



2015 PA FBLA State Leadership Workshop

Penn Stater Conference Center Hotel, State College, PA

October 25-26, 2015

INVITATION TO EXHIBIT | PRESENT A WORKSHOP | ADVERTISE YOUR ORGANIZATION

What: PA Future Business Leaders of America State Leadership Workshop
When: Sunday-Monday, October 25-26, 2015
Where: Penn Stater Conference Center Hotel, State College

You are invited to attend the PA FBLA State Leadership Workshop

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

Demographics of Attendees:

86 schools, (private, technical, and public) have pre-registered to attend

--- **780 9th-12th grade students will be in attendance**

--- **120 – advisers and chaperones will be in attendance**

About FBLA!

The Future Business Leaders of America (FBLA) is a non-profit 501 (c)(3) education association with a quarter million students preparing for careers in business and business-related fields. Pennsylvania FBLA consists of 299 active high schools and more than 13,648 members—the third largest state chapter in the national association. 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 a direct 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.

Pennsylvania FBLA Accomplishments in 2015

We would like to share with you some of the achievements PA FBLA had this past year:

- For the first time in our 62-year history, Pennsylvania FBLA had a student serving as National President. Sam Kessler, from Wissahickon High School stepped up to the challenge leading National FBLA in a way that made us all "Pennsylvania Proud." To top that, Pennsylvania FBLA is honored that one of its members, Hirsh Sisodia of Souderton Area High School, has been elected as National Eastern Region Vice President.
- PA FBLA is the 3rd largest state chapter in the national organization with 299 active chapters and more than 13,648 members (our highest membership ever in our history)—third only to Georgia and Missouri—and more than 20 new chapters joined our organization over the past year.
- PA FBLA had the largest delegation ever attend the National Leadership Conference in Chicago with more than 425 travelers.
- PA FBLA had the 3rd highest number of award winners at the 2015 NLC—third only to California and Georgia.
- Our State Leadership Conference held this past April was the largest ever in our organization's history with close to 4,500 attendees, which is one of the largest state conferences in the national association.
- We raised nearly \$44,000 for the 2014-2015 State Project, Twilight Wish, and our schools conducted multiple service projects for this organization to grant our oldest generation wishes during their twilight years.
- Our middle level program continues to grow and we offered a full program of events to reach as many ML students as possible.
- We moved more and more to digital submission of as many materials as possible during the 2014-2015 year, and more will become digital in the coming year.

- Our middle-level program continues to grow, and we offered a full program of events to reach as many ML students as possible. We reached 486 middle-level members, our largest membership ever.
- Success in our Virtual Chapter was evident, and one of our Virtual Chapter students now serves as a Pennsylvania FBLA state officer (state secretary)
- One of our largest and most successful State Leadership Workshops in our history was held last November (2014). (After this year, our State Leadership Workshop moves to Harrisburg in 2016, and we have conducted a site visit on a very exciting potential site for 2017.)

There's a lot of progress, service, education, leadership, and excitement going on in FBLA, and we are inviting you to become a part of our leadership program. Your participation in our workshops and conferences over the years is one of the reasons why we are so successful. Thank you for all you do for the members of **Pennsylvania FBLA**.

Pennsylvania FBLA holds two state leadership programs every year –

- ... > **State Leadership Workshop** (SLW) -- October 25-26, 2015, at the Penn Stater Conference Hotel, State College
- ... > **State Leadership Conference** (SLC) -- April 11-13, 2016, at the Hershey Lodge in Hershey.

This year, our national theme is "CONNECT." Attending the State Leadership Workshop is the first step. With pre-registration totals of over 900, we are hoping you will "Connect" with our FBLA members and advisers by attending the workshop and/or lending your support. If you are interested in participating in both the SLW and SLC within the same school year, we are happy to offer you/your institution an exhibitor fee discount.

About the PA FBLA State Leadership Workshop (SLW)

The SLW is designed to inspire, educate, and motivate students and advisers as they set new educational and FBLA goals for the year. This is accomplished through motivational general sessions, leadership workshops, professional development sessions for advisers, and visiting with exhibitors who provide a wide variety of products and/or services.

PA FBLA State Leadership Workshop EXHIBITOR PACKAGE includes:

- **Complimentary conference registration**
 - Includes conference name badge that must be worn at all times
- **An opportunity to present a 42-minute workshop (12 minutes of the workshop may be devoted to marketing your school).** (If interested in presenting a workshop, please let me know asap. There are only a few open slots available.)*
- **One table with cover and chairs. Additional tables may be purchased upon request.**
- **An opportunity to submit a 30-second promotional piece advertising your school** (The piece must appear in digital format on a DVD or other recording device and be of a professional nature. The recording MUST be submitted to Janet Skiles no later than **October 19**. Details for digital submissions can be found on page 4.)
 - Promotional piece will be broadcast during the First General Session
- **The name of your post-secondary institution will be flashed on the big screens during the First General Session and Closing Session.**
- **All exhibitors will be recognized in the State Leadership Workshop program.**
- **SPECIAL EXHIBITOR DISCOUNT PRICING** is now available for vendors who attend both the State Leadership Workshop (October 25-26, 2015) and State Leadership Conference (April 11-13, 2016) within the same school year AND **pre-pay** fees for both events by **October 24, 2015**. The "Exhibitor Package Discount" is **\$100** off the published rates. (See rate chart on page 3) Details regarding the State Leadership Conference in April can be found on page 5.

*The workshop sessions available are on Sunday, October 25, between the hours of 2:00-5:33 p.m. and on Monday there is one session from 9:15-10:15 a.m.

The exhibitor fees, as adopted January, 2013, by the Pennsylvania FBLA Board of Directors are listed below by category. The fee includes one table with cover and chairs. If a second table is needed, the cost per table per event is listed below. Vendors purchasing two tables per event will be offered an additional 10% discount off the cost of tables. If a power source is needed, there is an additional fee of \$45 per table per event.

Exhibitor Fees Chart

| A. Fee Categories: | B. Fee per Table State Workshop October 25-26, 2015 | C. Fee per Table State Conference April 11-13, 2016 | D. Pre-paid Two Event Fee (one table per event) State Leadership Workshop, 2015 + State Leadership Conference 2016 | E. ADDITIONAL Discount if purchasing 2 tables for each event--SLW & SLC |
|--------------------------|---|---|---|--|
| Scholarship School** | \$200 | \$200 | (\$200 + \$200 - \$100 discount) = \$300 | 10% |
| Non-scholarship Schools | \$300 | \$300 | (\$300 + \$300 - \$100 discount) = \$500 | 10% |
| Fundraising Companies | \$300 | \$300 | (\$300 + \$300 - \$100 discount) = \$500 | 10% |
| Textbook Companies | \$300 | \$300 | (\$300 + \$300 - \$100 discount) = \$500 | 10% |
| Publishing Companies | \$300 | \$300 | (\$300 + \$300 - \$100 discount) = \$500 | 10% |
| Equipment Companies | \$300 | \$300 | (\$300 + \$300 - \$100 discount) = \$500 | 10% |
| Vendors selling products | \$300 | \$300 | (\$300 + \$300 - \$100 discount) = \$550 | 10% |

**Educational institution must be on the PA FBLA 2015-2016 list of participating scholarship schools.

State Leadership Workshop - Exhibitor Setup, Exhibit Hours, and Dismantling Exhibit Space

Date: **Sunday, October 25**
 Set Up Time: 9:15 a.m.
 Exhibit Time: 10:15 a.m. to 5:35 p.m.
 Location: Pre-function Lobby

Date: **Monday, October 26**
 Exhibit Time: 7:30 a.m. to 10:30 a.m.
 Dismantle: 10:45 a.m.

Instructions to Contract for Exhibit Space, Purchase a Program Ad or Submit a 30-Second Promotional Piece for the SLW (and SLC if applicable)

To register as an EXHIBITOR, to PURCHASE A PROGRAM AD, or to REGISTER A WORKSHOP PRESENTATION, you must complete a *separate* digital Wufoo Form. To take advantage of the complimentary 30-second Promotional Piece included in the Exhibitor registration fee, you will need to check the box in the last section on the Exhibitor Registration Form. (There is NO separate form to register a 30-second Promo Piece) The form for each type of involvement can be accessed by clicking the link next to each category title on the following pages. After entering all the requested information on the forms, it is *imperative* that you click "SUBMIT" at the end of the form. If your form is transmitted properly, you will receive an email notification. If you do not receive a notification, then the form did not transmit. Try again. After notification has been received, please follow up with payment where applicable. A form of payment must be received in my office by the date printed in the instructions.

Acceptable forms of payment include:

- ... > Business or personal check – made payable to: PA FBLA
- ... > Debit or credit card - process through PayPal***
- ... > Purchase Order

***PA FBLA handles all debit and credit card payments through the secure site of PayPal. There is a 3% convenience fee charged for each debit/credit card transaction. There are three easy steps to complete a debit/credit transactions.

- ... 1. A digital SLW Credit Card Processing Form must be completed and submitted for each transaction
- ... 2. Transaction must be completed by using the CREDIT CARD PAYMENTS link on the pafbla.org web site
- ... 3. The credit card transaction RECEIPT must be sent by email to: Janet Skiles, jskiles@pafbla.us and Bruce Boncal, bboncal@pafbla.us

The step-by-step instructions for completing a debit/credit card transaction are found on the digital 2015 Guest SLW Credit Card Processing Form. Click here for the form: [2015 SLW Guest Credit Card Processing Form](#)

Mail all payments to:

Mr. Bruce E. Boncal
PA FBLA Executive Director
PO Box 5085
Jersey Shore, PA 17740

**To register an Exhibitor Table at the SLW or to take advantage of the PRE-PAID, TWO-EVENT “EXHIBITOR PACKAGE,” click: [2015 SLC Exhibitor Registration Form](#)
Deadline: 10/14/2015**

To take advantage of the **pre-paid, two-event special “Exhibitor Package”** pricing for participation in both the 2015 State Leadership Workshop and the 2016 State Leadership Conference (in the same school year), review the chart on page 3 above, determine the fees, and select PRE-PAID, TWO-EVENT EXHIBITOR PACKAGE on the digital EXHIBITOR REGISTRATION.

To register for PROMOTIONAL OPPORTUNITIES – (SLW only)

Program Advertising and/or 30-Second Promotional Piece. See deadline dates below.

- ✓ **Program advertising** – click here: [2015 SLW Program Advertising - Ad Form](#) - **Due: 10/14**.
Full page program ads are available in black and white or color. Half page ads are only available in black and white.
... > A full page ad (10” high x 7.5” wide) in black and white costs \$300;
... > A full page ad (10” high x 7.5” wide) in color \$425.
... > Half page ads can also be purchased in black and white (5.25”high x 7.5” wide) for only \$175.

- ✓ **30-Second Promotional Piece** – complimentary with exhibitor fees
To register a Promotional Piece, select the option on the 2015 SLW Exhibitor Registration Form.
Promotional Piece Submission Deadline: 10/19/2015
Included in the exhibitor package, here is your opportunity to submit a 30-second promotional piece advertising your school. The fee: \$0. (The piece must appear in digital format on a DVD or other recording device and be of a professional nature. The recording MUST be submitted to Janet Skiles no later than **October 19**.
... > Promotional piece will be broadcast during the First General Session and Closing General Session.

To register a WORKSHOP PRESENTATION – (SLW only) click: [2015 SLW Workshop Registration Form](#)

To Register a Workshop Presentation – Deadline: 10/14/2015

The State Leadership Workshop is an educational experience—an extension of the learning done in the classroom at school and an extension of the educational activities conducted by local FBLA chapters. At the SLW, we offer a diverse selection of workshop sessions on topics such as:

| | | | |
|---------------------|---------------------|------------------|---------------|
| Business Leadership | Business Etiquette | College & Career | Communication |
| Entrepreneurship | Finance & Investing | Management | Marketing |
| Salesmanship | Technology | | |

If you would like to present a workshop, notify me immediately. There are only a few openings remaining. Workshop presenters will be accepted on a first-come basis. Once the slate of workshop sessions is filled, I hope you will consider presenting your workshop at the State Leadership Conference in Hershey in April.

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 Workshop in October and/or the upcoming State Leadership Conference in April. Your contribution of time is greatly appreciated. I look forward to working with you this year.

Best wishes for an outstanding year.



Janet Skiles, PA FBLA Conference Coordinator

Supporting Information about the State Leadership Conference and Digital Promotional Pieces can be found on page 5.

SUPPORTING INFORMATION

About the PA FBLA State Leadership Conference (SLC)!

The State Leadership Conference is the highlight of PA FBLA for most members. We are expecting approximately 4,000 members and 400 advisers from 290+ Pennsylvania high schools, both public and private, to attend. The SLC program provides leadership experiences through election campaigns, discussions available through speakers, competitive events, and special programs. (Please note: the special PRE-PAID, TWO EVENT **EXHIBITOR** Package pricing is only available for the SLW.) Exhibitor packets for the SLC will be sent in January, 2016.

Digital Program Promotional Pieces

Digital program promotion spots are available for inclusion in our State Leadership Workshop media productions. Each spot must appear in digital format on separate DVDs or other recording device. Complimentary promotional spots are only available for the State Leadership Workshop.