is ready to help you do so. National FBLA and PA FBLA President, Sam Kessler, will kick-off this Academy bringing greetings from both National and PA FBLA and will discuss the important connection and role the officers play from local chapter president to the region chapter, on up to the State chapter. The PA FBLA State Officer team will then conduct the remainder of the Academy using the **PETCO** approach – **P**rograms, **E**ngagement, **T**eamwork, **C**ommunication. You will learn about the various programs that you can participate in, help you brainstorm ways in which you can get your members engaged in the projects and activities of your chapter, share some ways to develop teamwork among your officer team and your chapter members, and explain the importance of establishing a clear line of communication between all levels of FBLA. This interactive academy will include games and hands-on activities and at the conclusion officers will be ready to effectively lead their region or chapter during the 2015-2016 school year. You must be a region officer or a local chapter president to participate. The first 50 participants will be accepted into this special program.

## **SPEAKING TO GET THE SALE**

**MEMBER SESSION:** Tuesday, April 14 – 1:15p-2:00p  
**ROOM:** Cocoa Suite 2  
**PRESENTER:** Carl Will, Realtor/Office Recruiter, Weichert, Realtors, Ruffino Real Estate, Milford, PA

This workshop is for a student who is destined for a career in sales. The words you use and how you say them during a conversation with a customer can either make a sell or lose one. During this workshop you will learn different strategies to identify what your customer wants and how to effectively close a sell.

**SENSATIONAL IMPROVISATIONAL LEADERSHIP ACADEMY / MEMBER SESSION\*:**  
Monday, April 13 – 3:00p-3:45p; 4:00p-4:45p  
**ROOM:** Wild Rose B  
**PRESENTER:** FOCUS Leadership Trainer, FOCUS Training, Inc., Milwaukee, WI

*\*A la carte session for members (seating room only)*

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.

## **STEPPING STONES TO SUCCESS**

**MEMBER SESSION:** Tuesday, April 14 – 1:15p-2:00p; 2:00p-2:45p  
**ROOM:** Wild Rose B  
**PRESENTER:** Marci Hackel, Director, First Place Career Solutions, Ambler, PA

Not sure what to say at a job interview? Confused about how to ask adults you know for help connecting or recommending you for a potential job? Curious about the best ways to start building your resume today so you can be even more successful in the future? This interactive, fun workshop will provide tips and practice to help you confidently master these key stepping stones along your path to success!

## **THINK GLOBALLY**

**MEMBER SESSION:** Monday, April 13 – 12:00p-12:45p  
**ROOM:** Wild Rose B  
**MEMBER SESSION:** Monday, April 13 – 1:15p-2:00p  
**ROOM:** Cocoa Suite 5  
**PRESENTER:** Mark Usry, Ph.D., Associate Professor of Business Law and Coordinator, Global Business Concentration, Bloomsburg University, Bloomsburg, PA

Successful future business leaders will understand the size and scope of the global marketplace and the impact of international developments on even 'domestic' businesses. This workshop presents data on the international economy, current trends and opportunities. It also presents the cultural, communication and value differences that a 21st Century global manager must understand.

**THINK LIKE A STUDENT LEADER LEADERSHIP ACADEMY / MEMBER SESSION\*:**  
Monday, April 13 – 10:00a-10:45a; 11:00a-11:45a  
**ROOM:** Wild Rose A  
**PRESENTER:** FOCUS Leadership Trainer, FOCUS Training, Inc., Milwaukee, WI

*\*A la carte session for members (seating room only)*

This session offers a deep dive into the essential skills and attitudes that set student leaders apart from the crowd. With real-world stories and team challenges, this session empowers FBLA members to take on a leadership role in their chapter!

## **TWISTED TOWER**

**MEMBER SESSION:** Monday, April 13 – 3:00p-3:45p; 4:00p-4:45p  
**ROOM:** Cocoa Suite 1  
**PRESENTER:** FOCUS Leadership Trainer, FOCUS Training, Inc., 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!

# Workshop Descriptions



## **UP, UP, AND AWAY: LEAN MANUFACTURING AND BUILDING THE PERFECT PAPER AIRPLANE**

**MEMBER SESSION:** Tuesday, April 14 – 2:15p-3:00p

**ROOM:** Tower Suite 1

**PRESENTERS:** Joshua Helsley, Business Career Foundation Program, The Boeing Company; Joseph Abernathy, Finance Operations Support, The Boeing Company

This hands on session will focus on understanding and applying lean methodology to construct zero defect high-quality paper airplanes. Participants will be introduced to high-level concepts of lean manufacturing and team communication before ultimately competing to create the most efficient paper airplane assembly line. From this workshop participants will walk away with an enhanced understanding of the challenges corporations face in cutting costs and improving efficiency.

## **WHAT'S THE BIG IDEA?**

**MEMBER SESSION:** Monday, April 13 – 9:00a-9:45a

**ROOM:** White Room

**MEMBER SESSION:** Monday, April 13 – 3:00p-3:45p

**ROOM:** Red Room

**PRESENTER:** FOCUS Leadership Trainer, FOCUS Training, Inc., Milwaukee, WI

PA FBLA members reflect on their FBLA year and develop creative ideas that they can put into action immediately. Teams focus on sharing ideas and best practices and unifying them into a clear plan for taking their chapter to the next level this year!

## **YOUR FUTURE**

**MEMBER SESSION:** Tuesday, April 14 – 2:15p-3:00p

**ROOM:** Cocoa Suite 3

**PRESENTER:** Bradford Killmeyer, CEO, Formulate Your Future, LLC, Pittsburgh, PA

This workshop:

1. Gets students to create a plan for college and a career;
2. Gets students to think differently about their future;
3. Gives students ways to improve time-management outcomes; additionally,
  - A. Students get clarity about their future Career and College choices;
  - B. Students get to laugh and feel happy about their opportunities; and
  - C. Students learn how to make more effective use of their time.

## **THE 1-DAY LEADERSHIP ACADEMY MEMBERS-AT-LARGE (BY INVITATION ONLY)**

**LEADERSHIP ACADEMY:** Monday, April 13 – 9:00a-11:45a; 1:00p-4:45p

**ROOM:** Wild Rose A & Wild Rose B

**PRESENTER:** FOCUS Leadership Trainer, FOCUS Training, Inc., Milwaukee, WI

Welcome to the Academy! Come meet your leadership trainers

and team members! Here is where you will be introduced to the interactive leadership program designed just for PA FBLA members.

This workshop series is designed for our members-at-large attending the conference. Bring your friends and add some new skills to your professional skills toolbox. ("friends" are asked to sit in seating room only areas of the room)

## **PARTICIPATE IN ALL SEVEN SESSIONS AND EARN YOUR PA FBLA ACADEMY DEGREE DURING ACADEMY CLOSING CEREMONIES**

### **BLUE TEAM SESSIONS:**

**SESSION 2 - TIME:** Monday, April 13 – 10:00a-10:45a

**ROOM:** Wild Rose A

**WORKSHOP SESSION:** "Think Like a Student Leader"

**SESSION 3 - TIME:** Monday, April 13 – 11:00a-11:45a

**ROOM:** Wild Rose B

**WORKSHOP SESSION:** "Leadership, Inc."

**SESSION 4 - TIME:** Monday, April 13 – 1:00p-1:45p

**ROOM:** Wild Rose B

**WORKSHOP SESSION:** "Networking Like a Pro"

**SESSION 5 - TIME:** Monday, April 13 – 2:00p-2:45p

**ROOM:** Wild Rose A

**WORKSHOP SESSION:** "College Matters"

**SESSION 6 - TIME:** Monday, April 13 – 3:00p-3:45p

**ROOM:** Wild Rose B

**WORKSHOP SESSION:** "Sensational Improvisational"

**SESSION 7 - TIME:** Monday, April 13 – 4:00p-4:45p

**ROOM:** Wild Rose A

**WORKSHOP SESSION:** "Cyber Attack"

### **GOLD TEAM SESSIONS:**

**SESSION 2 - TIME:** Monday, April 13 – 10:00a-10:45a

**ROOM:** Wild Rose B

**WORKSHOP SESSION:** "Leadership, Inc."

**SESSION 3 - TIME:** Monday, April 13 – 11:00a-11:45a

**ROOM:** Wild Rose A

**WORKSHOP SESSION:** "Think Like a Student Leader"

**SESSION 4 - TIME:** Monday, April 13 – 1:00p-1:45p

**ROOM:** Wild Rose A

**WORKSHOP SESSION:** "College Matters"

**SESSION 5 - TIME:** Monday, April 13 – 2:00p-2:45p

**ROOM:** Wild Rose B

**WORKSHOP SESSION:** "Networking Like a Pro"

**SESSION 6 - TIME:** Monday, April 13 – 3:00p-3:45p

**ROOM:** Wild Rose A

**WORKSHOP SESSION:** "Cyber Attack"

**SESSION 7 - TIME:** Monday, April 13 – 4:00p-4:45p

**ROOM:** Wild Rose B

**WORKSHOP SESSION:** "Sensational Improvisational"