



# Workshop Descriptions

## ANNOUNCEMENT

**Student workshop attendance will be tracked electronically through QR Codes.**

Briefly, each workshop has been assigned a unique QR Code that can be used only one time per person per workshop. Five minutes after the end of the workshop, the QR code becomes invalid. The snapshot of the QR Code must be taken at the end of the workshop as the student exits the room. Students cannot go back “after the fact” to capture QR codes.

After the conference, the adviser will receive by email an attendance report.

Follow the directions below that correspond with the type of smartphone a student has:

### **For iPhone users:**

1. Navigate to the App Store.
2. Search “scan inc”
3. Download the first app that appears (QR code Reader by Scan).
4. Scan the QR code at the end of each workshop attended.

### **For Android users:**

1. Navigate to the Play Store.
2. Search “QR Droid”
3. Download the app.
4. Scan the QR code at the end of each workshop attended.

**No smartphone – not an issue!** Ask the workshop facilitator to autograph your journal at the end of the session.

## ADVISER SESSIONS

**Tuesday, April 4, 2017**

### WORKSHOPS EXCLUSIVELY FOR ADVISERS

#### COMMUNITY PARTNERS AND SERVICE LEARNING

Presented by: **Angela Balog**, *Instructor of Business Management*, Saint Francis University and **Tricia McFadden**, *Instructor of Marketing*, Saint Francis University

**Time:** Tuesday, April 4 @ 8:15a-9:00a; 9:15a-10:00a

**Location:** Wild Rose A

**Audience:** Advisers and Other Educators

**Focus:** *Community Partners/Engagement; Service Learning*

This workshop will discuss the importance of experiential learning in the classroom. It will also provide specific examples of the client consultant model from a variety of disciplines. The workshop will also provide advice to FBLA advisers who would like to engage their students with community partnerships.

## ADVISERS!

**You are welcome to attend any of the member workshop sessions on Monday and Tuesday.**

## ADVISER RECEPTION

**Tuesday, April 4, 2017**

10:30 P.M. - 11:30 P.M.

*Please join us for “sweet treats” and fellowship as we close the 66th PA FBLA State Leadership Conference.*

**Sponsored by:  
Hershey Lodge**

# Workshop Descriptions



## MEMBER SESSIONS

(Monday, April 3 and Tuesday, April 4)

Member Sessions are open to  
Advisers, Students, and  
Other Educators

### ACHIEVE CYBER SAFETY ONLINE

**Presented by:** David Schropfer, *AMA Presenter, American Management Association*

**Time:** Tuesday, April 4 @ 11:15a-12:00p

**Location:** Blue Room/Great American Hall

**Audience:** Advisers, Students, and Other Educators

**Focus:** Technology

Five simple tips to keep you and your information safer online. Part of the plan is to be careful what you say online, but the rest is to learn these simple steps to lock the back door into your digital world, and the front door, too. Safer browsing makes it all worthwhile.

### COLLEGE AND LIFE PREPAREDNESS 101

**Presented by:** Curtis Voelker, *Admissions Counselor, Central Penn College*

**Time:** Tuesday, April 4 @ 1:15p-2:00p; 2:15p-3:00p

**Location:** Wild Rose B

**Audience:** Students

**Focus:** College & Career

This interactive presentation places students in a mock college term. Students will be engaging and discussing about making different choices with pre-planned real life scenarios that they may be faced within college and life post-graduation. Topics covered in this presentation include but are not limited to: Academics, Multi-Tasking, Studying Habits, Professional Appearance, etc. This presentation is great for juniors and seniors.

### COMMUNICATION NATION

**Presented by:** Christina Yoder, *Lecturer, Mount St. Mary's University*

**Presented by:** Tyler Rock, *Undergraduate Studies, Mount St. Mary's University/Shippensburg University*

**Time:** Tuesday, April 4 @ 1:15p-2:00p; 2:15p-3:00p

**Location:** Magnolia B

**Audience:** Students

**Focus:** Communication, Teamwork, Problem-Solving, Professionalism

Do you like to text? Get annoyed with phone calls and voicemail messages? YEP - we're with you!! In this workshop, we'll discuss communication and the importance of choosing effective methods to communicate based on the purpose of our messages. Millennials - let's come together as a nation of networkers and COMMUNICATE!

### COLLEGE AND SCHOOL OF BUSINESS: YOU HAVE NO BUSINESS WITHOUT IT!

**Presented by:** Dr. Irma Hunt, *Assistant Professor, Shippensburg University*

**Time:** Monday, April 3 @ 3:00p-3:45p

**Location:** Red Room/Great American Hall

**Audience:** Students

**Focus:** College & Career

Find out how much more earning power you will have with a college degree vs. a high school diploma. Many more career choices will be open to you...come and hear about the varied different opportunities you can have! The more you learn, the more you earn!

### CREATING YOUR SOCIAL MEDIA BRAND

**Presented by:** Kelsey Briel, *Boeing Career Foundation Rotation Program, Boeing Defense and Jacquelyn Tencza, Boeing Career Foundation Rotation Program, Boeing Defense*

**Time:** Tuesday, April 4 @ 1:15p-2:00p

**Location:** Cocoa Suite 4

**Audience:** Students

**Focus:** Social Media, Communication, Professionalism, Marketing, College and Career

Learn about personal social media branding and how you can use your brand to stand-out to future employers. This workshop will dive into how you can utilize your social media and online presence to contribute to your future professional success. Explore tips and tricks, learn from the pros, and propel your online presence to the next level.

### EFFECTIVE NEGOTIATION SKILLS

**Presented by:** Michael Galante, *AMA Presenter, American Management Association*

**Time:** Monday, April 3 @ 10:00a-10:45a

**Location:** Red Room/Great American Hall

**Audience:** Advisers, Students, and Other Educators

**Focus:** Leadership

Learn the art of selling and negotiating. Tips that apply to everyday events as well as situations you will face in your career. Proven techniques that will last you a lifetime.

### EMPATHY KILLERS, WHY THERE AREN'T ENOUGH SUPER HEROES IN THE WORLD

**Presented by:** Thomas Murphy, *Co-Founder and Super Hero, Sweethearts and Heroes*

**Time:** Tuesday, April 4 @ 10:15a-11:00a

**Location:** Blue Room/Great American Hall

**Audience:** Advisers and Students, other Educators

**Focus:** Strategies for Success, Leadership

This presentation will focus on four Empathy Killers that Sweethearts and Heroes must address to carry HOPE for others and take Heroic Action. Once attendees grasp the importance of addressing these four topics in their daily routines and lives they will be ready to #ChangeTheWorld.



# Workshop Descriptions

## **ENTER THE ARENA: COLLEGE ADMISSIONS IN A CHANGING WORLD**

**Presented by:** **Dr. Kevin Bukatman**, *President*, College Planning Service America, King of Prussia, PA

**Time:** Monday, April 3 @ 11:00a-11:45a; Tuesday, April 4 @ 10:15a-11:00a

**Location:** Monday – Red Room/Great American Hall; Tuesday – Wild Rose A

**Audience:** Advisers, Students, and Other Educators

**Focus:** *College Admissions*

The college admissions process is more complex than ever. Attend this workshop to gain valuable insights about how to stand out and be accepted into your top choice school. Facts and figures that will surprise you and give you the edge you need.

## **GAMEON!**

**Presented by:** **Tim Dershem**, *Business Educator and Speaker*, Greenwood High School, Millerstown, PA

**Time:** Tuesday, April 4 @ 1:15p-2:00p; 2:15p-3:00p

**Location:** Tower Suite 2

**Audience:** Advisers, Students, and Other Educators

**Focus:** *Life and Goal(s) Decision Making*

This workshop is geared for students, advisers, and educators who want to hear and see an exciting way to approach life decisions in and out of the classroom. It opens the horizons for self motivation in school and within the workplace. GameOn! Framework will provide an exciting look at attitude and how we approach life challenges.

## **GOAL SETTING WITH ATTITUDE**

**Presented by:** **Michael Galante**, *AMA Presenter*, American Management Association

**Time:** Monday, April 3 @ 9:00a-9:45a; 12:00p-12:45p

**Location:** Red Room/Great American Hall

**Audience:** Advisers, Students, and Other Educators

**Focus:** *Leadership*

This popular course has inspired thousands to set goals, develop plans, and follow through to build more meaningful lives, careers, and relationships.

## **GREAT ENTREPRENEURS AND THE TRAITS THAT BUILT EMPIRES**

**Presented by:** **Michael Galante**, *AMA Presenter*, American Management Association

**Time:** Monday, April 3 @ 1:00p-1:45p

**Location:** Red Room/Great American Hall

**Audience:** Advisers, Students, and Other Educators

**Focus:** *Leadership*

This workshop explores eight of the world's greatest entrepreneurs and their stories. By discussing their character and success traits, we can better understand how they changed the way we live, work, and play.

## **HOW TO BUILD A SUCCESSFUL LEADERSHIP CAREER STARTING NOW**

**Presented by:** **David Schropfer**, *AMA Presenter*, American Management Association

**Time:** Tuesday, April 4 @ 1:15p-2:00p; 2:15p-3:00p

**Location:** Cocoa Suite 5

**Audience:** Advisers, Students, and Other Educators

**Focus:** *Leadership*

Successful people in businesses, education, and social organizations have learned to build a resume that attracts colleges and businesses. Learn how to develop ideas, teams and relationships to achieve the leadership skills that build a successful career starting now.

## **HOW TO DRESS FOR SUCCESS**

**Presented by:** **Melissa Johnson**, *Formalwear Manager*, Men's Wearhouse, Lancaster

**Time:** Monday, April 3 @ 11:00a-11:45a; Tuesday, April 4 @ 2:15p-3:00p

**Location:** Monday – Magnolia A; Tuesday – Cocoa Suite 1

**Audience:** Students

**Focus:** *Interviewing Tips; What to Look for in a Suit or Business Attire*

This 45-minute presentation will cover topics in interviewing and on how to dress the part on the day of the interview. Presentation is interactive.

## **HOW TO LAUNCH A BUSINESS WHILE IN HIGH SCHOOL**

**Presented by:** **Rich Sedmak**, *Founder*, Schoolyard Ventures, Ambler, PA

**Time:** Monday, April 3 @ 11:00a-11:45a; 12:00p-12:45p; Tuesday, April 4 @ 1:15p-2:00p; 2:15p-3:00p

**Location:** Monday – White Room/Great American Hall; Tuesday – Cocoa Suite 3

**Audience:** Students

**Focus:** *Entrepreneurship; Career*

Learn how to launch a business while in high school, including how to come up with an idea, how to take the first steps and hear inspiring stories of successful high school entrepreneurs.

## **HOW TO SET GOALS LIKE A SUPER HERO**

### **#MASSIVESUCCESS**

**Presented by:** **Thomas Murphy**, *Co-Founder and Super Hero*, Sweethearts and Heroes

**Time:** Tuesday, April 4 @ 9:15a-10:00a

**Location:** Blue Room/Great American Hall

**Audience:** Advisers, Students, and Other Educators

**Focus:** *Goal Setting, Strategies for Success, Leadership*

This workshop will be the most super-powered goal setting experience you'll ever have. Attendees will learn the most impactful strategies to achieving what you want in all areas of your life. Goal Setting is a common workshop theme but this will be a game changer for anyone who attends. Prepare to pursue and achieve massive success after this one.

# Workshop Descriptions



## HOW TO SHINE IN AN INTERVIEW

**Presented by:** Marina Marmut, *Director, Operation Enterprise, American Management Association*

**Time:** Monday, April 4 @ 1:00p-1:45p

**Location:** Wild Rose A

**Audience:** Advisers, Students and Other Educators

**Focus:** Job Readiness

A few top techniques and skills for interviewing and putting forth the best impression when you are competing for that one coveted position or internship.

## IGNITE YOUR CHAPTER

**Presented by:** Brad Killmeyer, *Youth Speaker and Author, Formulate Your Future*

**Time:** Tuesday, April 4 @ 12:15p-1:00p; 1:15p-2:00p

**Location:** Wild Rose A

**Audience:** Students

**Focus:** Goal Setting, Communication, Leadership

Learn how to engage members, throw profitable fundraisers and grow membership by developing a Strategic Plan. This session will help your chapter set clear goals, stay organized, and make decisions.

## I'M NOT A GOOD TEST TAKER . . .

### AND OTHER POOR EXCUSES

**Presented by:** Kristin Austin, *Director, New Student Orientation, Bloomsburg University*

**Time:** Tuesday, April 4 @ 1:15p-2:00p; 2:15p-3:00p

**Location:** Cocoa Suite 2

**Audience:** Advisers, Students, and Other Educators

**Focus:** College Admissions, College Preparation, College Search

This is the statement countless college applicants lead with when applying to college. But why? This workshop focuses on putting together an outstanding admissions application no matter what your (perceived) strengths and weaknesses are. No one should be applying to college without first learning the insider tips discussed in this presentation.

## IN IT TO WIN IT: ENERGIZE YOUR BUSINESS SKILLS

**Presented by:** Kelsey Briel, *Boeing Career Foundation Rotation Program, Boeing Defense* and Jacquelyn Tencza, *Boeing Career Foundation Rotation Program, Boeing Defense*

**Time:** Tuesday, April 4 @ 2:15p-3:00p

**Location:** Cocoa Suite 4

**Audience:** Students

**Focus:** Teamwork, Attitude, Personal Motivation, Goal Setting and More

Experience hands-on learning that will enable you to create a successful personal and work environment! These games will enhance your skills in teamwork, attitude and personal motivation, goal setting, and more!

Follow us on Social Media  
throughout the conference  
for updates and announcements!

@PAFBLA

#PAFBLA17

Facebook: Pennsylvania FBLA

## INTERNATIONAL BUSINESS - CAREERS AND COMPETENCIES

**Presented by:** Dr. Michael Nagel, Jr., *Managing Director/Faculty, International Business Institute at Messiah College*

**Time:** Monday, April 3 @ 2:00p-2:45p

**Location:** Red Room/Great American Hall

**Audience:** Students

**Focus:** International Business Careers and Competencies

This workshop looks at international business careers and competencies and how students can equip themselves for success in an increasingly global business world.

## INTERNSHIPS FOR COLLEGE CREDITS, THE EASIEST CLASS YOU WILL EVER TAKE

**Presented by:** Alix Rouby, *Director of MBA Recruitment, Business Internships & Entrepreneurial Outreach, Shippensburg University*

**Time:** Tuesday, April 4 @ 12:15p-1:00p; 1:15p-2:00p

**Location:** Cocoa Suite 1

**Audience:** Students

**Focus:** Post-secondary Internships

Come learn about the importance of internships during your college years as well as opportunities to earn credits towards your degree completion.

## INTRODUCTION TO PBL

**Presented by:** Dylan McCauley, *PA PBL State Secretary*; Kara Meyer, *PA PBL*; Beverly O'Hora, *PA PBL State Adviser*; Dr. Edward Pitingolo, *PA PBL State Adviser*; and Dr. Suzanne Cercone, *Academic Dean, Pennsylvania Phi Beta Lambda*

**Time:** Monday, April 3 @ 1:00p-1:45p, Tuesday, April 4 @ 1:15p-2:00p; 2:15p-3:00p

**Location:** Monday - Wild Rose B; Tuesday - Tower Suite 1

**Audience:** Students

**Focus:** Business Leadership, College and Career

This workshop will introduce you to PBL, the college branch of FBLA. Join us to learn how to stay active in FBLA in college!

A special thank you to all the workshop presenters for graciously volunteering their time to be with us and sharing their wealth of knowledge with FBLA members and advisers. We appreciate you!



# Workshop Descriptions

## **IS A CAREER IN WEB & INTERACTIVE MEDIA FOR YOU?**

**Presented by:** Denise Leete, Associate Professor, Web & Interactive Media, Pennsylvania College of Technology

**Time:** Monday, April 3 @ 2:00p-2:45p

**Location:** Wild Rose A

**Audience:** Advisers, Students, and Other Educators

**Focus:** Careers, Benefits, Job Duties and Educational Opportunities

The wilder your imagination, the better off you will be in the field of Web & Interactive Media design. This field can be a very lucrative and fulfilling industry to have a career in. There are many reasons this field can be attractive and could be a good fit for you.

## **MAJOR IN YOU**

**Presented by:** Dr. Jill Greenbaum, AMA Presenter, American Management Association

**Time:** Monday, April 3 @ 10:00a-10:45a

**Location:** Wild Rose A

**Audience:** Advisers, Students and Other Educators

**Focus:** College and Career Development

Learn the first steps to discovering the right colleges for you! In this session, we'll focus on these key areas: you, becoming strategic about the college search and selection process, staying organized, and getting clear on the fact that making the decisions about where to apply involves both your head and your heart.

## **MASTERING SALES. BUILDING RELATIONS. MOLDING PROFESSIONALS.**

**Presented by:** Justin Miller, Corporate Relations Director, Professional Sales Organization, Temple University's Fox School of Business, Philadelphia

**Time:** Tuesday, April 4 @ 12:15p-1:00p

**Location:** Magnolia A

**Audience:** Advisers, Students and Other Educators

**Focus:** Wealth Management Sales, Pharmaceutical Sales, Technology Sales, Insurance Sales, Executive Search Sales

Time and time again, the Professional Sales Organization at Temple University's Fox School of Business witnesses students who lack confidence and persuasion but thrive into leaders that command respect. Sales is used during every business transaction. We look forward to sharing our organization's proprietary curriculum with you during this workshop.

## **MASTERING A NEGOTIATION**

**Presented by:** Justin Miller, Corporate Relations Director, Professional Sales Organization, Temple University's Fox School of Business, Philadelphia

**Time:** Tuesday, April 4 @ 1:15p-2:00p

**Location:** Magnolia A

**Audience:** Advisers, Students and Other Educators

**Focus:** Wealth Management Sales, Pharmaceutical Sales, Technology Sales, Insurance Sales, Executive Search Sales

Negotiating and handling objectives occur every day. Whether you are fighting for a position in your school's organization or networking your way into an investment bank, the tension that is created and dissipated during a negotiation is up to you. The Professional Sales Organization at Temple University's Fox School of Business looks forward to helping you navigate it successfully.

## **MASTERING YOURSELF**

**Presented by:** Justin Miller, Corporate Relations Director, Professional Sales Organization, Temple University's Fox School of Business, Philadelphia

**Time:** Tuesday, April 4 @ 2:15p-3:00p

**Location:** Magnolia A

**Audience:** Advisers, Students and Other Educators

**Focus:** Wealth Management Sales, Pharmaceutical Sales, Technology Sales, Insurance Sales, Executive Search Sales

Why did you not get that internship at the local bank? Why did you get overlooked to become your school's class president? Why did you get overlooked for that promotion? The Professional Sales Organization at Temple University's Fox School of Business believes you probably did not properly sell yourself. We look forward to explaining. Come join us for what may be a life-changing experience!

## **MIND BLOWING LEADERSHIP!**

**Presented by:** Brad Killmeyer, Youth Speaker and Author, Formulate Your Future

**Time:** Tuesday, April 4 @ 11:15a-12:00p; 2:15p-3:00p

**Location:** Wild Rose A

**Audience:** Students

**Focus:** Entrepreneurship, Marketing and Leadership

Make money using Snap Chat and Facebook! Brad Killmeyer, the Founder of "Mind Blowing Leadership," will show you exactly how to create, produce and profit from an online show. Best part ...you get to make money doing something you enjoy!

## **STUDENT SCORES AND RATING SHEETS**

Student scores and complete rankings will be available online in the Secured Adviser Area on the website at [www.pafbla.org](http://www.pafbla.org) in about two weeks after the conference. Due to privacy, student scores will no longer be posted at the conference.

Rating Sheets for State Only Projects, Performance Events, and School Site Production Score Sheets can be accessed by visiting <http://pa.competitiveeventsplatform.com> and logging in with the adviser username and password provided in your registration packet. Rating sheets will not be available on this site until the conclusion of the Awards Program on Tuesday night.

# Workshop Descriptions



## NETWORKING SKILLS

**Presented by:** **Dr. Jill Greenbaum**, *AMA Presenter, American Management Association*

**Time:** Monday, April 3 @ 11:00a-11:45a

**Location:** Wild Rose A

**Audience:** Advisers, Students and Other Educators

**Focus:** *Interpersonal Skills*

Learn how to get a cool job through someone you already know. Showing your personality and being interesting encourages them to help you.

## OCCUPATIONAL REGULATION

**Presented by:** **Dr. Edward Timmons**, *Economics Professor/Director, CSOR*; **Alanna Wilson**, *Director of Public Relations, CSOR*; and **Emily Vargo**, *Assistant Director, Center for Study of Occupational Regulation, Saint Francis University, Loretto, PA (CSOR)*

**Time:** Monday, April 3 @ 9:00a-9:45a

**Location:** Wild Rose B

**Audience:** Students

**Focus:** *Occupational Regulation, Employment Relations, Occupation Licensing*

This workshop will discuss the different effects of occupational regulation and licensing across states. We will also discuss what our research center is hoping to accomplish and what the future of occupational licensing may look like. This will be an interactive workshop and will encourage student participation.

## PA PBL INTRODUCTION

**Presented by:** **Dr. Suzanne Cercone**, *Academic Dean, Phi Beta Lambda* and **Beverly O'Hora**, *PBL State Adviser, Phi Beta Lambda*

**Time:** Monday, April 3 @ 10:00a-10:45a

**Location:** Wild Rose B

**Audience:** Students

**Focus:** *Benefits of PBL*

We will explain the collegiate level of FBLA. After high school graduation, students may attend colleges or universities that offer the Phi Beta Lambda Business Club and explain to the students how this is a continuation of the Future Business Leaders of America organization that they were members of in high school.

## PFEW - PENNSYLVANIA FREE ENTERPRISE WEEK 2017

**Presented by:** **Michelle Warofka**, *VP of Educational Relations, Pennsylvania Free Enterprise Week*

**Time:** Monday, April 3 @ 4:00p-4:15p; Tuesday, April 4 @ 1:15p-2:00p; 2:15p-3:00p

**Location:** Monday - Wild Rose A; Tuesday - Magnolia C

**Audience:** Students

**Focus:** *Running a Business, Entrepreneurship, Marketing College Experience*

This coming summer, sophomores and juniors from all across Pennsylvania will once again have the opportunity to participate in Pennsylvania Free Enterprise Week (PFEW). PFEW is a statewide summer program where students learn about business, life & themselves. Learn how to run

## 2017 Post-Secondary Interns (FBLA Alumni)

**JEFFREY GAMBLE** | Elizabethtown College

*Major: Business Administration/Management - 2018*

**GREGORY HAUCK** | Shippensburg University

*Major: Supply Chain Management - 2018*

**KEITH HUDOCK** | Temple University

*Major: Mathematics and Computer Science - 2020*

**HANNAH MILLER** | University of Pittsburgh  
@ Johnstown

*Major: Early Childhood with Special Education - 2019*

**ANTHONY PETROLE** | Temple University

*Major: Finance - 2020*

**CHRISTY HAVRILLA** | Gettysburg College

*Major: Organization and Management Studies - 2019*

**CHRISTINA MOTICHAK** | California University of PA

*Major: Chemistry - 2020*

**AMANDA KLOVEKORN** | Penn State University,  
Main Campus

*Major: Health Policy and Administration - 2018*

**SAMANTHA MEDASIE** | Robert Morris University

*Major: Business - 2020*

**KELLY REINBOLD** | Messiah College

*Major: Peace & Conflict Studies - 2019*



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your own business while experiencing college life & competing for prizes along with the title of top company! It's a great addition to any college application. This educational summer program has four one-week sessions held at Lycoming College and Pennsylvania College of Technology, both located in Williamsport, Pennsylvania. Come to our workshop to learn more and pick up an application!

## **\$\$\$CAM \$TOPPERS**

**Presented by:** *Katrina Boyer, Consumer Outreach Liaison, PA Department of Banking and Securities, Harrisburg*  
**Time:** Monday, April 3 @ 9:00a-9:45a; 10:00a-10:45a  
**Location:** White Room/Great American Hall  
**Audience:** Students  
**Focus:** *Financial Education*

Con artists are always looking for their next victim - and that includes students. The Internet is making it easier for con artists to offer great "financial opportunities." Learn to Investigate Before You Invest.

## **SOCIAL STYLES: "WHY YOU ARE, WHAT YOU ARE?"**

**Presented by:** *Dr. Jill Greenbaum, AMA Presenter, American Management Association*  
**Time:** Monday, April 3 @ 9:00a-9:45a; 12:00p-12:45p  
**Location:** Wild Rose A  
**Audience:** Advisers, Students and Other Educators  
**Focus:** *Interpersonal Skills*

Improve your life! Discover your unique behavioral patterns and those of others. Learn to use this information to increase effective communication with friends, teachers, family and employers.

## **STRATEGIC MARKETING**

**Presented by:** *David Schropfer, AMA Presenter, American Management Association*  
**Time:** Tuesday, April 4 @ 12:15p-1:00p  
**Location:** Blue Room/Great American Hall  
**Audience:** Advisers, Students, and Other Educators  
**Focus:** *Marketing*

The new Social Media Marketing dramatically uses social media and customized online ways of connecting with customers. Develop clear plans to identify your target audience, learn how to reach them with frequent, useful messages. Learn the two secrets nearly every marketer misses when trying to achieve and fulfill customer's unmet needs.

## **STRATEGIES FOR READING BORING MATERIAL**

**Presented by:** *Dr. Christina Force, Assistant Professor, Bloomsburg University*  
**Time:** Monday, April 3 @ 3:00p-3:45p  
**Location:** Wild Rose A  
**Audience:** Students  
**Focus:** *Reading, College Preparation*

Most times reading is enjoyable, but there are times especially in school when the reading material may seem boring. The best students do well because they are curious when they are reading. This session will provide students and

## **SLC SELFIE STATION**

**COMPLETE WITH A  
RED CARPET AND FBLA  
BACKDROP, USE YOUR SELFIE  
STICK OR HAVE SOMEONE TAKE  
YOUR PICTURE WITH YOUR  
FRIENDS, AWARDS & MORE!**

**GREAT  
LOBBY  
(OUTSIDE BLUE  
ROOM & NEAR  
CONFERENCE  
EXHIBITORS)**

**AVAILABLE ALL CONFERENCE!**

**Take your picture  
on the red carpet!**



those planning to attend college with strategies to manufacture curiosity and otherwise stay focused when reading boring material. These strategies will improve comprehension and retention.

## **TIPS FOR EFFECTIVE PRESENTATION SKILLS**

**Presented by:** *Marina Marmut, Director, Operation Enterprise, American Management Association*  
**Time:** Monday, April 3 @ 9:00a-9:45a; 10:00a-10:45a  
**Location:** Magnolia A  
**Audience:** Advisers, Students and Other Educators  
**Focus:** *Interpersonal Skills*

Learn how to develop a memorable presentation about delivering your content with power, passion and confidence. This highly interactive and practical workshop will help you transform your ideas and visions into influential presentations.

# Workshop Descriptions



## TRAVEL, LEARN, AND LIVE OVERSEAS

**Presented by:** Dr. Irma Hunt, *Assistant Professor*, Shippensburg University

**Time:** Monday, April 3 @ 4:00p-4:45p

**Location:** Red Room/Great American Hall

**Audience:** Students

**Focus:** *Study Abroad*

You will find out how to incorporate Study Abroad into your academic plan! Learn how you can use a unique opportunity to spend a portion of your college career taking classes and earning credits at a foreign university to count towards your university degree! Financial aid can be used for most of this experience. In the past five years, my students studied in Argentina, Australia, Austria, Belize, Brazil, Czech Republic, Chile, China, Colombia, Costa Rica, Denmark, Dominican Republic, England, France, Germany, Greece, Ireland, Italy, Japan, Korea, Netherlands, New Zealand, Peru, Poland, Russia, Scotland, Senegal, Spain, and South Africa!

## “YOU’RE FIRED” - AVOIDING THIS PHRASE AS YOU PREPARE FOR A STRONG CAREER

**Presented by:** Dr. Andrew Babyak, *Chair, Department of Business*, Messiah College, Mechanicsburg, PA

**Time:** Monday, April 3 @ 11:00a-11:45a; 12:00p-12:45p

**Location:** Wild Rose B

**Audience:** Students

**Focus:** *Management, Leadership, Personal Development*

“You’re Fired” is a phrase you do not want to hear, especially when you are just starting your career. Come to this highly interactive session to learn how you can develop the skills and mindset necessary to thrive in your first job and launch a strong career.

## WHY SUPER HEROES PAINT THEIR NAILS

**Presented by:** Thomas Murphy, *Co-Founder and Super Hero*, Sweethearts and Heroes

**Time:** Tuesday, April 4 @ 8:15a-9:00a

**Location:** Blue Room/Great American Hall

**Audience:** Advisers, Students, and other Educators

**Focus:** *Leadership, Modeling, Strategies for Massive Success*

This workshop will ignite within attendees the desire to change the world through leadership. Attendees will learn real super hero strategies around personal growth and compassionate empathy. This workshop will share some of the most amazing approaches toward a “good” life and achieving success.

## PHOTOBOTH HOURS

Chocolate Ballroom Hallway

Monday, April 3 • 2p-8p

Tuesday, April 4 • 12p-6p

*Grab a Prop and Strike a Pose! It’s Free!!!*

## SELFIE STATION HOURS

Great Lobby Outside Blue Room

Open All Conference

## IMPORTANT SHUTTLE BUS SCHEDULE ANNOUNCEMENT

### ATTENTION OFF-SITE CONFERENCE HOTEL GUESTS

For everyone’s safety, it is important that all shuttle bus riders assemble in the boarding area in an orderly and professional manner. On Monday and Tuesday, “hotel” shuttle buses will load and unload at the following Hershey Lodge entrances:

- ✓ Hershey Lodge – **hotel lobby entrance** – Comfort Inn, Days Inn, Fairfield Inn, Holiday Inn Express
- ✓ Hershey Lodge – **Convention Center entrance** – Hampton Inn & Suites (Route 39), Hilton Garden Inn, Hotel Hershey, SpringHill Suites