



Leadership Session Overview and Descriptions



Keynote Speaker Bill Cordes

Bill Cordes combines humor, enthusiasm, and extensive life experience as a former coach, talk show host, school teacher, and college professor to inspire audiences of all ages. He's the co-author of five teen books and the author of the best-selling book *The YOGOWYPI Factor*.

As a national speaker, life coach, and consultant for nearly 25 years, Bill has inspired nearly three million people with the powerful message "You Only Get Out What You Put In!"

Each year more than 20,000 college freshman kickoff their university experience with Bill's inspiration at "YOGOWYPI University." Hundreds of schools have transformed their campus into a positive and powerful environment through Bill's "School Unity Project." Bill received his bachelor's degree from the University of Hawaii and his master's degree at Fort Hays State University where he was also honored as the Graduate Student Teacher of the Year by the International Communication Association.



Follow Bill on Twitter @BillCordes

Special Guest Speaker Jason Lucash

Jason Lucash graduated from the University of California, Davis, in 2006 with a degree in Managerial Economics. He launched his first business as a third-grader in the San Francisco suburb of Danville, California, and has had the same entrepreneurial spirit since then. In his early career, Jason successfully ran various marketing campaigns for Major League Soccer and later JanSport, where he increased their collegiate business by 50% in over three years. He also has experience implementing marketing strategies for EBay, Wells Fargo, Microsoft, Kodak and other Fortune 500 companies. In August 2009, Jason and his business partner Mike Szymczak launched OrigAudio. Three months after launching, OrigAudio was named to Time Magazine's "50 Best Inventions of 2009" list and appeared on ABC's hit start-up business show, "Shark Tank," which gained worldwide recognition for the company.

Most recently Jason received the honor of being named Entrepreneur Magazine's "Entrepreneur of the Year" where he is now a featured columnist. His company was also named to the prestigious INC. Magazine "500 Fastest Growing Companies in America" list. Jason currently lives in the Bay Area where he heads OrigAudio's corporate office, mentors aspiring entrepreneurs, and still travels the globe for fun as he continues to expand the business.



Follow Jason on Twitter @JasonLucash



Step Up to the Challenge Preview!

It's GAMETIME at the 2014 Pennsylvania FBLA State Leadership Workshop! Welcome to State College and where the all-all stars of FBLA meet to build hall of fame careers in business, leadership, and life! With more than 75 awesome leadership opportunities, you're going to experience how leadership wins championships on and off the field!

Become the ultimate FBLA chapter officer. Learn how pitch your entrepreneurial idea. Prepare to win in FBLA competition. Engage in our FBLA State Service Project. Explore the wide variety of college and career opportunities. Learn how to become a Fortune 500 executive. Grow as a leader among leaders! Whatever your goals and interests are, we have designed something for everyone here at SLW!

Training will be led by our outstanding partners, fellow members and advisers, alumni, state officers and our training team from TRI Leadership Resources. Choose from exciting, informative, hands-on, and life changing sessions. Look at the schedule, review the descriptions, and get ready to STEP UP TO THE CHALLENGE!

All Star Leadership Training!

The FBLA State Leadership Workshop offers different types of training to give you maximum flexibility to customize your leadership training experience.

Special Features

- **Leadership Wins Championships!**
Sports move us. They inspire us. They entertain us. Regardless of the sport, billions of people around the world unite around their favorite athletes, teams, and sports. And, whether we're playing, cheering, or watching, or attempting the feats of our sports heroes, we learn leadership at its best and at its worst. During our closing session at SLW we'll jump in the LeaderCenter and take a closer look at the Top 10 Leadership Lessons we can all take into our lives to become daily champions of awesomeness.
- **Shark Tank—FBLA Edition!**
Led by successful Shark Tank entrepreneur Jason Lucash, you'll get to hear the top three business pitches from the Entrepreneurship Accelerator and vote to see which one will earn this year's SLW FBLA Top Business Concept!



Follow Pennsylvania FBLA SLW on Twitter
@PAFBLASLW



Game Time: 4 Quarters of Leadership Excellence

Leadership Arenas [Academies]

Our Leadership Arenas are an entire academy of specialized training. Once you enter the Leadership Arena, this will be your home during all SLW training sessions. Choose from one of three continuous training academies for students. Advisers attend the Coach's Clinic.

- **Entrepreneurship Accelerator**

Designed to help you turn that great idea into a successful new business! You'll work in teams to develop a business concept and learn how to pitch your idea to gain investors, funding, and bring it to market. The Top 3 teams in this academy will present their pitch to business experts in the Shark Tank—FBLA Edition! All SLW participants will get to vote on the best concept!



- **Business Leadership Arena**

Learn how the best in business got their start, made their way to the top, and what it takes to lead from the executive C-Suite. Explore the awesome world of business and see what it truly takes to become a leader in the free enterprise system.



- **Chapter Management Arena**

100% of FBLA happens in the local FBLA chapter. Leading FBLA is like running a small business. And, your customers (members!) deserve the best service and experience possible. Learn how to build a great chapter executive team ready to deliver an exceptional FBLA chapter!



- **Coach's Clinic: Adviser Professional Development (Advisers Only)**

Pennsylvania FBLA has lined up a phenomenal series of sessions just for FBLA advisers and teachers. In addition to gaining the latest information on Pennsylvania FBLA, advisers will get to go behind the scenes and learn how to give your instructions a kick in the pants with Jeffrey Kuntz, learn how to leverage data, and how to plus up your classroom through mobile technology.



Work Outs [Individual Sessions]

FBLA SLW is like a giant sports complex of leadership awesomeness just waiting for you! Work Outs are your chance to see and experience a variety of leadership, career, college, and personal excellence training sessions. Attendees who choose Work Out sessions can select from nearly 50 different workshop sessions. Refer to the SLW descriptions to preview the exciting array of sessions available to you.

Work Out sessions include themes like:

- **State Project – Community Service**
- **FBLA Competition Boot Camp**
- **FBLA Opportunities**
- **Rookie Camp for new FBLA Members**
- **College and Career**
- **Digital Leadership**
- **Leadership**
- **Communication**
- **Finance**
- **Life Success**
- **Technology and Marketing**

Training Camps [Themed Training Sessions]

Training Camps are workshop sessions concentrated around a particular leadership theme. They are designed to be a continuous and deeper exploration of an area of business and leadership. While participants are not required to stay for the entire series of Training Camp workshops, it's advantageous to do so because the content and material builds upon all of the training themes.

Training Camps Themes:

- **Rookie Camp for New Members**
- **Communication Camp**
- **Life Success**
- **College and Career**
- **Technology**
- **Marketing**



Step Up to the Challenge Online!

There are a number of ways to plug into the online action of SLW:

- Follow @PAFBLA on Twitter
- Follow @PAFBLASLW to participate in the conference conversation.
- Search #PAFBLA or #TeamTRI in Vine, Instagram, Twitter & Pinterest
- Or join our conference blog, gain free resources, and more at www.leadershipcentral.org/pafbla.

Monday Morning Quarter Backs: Your Evaluation of SLW

Successful leaders are known for evaluating their performance and learning how to become even better!

Each year hundreds of hours of preparation goes into SLW. Many of our best ideas and improvements come from your feedback!

At the conclusion of SLW, please visit <https://www.surveymonkey.com/s/pafblaslw2014> or scan the QR code to complete a brief online survey, and share your ideas for future SLWs!

Workshop Session Descriptions [Alphabetical Listing]

Branding Blitz | Marketing | Session 1

Learn the 4 Promises of Great Branding and getting an insightful look at how to create your brand personally and in business.

Business Leadership Lessons from Boys Town | Business Leadership Arena | Session 6

Learn about the enduring legacy and business leadership lessons of Father Flanagan and how this visionary turned a \$90 loan in 1917 into an internationally acclaimed nonprofit institution that annually touches lives of more than 2 million youth.

Choose Your Own Adventure: College Edition | College & Career | Session 3

This presentation places students in a mock term at Central Penn College. Students engage and discuss about making different choices with pre-planned real life scenarios that they may be faced with in college and life post-graduation.

Customer Service is King | Business Leadership Arena | Session 3

You may have a great product, but that's not all the customer is buying. They are buying YOU and the service experience you provide. Learn how the customer and customer service is the king of business!



Early Investing: How Teens and Young Adults Can Build Wealth | Free Lance | Session 5 and 6

Learning how to live within your means, investing early, dividend reinvesting, compounding....what do all these terms mean? Come to this workshop to find out and learn how to build personal wealth!

Entrepreneurial Edge | Entrepreneurship Accelerator | Session 1

You dream of starting your own business. But, at some point it's time to wake up and get started on the dream. Learn how to get the edge in entrepreneurship and how your personality style is uniquely wired to win in business.

Essentials of Engagement: Stories & Activities to Mobilize Members | Chapter Management | Session 4

Great communication is designed to bring people together. In this session chapter officers will learn story telling techniques and activities that will increase member engagement and mobilize them to awesome involvement.

Essentials of Engagement: Stories & Activities to Influence | Communication | Session 3

Great communication is designed to bring people together. In this session, you'll learn awesome story telling techniques, activities, and methods for engaging others and increasing your leadership influence.

FBLA Biz Bowl | Rookie Camp | Session 4

In this interactive quiz show, members will showcase their knowledge of business, leadership, current events, and FBLA! Compete and become the FBLA Biz Bowl Champions!

From FBLA to Founder: Starting Up and Doubling Down | Business Leadership Arena | Session 2

Meet Zachary Slayback, PA FBLA alumnus and founder of Praxis. Learn incredible business insights and how he turned his awesome FBLA experience to the Ivy League to founder resulting into a monster successful business.

From FBLA to Founder: Starting Up and Doubling Down | Entrepreneurship Accelerator | Session 5

Zachary Slayback is a successful entrepreneur, former PA FBLA member, and the founder of Praxis. In this power session, entrepreneurs will gain keen insights into the secrets of starting up, risk taking, and believing in your business dreams.

From Google to the Campus Visit: College Search Process | College & Career | Session 4

This workshop will explore the college search process and provide tips and tricks to aid you in locating the college that best matches your career objective and your personality style.

Global Business | Business Leadership Arena | Session 4

We are increasingly connected in business and life. Whether you want to travel the world, become an ambassador or be a global business tycoon, to be successful you need to understand the ways of the world and global business. Learn great insights into culture, etiquette, style and business globally.



How to Continue Your FBLA Journey After High School | FBLA Opportunities | Session 1

Leadership in business is a lifelong pursuit if you want to be successful. One of the reasons FBLA is awesome is because through college and in your professional life you can continue to be involved, grow your skills, and increase your network. Come learn about FBLA in college through PBL and the world that awaits you when you get involved in FBLA—collegiate style!

Intro to Business Ethics: Navigating Ethical Dilemmas and Real Solutions | Free Lance | Session 5/6

Through this interactive session, you will identify your personal values, explore the power of choice, and practice navigating the ethical dilemmas you may experience in college.

Leader Hacks: 10 Ways to Make the Ordinary Extraordinary | Life Success | Session 2

Hacks are proven shortcuts and practical methods that work. But the hacker life isn't just for computing, it's for life and leadership as well. Come learn 10 proven hacks to make an ordinary life extraordinary!

Leadership All-Stars | Rookie Camp | Session 2

Leadership is the ability to positively influence people and situations to create value and growth. Learn the attitude, atmosphere, and abilities that will make you a leadership all-star!

Leading Ladies | Ladies Training Camp | Session 5/6

This special one hour session is just for the ladies! When it comes to leadership and success, ladies bring a unique style, approach, and grace that can elevate any enterprise. In this fast-paced session you'll learn from a successful businesswoman what it takes to be a classy, distinguished, and dynamic leading lady in business and in life.

Living Life with Impact | Life Success & Free Lance | Session 3 or 6

There are only two ways to live life—accidentally or intentionally. Your future is the accumulation of the choices you make not the chances you take. Discover how to live your life with positive impact through intentional acts of awesomeness!

Major League Communication: 4 Keys to Winning Presentations | Communication | Session 1

Whether it's a class presentation, public speech, or an FBLA competition, there are four keys to a great presentation that will take you from the little leagues to the major leagues! Come learn these four keys.

Major League Communication: In's and Out's of Awesome Performance | Communication | Session 2

A great presentation takes more than polished and professional delivery skills. Awesome presentations are the merger between great content and great delivery. Learn the in's and out's of awesome performance and get ready for the big leagues in this second part session to Major League Communication.



Managing Your Media | Technology | Session 4

There's more than one million apps now in the world and more will be added daily. We have more ability to create and consume content than ever before—and the speed is increasing exponentially with new innovations, releases of updated applications and hardware. Even for those who love technology it can leave your mind spinning. Learn from a seasoned “tech exec” great ways to manage all your media madness.

Mantastic! | Gentleman Training Camp | Session 5/6

This is a special one hour session for the guys! There is an art to being an awesome guy. From tech skills to tie tying, you'll learn in this fast-paced session key tips and techniques to make you a dynamic dude, a gentleman with class, and a more sophisticated leader.

Mobile Optimize Your Chapter | Chapter Management | Session 3

Chapter meetings are dead! For years the only way to get things done in chapters was to have physical meetings with members. And, while meetings have an important role, using mobile technology to advance is not just reserved for big businesses. Learn how to mobile optimize your members' experience in this hands-on session.

Money & Time: A Powerful Combination | Life Success | Session 4

Saving and investing. May sound boring. Actually, see how to get started AND how much money you can accumulate over time. Starting now is the key to impressive financial results.

Napkin Empires | Business Leadership Arena | Session 1

Big businesses were once micro businesses. What started in a garage or a concept sketched on a napkin has all the power in the world to become a great empire. And, when you learn these 10 core elements of napkin empires—you'll be on track to truly become a future business leader!

Networking of Share and Steal | Marketing & Free Lance | Session 2 or 5

Networking is a personal and professional skill. From master marketers to simply influential leaders, the ones who get ahead are the ones who know how to grow their network, how to share in small group settings, and how to steal great lessons from the experience of others.

Pennsylvania Free Enterprise Week | College & Career | Session 1

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 2015.

Phases of Fortune: Concept to Customer | Entrepreneurship Accelerator | Session 2 Learn what it takes to turn that awesome innovation or invention concept in your mind to an actual product in the marketplace ready to be consumed by customers!

Phases of Fortune: Friends to Online Funding | Entrepreneurship Accelerator | Session 3

Capital is the life blood of any business. When it's unstable, dries up, or unavailable—so does your business! Learn how to get the seed money and the success funding to fuel up your great business concept.



Phases of Fortune: Pitch Perfect Prep | Entrepreneurship Accelerator | Session 4 & 6

You've got an awesome idea. You've done your homework and have a great plan. You may even have promo material and a demonstration product. But, nothing gets sold until people are effectively told about your business. Learn how to make an awesome pitch that will have customers and funders swinging for the fences for your business.

Powerful Pennsylvania FBLA | Chapter Management | Session 5

FBLA is an amazing organization with over 70 years of history, traditions, and programs. Pennsylvania FBLA is a leading state organization because in addition to the national opportunities, we have unique and awesome programs exclusively for PA FBLA members! In this session state officers will walk you through can't miss programs and opportunities you'll want to get started on in your chapter today!

Scams, Social Media and Stolen Money | Technology | Session 3

Scam artists love to use social media, current headlines and friendship to steal your money and personal identify. Know the basic steps to detect and avoid scam artists.

Secrets to Life Success | Life Success | Session 1

Curtis Voelker is the epitome of "Life Success," and he will share with you his life experiences and how they influenced his decision making to deal with the "cards" that were dealt to him. We are the sum total of all of our personal decisions and Curtis will tell us his story and how he used his personal circumstances to motivate himself to overcome and rise to the successful person he is today.

Seeking a College Major in Business: 360 Degrees of Opportunity | College | Session 5 and 6

Are you thinking about going to college? This workshop explores the benefits and costs of a college degree, how to select the right college major, and all the various types of college degrees in business administration.

Straight Talk on Getting and Keeping a Job | Life Success / Career Success | Session 2 or 5/6

It's simple—you want a career one day and employers want to hire the best employees. But, the merger between the dreams of the employee and the vision of the employer can be elusive. This session provides straight up straight talk on how to get and keep that dream job you are working toward.

Success Habits of Highly Effective Officer Teams | Chapter Management | Session 2

What does it take to be an awesome officer team? It takes more than luck and trying new things to build a great chapter executive team. You need to develop the habits of effectiveness working individually and collectively to serve members and build a powerful organization on campus. You'll learn the key success secrets in this session.

TechKNOWlogy 2.0 | Technology | Session 2

To keep up with technology advancement you have to be in the know! And, nobody knows technology better than our members. During this session you'll contribute your favorite apps while you learn about the latest and greatest advancements in technology. Productivity to personal enjoyment you are sure to advance your knowledge of tech tools and innovation in TechKNOWlogy 2.0!



The #2's Behind the #1's | Business Leadership Arena | Session 5

The greatest secret behind everyone from Steve Jobs and Bill Gates to Batman and Sherlock Holmes is they had a secret weapon—their number two! Whether you want to sit at the head of the table or you are content with leading from any seat, you'll discover huge lessons from real and fictional heroes who achieved success because they understood the importance of the two behind the one!

The Art of Advocacy & Influence | Marketing | Session 4

When it comes to marketing, the ultimate art is in understanding the importance of advocacy and how to combine all your leadership skills to positively influence others to your desired goal. You'll get a primer into the power of marketing expressed through advocacy in this insightful session.

The Art of Using Digital Forms | Technology | Session 1

Learn how forms, surveys and QR codes can make taking attendance a breeze, tracking feedback far simpler and your FBLA chapter more efficient! Bring your own device for hands-on interaction.

The ABCs of Preparing for the State Officer Race | FBLA Opportunities | Session 4

Do you want to be part of the state officer team? Have you ever wondered what you need to do to get one of those cool navy blue suits? Are you the adviser of a student who may have the potential to lead PA FBLA as a state officer? If you answered **YES** to any of these questions, then come learn the steps involved in the state officer application process, as well as the expectations of an officer and adviser once elected. The entire "state officer process" will be covered from A-Z.

The Go-Giver: 5 Laws of Powerful Marketing | Marketing | Session 3

In this session you'll meet two characters—Joe and Pindar. Joe is an aspiring executive in search of the keys to success. Pindar is one of the wealthiest men in town. Follow their journey together over one life changing week in Pindar mentors Joe, and Joe learns he had the keys to real success all along.

The Wonderful World of FBLA | Rookie Camp | Session 3

FBLA is a wonderful world of experiences, friends, memories, and opportunities to advance yourself and your dreams. Learn how to unleash your membership dues and get all you can from our amazing organization.

Time to Play! | Rookie Camp | Session 1

Leaders learn by doing. In this session you'll take your leadership game to the next level through interactive experiences that will make you sharp, make you think, make you collaborate and make you compete!

Twilight Wishes: Making Dreams Come True for Seniors in their Twilight Years | State Project/Community Service | Sessions 1-6

Twilight Wish Foundation presents an enlightening workshop on understanding today's senior citizens and how you can honor them and make their wishes come true. This intergenerational retrospective will explore the impact you can have on the fastest growing population in today's world.



Virtual FBLA – The Matrix of Awesomeness | FBLA Opportunities | Session 2

We live in an increasingly virtual world where we rely on in-person and internet to achieve the goals and dreams we have. For 70 years FBLA has been an “in-person” organization. But, not everyone can gain access to the FBLA they need to advance their lives. In this session you’ll find out more about the pioneering concept of Virtual FBLA and how you can help students at other schools who do not have an opportunity to join an “in-person” FBLA still have a great membership experience through the “internet FBLA.” Mark Melvin will share his experiences as a two-year VC member and his success as a state and national winner. He will discuss ways to encourage others to get involved.

What is EveryBODY Saying? | Communication | Session 4

Ben Franklin once said, “The most powerful element of language is body language, and some people have a better vocabulary than others.” Grow your body vocabulary in this fantastic and insightful session that will help you better communicate what you are trying to say and how to better understand what others are trying to share with you!

What’s What in FBLA: Spotlight on Programs and Opportunities | Chapter Management | Sessions 1, 3

In this workshop, led by FBLA National President Sam Kessler, we will discuss the wide array of opportunities available within FBLA on the local, state, and national levels. In addition to learning how to run a successful local chapter, members will gain insight into how they may take advantage of all the tremendous opportunities within FBLA in order to become better leaders. We will discuss the kinds of networking and mentorship experiences offered, and we will learn about the organization’s dedication to service. Local officers, potential candidates for state office, and anyone who wants to get more involved with FBLA is encouraged to attend this workshop.

FBLA Competition Boot Camp Series | FBLA Competition Boot Camp | Sessions 1-6

At the heart of business is competition and that’s why it’s at the heart of FBLA! Pennsylvania is one of the nation’s most competitive states and that makes competition in our state and regions intense! In these six sessions, you will learn about competition topics, styles, methods for preparation, rules and tips, and techniques that will give you, your team, and your chapter a competitive advantage in competition this year. You will have an opportunity to see examples of past reports as well as ask questions about the different chapter events. Come learn about the new events, changes to existing events, and pointers from State and National competitors.

- **Win...in Performance Events | Session 1**
- **Win...in State Only Events | Session 2**
- **Win...in School-Site Production Events Using the Format Guide | Session 3**
- **Win...in Online Objective Test Events | Session 4**
- **Win...in Chapter Events | Session 5**
- **Win...in Recognition Events | Session 6**

Your Chapter Game Plan: GO BIG! | Chapter Management | Session 6

FBLA is so full of opportunities it’s easy to get overwhelmed and know where to start. In this session you’ll learn what to start on next when you get home so that you can end this year with huge success for your officer team, your members, and your chapter!



Adviser Professional Development Sessions

Game Changing Apps | Coach's Clinic - Advisers | Sessions 3-4 | 3:45-5:15p

This hands-on presentation shows game changing apps for student engagement and teacher productivity that will change the culture and engagement in your classroom. Come see how you can change the game! Learn. Teach. Lead. BYOD!

Give Your Instruction a Kick in the Pants | Coach's Clinic – Advisers | Session 1 | 2:00-2:40p

This presentation will help participants think outside the box when preparing engaging lessons. A wide variety of replicable lessons/projects will be presented that can be adapted for many different situations.

Leveraging Structured & Unstructured Data | Coach's Clinic – Advisers | Session 2 | 2:50-3:35p

This session will describe opportunities and challenges in the profitable management of information as an asset of an organization that brings opportunities for innovation. Our discussion will focus on structured and unstructured data management and data mining.

Pennsylvania FBLA Update | Coach's Clinic – Advisers | Session 5-6 | 8:00-9:15a

Pennsylvania FBLA is considered one of the most powerful, innovative, progressive, and exciting state chapters in the nation. Year after year, our national competitors bring home the most awards only to California and Georgia. We raise thousands upon thousands of dollars every year for the state project. So why are we so successful? As they say, "the best never rest!" Come join the State Management Team and Staff to get all the latest news, information and updates.