



ALISSA SONG

## ALUMNI SPOTLIGHT: ALISSA SONG

*Naomi Jung, State Secretary-Treasurer*

Alissa Song is a recent graduate of the Harvard College Class of 2015. She first joined FBLA when she was in eighth grade, and thus, when she entered her freshman year at Homestead High School, joining its FBLA program was an obvious choice. She soon expanded her participation in FBLA to the section and state level by joining the state leadership team as the State Vice President representing the Bay Section in her junior year. She culminated her FBLA experience by serving as both the Homestead Chapter President and the California State President during her senior year.

Through her years in FBLA, Alissa gained many valuable skills from professionalism and time management to leadership and the ability to motivate a team that have continued to impact her in college and beyond. Many of the lessons she learned from the competitions and projects in FBLA were directly transferrable to the activities, internships, and jobs that she engaged in after high school. This included her Co-President role with Harvard's largest undergrad business organization, Harvard Undergraduate Women in Business, as well as her investment banking internship at

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JACOB AVILA

## MEET MANAGEMENT TEAM MEMBER JACOB AVILA

*Alyssa Herrera, State Vice President*

Recently, I had the chance to interview one of the members of the California FBLA Management team. Mr. Jacob Avila, who currently serves as the team's secretary since 2012, was able to give a more in depth explanation as to the true benefits that can be gained through participation with our organization. After being the FBLA advisor for the Redwood chapter since 2008 and FBLA Central Section Director since 2012, he has over time been able to experience and understand the full amount that FBLA can offer. He was able to summarize a majority of the benefits from this organization into three main points: experience, networking, and growth as a person.

When first asked about why FBLA was beneficial, Mr. Avila had a hard time condensing it all into the few main points. However, one of the first he automatically said was the fact that FBLA allows members to gain real world experience. Mr. Avila stated that, "With FBLA, members get the chance to work with businesspeople of all walks of life and get acquainted with various aspects of the business world through competitive events." A big part of our organization is our competitive events and by allowing members to compete in them, they are given the opportunities to explore and discover more

## WHAT IS FBLA?

California FBLA (Future Business Leaders of America) is a non-profit 501(c)(3) student organization committed to preparing today's students for success in business leadership. Our mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. At California FBLA, your future is our business. *The Californian* is California FBLA's official seasonal newsletter.

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so as to what the business world is about. This organization allows members to learn in one of the best ways Mr. Avila believes is possible; through their own hands on experiences.

Another point that Mr. Avila strongly felt was important was the amount of networking opportunities that are offered throughout our organization. He elaborated on this by saying, "From OAT Day to LDI, and from Section to State, members are given the chance to experience multiple areas of California while networking with people from all over the state and nation!" Being an FBLA advisor and director, he has seen how many members attend the conferences and events for FBLA. During these events, it is no question that members interact with one another out excitement to meet new people who possibly share the same goals as themselves. While a majority walk away with new friendships, they are also walking away with the knowledge of how to properly put themselves out their in the world so they may create connections that will benefit them in the future.

Finally, Avila explained how FBLA allows members to develop as person. When asked as to how exactly it accomplish such a big goal, he said, "It presents members with an opportunity to be bold in competition, community service, and networking." All people feel the need to stay and hide within

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# 2015 NATIONAL LEADERSHIP CONFERENCE

Compiled by Lydia Zhong, State President

In the beautiful city of Chicago, IL, over 11,000 members of Future Business Leaders of America (FBLA) gathered for the National Leadership Conference (NLC). Located right along the Chicago River by the heart of the city, the conference kicked off to a lively start with keynote speaker John Beede, an adventurer who has even climbed Mount Everest. Among his audience were members from California FBLA representing 41 schools. California FBLA was also recognized for having the highest recruitment of chapters in the nation. Other awards included Largest State Chapter in the Western Region and Largest State Chapter Professional Division in the Western Region. Additionally, individual schools were recognized, such as Colusa High School as the second Largest Local Chapter Professional Division in the Western Region.

From June 29 to July 2, students had the opportunity to attend workshops, compete in over 65 different events, and network with peers and professionals. Through interactive and informative workshops, members could grow as leaders and businesspeople. California is renowned for its competitive success at NLC. Several students from California placed in the top ten of their event, many of which had close to 200 competitors. Furthermore, members were encouraged to step outside of their comfort zones and meet new people. The hotel and city were filled with fellow FBLA members and business professionals searching for talented youth to mentor. A mini-walk for the March of Dimes, FBLA's national partner, took place during the conference to raise both awareness and funds for their cause. All of these components culminated in the bustling city of Chicago for the memorable 2015 National Leadership Conference.

## JACOB AVILA *cont. from pg 1*

their shell but our organization helps members break out of it. We present a sense of unity and that members are a part of something much bigger than themselves. We encourage each and every individual to strive for excellence in anything and everything they do. Mr. Avila explained that while business is an important part of FBLA, leadership is just as important as the organization strives to give members the confidence and resources they need to become these leaders.

Mr. Avila reassured again and again that these were just some of the many benefits that FBLA has to offer. In conclusion, Mr. Avila's perspective is that, "FBLA is an amazing organization and anyone who is in some way involved with it will surely gain from it." Thank you Mr. Avila for your words of advice and time.

## ALISSA SONG *cont. from pg 1*

Goldman Sachs and consulting internship at McKinsey. Alissa's hands-on business experiences in FBLA helped prepare her for real-world jobs by complimenting the topics that she learned in a traditional classroom setting.

Alissa believes that FBLA is a great learning experience for all members, no matter what career path they wish to pursue. FBLA gives its members an opportunity to network and a chance to build meaningful relationships, which is something Alissa believes is crucial to success. She has found that especially in a place like Harvard, where everyone is smart, talented, and hardworking, it is those that are sincere in their relationships and take the time to get to know people who are the ones who stand out. She strongly encourages FBLA members to utilize their time and experiences in FBLA to build a network of strong relationships so that they are better prepared for life after high school.

Not only was Alissa chapter president, state president, and a five-time FBLA national champion, but she also continues to be a role model and inspiration to many current FBLA members. At the conclusion of the 2015 school year, she was inducted to the Homestead High School FBLA Hall of Fame for her significant contributions to FBLA during her high school years and beyond. After graduation, she has begun working fulltime at KKR, a private equity firm in New York.



## AWARDS EARNED



**187 CAFBLA members took home 92 awards out of 600+ awards, or approximately 1/6 of all awards. Congratulations to all competitors!**

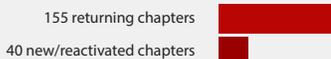
- 1: Members from across California bonded through icebreakers.
- 2: Members from Homestead High School proudly display their hard-earned trophies after the awards ceremony.
- 3: Excited Homestead High School students step forward to receive their award as national champions in Entrepreneurship.

## MEMBERSHIP STATISTICS (2014-2015)

**7149 TOTAL MEMBERS**



**195 CHAPTERS ACROSS 7 SECTIONS**



## UPCOMING EVENTS

- 10/23-10/25:** LDI-North  
Santa Clara, CA  
(Marriott Hotel)
- 11/6-11/7:** NFLC  
Omaha, NE
- 11/13-11/14:** NFLC  
Charleston, SC
- 11/20-11/21:** NFLC  
Baltimore, MD
- 11/14-11/15:** LDI-South  
Riverside Convention Center
- 11/15:** American Enterprise Day

for more events, visit [www.cafbla.org](http://www.cafbla.org)