

2014 Pennsylvania FBLA State Leadership Workshop Schedule At-A-Glance

November 2-3, 2014

Sunday, November 2, 2014

10:30 am - 5:30 pm	EXHIBITORS Pre-Function Lobby												
10:45 am - 11:45 am	SLW ADMISSION [Workshop Registration] Pre-Function Lobby / Registration Desk 1												
11:00 am - 6:00 pm	Charity Fundraiser: Twilight Wish Foundation Basket Auction President's Lobby (Sunday - 11:00a-6:00p; Monday - 7:30a-10:00a)												
11:45 am - 12:30 pm	KICKOFF! FIRST GENERAL SESSION (All Members & Advisers) President's Hall 1, 2, 3												
First Quarter - Step Up to the Challenge!													
12:30 pm - 1:30 pm	"The YOGOWYPI Factor" with Inspirational Speaker Bill Cordes (All Members & Advisers) President's Hall 1, 2, 3, 4												
Second Quarter - Leadership Sessions													
	Arenas (stay in room BOTH DAYS for arenas)			Workouts (pick and chose individual workshop sessions)			Training Camps (stay in training room for one day of similar themed content)						Coach's Clinic (Adviser Training)
	President's 4	Room 105	Room 206	Room 204	Room 107	Room 104	Room 203	Room 207	Room 108	Room 106	Room 205	Room 109	Room 208
	Entrepreneurship Accelerator (limit 75)	Business Leadership Arena (limit 75)	Chapter Management Arena (limit 144)	State Project / Community Service (limit 65)	FBLA Opportunities (limit 60)	FBLA Competition Boot Camp (limit 65)	Rookie Camp (limit 50)	Communication (limit 150)	Life Success (limit 100)	College & Career (limit 90)	Technology (limit 65)	Marketing (limit 60)	Adviser Professional Development Sessions
1:45 pm - 2:30 pm	Entrepreneurial Edge Jason Lucash Jay Hollowell	Napkin Empires Ryan Underwood	What's What in FBLA: Spotlight on Program & Opportunities Sam Kessler, National President	Twilight Wish Foundation "Making Dreams Come True ..." Cass Forkin Lorrie Klaric	How to Continue Your FBLA Journey After High School Jennifer Johnson	Win in Performance Events Derek Selleck	Time to Play! Jonie Ternes	Major League Communication: 4 Keys to Winning Presentations Chris Tuason	Secrets to Life Success Curtis Voelker	Pennsylvania Free Enterprise Week Linda Nguyen	The Art of Using Digital Forms Dominic Lyate	Branding Blitz Danielle Tuason	Give Your Instruction A Kick in the Pants Jeffrey J. Kuntz Punxsutawney Area SD (2:00p-2:40p)
2:45 pm - 3:30 pm	Phases of Fortune: Concept to Customer Jason Lucash	From FBLA to Founder: Starting Up & Doubling Down Zachary Slayback Praxis Founder	Success Habits of Highly Effective Officer Teams Liset Puentes & Jonie Ternes	Twilight Wish Foundation "Making Dreams Come True ..." Cass Forkin Lorrie Klaric	Virtual FBLA - The Matrix of Awesomeness Maura Angle Mark Melvin	Win in State-Only Events Steve Walter	Leadership All Stars! Mike Marino	Major League Communication: In's and Out's of Awesome Performance Ryan Underwood	Leader Hacks: 10 Ways to Make the Ordinary Extraordinary Danielle Tuason	Straight Talk on Getting and Keeping a Job Jay Hollowell	TechKNOWlogy 2.0 Chris Tuason	Networking of Share and Steal Bill Cordes	Leveraging Structured & Unstructured Data Dr. Carolyn LaMacchia Bloomsburg University (2:50p-3:35p)
3:45 pm - 4:30 pm	Phases of Fortune: Friends to Online Funding Jason Lucash	Customer Service is King Jay Hollowell	Mobile Optimize Your Chapter Chris Tuason	Twilight Wish Foundation "Making Dreams Come True ..." Cass Forkin Lorrie Klaric	What's What in FBLA: Spotlight on Program & Opportunities Sam Kessler, National President	Win in School-Site Production Events Using the Format Guide Linda Westerlund	The Wonderful World of FBLA Liset Puentes	Essentials of Engagement - Stories & Activities to Influence Bill Cordes	Living Life with Impact Mike Marino	Choose Your Own Adventure: College Edition Curtis Voelker	Scams, Social Media and Stolen Money Doug Hassenbein	The Go-Giver: 5 Laws of Powerful Marketing Ryan Underwood	Game Changing Apps Dr. James Beeghly Lancaster Country Day School Beeghly Tech Innovations Educational Technologist, a Blogger, & Podcaster (3:45p-5:15p)
4:45 pm - 5:30 pm	Phases of Fortune: Pitch Perfect Prep Jason Lucash	Global Business Jay Hollowell	Essentials of Engagement - Stories & Activities to Mobilize Members Bill Cordes	Twilight Wish Foundation "Making Dreams Come True ..." Cass Forkin Lorrie Klaric	The ABCs of Preparing for the State Officer Race Kristi Ryland & State Officer Team	Win in Online Objective Test Events Fran Vitovsky	FBLA Biz Bowl! Jonie Ternes & Liset Puentes	What is EveryBODY Saying? Ryan Underwood	Money & Time: A Powerful Combination Doug Hassenbein	From Google to the Campus Visit: College Search Process Brian Walton Penn College	Managing Your Media Chris Tuason	The Art of Advocacy & Influence Danielle Tuason	
HALF TIME													
5:30 pm - 8:15 pm	Hotel Check-In / DINNER ON YOUR OWN												
8:15 pm - 11:15 pm	Battle of the Chapters Dodgeball Tournament Bellefonte Area High School (see directions in program)												
11:45 pm - 6:00 am	CURFEW												

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Monday, November 3, 2014

7:00 am - 8:00 am	BREAKFAST - ON YOUR OWN												
7:30 am - 10:00 am	Charity Fundraiser: Twilight Wish Foundation Basket Auction President's Lobby												
7:45 am - 9:45 am	EXHIBITORS Pre-Function Lobby												
	Arenas (conitnue in Arena training from first day)	Leadership Workout Power Sessions - Individual Sessions (members can pick two separate sessions but not from the Arenas)										Adviser Session	
	THIRD QUARTER												
	<i>President's 4</i>	<i>Room 105</i>	<i>Room 206</i>	<i>Room 205</i>	<i>Room 106</i>	<i>Room 104</i>	<i>Room 203</i>	<i>Senate 23</i>	<i>Room 107</i>	<i>Room 109</i>	<i>Room 108</i>	<i>Room 207</i>	<i>Room 208</i>
Time:	Entrepreneurship Accelerator (limit 75)	Business Leadership Arena (limit 75)	Chapter Management Arena (limit 144)	State Project Community Service (limit 65)	Free Lance (limit 90)	FBLA Competition Boot Camp (limit 65)	Free Lance (limit 50)	Free Lance (limit 75)	College (limit 60)	Career Success (limit 60)	Gentlemen (limit 100)	Ladies (limit 150)	Advisers
8:00 am - 8:30 am	From FBLA to Founder: Starting Up & Doubling Down Zachary Slayback Praxis Founder	The #2's Behind the #1's Ryan Underwood	Powerful Pennsylvania FBLA Kristi Ryland Luke Skerpon & PA FBLA State Officer	Twilight Wish Foundation "Making Dreams Come True ..." Cass Forkin Lorrie Klaric	Networking of Share & Steal Bill Cordes	Win in Chapter Events Derek Selleck	Early Investing: How Teens and Young Adults Can Build Wealth Mike Zisa	Introduction to Business Ethics: Navigating Ethical Dilemmas in College (Real Dilemmas and Real Solutions) [1 hour special] Professor Jennifer Eury Smeal College of Business Penn State University	Seeking a College Major in Business: 360 Degrees of Opportunity Dr. Randy Frye Saint Francis University	Straight Talk on Getting and Keeping a Job [1 hour special] Jay Hollowell	Mantastic! [1 hour special] Chris Tuason	Leading Ladies! [1 hour special] Danielle Tuason	Pennsylvania FBLA Update [1 hour special] PA FBLA Management Team
8:45 am - 9:15 am	Phases of Fortune: Final Pitch Perfect Prep Jason Lucash	Business Leadership Lessons from Boys Town Jonie Ternes	Your Chapter Game Plan: GO BIG Liset Puentes	Twilight Wish Foundation "Making Dreams Come True ..." Cass Forkin Lorrie Klaric	Living Life with Impact Mike Marino	Win in Recognition Events Melissa McDonald	Early Investing: How Teens and Young Adults Can Build Wealth Mike Zisa	Seeking a College Major in Business: 360 Degrees of Opportunity Dr. Randy Frye Saint Francis University					
	FOURTH QUARTER												
9:30 am - 11:00 am	STEP UP TO THE CHALLENGE! (All Members & Advisers) President's Hall 1, 2, 3 FBLA Shark Tank with Jason Lucash "Leadership wins Championships" closing inspiration with TeamTRI												
11:00 am - Noon	OVERTIME! Closing General Session Charity Fundraiser and Charity Auction Results (All Members & Advisers) President's Hall 1, 2, 3												

Notes: