

2009 CALIFORNIA
FUTURE BUSINESS LEADERS OF AMERICA

Leadership Development
Institute-North



*California FBLA—
Fuel Your Future*



Registration Guide

Marriott Hotel, Santa Clara, California
October 23—25, 2009



Service ♦ Education ♦ Progress

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September, 2009

Dear FBLA Chapter Members:

California FBLA is pleased to invite all chapters in the Bay Section, Central Section, and Northern Section to the FBLA Leadership Development Institute (LDI) at the Marriott in Santa Clara, California.

At the Leadership Development Institute, you'll get to:

- Experience more than over 50 incredible leadership, career development, and officer and adviser training workshops
- Receive a certificate for attending all workshops and graduating with honors.
- Meet and get an inside track with professionals from the business community.
- Friday night interact with other chapter members during a fun and energizing activity where you will meet others from the northern half of California. This program will get your conference weekend off to a great start.
- And of course bring your blue jeans and dollars because an FBLA conference would not be complete without a March of Dimes Blue Jeans for Babies Dance.

Don't wait to get your FBLA chapter off to a great start!

- Early bird Registration for the conference is **DUE** by October 2, 2009.
- Hotel Reservation of \$110 (including taxes) per room must be **RECEIVED** by October 2, 2009.
- Code of Conduct and Medical Release forms will be turned in at the conference.
- Dues of **\$11 for all members** must be paid and will be checked for all members in attendance.

See you in Santa Clara!

CALIFORNIA HOST COMMITTEE (Leadership Teams of Bay, Central, and Northern Sections)

CONFERENCE AT A GLANCE!

Date: October 23-25, 2009

Due Dates: **October 12** is the **received** date for Regular Conference Registration. **October 2** is the **RECEIVED** date for Hotel Registration. **October 2** is the **RECEIVED** date for Early Bird Conference Registration.

Accommodations: Marriott, Santa Clara. (off of Highway 101 near Great America Amusement Park)

Registration: \$40 early bird registration per FBLA member, adviser, and chaperone which includes all conference functions including a full breakfast Sunday morning.

Add \$5 for registrations received after **October 2** (\$45) until **October 12**. Registration will not be accepted without this fee.

Those California chapters achieving *Outstanding Chapter* recognition last year will receive two complimentary registrations. *Chapter Excellence* chapters will receive one complimentary registration.

- **2008-09 Outstanding Chapter (Business Achievement Awards Recognition)**
Colusa, Homestead, Live Oak, Lynbrook, Maxwell, Monta Vista, Redwood, Sutter, Westmoor, and Williams
- **2008-09 Chapter Excellence (Business Achievement Awards Recognition)**
Madera South

Please mail *Conference Registration Form* (Form available on www.cafbla.org website) and check payable to **California FBLA** to:

Kiki Nakauchi, LDI-North Co-Chair
745 Claremont Drive
Morgan Hill, CA 95037

Hotel

Registration: Lodging arrangements are to be made directly with the Marriott Santa Clara by **October 2** to insure room availability. Please complete the *Housing Reservation Form*. Rates are \$110 all inclusive. All participants **MUST** stay on site for the conference. All chapters must have a school-approved chaperone staying on site as well. (Form available on www.cafbla.org website)

Reservations Department/Attention Bilal Chamsine
Marriott Santa Clara
2700 Mission College Boulevard
Santa Clara, CA 95054
Phone: (408) 988-1500
FAX: (408) 352-4353

Questions:

Kiki Nakauchi, Bay Section Director

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Robert Franklin, Central Section Director

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AGENDA

Friday, October 23, 2009	
6:00 pm-8:00 pm	CONFERENCE REGISTRATION
9:00 pm-10:30 pm	Fun and energizing activity TBD (in process)
11:00 pm-6:00 am	CURFEW (Everyone in Own Assigned Rooms)
Saturday, October 24, 2009	
7:30 am-9:00 am	CONFERENCE REGISTRATION
9:00 am-9:30 am	OFFICER WORKSHOPS
9:00 am-9:45 am	LEADERSHIP SESSION I
10:00 am-11:10 am	OPENING SESSION— Sheila B. Jordan VP Communication and Collaboration IT Cisco Systems, Inc.
11:15 am-12:00 pm	LEADERSHIP SESSION II and ADVISERS' MEETING
12:00 pm-1:20 pm	LUNCH (on your own)
1:30 pm-2:15 pm	LEADERSHIP SESSION III
2:25 pm-3:10 pm	LEADERSHIP SESSION IV
3:10 pm-3:25 pm	BREAK
3:25 pm-4:10 pm	LEADERSHIP SESSION V
4:20 pm-5:05 pm	LEADERSHIP SESSION VI
5:10 pm	Turn in conference evaluation forms to your adviser. You must attend six workshops to earn Honors.
5:30 pm	Advisers turn in your chapter members' evaluation forms to your Section President or Director
5:30 pm-8:30 pm	DINNER (on your own)
8:30 pm-11:00 pm	March of Dimes Blue Jeans for Babies Dance
11:30 pm-6:00 am	CURFEW (Everyone in Own Assigned Rooms)
Sunday, October 25, 2009	
9:00 am-10:30 am	CLOSING BREAKFAST SESSION— Paul Riddell, owner Riddell & Company, Inc. Graduation Ceremony

LEADERSHIP SESSION OVERVIEWS



More than 40 leadership sessions concentrating on personal development, inspiration, leadership, FBLA, and college and career preparation will be offered. Overview of some of the workshops:

- Leadership Compass: What Direction Are You?
- Negotiate!
- The Customer is Always Right . . . Not!
- Benefits of FBLA: How to Keeper Members Coming Back
- Walk the Walk and Talk the Talk
- Green is the New Black
- Dine 'N Shine: Your Ticket to a Successful Dinner Interview
- Technologically Advanced?
- FBLA 101
- Gift of Gab
- Lasting First Impressions
- All Access Pass to College!
- The Truth Behind the Lies
- PIG: Personality in Groups
- De-stress for Success
- Pic Your Future
- Operation: Cooperation
- Social Psychology: The Savior of YOUR FBLA Chapter
- It Takes Money to Make Money
- Social Dance Etiquette
- Auditory, Visual, or Kinesthetic?
- Want to be an Accountant?
- From Here to There and Around
- Success



GRADUATE WITH HONORS REQUIREMENTS

(Graduate with Honors evaluation forms due by 5:10 to your chapter adviser)

What do you have to do in order to graduate with honors from the FBLA Leadership Development Institute?

1. Participate in the six Leadership Breakout Sessions
2. Attend the Opening Session
3. Get your evaluation form stamped by the end of each Leadership Breakout Session that you are attending. Please make constructive comments. Any form incomplete will not meet the requirements.
4. Turn in your completed evaluation form to your adviser by 5:10 pm.
5. Have your adviser turn in all the evaluation forms from your chapter at one time to one of the Section Presidents or Directors by 5:30 pm Saturday evening. Advisers—Please place forms in alphabetical order in the envelope in which the evaluation forms were distributed during registration.

CONFERENCE DRESS CODE FOR MEMBERS, ADVISERS, AND GUESTS



The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world. Conference nametags are part of the dress code and must be worn at all times while participating in conference activities. The purpose of the FBLA Dress Code Policy is to describe in detail and spirit the professional and polished look of members and advisers. While the policy may not cover every fashion trend and detail, FBLA reserves the right to determine dress code eventualities and interpretations.

CONFERENCE ATTIRE:

- **Friday Evening Fun Activity:** Appropriate casual attire
- **Saturday Officer Workshops, all Leadership Workshops and Opening Session:** Professional business attire
- **Saturday Evening March of Dimes Dance:** Appropriate casual attire--\$2.00 to wear blue jeans
- **Sunday Breakfast Session:** Business casual attire

PROFESSIONAL ATTIRE:

Appropriate male attire.

- Business suit with collared dress shirt, and necktie; or a Sport coat, dress slacks, collared shirt, and necktie; or dress slacks, collared shirt, and necktie. Banded collared shirt may be worn only if sport coat or business suit is worn. Dress shoes and socks are required.

Appropriate female attire.

- Business suit; or a business pantsuit; or a skirt or dress slacks with blouse or sweater; or a business dress. Dress shoes are required.

BUSINESS CASUAL ATTIRE:

Appropriate male attire:

- Polo or collared shirt, casual slacks (e.g. Dockers; no denim or shorts), Leather loafers or dressy slip-ons (no athletic shoes, flip flops, or canvas shoes), patterned or solid-colored socks

Appropriate female attire:

- Polo or collared shirt or sweater, casual slacks (e.g. Dockers; no denim or shorts), or a skirt, sandals, slides, boots, flats, or mid-heel shoes (no athletic shoes, flip flops, or canvas shoes)

CASUAL ATTIRE may be worn for specified conference events. Cut-off jeans, spandex or Lycra garments, midriff tops, and bathing suits are not appropriate casual attire. Shoes and shirts must be worn at all times.

Fashion note: New fashion trends may be in style, but not necessarily appropriate conference attire. Use common sense and be conservative rather than cutting-edge. If you have any doubt about the appropriateness of your attire, find something else to wear. The best way to operate is to avoid walking the line. Be a professional.

Please note: Inappropriate attire for both men and women is described further in the complete dress code in the www.fbla-pbl.org website. Please follow accordingly.