

CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Leadership Session Overview and Descriptions

CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Keynote Speaker Kent Julian

Kent Julian is a lot of things: a speaker, an entrepreneur, an author, a swim coach, and a family man. But, he is “not your normal” youth expert. He has led local youth programs, served as National Director of Alliance Youth, and his master’s program dissertation was on youth development and “how organizations can effectively serve, lead, and impact the next generation.”

He challenges his audiences to SHOW UP AND SHINE in their life and leadership so that they can live into their bigger stories and authentically take 100 percent ownership of their lives.



Follow Kent on Twitter @KentJulian

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 August 2009, Jason and his business partner Mike Szymczak launched OrigAudio, which is now recognized worldwide. In their early careers, Jason and Mike traveled constantly and wanted an easy way to listen to music while on the road. It was during their travels that the idea for OrigAudio came about as they recognized the need for a portable solution for listening to music while on the go. Inspired by a Chinese take-out box - foldable, easily compactable, and recyclable - the ‘origami of audio’ was born. 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. OrigAudio products are currently available at over 5,000 retail locations nationwide, 38 countries and online at www.origaudio.com.

Jason received the honor of being named *Entrepreneur Magazine’s* “Entrepreneur of the Year” the company was also named to the prestigious *INC. Magazine* “500 Fastest Growing Companies in America” list. Lucash currently lives in California where he heads OrigAudio’s corporate office and still travels for fun as he continues to expand the business.



Follow Jason on Twitter @JasonLucash



Adviser Session - Special Guest Speaker John Perricone



Why Am I a Teacher?

Developing a Philosophical Identity

With over 30 years of classroom experience and numerous local, state, and national excellence in teaching awards to his credit, it is Mr. Perricone's thesis that "we teach who we are" and that one's philosophy of life is intimately tied to one's philosophy of education and that it is this "philosophical identity" which ultimately distinguishes those who find joy and passion in the teaching profession from those who find drudgery and simply pick up a paycheck every two weeks.

In his 1 hour and 45-minute workshop entitled: "**Why Am I A Teacher?: Developing a Philosophical Identity**" he will compellingly invite his audience to participate in a series of introspective exercises that are designed to help educators better know themselves and the professional path upon which they have embarked. For anyone serious about the teaching profession, this is an experience not to be missed.

John Perricone Email: KeynoteJP@aol.com

Home: 607.785.1362

CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Hall of Heroes Preview!

The world has followers and leaders, but a special few are called to heroic leadership – and they are gathering at the 2015 Pennsylvania FBLA State Leadership Workshop! Welcome to State College and where the FBLA heroes meet to explore careers in business, leadership, and life! With more than 100 awesome leadership opportunities, you're going to experience how you can discover the heroic leadership within you. 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 CONNECT!

FBLA Hero Training!

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

Featured POW!er Sessions

- **BAM! Building Awesome Members!** *Leadership Energizer*

You go about your day, not knowing what will happen, and then....BAM! Opportunity strikes! Are you ready to act? Are you ready to be a hero? This high energy leadership session is organized chaos mixed with energy, mission-based moments, and lots of fun!



- **Heroic Leadership – BIG HERO 6** *Mega Message*

Heroes are everywhere. From movies to everyday heroes, they are all around. Enter the Hall of Heroes and discover the BIG HERO 6 of Leadership. Realize your special powers and gifts and become a heroic leader worth following through this special leadership presentation!



- **Shark Tank—FBLA Edition!**

Led by successful Shark Tank entrepreneur Jason Lucash, you'll get to hear the top three business pitches from the Green Lantern's 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](https://twitter.com/PAFBLASLW)

CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Heroic Leadership Program

The League of Extraordinary Leaders

Our League of Extraordinary Leaders is an entire academy of specialized training. Once you enter these sessions, or leagues, this will be your home during all SLW training sessions. Choose from one of four continuous training league academies for students. Advisers attend the Nick Fury's Top Secret Adviser Training.

- **Green Lantern's 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!



- **Bruce Wayne's Business Batcave**

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.



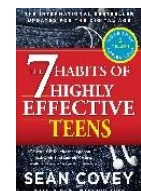
- **Avengers' Chapter Management Academy**

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!



- **Covey's Habits with a TWIST**

What's your definition of SUCCESS? How will YOU get there, and what roles and responsibilities will you need to undertake along your journey? Come see what is in store and get a REAL WORLD TWIST on Covey's 7 Habits for Highly Effective Teenagers. This interactive, fast-paced program is FUN and will have you on your feet as you learn about yourself, others, and develop solutions for life in the real world. Everyone is required to participate; the workshop will function as if we were in VEGAS giving you an opportunity to build trust, compassion, and respect for each other as we move through the day. First things first . . . what will YOUR ah hah moment be today?



CONNECT

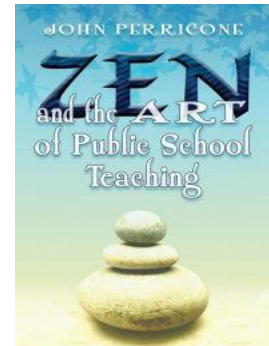
2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



- **Nick Fury's Top Secret Adviser Training (Advisers Only)**

Pennsylvania FBLA has lined up three phenomenal professional development sessions just for FBLA advisers and teachers. In addition to gaining the latest and the greatest knowledge on PA FBLA, advisers will be the first to test drive the new software program that will be implemented at this year's RLCs and the SLC, AND you will learn about the new changes and updates to the competitive events program. Our guest speaker, John Perricone, author of "Zen and the Art of Public School Teaching" comes to us with over 30 years' experience in the classroom and will compellingly invite you to participate in a series of exercises designed to help you better know yourself and the professional path upon which you have embarked.

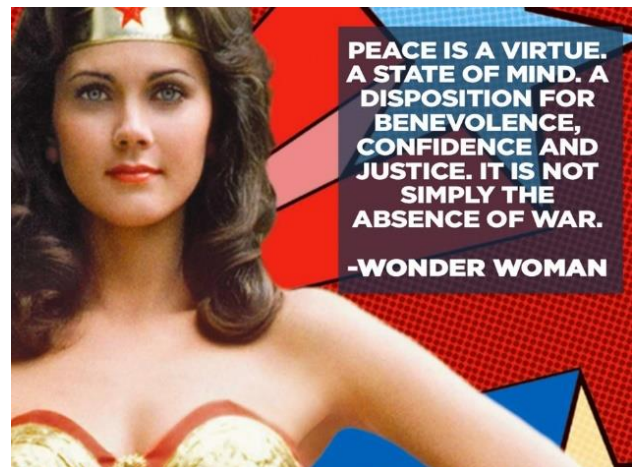


FBLA Super Sessions [Individual Sessions]

Equip your leadership utility belt and develop a personal action plan by selecting from specialty super sessions. Super sessions are your chance to see and experience a variety of leadership, career, college, and personal excellence training sessions. Attendees who choose to attend super sessions can choose from nearly 50 different workshops. Refer to the SLW descriptions to preview the exciting array of sessions available to you.

Super sessions include themes like:

- **The Incredibles' State Project**
- **Superman vs Batman FBLA Competition Training**
- **Guardians of the FBLA Galaxy**
- **The Flash's Finance Sessions**
- **Ant Man's Academy of Awesomeness**



CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA

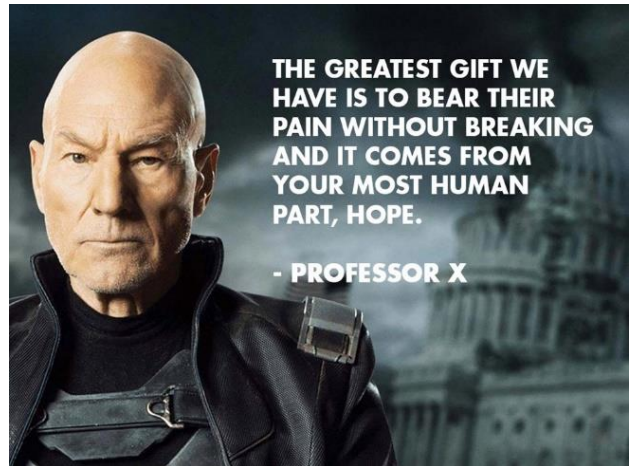


Xavier Institute for Higher Leadership [Themed Training Sessions]

In the Institute for Higher Leadership, workshops sessions are 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 these workshops, it's advantageous to do so because the content and material builds upon all of the training themes.

Training Camp Themes:

- Peter Parker Presentation Program
- Captain America's Leadership Bootcamp
- Buzz Lightyear's Infinity & Beyond College & Career Course
- Tony Stark Technology Lab
- Fantastic 4 Marketing Mix



SPECIAL ANNOUNCEMENT



Joseph Harford, President and Founder of Reclamere, The Data Security Experts, will be in the house on Monday to present information on the scholarship opportunities for high school students offered by NFIB's Young Entrepreneur Foundation. With support from VISA, scholarship amounts have recently DOUBLED!

Where: President's Hall 1, 2, 3, 4

When: Monday, October 26, 2015, immediately following Shark Tank—FBLA Edition!

See how you can win \$\$\$\$ in scholarships from NFIB for high school students who have their own business.

CONNECT

2015 STATE LEADERSHIP WORKSHOP PENNSYLVANIA FBLA



CONNECT Online!



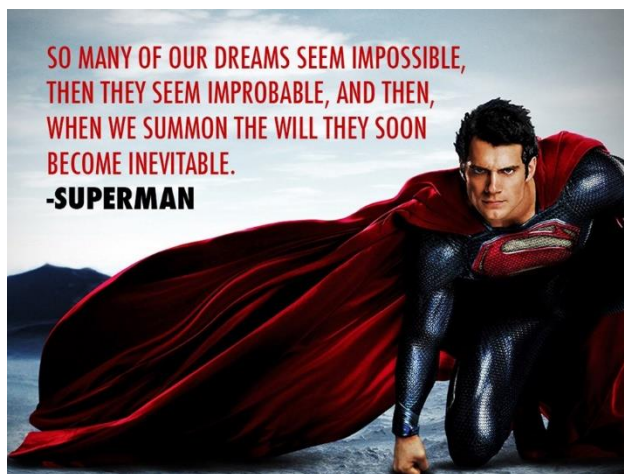
Plug into the online action of SLW:

- 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 Report: 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 www.leadershipcentral.org/pafbla/survey or scan the QR code to complete a brief online survey, and share your ideas for future SLWs!



CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Workshop Session Descriptions [Alphabetical Listing]



ABC's of Preparing for the State Officer Race | FBLA Galaxy | Session 3

Do you want to be a 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 join PA FBLA State Adviser Kristi Ryland, PA FBLA Staff Assistant Luke Skerpon, and the PA FBLA State Officer Team and learn the steps involved in the state officer application process. Expectations of officers and advisers, one elected, will also be reviewed. The entire "state officer" process will be covered from A-Z.

AH HA – The Plan | Habits of Highly Successful Teens | Session 5

The Plan. First things first. What do I need to do to achieve the definition of success?

An Inside Look PA FBLA's Digital Online Rubrics and Competitive Event Updates | Adviser Training Session 2

PA FBLA is going greener this year! Be the first to experience our new, secure online competitive event rubric rating sheet system that will be in place this year for all RLCs and the SLC. Come learn how this new software works resulting in less paper, more efficiency, and quicker results! Your judges will log in securely on a laptop or mobile device to complete the rating sheets at the end of a presentation. The system even allows the judges to enter comments. Second, the new changes and updates to competitive events program will be reviewed. Bring a laptop or iPad with you to this session.

Behavioral Styles of Business Executives | Business Batcave | Session 5

An assessment of behavioral styles provides an opportunity for business leaders to strengthen their leadership skills. Understanding your own style and the styles of others helps you identify how to best contribute to the team and helps you adjust your communication styles to connect with the styles in your team.

Born to Lead?! The Big 3 That Defines All Leaders | Leadership Bootcamp | Session 1

Are leaders born? Or are leaders made? What are the BIG 3 influencing leadership influence? In this session, become more aware of different styles and diversity in teams and the power of nature, nurture, and choices.

CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA

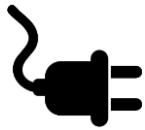


Business of Flight | Academy of Awesomeness | Session 4



Learn how a multinational global aerospace company does business in an ever-changing world.

Charge Up Your Chapter | Chapter Management | Session 1



Normal leaders don't make history...SHOW UP AND SHINE leaders do! Get ready and get plugged in to how you can fully engage three critical success factors to charge up your chapter!



Claim Your Financial Independence |

Finance | Session 2

Discover how to create an abundance of wealth in your life by learning how to build a robust financial plan for your future. This session will cover credit cards, student loans and investing. Show up early for the best chance to snatch some cash.

No matter how many times you save the world. It always manages to get back in jeopardy again.

- Mr. Incredible



College and the School of Business: You have No Business Without It | College & Career Course | Session 4

How can you better prepare yourself right now for college? Come and learn about all the majors in Business Administration and the types of careers and jobs you can have! Want to work and study overseas? This workshop will show and discuss students studying and living in England, China and Norway to get college credit! The more you learn...the more you earn! Come and learn about majoring in Business when you go to college and the opportunities that you can have!

Day in the Life of Finance at Google | Finance | Session 4

With 11.9 billion search monthly and 75% of the U.S. search market, Google is at its own level. Learn what it is like to work in finance at Google and how you can land a career in finance in the tech industry.

Defining Success | Habits of Highly Successful Teens | Session 1

What factors define success and how do I take steps to achieve MY definition. What do I want to be when I grow up? How does that fit into my individual success?

Don't Lo\$e It All | Finance | Session 1

Promises to make big money. Intrusions on your social media and online accounts. "Camouflaged" requests for your personal and financial info. Scam artists use numerous methods like this to take your money, your personal info and your identity. Learn how to stay vigilant to avoid investing and financial scams that target high school students.

CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Doing Business Globally Without Causing an International Incident | Business Batcave | Session 4

We're fully entering the era where FBLA doesn't just mean being a Future Business Leader of America it means being a Future Business Leader All Around the World! If you ever dreamed of being a globe-hopping business leader you'll love this session on global leadership and what it takes to successfully do business around the world.



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.

Executive Lessons from the Most Magical Company in the World | Business Batcave | Session 3

With Walt Disney and Mickey Mouse...MAGICAL is the best word to use when describing their leadership and legacies. From the consumer's perspective, there is much magic to experience, but behind the scenes, that is where the real magic exists.

FBLA BizBowl! Your Winning Future in FBLA! | FBLA Galaxy | Session 1

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!

FBLA Competitive Edge Series | FBLA Competition Training | Session 1, 2, 3, 4, 5

At the heart of business is competition and that's why competition is at the heart of FBLA! Pennsylvania is one of the nation's most competitive states and that makes competition in our state intense! In these five sessions, you will learn about competition topics, styles, methods of preparation, rules and tips, and techniques that will give you, your team and your chapter a competitive edge this year. Come learn about new events, changes to existing events, and pointers from PA State and National competitors.

- ... > Win in Performance Events | Session 1
- ... > Win in Team Events | Session 2
- ... > Win in Skill Events | Session 3
- ... > Win in Objective Events | Session 4
- ... > Win in Recognition Chapter Events | Session 5

CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Five Tools for Your Leadership Toolbox | Leadership Bootcamp | Session 2

It's time to build a structure for leadership! The strongest structures, whether it's a house, or a skyscraper, always start with a strong foundation. With these five tools from your leadership toolbox, you will have what you need to construct a leadership tower of success!

Get Recognized in PA FBLA! | FBLA Galaxy | Session 5

Did you know there are over a half-dozen different programs to get involved in within FBLA that can earn you recognition outside of the competitive events program? Join the PA FBLA State Officers in this action-packed workshop to learn ways that you can get involved and get recognized! BYOD (Bring Your Own Device) to access the different recognition forms and information during this informative session.



Gifts from Google | Technology Lab | Session 1

It's a party! The games were played, and the cake was had . . . it's time to now open the presents! Google has so much to offer, from online apps, to other helpful tools. As you will see in this session, find out what gifts you can unwrap from Google.

GO Team – WIN/WIN | Habits of Highly Successful Teens | Session 3

It's not about you...it's not about me... It's about working together to achieve a common goal.

Goal Setting | Academy of Awesomeness | Session 2

Focus on the SMART approach to personal and professional goal setting.

How to Get Your College Paid for Without Taking on Crippling Debt

Finance | Session 5 | College & Career Course | Session 2

The Scholarship System: Come to this workshop and learn the step-by-step process of how it works. From becoming a competitive applicant to winning scholarships and securing financial aid, this process is applicable until senior year in COLLEGE. You will learn the top myths of scholarships that hold students back and how there are scholarships out there for everyone.



CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



How to Really Connect with Customers | Marketing Mix | Session 4

SHOW UP AND SHINE business leaders know how to connect with their customers. It's more than just a flashy advertisement or promo. Learn how to truly understand your customers, and really connect and engage with customers to ensure strong lasting relationships.

Ignite your Future | College & Career Course | Session 1



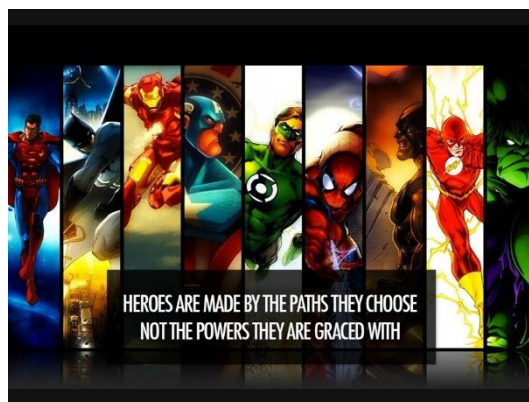
Is choosing a college stressing you out? Are you struggling to find a career you are interested in? In this workshop, Brad Killmeyer the Author of *Write to Dream*, provides answers in an interactive and entertaining way. You will obtain direction, ideas and confidence for college and career choices. Show up early, the first 10 students receive a copy of Brad's book *Write to Dream*.

Improv to Improve Your Presentation Presence | Presentation Program | Session 1

Even though impromptu speaking moments are "impromptu," you can prepare for these moments! Through this session, engage in improv activities that will not only help you improve your improvisation game, but your overall presentation presence too.

It's All About that Brand | Marketing Mix | Session 3

Great branding comes down to the promises you make and keep with your customers. This session is designed to take you on a fast-paced, interactive journey to discover what true branding is all about. You'll begin by analyzing who brands their company the best then apply those lessons to yourself and your business. Learn how to go from forgettable to unforgettable in four simple promises!



Leadership is for the Birds | Business Batcave | Session 2

Do you want to communicate more effectively with your peers, your parents, your superiors? Want to avert unnecessary conflict and capitalize on positive growth opportunities? Here's your chance to do just that and to learn to identify different communication styles. Learn to leverage this knowledge to say what you mean and insure that others hear what you think you said and what you meant to say.



Leading Ladies | Leading Ladies Lab | Session 5

This special 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.

CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Making Media Magic | Marketing Mix | Session 1

Magic potions, casting spells...how do you make your marketing sell? Media is the magic element of marketing! In this session, learn about different media outlets and how you can make media magic and become a wizard at marketing.



Mantastic | Charm School for Men | Session 5

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 sessions key tips and techniques to make you a dynamic dude, a gentleman with class, and a more sophisticated leader.

Mastering Your Message | Presentation Program | Session 5

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 mastering your message and get ready to SHOW UP AND SHINE!

May the FORCE be YOU! | Habits of Highly Successful Teens | Session 4

Take a stand for you and recognize what is and is not within your control.

Money Marathon | Finance | Session 3

Running a marathon is intense. It elevates your abilities to a new level. Saving and investing your money involves the same discipline but elevates your financial power to a whole new level! You may HATE running. But, see how to finish your own financial marathon...and increase your personal wealth by learning a few basics of both saving and investing. Don't panic. There's no physical activity in this session.



One Hundred Zeroes Really Adds Up | Technology Lab | Session 3

Google aims to provide googols of information with their search engine. It's one thing to know the technical side of such a service, but what about the business side? Join this session to learn how Google's business model really adds up!

One Mouth – Two Ears | Habits of Highly Successful Teens | Session 2

Communication. Men really are from Mars and Women are from Venus. Gain some insight on how differently men and women think.

CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Pennsylvania FBLA Time to Make a Difference | Leadership Bootcamp | Session 3

In this interactive session, you will apply what you learned thus far at the PA FBLA State Workshop to benefit you and your FBLA chapter. You will openly discuss new goals, connect with students from other chapters and create an action plan to implement when you return to your school. Get your game face on, there will be a competition and each member of the winning team will receive a copy of Brad Killmeyer's new book "Write to Dream."

Pennsylvania FBLA Update | Advisers Training | Session 3

It's official once again this year! PA FBLA is one of the most powerful, innovative, progressive, and exciting state chapters in the nation. Once again, Pennsylvania competitors at the NLC brought home the most awards only to California and Georgia. So why are we so successful year after year? As they say, "the best never rest." It's time to come join the State Management Team and Staff and get the latest news, information, and updates to keep Pennsylvania FBLA at the top. See you there!



PFEW A Great Opportunity for Underclassmen | FBLA Galaxy | Session 4

PFEW is a once-in-a-lifetime experience. This week-long business program for high school students will teach you not only about business but about yourself. Learn how to run your own business while meeting students from all across Pennsylvania and getting a first-hand college experience.

Phases of Fortune: Concept to Customer | Entrepreneurship Accelerator | Session 2

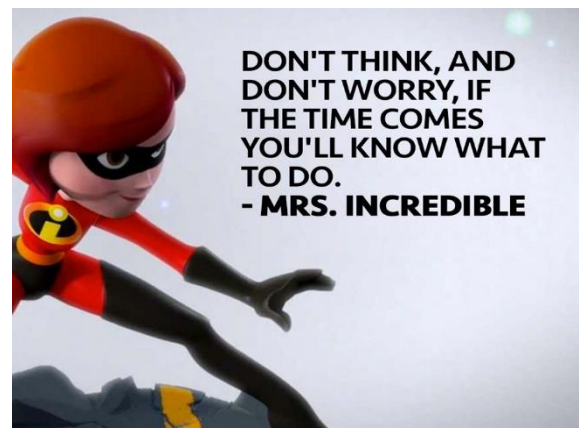
Learn what it takes to turn that awesome innovation or invention concept in your mind to an actual product in the marketplace ready to be consumed by customers!

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 & 5
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 you 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.



CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Sapphire Leadership Program at Penn State | Academy of Awesomeness | Session 5

The Sapphire Leadership Program is committed to providing a unique academic and leadership experience for select undergraduate students in Smeal. This facilitates the advancement of our students through a specialized curriculum, unparalleled professional opportunities, meaningful humanitarian service initiatives, and exceptional leadership development. These experiences empower our candidates and members to become the business leaders of tomorrow. Come join current PSU Sapphire students for an overview of the program and application process in addition to team building activities!

Seeking a College Major in Business: 360 Degrees of Opportunity | College & Career Course | Session 5

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. There are many that never crossed your mind!

Show Up and Speak Part 1 & 2 | Presentation Program | Session 2 & 3

SHOW UP AND SHINE Leaders rally the troops! Learn how to communicate a vision in a way that creates enthusiasm and commitment from your audiences.



Sisterhood of the Traveling Blue Blazer | Chapter Management | Session 3

There is a blue blazer, and regardless of who wear it, it seems to fit that person perfectly! Each person who wears the blazer, experiences exciting journeys in leadership and business. Join two sisters who both wore the blue FBLA blazer, and learn how to lead your members and help make the most out of their blue blazer experience!

Straight Talk on Getting and Keeping a Job | College & Career Course | Session 3

Learn from a career intelligence expert what it takes to land and keep that dream job. This session will concentrate on the interview process and how to turn that job into the launching platform to achieve your career objectives.

Straight Talk on Getting and Keeping Customers | Marketing Mix | Session 2

Customer service is the outer display of your association's internal commitment to the mission, values and customers. Participants will learn all about what it takes to get and keep customers, concentrating on audience, accountability, actions, attitude, accessibility, atmosphere, affordability and ambassadorship.

THE GREATEST
GIFT WE CAN
RECEIVE IS TO
HAVE THE
CHANCE, JUST
ONCE IN OUR
LIVES, TO MAKE
A DIFFERENCE.

- DR. STRANGE



CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



#Success | Academy of Awesomeness | Session 3

What does success mean to you? Come learn through this interactive seminar defining your path to success.

Take Flight NOW | Academy of Awesomeness | Session 1

How do you achieve and maintain global business competitive edge? Learn strategy tips from Christine Navickas, who heads FP&A and Talent Development in her division for the world's largest aerospace company and leading manufacturer of commercial jetliners and defense, space and security systems.

TechKNOWlogy | Technology Lab | 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!

Ten Tips for a Terrific Chapter | Chapter Management | Session 4

What does it take to be a Terrific Chapter? It takes more than luck and trying new things to build a great chapter and leadership 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.

The #2's Behind the #1's | Business Batcave | Session 1

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 Five Gears of Effective Leadership

| Leadership Bootcamp | Session 4

When shifting gears in a car, the goal is to shift smoothly to ensure a comfortable ride. But this does not just apply to riding in a car, but also in shifting the gears of life. How well do you transition into different gears in life? With so much to do, and so little time, leaders can often struggle with work life balance. In this session, discover the five gears of effective leadership and learn how to be more present and productive in your everyday life!



CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



The Science of Super Speaking | Presentation Program | Session 4

Speaking is not only a skill, but a science. Learn from a speech pathologist expert about the key elements of presentational speaking, how to effectively get your message across, and the role listening plays speaking. These lessons are valuable, since language is one of the most important tool you possess!

Ways to WOW: Chapter Coaching Sessions with the FBLA Masters | Chapter Management | Session 5

Learn ways to WOW with this **Words Of Wisdom** session. Meet the FBLA masters – as former members, state, and national officers, they have a wealth of diverse knowledge in business, leadership, and FBLA. They are ready to hear your leadership challenges and coach you through their WOWs to help you become better officers and leaders for your chapter.



What is Ronald McDonald House? | State Project | Session 1, 2, 3, 4, 5

Ronald McDonald House Charities, (RMHC) is an independent, nonprofit organization whose mission is to create, find, and support programs that directly improve the health and well-being of children. <https://en.wikipedia.org>. Come learn about us, what we do, how you can get involved through service projects and making donations, and the various events we sponsor throughout the year. Working together, we will make a difference in the lives of families in need all across our great state of Pennsylvania.

When Leadership Isn't Enough | Chapter Management Academy | Session 2

Effective leadership is touted by FBLA, schools, and the world as one of the most important qualities in society today. But when is leadership not enough?

Why Am I A Teacher?: Developing a Philosophical Identity | Adviser Training | Session 1

This session will provide insights, guidance, and philosophy (through practical, interactive exercises and discussions) that speak to the very soul of what it means to truly inhabit the identity, acumen, artistry, and passion of being a teacher.

Write to Dream Leadership Bootcamp | Session 5

What does your future look like? Get ready to think bigger, laugh more and learn the secrets to making all your dreams come true from the author of "Write to Dream."



CONNECT

2015 STATE LEADERSHIP WORKSHOP

PENNSYLVANIA FBLA



Virtual FBLA – The Matrix of Awesomeness | FBLA Galaxy | 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 71 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 will find out more about the pioneering concept of Virtual FBLA and how you can help students at other schools who do have an opportunity to join an “in-person” FBLA still have a great membership experience through the “internet FBLA.” Samantha Medasie, your State Secretary, will share her experiences as a two-year VC member and her success as a state and national winner. She will discuss ways to encourage others to get involved.



**Your Attitude
Determines Your
APptitude |**
Technology Lab |
Session 4

Never before have so many tools been so affordable and available to help you succeed and reach leadership awesomeness. In this session you’ll learn about exciting tech tools and learn tips on how to use them effectively. Bring your favorite tech tools, apps, and sites and be ready to learn new ones!



*SOMETIMES YOU
GOTTA RUN
BEFORE YOU CAN
WALK.*

- TONY STARK

FBLA STOCK EXCHANGE IPO SESSION

President’s Hall 4, Monday, October 26 @ 7:45-8:25a

Open to all attendees!

SHOW UP! COLLECT YOUR FBLA \$\$\$ and you will be awarded a prize for attending.

On Sunday, LISTEN for special instructions during the OPENING SUPER SESSION.

CONNECT

2015 STATE LEADERSHIP WORKSHOP PENNSYLVANIA FBLA



Pennsylvania FBLA's Team of Heroic Leaders!

Pennsylvania FBLA is excited for you to **CONNECT** at the State Leadership Workshop. Through the combined effort your fellow members, distinguished alumni, outstanding advisers, talented state officers, leaders from Pennsylvania industry, and our dynamic training team from TRI Leadership Resources you are in for an action-packed experience in State College!

About TRI Leadership Resources What do Oprah Winfrey, a Texas billionaire, a global shipping tycoon, Mickey Mouse and The White House all have in common? They are just a few of the corporations and organizations that have relied on TRI Leadership Resources for outstanding training and development, event logistics, and association management services. TeamTRI is one of America's most innovative youth development and leadership companies and a longtime partner of National and Pennsylvania FBLA.

TeamTRI has more than 60 leadership specialists and expert presenters who spend each day working to help leaders and organizations unleash their potential and achieve their dreams. At our Pennsylvania FBLA SLW you'll meet nine of their top team trainers from all over the nation, each who brings a wealth of experience and expertise from all areas of industry. Each is here for one purpose—to help equip you with the knowledge and skills to lead a life of true happiness, prosperity, and success that benefits you and the world around you. TRIumph is simply UMPH added to TRI!

Leadership Training Team

Carmen Puentes [CA] carmen@teamtri.com
David Jefferson [GA] david@teamtri.com
Hayley Henderson [GA] hayley@teamtri.com
Jason Lucash [CA] jason@origaudio.com
Jay Hollowell [VA] jay@teamtri.com

Kent Julian [GA] kent@kentjulian.com
Liset Puentes [NV] liset@teamtri.com
Mike Kistler [CA] mike.kistler@teamtri.com
Ryan Underwood [OK] ryan@teamtri.com

Connect with TeamTRI

Twitter: www.twitter.com/teamtri
Facebook: www.facebook.com/trileadership
Web: www.teamtri.com
SlideShare www.slideshare.net/teamtri
Pinterest: www.pinterest.com/trileadership
LinkedIn: www.linkedin.com [Search TeamTRI]
Vine: Search "TeamTRI"
Instagram: www.instagram.com/teamtri
Download our free leadership app from iTunes [Search PLI BLOG]



Visit www.leadershipcentral.org/pafbla for blogs and great resources!