


# REEL LEADERSHIP

PENNSYLVANIA FBLA SLW 2018  
FEATURING KEYNOTE SPEAKERS...  
JESS EKSTROM AND ALAN SCHAEFER



2017 Entrepreneur of the Year and Women's Health Magazine Ultimate Game Changer in 2017, Jess Ekstrom is one of a kind. Founder and CEO of Headbands of Hope, a company she started as a junior in college in 2012. For every headband sold, a headband is given to a child with cancer. The company has been featured on the TODAY Show, Vanity Fair, Seventeen, Good Morning America and more. Jess is also a professional speaker, writer for Entrepreneur and curator of Weekly Wink. She's also the founder of Mic Drop Workshop, an online course with the mission of empowering more women to share their message as a speaker.



Alan Schaefer is the founder and Chief Executive Officer of Banding People Together, a performance improvement company that focuses on collaboration and the impact it makes on employee engagement, leadership, team performance and change. He has been described as "a maestro of human capital excellence" and brings his unique perspective as a successful entrepreneur, recording artist, songwriter and consultant to his current work.



IN A WORLD... WHERE DYNAMIC LEADERS ARE NEEDED... STUDENTS SUIT UP FOR REEL LEADERSHIP.  
LEARN, COMPETE, AND TRAIN YOUR WAY TO BECOME THE HEROES THE WORLD NEEDS. REACH NEW LEVELS OF SELF-AWARENESS, STRENGTHEN YOUR NETWORK, AND GROW NEW SKILL SETS WITH OUR LIGHTS, CAMERA, ACTION LEADERSHIP TRAINING.