



Pennsylvania Future Business Leaders of America 2015 State Leadership Conference

What: PA Future Business Leaders of America State Leadership Conference (PA FBLA SLC)
When: Monday-Wednesday, April 13-15, 2015
Where: Hershey Lodge, Hershey, Pennsylvania

YOU ARE INVITED TO ATTEND THE PENNSYLVANIA FBLA STATE LEADERSHIP CONFERENCE (SLC)

With 4,200+ delegates in attendance, this event is the largest gathering of high school students and advisers from all over Pennsylvania. During this three-day event, the keynote speaker will set the foundation for achieving the key objectives of the conference by motivating and inspiring the audience. Members will compete in over 70 competitive events, campaign for state office, and attend general sessions and leadership workshops. Additionally, students and advisers will visit with post-secondary representative to help frame their future educational goals and visit with fundraising and merchandising vendors looking for a special "item" either to sell as a fundraiser or take home as conference memorabilia. Please help us by attending this conference. You will have an opportunity to meet face-to-face with these high school students who have aspiring goals to become the future business leaders of America.

If you would like to become involved in this conference, below you will find six (6) CATEGORIES of INVOLVEMENT being offered to business organizations, post-secondary institutions, fundraising and merchandising vendors, and friends of PA FBLA. The details for each category can be found on the following pages labeled by category, such as **A. Exhibitor**, **B. Promotional Opportunities / Sponsorships**, etc. If you have any questions, please e-mail or call Janet Skiles, PA FBLA Conference Coordinator, jskiles@pafbla.us, or 412 576 2826. We look forward to hearing from you.

CATEGORIES OF INVOLVEMENT

- A. EXHIBITOR REGISTRATION**
- B. PROMOTIONAL OPPORTUNITIES / SPONSORSHIPS**
- C. PROGRAM ADVERTISING**
- D. DIGITAL MULTIMEDIA PROMOTIONAL SPOTS & SCHOLARSHIPS**
- E. WORKSHOP PRESENTERS**
- F. COMPETITIVE EVENT JUDGING OPPORTUNITIES**

Registration forms and details for all six categories are now digital and published on the www.pafbla.org web site. Look on the home page for 2015 State Leadership Conference Information. Under the heading, find "Exhibitor, Promotional Opportunities/Sponsorships, Program Advertising, Digital Multimedia Promotional Spots & Scholarships, Workshop Presenters, and Competitive Event Judging Opportunities. The same documents can also be found in the Downloadable Files in the "2015 February – SLC Files." Other SLC supporting documents, such as a Guest Credit Card Processing Form and Guest Lodging Reservation Form can be found both places as well.

About FBLA!

The Future Business Leaders of America (FBLA) is the largest business career student organization in the world with nearly a quarter million high school student members. Pennsylvania FBLA consists of nearly 300 high schools with 13,600

members—the third largest state association in the National organization. We attract students by designing inspiring programs to foster the development of individual business leadership skills, team skills, and communication.

The Purpose of FBLA

PA FBLA provides innovative leadership development programs to bring business and education together in a positive working relationship. Participation in FBLA can have an unequivocal impact on the direction and success of a young person's career. Thousands of students have learned through active membership in FBLA about the world of business and what is expected of them in the workplace. FBLA goals include:

- develop competent, aggressive business leadership
- strengthen the confidence of students in themselves and their work
- create more interest in and understanding of American business enterprise
- encourage members in the development of individual projects which contribute to the home, business, and community
- develop character, prepare for useful citizenship, and foster patriotism
- encourage and practice efficient money management
- encourage scholarship and promote school loyalty
- assist students in the establishment of occupational goals
- facilitate the transition from school to work

Demographics of the 2015 State Leadership Conference

285+ schools, public, charter and private, are pre-registered for the conference

9th-12th grade students will participate

3,850 (approximate) student members are pre-registered to attend the conference

380 (approximate) advisers are pre-registered to attend the conference

The State Leadership Conference is an excellent opportunity for post-secondary representatives to introduce their school and services to FBLA members.

TO REGISTER AS AN EXHIBITOR, PURCHASE A PROGRAM AD OR BECOME INVOLVED IN ANY OF THE PROMOTIONAL OPPORTUNITIES, you must register on line. Navigate to the www.pafbla.org web site, select your area of interest, complete the form and click "SUBMIT." You will receive an email notification indicating that your form has been received. To complete the registration process, payment must be received in my office by the date printed in the instructions.

Mail all payments to:

Mrs. Janet Skiles

Conference Coordinator

SLC Fund

40 Mulberry Street

Belle Vernon, PA 15012

A. EXHIBITOR REGISTRATION FEES - <https://pafbla.wufoo.com/forms/form-a-exhibitor-registration/>

Exhibitor Fees, as adopted June, 2013, by the Pennsylvania FBLA Board of Directors, are listed below. The fees include one table with cover and chairs. If a power source is needed, there is an additional fee of \$45 per table.

- \$200 per table for educational institutions on FBLA's list of participating scholarship schools.
- \$300 per table for all other education institutions, fundraising companies, publishing companies, equipment-related companies, or merchandise vendors selling products
- \$45 per power source (additional)

Form A. Exhibitor Registration Form is published on www.pafbla.org under the caption, “2015 State Leadership Conference Information or in the Downloadable Files, under the caption of 2015 February—SLC Files.” If interested in exhibiting, **Form A. Exhibitor Registration Form** must be completed and “submitted” no later than **Saturday, February 28, 2015**. **PAYMENT** must be received by **Saturday, March 7** to complete the registration process.

B. PROMOTIONAL OPPORTUNITIES / SPONSORSHIPS – <https://pafbla.wufoo.com/forms/form-b-promotional-opportunitiesponsorships/>

Promotional Opportunities Available and Associated Fees

There are three different categories of sponsorship available for organizations or individuals to assist with the conference ranging in price from \$50-\$15,000. They are:

Competitive Events Sponsor (\$50-\$250 to co-sponsor and \$300 to sponsor a single event.)

Conference Sponsor, (\$150-\$450 to co-sponsor and \$500 to sponsor a single item)

Title Sponsor (\$5,000-\$15,000 to sponsor a single event)

Sponsorships are needed to fund the various activities of the SLC. The value of a sponsorship determines the level of publicity for your organization and how the funds will be allocated. For example, sponsoring one competitive event begins at \$50; sponsoring all 1,200+ competitive event awards would cost \$15,000. As a title sponsor, your organizations’ name would be engraved on each award. If you are interested in becoming a co-sponsor, sponsor, or title sponsor, please contact Janet Skiles, PA FBLA Conference Coordinator, jskiles@pafbla.us or call 412 576 2826 for further discussion. Please open the link above to learn more about the categories of sponsorships available. We hope you can lend a hand!

Form B. Sponsorship Registration Form is published on www.pafbla.org under the caption, “2015 State Leadership Conference Information or in the Downloadable Files, under the caption of 2015 February—SLC Files.” If interested in becoming a conference sponsor, **Form B. Sponsorship Registration Form** must be completed and “submitted” no later than **Saturday, February 28, 2015**. **PAYMENT** must be received by **Saturday, March 7** to complete the registration process.

C. CONFERENCE PROGRAM ADVERTISING - <https://pafbla.wufoo.com/forms/form-c-program-advertising-ad-form/>

Here’s how to place an ad in SLC Conference Program.

Program ads are available in full-page and full-page bleed, black and white or color. Half-page ads are only available in black and white. Refer to **Form C. Program Advertising – Ad Form** for additional details, pricing, payment options and preferred methods of digital submissions.

Form C. Program Advertising – Ad Form must be completed and returned by clicking “submit” at the bottom of the form. The form will be sent directly to the program publisher by the deadline date of **Friday, February 27, 2015**. **PAYMENT** must be **received by Friday, March 6** for the ad to be included in the conference program. Form C is now published on www.pafbla.org under the caption, “2015 State Leadership Conference Information or in the Downloadable Files, under the caption of 2015 February—SLC Files.”

D. DIGITAL MULTIMEDIA PROMOTIONAL SPOTS AND SCHOLARSHIPS

<https://pafbla.wufoo.com/forms/form-d-digital-multimedia-promotional-spots/>

A unique opportunity for your organization to be seen by all participants at the conference is to advertise on the big screens during the Opening Session and/or the Awards Program. Digital multimedia promotion spots are available for inclusion in our State Leadership Conference media productions. Each spot must appear in digital format on separate DVDs or other recording device. Pennsylvania FBLA offers the following digital program promotional spots:

Digital Program Promotional Spots: Digital program promotion spots are available for inclusion in the State Leadership Conference multimedia productions. Each spot must appear in digital format on separate CDs or other recording device. Promotional spots for the State Leadership Conference are available as follows:

- two 1-minute spots (opening session and awards program) – Cost: \$500 for 2 spots
- one 1-minute spot (opening session or awards program) – Cost: \$300 for 1 spot
- two 30-second spots (opening session and awards program) – Cost: \$300 for 2 spots
- one 30-second spot (opening session or awards program) – Cost: \$175 for 1 spot

Form D. Digital Multimedia Promotional Spot form must be completed and returned by clicking “submit” at the bottom of the form so it is **RECEIVED** by the deadline date of **Friday, March 6, 2015**. Send payment and a copy of Form D by regular mail to Janet Skiles, PA FBLA Conference Coordinator so it is **RECEIVED by March 20, 2015**. The actual digital submissions are **due to** Cybis Communications no later than **Wednesday, March 25** for inclusion in the multimedia productions. All details are on the registration form. Form D is now published on www.pafblla.org under the caption, “2015 State Leadership Conference Information or in the Downloadable Files, under the caption of 2015 February—SLC Files.”

Form D. Post-Secondary Scholarship Program (no form available)

Pennsylvania FBLA is proud to offer its members post-secondary scholarships made possible through the FBLA approved post-secondary scholarship program. Currently, 15 post-secondary education institutions have dedicated full or partial scholarships exclusively to PA FBLA members. Would your organization be interested in offering a scholarship(s) to PA FBLA members? In return, PA FBLA would promote your organization in workshop/conference programs, on its web site and in its mailings. If interested for the current school year or the 2015-2016 school year, please contact Luke Skerpon, PA FBLA Staff Assistant. His contact information is: lskerpon@pafblla.us or 570.885.3554.

E. WORKSHOP PRESENTERS REGISTRATION FORM - <https://pafblla.wufoo.com/forms/form-e-workshop-presenter-registration-form/>

The State Leadership Conference is an educational experience—an extension of the learning done in classrooms at school and an extension of the educational activities conducted by local FBLA chapters. To enhance the education experience at the SLC, we offer a variety of member and adviser workshop sessions on Monday, April 13 and Tuesday, April 14. Member workshop topics may include but are not limited to:

- ...Business Leadership
- ...Speaking Skills
- ...Communication
- ...Professionalism
- ...College & Career
- ...Technology
- ...Entrepreneurship
- ...Marketing
- ...Finance & Investing
- ...Sports Management

For advisers, we offer professional development sessions. These sessions must be based on sound research and promising practices and must have content that will increase student learning. The professional education criteria are as follows:

-Enhance the educator's content knowledge
-Increase the educator's teaching skills
-Provide the educator with a variety of classroom-based assessment skills and the skills needed to analyze and use data in instructional decision-making
-Empowers educators to work effectively with parents and community partners
-Provides the knowledge and skills to think and plan strategically
-Provides the ability to access and use appropriate data to inform decision-making
-Empowers leaders to create a culture of teaching and learning
-Instructs the leader in managing resources for effective results

Here is How to Register to Present a Workshop

Form E. Workshop Presenter Registration Form. If you are interested in presenting a workshop, please complete the online [Form E. Workshop Presenter Registration Form](#) and return it by clicking the "submit" button at the bottom of the form by **Friday, February 27, 2015**. A sample workshop schedule has been provided on Form E – for your review. Please check the date and time if you have a preference when you would like to present. **Form E** is now published on www.pafbla.org under the caption, "2015 State Leadership Conference Information or in the Downloadable Files, under the caption of 2015 February—SLC Files."

F. COMPETITIVE EVENT JUDGING OPPORTUNITIES - <https://pafbla.wufoo.com/forms/form-f-competitive-event-judging-opportunities/>

Competitive Events Program

The FBLA Awards Program recognizes and rewards excellence in a broad range of business and career-related areas. Through state-based competition at the State Leadership Conferences, students compete in events testing their business knowledge and skills. Top state winners then are eligible to compete for honors at the National Leadership Conference each summer.

The experience is amazing and provides a wonderful opportunity to see some of Pennsylvania's most talented high school students. We are in need of approximately 300 judges to cover all the performance event competitions. If you are able to judge one or more of the competitive events on Monday, April 13 or Tuesday, April 14 or both days, please complete **Form F. Competitive Event Judging Opportunities** by **Wednesday, February 18, 2015**, by clicking the "submit" button at the bottom of the form. Derek Selleck, PA FBLA Competitive Events Coordinator, will respond directly to you. If you have specific questions, send Derek an email, dselleck@pafbla.us or call him at 570 265 8484. Thank you for your time and consideration. We hope your schedule lends time to help judge one or more competitive event at this year's State Leadership Conference.

Form F – Competitive Event Judging Opportunities is now published on www.pafbla.org under the caption, "2015 State Leadership Conference Information or in the Downloadable Files, under the caption of 2015 February—SLC Files."

Payment Methods for All Categories of Involvement - <https://pafbla.wufoo.com/forms/guest-credit-card-processing-form/>

There are three ways to make payment—check, purchase order or credit card. Checks should be made payable to **PA FBLA**. PA FBLA handles credit card charges through the secure site of PayPal. There is a 3% convenience fee charged for credit card transactions. A **Guest Credit Card Processing Form** must be completed for each credit card transaction. DIRECTIONS FOR PROCESSING A DEBIT/CREDIT CARD TRANSACTION can be found on the Guest Credit Card Processing Form now published on www.pafbla.org under the caption, “2015 State Leadership Conference Information or in the Downloadable Files, under the caption of 2015 February—SLC Files.”

Guest Hotel Lodging Reservations - <https://pafbla.wufoo.com/forms/guest-hotel-reservation-form/>

PA FBLA is pleased to offer guests lodging at the State Leadership Conference. Special conference group rates have been negotiated with Hershey Lodge and Hotel Hershey for our guests. These special conference room rates are available only if reservations are made through PA FBLA. Lodging fees are outlined below and on the Guest Hotel Reservation Form now published on www.pafbla.org under the caption, “2015 State Leadership Conference Information or in the Downloadable Files, under the caption of 2015 February—SLC Files.”

Note: PA FBLA cannot guarantee lodging for guests at Hershey Lodge for the State Leadership Conference. However, there is an excellent chance that rooms will be available at Hotel Hershey. Hotel Hershey, a five-star hotel, is within 3 miles of Hershey Lodge.

Reservation Deadline: March 1, 2015

Payment RECEIVED Deadline: March 5, 2015 (to guarantee these rates)

Lodging Rates:

- \$168 – Saturday, April 11, 2015 (tax included)
- \$168 – Sunday, April 12, 2015 (tax included)
- \$157 – Monday, April 13, 2015 (plus 11% tax = \$174.27)
- \$157 – Tuesday, April 14, 2015 (plus 11% tax = \$174.27)

Forms of payment accepted: Checks made payable to PA FBLA, Purchase Order, Debit/Credit Card** (AMEX, Discover, MC, VISA)*

*All debit/credit transactions must be processed through the secure site of PayPal and accompanied by a Guest Credit Card Processing Form AND the receipt from the PayPal transaction.

The Guest Credit Card Processing Form is now published on www.pafbla.org under the caption, “2015 State Leadership Conference Information or in the Downloadable Files, under the caption of 2015 February—SLC Files.”

For information, please contact:

Mrs. Janet Skiles, PA FBLA Conference Coordinator
jskiles@pafbla.us
412.576.2826 (cell)

We hope you can lend a hand and support the State Leadership Conference in some capacity this year. Thank you for your time and consideration. I look forward to hearing from you.

Best wishes for a prosperous 2015.



Janet Skiles
PA FBLA Conference Coordinator

All forms must be returned digitally using the links above. If you run into an issue, please contact me.