

# TELL YOUR STORY

PENNSYLVANIA FBLA SLW

2016

## State Leadership Workshop Overview & Description Guide

### TELL YOUR STORY at the Pennsylvania FBLA State Leadership Workshop in Harrisburg!

**STORIES** spark emotions and action. Through storytelling we learn and remember characters, struggles, twists, turns, and what it takes to triumph. From Luke Skywalker to Harry Potter and Katniss Everdeen to Anne Frank, for over 10,000 years we have been moved and motivated by stories. Great leaders in business and beyond are powerful story tellers. Whether it's Martin Luther King, Jr., Taylor Swift, Walt Disney or Steve Jobs each harnessed the power of the story in a variety of mediums and situations to overcome, chart new courses, and inspire others to define, determine, and tell their own epic stories!

**At the PA FBLA SLW** you'll learn and experience powerful stories and get started writing and advancing your own leadership story through FBLA!

# TELL YOUR STORY

## Keynote Storyteller Amy Gallimore!

What do you get once you cross Southern charm and amazing leadership expertise? You get a witty and hilarious speaker, story teller and trainer ready to lift your spirits, enlighten your mind, and raise your leadership to new heights. You get the dynamic and engaging AMY GALLIMORE!

Amy hails from the Volunteer State of Tennessee where her high impact messages highlight the powerful benefits of humor and the many ways laughter and storytelling contributes to positive leadership.

Amy received her bachelor's degree in Speech Communications from the University of Tennessee-Knoxville and her master's degree in College Student Personnel Administration from the University of Georgia. Drawing on her Southern roots, her experience as a business owner, and her educational background, Amy inspires folks from all walks of life.

Amy is the Creative Director and Co-Founder of Four16 Training Solutions, a Leadership Fellow at TEAMTRI, and is a dedicated volunteer for veterans and soldiers whose lives have told the story of freedom through their service and sacrifice.



## Special Guest Speaker Jason Lucash!



Three months after co-founding OrigAudio, Jason's company was named to Time Magazine's "50 Best Inventions" list and appeared on ABC's hit start-up business show, "Shark Tank". OrigAudio products are currently available at over 5,000 retail locations nationwide, 38 countries and online at [www.origaudio.com](http://www.origaudio.com). Jason was named *Entrepreneur Magazine's* "Entrepreneur of the Year" and earned the prestigious *INC. Magazine* "500 Fastest Growing Companies in America" list. Jason lives in California where he heads OrigAudio's corporate office and

travels the globe as he continues to expand his business and teach blossoming entrepreneurs around the world startup success secrets.

# TELL YOUR STORY

## Story Tellers Preview

From the walls of caves and Shakespeare's plays to Jay-Z's raps and social media apps, we've been telling stories since before the days of even formal language and technology. Stories warn and inspire. They teach and persuade. Stories argue and influence. They imagine and dream. Stories are the timeless treasure of yesterday gifted to today to inspire our tomorrows. And at the SLW...it's your turn to TELL YOUR STORY!

Our State Leadership Workshop story features nearly 900 characters from awesome FBLA members and advisers to amazing business partners and alumni. There are over 100 different plots, turns, twists and choose your own adventure experiences ranging from leadership sessions to dodgeball teamwork to business pitch contests and even bed time stories! Our SLW is your call to action! You'll learn the success plans for starting your business, leading FBLA, winning at competition, community service, fundraising, college, career and more! Get ready to experience great stories, learn, and prepare to write and TELL YOUR STORY for the future.

## Overview of the Tell Your Story Tracks

SLW features two types of leadership sessions: **Chronicles of Leadership** and **Success Series**. Refer to your SLW Schedule Overview Grid and Workshop Description for details!

- **Chronicles of Leadership:** This is for the leader who wants to dive deep into entrepreneurship, business leadership, or FBLA chapter management. Attendees will stay in this track both days of SLW and experience a variety of trainers, formats, and messages all designed to accelerate leadership in a specific area.
- **Success Series:** This is for the leader who has a variety of interests and would like to sample a mix of leadership growth opportunities. You can choose a track of related content like marketing, communication, and finance—or you can choose your own adventure from nearly 100 unique sessions.

## Track Descriptions

### **ADVISERS! Zen and the Art of Advising [Day 1 and 2]**

Advisers are the guides of the FBLA story helping thousands of students each year write their next chapter of success and achievement. This two-day track especially for advisers features inspirational sessions, special sessions with PA FBLA staff, updates on programs and competition, and a glimpse of the future innovations designed to amplify the FBLA experience for students. Bring your laptop and devices and be ready to work on programmatic items.

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## **CHAPTER OFFICERS! Where the Wild Leaders Are [Day 1 & 2]**

FBLA Chapter Officers will spend two days learning the in's and out's of leading the most exceptional student leadership organization in Pennsylvania. From programs and publicity to meeting effectiveness and chapter tools—you'll find it here where the wild leaders are!

## **COLLEGE & CAREER! Oh The Places You'll Go! [Day 1 & 2]**

This track offered over two days features a variety of industry leaders and experts on the college experience ready to share insights, tips, tricks, and a glimpse into what it takes to succeed in college and ultimately in your future career.

## **COMPETITORS! Cloudy with a Chance of Winning: Competition Training [Day 1 & 2]**

Experience six different FBLA competition training sessions designed to help you advance all the way to the top of the podium as a champion in business! Find the type of competition you would like to specialize in—and then learn how to dominate the competition.

## **FUNDRAISING! Charlie and the Fundraising Factory [Day 2]**

Learn the sweet success of raising funds for your FBLA chapter activities, events, and opportunities in this fast-paced track.

## **FUTURE ENTREPRENEURS! Curious George Starts a Business [Day 1 & 2]**

Two-day track featuring two startup experts who lead curious entrepreneurs through the startup process! The track features small teams working together to incubate an idea, pitch contests, and an opportunity for the business concepts to showcase and present their business idea in the Shark Tank to real sharks—and live in front of all 870 attendees who will vote on the best concept and winner!

## **FUTURE EXECUTIVES! Storytellers Walk with Walt [Day 1 & 2]**

This two-day track is designed for future business executives and industry titans. You'll learn from a true business genius—Walt Disney—and how big time businesses emerge from small town beginnings!

## **FUTURE MARKETERS! 5 Ps of Marketing Learned from Paddington [Day 1]**

Nothing happens until stories get told and products and services get sold! This one-day track concentrates on key elements of marketing business leaders need to know to rock their futures.

## **FUTURE MILLIONAIRES! Curious Case of Benjamin Franklin [Day 2]**

Curious about how to become a millionaire or more? Learn how to collect and invest the Benjamins in this finance track dedicated to determining the cost of your dreams and how to acquire the capital to fund them!



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## **FUTURE SPEAKERS! The Shakespearean Stage [Day 1]**

Communication is a critical skill to storytelling and leadership success. This one-day track features four unique sessions designed to help leaders develop a variety of storytelling skills necessary to succeed in the world of tomorrow.

## **GAMERS! Don't Let the Pigeon Drive the Game [Day 2]**

Whether you dig online, digital, mobile, or old-fashioned board games—as long as we've been telling stories we've also been playing games. Games are not only fun, but they encourage critical thinking, fast wit, teamwork and life lessons. This special multi-session experience will show you how to create stories in the context of games that are engaging and awesome.

## **GENTLEMEN! Gender Games: for the Gentlemen [Day 2]**

This two-session track is designed for the guys to learn the art and heart of being a gentleman leader on the inside and out. From men's fashion to how to lead with confidence and style, you'll find it in this fast-paced track for the guys.

## **LADIES! Gender Games: for the Ladies [Day 2]**

This two-session track is designed for the ladies. From style to success secrets, ladies will learn the keys to being a poised, polished, and dynamic female professional.

## **LEADERS! Wide World of Opportunities in FBLA [Day 1 & 2]**

For 75 years, FBLA has been the place where future business leaders in every industry sector have gotten their start. Learn all about FBLA, the experiences that await you, and how you can author the next chapter of your FBLA story.

## **MIDDLE LEVEL FBLA! The Middle Level Engine That Could [Day 1]**

FBLA members who start early get the business advantage! These four high energy and awesome sessions are designed especially for our newest members in Middle Level FBLA to get on the fast track to FBLA success.

## **NEW FBLA MEMBERS! Hitchhikers Guide to the FBLA Galaxy [Day 1]**

New to the FBLA Story? This one-day track is a library of leadership pointers designed to introduce you to the galaxy of opportunity that awaits you in FBLA.

## **PROFESSIONALISM! Alice in Etiquette Land [Day 1]**

You may have great skills, talent and knowledge. But it takes etiquette, professionalism, and relational skills for others to choose to follow you! In this one day track, you'll learn the finer points of a being a pressed, polished, and impressive presence in any setting.

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## **SERVICE! The Giving Tree: State Project / Community Service [Day 1 & 2]**

This track features seen different opportunities to learn all about our State Service Project and how you can make a difference and help save lives in Pennsylvania!

## **SPECIALTY SESSIONS! Individual Development Sessions [Day 1 & 2]**

Our specialty sessions are individual workshops covering a cross section of leadership lessons, career advancement, and college insights. From internships to international travel you'll find a variety of awesomeness awaiting you in our specialty workshop sessions.



### **Bedtime Stories!**

Members and advisers are invited to the special **TELL YOUR STORY** Experience on Sunday Night at 11:00 p.m. in the Harrisburg Ballroom.

Milk. Cookies. Authors. Stories. The perfect way to end an awesome day of leadership with Pennsylvania FBLA!

### **SLW Storytellers Site!**

Plug into the PA FBLA SLW network online through Twitter or visit the conference website to gain even more materials, resources, and references to enhance your conference experience now and when you return home!

- 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 site, gain free resources, complete the conference evaluation and more at [www.leadershipcentral.org/pafbla](http://www.leadershipcentral.org/pafbla).



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## Workshop Descriptions [Alphabetical Listing]

### **10 Things People Do Others Wish They Didn't** | Professionalism | Session 3

Pet peeves...some may be linked to personal preferences...but, there some things you just shouldn't do. Increase your own self-awareness and dive in deeper with these valuable tips on professionalism!

### **9 & 3/4 FBLA Opportunities to Experience** | Opportunities in FBLA | Session 1 & 7

Grab your wand and get ready to learn the opportunity spells that will make your FBLA experience magical! You will be an FBLA wizard by the end of this session!



### **5 Tools Every Chapter Officer Needs to Master to Lead** | Chapter Officers | Session 7

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!

### **A Career in Real Estate vs the Corporate World** | College & Career | Session 3

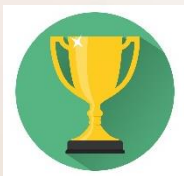
The real estate profession has expanded and offers one of the widest career selections in the business world today. Helping people buy and sell homes, office buildings, industrial property and corporation farmland, property management, land development, mortgage banking, urban planning, real estate counseling, appraisal and research are all aspects of a career in real estate.

### **An Accounting Career – It's Much More Than Crunching Numbers** | College & Career | Session 4

Come and learn all about accounting careers. This presentation will give you some background on becoming an accountant – what it takes and what you do. Every business needs accountants...it is a great career field that is hot and growing! Accountants today are leaders, think critically and communicate! It's not all about "number crunching..."

### **Be Our Guest! Service Management, Leading Others, Serving Others, Service Economy** | College & Career Specialty | Session 2 & 4

What does it mean to truly "serve others"? The concepts of "service" and "service management" will be discussed, as necessary components of effective leadership in our business practices. This will be an interactive session, using real examples of the impacts of effective service in our business organizations.



### **BizBowl** | Opportunities in FBLA | Session 4

It's time to test your business wits and FBLA knowledge in Biz Bowl. In this session, you'll compete in teams to see who knows their stuff about all areas of business, current events, and FBLA. By the end, we'll discover if there is anyone smarter than an FBLA member!



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## **Branding Blitz | 5 P's of Marketing | Session 3**

Great branding comes down to the promises you make and keep with your customers. Branding Blitz 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.



## **Breaking News! | Chapter Officers | Session 4**

Don't hide your chapter success instead make it the front page featured story! Learn how to publicize and make your chapter the best well know organization.

## **Business is the "Pits" | Middle Level FBLA | Session 3**

Some people think business is boring—until they get into the pits and try it out! During this session you'll have the chance to do just that. Through this fast-paced session trading gold, silver, platinum, oil and more you'll discover key elements of business, what it takes to succeed, and how bulls and bears got out of the zoo and into business.

## **College and School of Business: You Have No Business Without It! | College & Career Specialty | Session 5**

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!

## **Curious George Gets the Man in the Yellow Hat to Invest | Entrepreneurship | 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.

## **Curious George Has an Idea | Entrepreneurship | 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!

## **Curious George Learns to Pitch | Entrepreneurship | Session 4**

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

## **Curious George Learns to Pivot | Entrepreneurship | Session 5**

Life is going great and business is booming – or is it? Learn about when it's time to revisit your trajectory in one direction, and potentially PIVOT in a completely different direction.



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## **Curious George: Strikes Out -OR- Hits a Homerun** | Entrepreneurship | Session 6

Practice is done . . . you've got your reps in . . . now it's time to step up to the plate. Show us how it's done! Get ready to *pitch* in hopes for a home run!

## **Curious George Understands the Intersection of Business & Government** | Entrepreneurship | Session 7

Entrepreneurs learn when starting a small business that there are hurdles they must climb to succeed. Frequently, those involve laws and regulations from federal, state and local governments that make it hard to open a new business, hire the first employee, expand the business, or even to prevent the business from being forced to close. Learn how business intersects with government and how being a smart, knowledgeable business owner can make the difference between success and failure. This is a fun, interactive session full of surprises about how business and government often butt heads.

## **Disney Daze at the House of the Mouse** | Business | Session 1

What's a career like at the happiest place on earth? Hear from a former Disney intern about how working for the mouse helped propel her professional career today!

## **Disney Part 1: Small Town Big Dreams** | Business | Session 2

Walt Disney grew up a small town boy in Missouri with big time dreams to build a business of happiness that would span the globe. Learn the first three lessons Walt used to turn setbacks into setups and how it all started with a mouse . . . or did it?

## **Disney Part 2: What It Really Means to be a CEO** | Business | Session 3

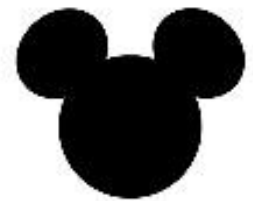
Walt Disney was an artist—an artist of business. See how his early failures in enterprise paved the way for building one of the world's most valuable brands and powerful companies and how the DNA of Walt is still driving the dreams of Disney today and experience the next four key lessons Walt used to build an enduring business loved by millions.

## **Disney Part 3: We're Just Getting Started** | Business | Session 4

Walt Disney practiced “bumble bee” leadership. He was always buzzing with ideas and swarming with others in the creative hive of stories, cartoons, movies, and eventually theme parks. Learn how Walt helped to bring together imagination, dreams, and fun for children of all ages and the final 4 key lessons of Walt's executive leadership.

## **Electrify Your Future** | Finance | Session 5

Benjamin Franklin wasn't afraid to explore electricity . . . and by doing so, we have him to thank for many of our scientific inventions today! What about you? Have you thought about the future? What legacy will you leave? Join this session to learn about goal setting and thinking about the future, from the perspective of personal finance.



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## **Entrepreneurial Edge | Entrepreneurship | 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.

## **FBLA's 5 Star Fundraising Model | Fund Development | Session 5**

Sharpen your understanding of how to become an extraordinary fundraiser for your chapter! The strategies and tools within the 5-star fundraising model will share the foundational principles to fundraising and diversifying your fundraising portfolio.



## **Full Meal Deal | Professionalism | Session 4**

Elbows off the table? Check! Napkin in lap? Check! But what about all of the drinking glasses and extra forks? And which way should you pass food items? Perfect your dining skills so you'll know how to properly dine in style! From greeting guests as they join your table until the dessert plates are cleared, you'll be taken step-by-step of the 21st century table manners.

## **Getting into Where I want to Go Without Paying for It for the Next 30 Years | College & Career | Sessions 1 & 2**

- ✓ Want to know the latest changes and updates to the college admissions process?
- ✓ Want to know how to pay for college without becoming burdened with a ridiculous amount of debt?
- ✓ Want to know why limiting your college debt increases your chances of pursuing your passion instead of just having a job?
- ✓ Where can you find the best scholarship opportunities?

Attend this workshop to find out how to maximize your chances of getting into your top choice school and paying less for it.

## **I Think I Can... | Middle Level FBLA | Session 4**

Take on the challenge to create something fun and awesome! Just as the little engine that could had to believe in himself, you too will need to believe in yourself (and your teammates) in this interactive session. Here we go -- Choo choo!



## **Inside/Out | Chapter Officers | Session 3**

Free pizza. Trips to Disney World. Cute guys and girls. Sound familiar? These are some of the key reasons why people say they join FBLA - but what makes them stick around and become awesome members? Learn how to transfer your passion for FBLA and watch your chapter grow more than ever!



## **International Etiquette | Professionalism | Session 2**

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.

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## **Internship for College Credit: The Easiest Class You Will Ever Take!** | College & Career | Sessions 5 & 6

This workshop will give you tips and advice on finding an internship while in College. Come and learn about the importance of internships for your resume as well as the option for converting your internship into college credit.

## **Leadership Fashions** | Ladies | Session 5

Learn the latest fashion do's and don'ts when it comes to the external presentation of a positive leading lady. Know the secrets to lead the way for other ladies.

## **Leadership is for the Birds** | Communication | Session 2

Do you want to communicate 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** | Ladies | Session 6 & 7

This session is only for the ladies! Being a successful woman in the 21st Century takes a lot of important qualities: Confidence, persistence, and intelligence, just to name a few! In this session, our female trainer will share some of her own experiences and explore what it takes to be a powerful female leader in the world today.

## **Mandatory Madness** | Middle Level FBLA | Session 1

All aboard! It's time to jump on the train – the destination? The land of leadership! Get excited for this special track created just for FBLA Middle Level. This first session will make sure your bags are packed, you have your map, and that you're ready to begin your leadership journey in FBLA.



## **Mantastic!** | Gentlemen | Session 7

This session is only for the guys! It takes more skill than ever before to make it as a man in the 21st century workforce. In this session, we'll explore how the modern man can make the most of his opportunities, and how he can look good doing it!

## **Maximizing Your Officer Meetings** | Chapter Officers | Session 5

Discover the keys to success for a successful meeting. In this session, you will learn the strategies and activities you can use to keep meetings productive and positive. Come ready to share your successes and to learn how to create new ones!

## **Messages that Matter** | Communication | Session 1

To tell your story, you'll need to write your story. With a trusty storytelling guide, learn how to create and build messages that matter, so that you can communicate in a powerful and impactful way!



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## **Modern Manners | Professionalism | Session 1**

If your drink is on your right and your bread plate is on your left . . . where does your umbrella go when you are sitting on a bus? There is much more to etiquette than where to place your napkin! This session will help you navigate the social graces of sidewalks, hailing a cab, and exiting a subway to ensure that your arrival at the dinner table is just as graceful as when you sit at the table to show off your dining etiquette skills.

## **Money, Marathons & Snowballs | Finance Specialty Session | Session 7**

We always hear how important it is to build up your money. But what if you do not have a lot of money? Actually, a little cash can go a long way when it comes to basic saving and investing. And don't worry, we are not throwing snowballs or doing any physical activity in this session!

## **NRG! | Middle Level FBLA | Session 2**

How does your ENERGY add up? Studies show that happiness is 50% genetics, 10% circumstance, and 40% is up to you! Learn how to leverage your life by avoiding obstacles, overcoming situations, and attracting other happy leaders to your world. Get ready to laugh while you learn in this session with Keynote Speaker, Amy Gallimore!

## **PA FBLA SLC App Student Focus Group (Invitation Only) | Specialty Session | Session 1**

This student focus group is open by invitation only to one (1) student representative from each chapter attending the SLW, as selected by the chapter adviser. Questions and input will be sought from student focus group participants regarding the State Leadership Conference Program and viability of implementing a conference app at the 2017 SLC in Hershey.

**PA FBLA State Officers - What's Their Story | Opportunities in FBLA | Session 3** A year in the life of a state officer. The 2016-17 state officer team will describe what's involved with being a state officer. They will explain the selection process of the state project and state goals and explain the various Plans of Work created for the members to participate in throughout the year.

## **PA FBLA Updates and Programs, Part I & Part 2 | Adviser Professional Development | Session 2 & 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 get the latest news, information, and updates to keep Pennsylvania FBLA at the top. **Bring your laptop, devices, and be ready to work on programmatic items.** See you there!



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## **Pennsylvania Free Enterprise Week | Opportunities in FBLA | Session 2**

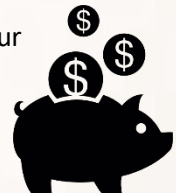
Next summer, sophomores and juniors from all across Pennsylvania will once again have the opportunity to participate in Pennsylvania Free Enterprise Week (PFEW). PFEW is a statewide summer program where students learn about business, life & themselves. Learn how to run your own business while experiencing 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 are located in Williamsport, Pennsylvania. Come to our workshop to learn more and pick up an application!

## **Pennsylvania State Project: National Kidney Foundation | State Project / Community Service | Sessions 1, 2, 3, 4, 5, 6, & 7**

The National Kidney Foundation will be presenting about the important of kidney health and ways to help prevent kidney disease. A kidney disease patient will be joining the presentation to discuss his personal experience and journey towards getting a kidney transplant.

## **Penny Saved is a Penny Earned & Multiplied | Finance | Session 7**

We've all heard the saying "Rome wasn't built in a day" – well, the same is true about your life savings! It takes more discipline and planning than ever before to find financial security, and in this session our finance expert will share with you the most important tips for building your savings – and making the investments – that will help you make dreams come true!



## **Pitch Perfect | Marketing | Session 1**

We see some of the best (and not so great) pitches on the hit TV series Shark Tank. In this session, get access to key insights from a trainer who has survived the Sharks himself. Join him as he demonstrates the most powerful techniques for delivering an awesome pitch that will be just the right amount of steak AND sizzle!

## **Presentation Secrets of Mr. Potato Head | Communication | Session 3**

Now that you have learned presentation planning skills, how do you help your participants remember what they have learned? Mr. Potato Head has mastered the art of facilitation! From Little Professors and Tiny Teaches to Brain Dumps and To-the-Right, join Mr. Potato Head as he adapts, changes and re-creates himself makes him that one-of-a-kind presenter that all facilitators aspire to be!

## **Sales and Marketing Lessons Learned from Real Estate | 5 P's of Marketing | Session 2**

For most people in the world, buying and selling a home is one of the single largest decisions and transactions they'll ever make in life. Real Estate sales and marketing is among the most competitive, complex, and challenging careers there is. But, there are proven principles of sales and marketing that realtors have master that are available to everyone! Whether you're trying to sell an idea, doing a fundraiser, running for office or selling anything in the world of business, successful leaders know they are selling every day and this session will show you how to be wildly successful at it!

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## **\$cam \$toppers** | Finance Specialty Session | Session 6

If you have a phone and if you are on social media, scam artists want your money. Even if you do not have a lot of money, your current information and future information is extremely valuable. Learn to avoid financial scams and ID theft.

## **Selling through Service** | 5 P's of Marketing | Session 4

Ever experienced poor customer service? Studies show you'll tell 12-15 other people about it. Ever have an awesome service experience? Studies show you'll only tell 4-6 people about it. In this session you'll discover how great companies provide service, how it impacts their marketing efforts, and key techniques for delivering a WOW experience for those you serve.

## **Sharp Dressed Fundraising** | Fund Development | Session 7

This is a 40-minute presentation. It will cover the following:

- Interview preparation tips.
- How to make a positive first impressions
- Appropriate interview and career apparel
- What to look for in a fit of a suite for both men and women.
- The different between business formal and business casual for both men and women.
- How to raise money through Men's Wearhouse fundraising program.

## **SHERPA! Guide Your Chapter to the Success Summit** | Chapter Officers | Session 1 & 2

Just as Sherpas are the expert mountain guides on climbing Mount Everest, chapter officers are the expert guides for chapter members trekking to the top of FBLA! Grab your gear, and begin your journey on an expedition of a lifetime . . . not only for you, but for all of the members you serve.



## **Seeking a College Major in Business: 360 Degrees of Opportunity** | Specialty | Session 3 & 4

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. Topics include: The need for some postsecondary education or training in the 21st Century Global Economy; the value of the college degree, both financial and non-financial gains; How to minimize college debt; selecting the right college major that fits YOU and finding your "Career Sweet" spot; different business majors to choose from.

## **Sweet Success** | Fund Development | Session 6

Welcome to the Fundraising Factory! Only a limited number of members have the opportunity to take this factory tour, and you have a golden ticket. Make your fundraising efforts lead you to sweet success!

## **The Four Ingredients of Pixie Dust** | Business | Session 5

How do you go above and beyond for your customers? Go from forgettable to unforgettable with the four ingredients of Pixie Dust!



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## **The Gamer Mindset to Massive Success | New Members and Don't Let the Pigeon Drive the Game | Sessions 1 - 2, 5 - 7**

Whether is board games, role play games, or Pokémon Go, we know you have what it takes to play the games...but do you have what it takes to create games? Test your creativity and gamer storytelling skills in this interactive workshop on game design.

## **To Be or Not to Be: Six Word Success Story | Communication | Session 4**

Engage in the power of words and the importance of personal stories. Using Hemmingway's six-word story as inspiration, take on the challenge to create your own six-word story.

## **Today is Your Day for an Awesome Resume! | College & Career | Session 5**

Congratulations, you're a member of a CTSO! You can now add one of the world's most powerful experiences to distinguish your resume. But, it's going to take a little more than having these letters on your resume to prepare an awesome resume that stands out. This session will showcase the key elements of building a powerful resume that leads to awesome opportunities.

## **Top 10 Things to Do in FBLA | New Members & Opportunities in FBLA | Session 3 & 5**

The opportunities in FBLA are endless! We know we can't do EVERYTHING this amazing organization has to offer, so what are the top 10 things to do? Learn from an experienced Pennsylvania alumnus about how you can make the most of your FBLA experience.

## **Travel, Learn and Live Overseas | College and Career Session 7**

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!

## **Turning Good Fortune into Great Fortune | Finance | Session 6**

In the United States, we are fortunate to have the good fortune of living in a place of opportunity and the American Dream! But how do you take this good fortune and turn it into great fortune? In the session, learn about personal finance tools that will help you grow the richness of your personal wealth and life.

# TELL YOUR STORY

## **Virtual FBLA | Opportunities in FBLA | Session 6**

We live in an increasingly virtual world where we rely on in-person and internet to achieve the goals and dreams we have. For 75 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.”

## **What FBLA Really Does for Your Future | Chapter Officers | Session 6**

Hear from a Pennsylvania FBLA alumnus who was in your shoes. Learn about the doors of opportunity opened and the lessons she learned because of her involvement in FBLA. Don't miss out and come look into the crystal ball for a glimpse of the future!

## **What If Disney Ran Your School? | Adviser Professional Development | Session 1**

Walt Disney once said, “Our greatest natural resource is the minds of our children.” Like, FBLA Advisers, Walt believed in our children and in the bright future they have ahead. He believed it was our duty and responsibility to work together to create happy places for children of all ages to remember fond memories of the past while they savor the challenge and promise of the future.

It's profound to think of what a small town boy from Missouri, who didn't start school until he was eight, had to repeat the second grade, and ultimately dropped out of high school by age sixteen, did to transform childhoods and build an enduring and globally cherished organization.

In this inspirational session for advisers led by Ryan Underwood (@TEAMTRI\_CEO), teachers will learn top tips Walt used to create the most magical company on Earth and how they can be applied today to build magical FBLA programs and school where students can dream, learn, grow and chase their imagination!

## **Win in . . . FBLA Competition Training | FBLA Competition | Sessions 1-7**

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 Chapter Events | FBLA Competition Training | Session 7**

Chapter Events include: American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project

## **Win in Online Objective Events including School Site Production Tests | FBLA Competition Training | Session 1**

In this category, you will find the following events: Computer Applications, Database Design & Application, Graphic Design, Publication Design, Spreadsheet Applications, Word Processing

# TELL YOUR STORY

**Win in Online Objective Events with at Performance Component** | FBLA Competition Training | Session 6  
Events in this category include: Banking & Financial Systems, Entrepreneurship, Global Business, Hospitality Management, Management Decision Making, Management Information Systems, Marketing, Network Design, Parliamentary Procedure, Sports & Entertainment Management

**Win in Speaking Events** | FBLA Competition Training | Session 2  
Speaking Events Include: Public Speaking I, Public Speaking II, Impromptu Speaking, Emerging Business Issues, Job Interview, Future Business Leaders, Client Service, and Business Ethics.

**Win in State Only Events** | FBLA Competition Training | Session 3  
State Only Events include: 3D Animation, Business Financial Plan, Business Plan, Introduction to Business Presentation, Coding and Programming, Desktop Application Programming, Digital Video Production, E-Business, Electronic Career Portfolio, Mobile Application Development, Public Service Announcement, Sales Presentation, Social Media Campaign, Web Site Design

**Write to Dream** | New Members | Session 4  
Write to Dream is for dreamers, high achievers, and for people that are looking for a change. This is not simply about recording the day's events, but providing you with an easy-to-follow routine which lays the foundation for your success. In the end, you will not get a grade, you will get results.

**Your Behavior Style and What It Really Means to Business** | Business | Session 6 & 7  
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.

**You're Going to Like the Way You Look** | Gentleman | Sessions 5 & 6

This is a 40-minute presentation. It will cover the following:

- Interview preparation tips.
- How to make a positive first impressions
- Appropriate interview and career apparel
- What to look for in a fit of a suite for both men and women.
- The different between business formal and business casual for both men and women.
- How to raise money through Men's Wearhouse fundraising program.



# TELL YOUR STORY

## Pennsylvania FBLA's Team of Storytellers!

Pennsylvania FBLA is excited for you to tell your story 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 TEAMTRI you are in for a powerful experience in Harrisburg!

**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 leadership potential and capacity to achieve their dreams. At our Pennsylvania FBLA SLW you'll meet 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!

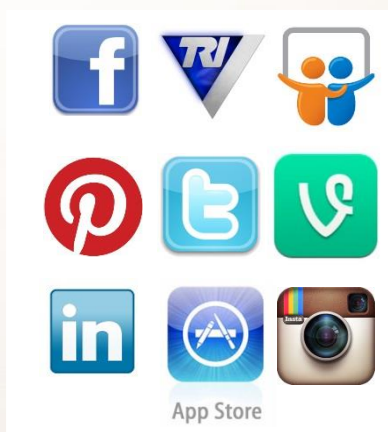
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