

## **California Future Business Leaders of America**

### **Executive Board Meeting Conference Call**

Minutes of October 1-2, 2020

#### **Call to Order**

The California Future Business Leaders of America Executive Board Meeting Conference Call was called to order on Thursday, October 1 at 4:00 p.m. The President was in the chair and the Secretary was present. I will now take roll call. When your name is called, state that you are present.

#### **Attendance**

The following 2020-2021 officers were present:

Kelsea Whiting, State President  
Sanya Jain, State Vice President, Bay Section  
Jessica Abarca, State Vice President, Central Section  
Trevor Gadsby, State Vice President, Gold Coast Section  
Megan Le, State Vice President, Inland Section  
Tyler Sprague, State Vice President, Northern Section  
Ishaan Sakhrani, State Vice President, Southern Section  
Renee Wrysinski, State Secretary  
Sahiti Kadiyala, State Public Relations Officer

The following advisers to the state officers were present:

Mr. Graeme Logie, Bay Section, accompanying Sahiti Kadiyala  
Mr. Lee Lara, Inland Section, accompanying Megan Le  
Ms. Nikole Burg, Northern Section, accompanying Kelsea Whiting and Renee Wrysinski  
Ms. Deborah O'Neill-Knight, Northern Section, accompanying Tyler Sprague  
Ms. Samiya Hai, Southern Section, accompanying Ishaan Sakhrani  
Dr. Laurie Looker, Gold Coast Section, accompanying Trevor Gadsby

Program and Events Manager Ms. Dias and Business Manager Ms. Christensen were also present.

A quorum was established.

## **Reading and Report of Minutes**

The minutes for the September meeting have been distributed. No corrections need to be made to the minutes.

State Secretary Renee Wrynski will email them to Ms. Sue Christensen to be posted on the CA FBLA website.

## **OAT Day Reports**

### Bay Section

The Bay Section held their OAT Day on September 19. There were about 80 attendees including advisers. It was made up of asynchronous content as well as breakout rooms to discuss content and answer questions. They talked about future events, running for section and state office, and state projects. They also played Kahoot and had prizes for winners.

### Central Section

Twenty-one chapters attended the Central Section OAT Day. They showed asynchronous content and used breakout rooms. They held an elevator pitch contest for attendees and discussed running for office and the plans the state officer team has for the year. They hope to go over the duties of the state team in the future.

### Gold Coast Section

Trevor reported that the Gold Coast OAT Day went well. There were about 100 attendees from about 15 chapters. They held a networking session, workshops, a Kahoot, round tables, and allowed chapters to work on POW creation in breakout rooms. They received feedback that attendees liked how interactive it was and wanted even more interaction with other chapters.

### Inland Section

The Inland Section will be held Saturday, October 3 from 2-4 p.m. 86 officers have registered to attend. There will be two asynchronous workshops and one live, with two guest speakers. They will also have a Kahoot.

### Northern Section

The Northern Section OAT Day was held September 26-27. They had live workshops on topics including POW planning and state projects. They also hosted round table discussions. In future events, they hope to improve the flow between workshops and sessions.

### Southern Section

The Southern Section held their OAT Day on Saturday, September 26. 110 officers and 19 advisers from 14 chapters attended. There were asynchronous short videos, a Kahoot, a 30 second elevator pitch workshops, and seven synchronous round tables. They also opened the applications for the Southern Section Senate. Their OAT Day received an average score of 4.4/5.

## Challenges and Perks

Each section president was asked to provide challenges and perks of having OAT Day in a virtual format. Their comments are in the table below.

<b>Section</b>	<b>Perk</b>	<b>Challenge</b>
Bay	Increased accessibility of asynchronous videos	Determining appropriate length to avoid burnout
Central	Asynchronous videos are saved and can be reused	Participants hesitant to engage in video call
Gold Coast	Technology enables consolidation of material	Less personal
Inland	Ability to invite guest speakers from far away	Less networking opportunities
Northern	Flexibility for presenters and attendees	Technical difficulties; creating engaging content
Southern	Shortening content with polished videos	Awkwardness and difficulty with icebreakers

## **Committee Reports**

### Communications

The communications committee is creating the first liaison email to keep chapters on same page. This is mostly finalized and they are hoping to send it out in the next week. The terminology sheet has been revised. If Jessica can edit it to include LDI, she should. Megan commented that people should be able to search the sheet for keywords, and Ms. Dias proposed sending it out to attendees before LDI. They are also working on creating interactive games to include in *The Californian*.

### Member Opportunities

The member opportunities committee has planned two webinars: Cameron Khansarinia on October 25 at 3 p.m. and Lisa Feigenbaum on December 6. They are also planning industry spotlights and social media campaigns for the webinars. They will be starting posts early and posting frequently. When disseminating information, they should ensure that information is consistent. Some suggestions to improve attendance are sharing information with local chapters to publicize at meetings, encouraging chapters to attend together, posting promotional videos from speakers if they are willing to create them, sending emails with webinar information to chapter officers. Attendees will register and be screened beforehand for safety using Zoom's preregistration feature.

The webinar with Cameron Khansarinia will be facilitated by Trevor and supported by Megan and Tyler. Kelsea will create the Sway and Zoom meeting. She will make Trevor a co-host and they will collaborate to set up registration. Ms. Christensen commented that advisers and other staff that regularly attend state officer meetings should be invited. Videos of webinars will be posted on a webinar landing page, and for the Leaders in Action state project, watching these videos will be okay as long as members write an accurate summary. The member opportunities

committee will work with Ms. Dias to determine a prize for attending webinars. The conferences tab can be changed to events so the webinar landing page can be added to that tab. The member opportunities committee should give Ms. Christensen graphics, wording, and links to sways and videos to put on this page. As long as the links to the zooms are switched with video links after each event, and sways can simply be embedded into the webinar landing page. Since the webinars will all be displayed in one place, branding should remain consistent.

### Chapter Resources

The chapter resources committee is currently creating guides on competitive events, community outreach, and chapter management utilizing a consistent template they have created.

Spreadsheets will be sent out to section presidents to complete the contact list in the community outreach guide. Dr. Looker highlighted that old resources should be reorganized, updated, or removed. The committee should also focus on cleaning up and organizing the student resources section of the CA FBLA website. The information from existing resources will be incorporated into the guides and then removed. This page could be divided into member and officer resources sections. This committee will focus on finishing the guides by the end of November or, if possible, before LDI and finalizing the student resources page. Megan proposed making this page a hub and including the terminology sheet. Ms. Christensen proposed using ThingLink to embed links. Renee will send out the competitive events discovery quiz to the other officers so they can give feedback. It will be rolled out at LDI.

### **Unfinished Business**

#### Derrick Levasseur Webinar Recap

Kelsea said the webinar went well and that even though there were only 15 people, everyone was engaged and participating in the webinar. Dr. Looker commented that the members took it very seriously, were thoughtful and attentive, and participated well. She highlighted that Bella Weems and Derrick both brought great insight to their webinars. Kelsea highlighted that the different points of view provided in these webinars are incredibly valuable to help members explore different career paths.

#### The Californian

*The Californian* articles are due to Sahiti and Dr. Looker on Monday, October 12. It will be published on Monday, Oct 19. Sahiti has received an article from Kelsea and an article and a video from Megan. Some suggestions for the alumni spotlight are Andy Jin, Chloe Ferriouolo, Amber Afzali, Alissa Song, Nikole Burg, Kavya Shankar, Garrett Kuramoto, and Rohit Ramchandani. It will include what they are currently doing, how they benefited from FBLA, and if/why they would recommend it. Amber Afzali would be a great choice because of her podcast. Renee reminded the officers to fill out the best practices form.

### **Recess**

It was moved by Renee and seconded by Tyler to take a 15-minute recess at 5:23, with officers returning at 5:40 p.m. The recess was ended at 5:42 p.m.

## **New Business**

### LDI Officer Responsibilities

Officer responsibilities for the planning of LDI include:

- March of Dimes Fundraiser
  - T-shirt sale through registration platform
  - Jessica will work with Ms. Dias and a designer to develop a design
- Saturday night entertainment activities
  - Some proposed ideas were a virtual murder mystery, watch party, Kahoot, or talent show
- Social media countdown
  - Sahiti will prepare posts
- Prerecorded materials
  - Officer introductions
    - Recording kit will be sent to officers
  - Keynote
    - State officers will host recorded zoom
  - Section officer introductions
    - Could record with a backdrop of a distinctive place where they live and say their name, school, and position
    - Edited together professionally
    - Section officers could also create a uniform virtual background for event
- Plan chapter/section roll call logistics
- State Officer Workshops
  - State Projects and Badging System
    - Tyler, Megan, Kelsea
  - Competitive Events and Resources
    - Sahiti, Trevor, Renee
  - Chapter Achievement and BAA
    - Ishaan, Sanya, Jessica

Dr. Looker wants LDI to be a big, professional production to start the year off strong.

Officers should prepare their workshops, think about how they want to film introductions, brainstorming entertainment events, and think about how they want to do roll call. The groups were sent to breakout rooms to begin developing their workshops.

## **Adjournment**

President Kelsea Whiting adjourned the meeting at 6:56 p.m.

## **Call to Order**

The meeting was called to order by President Kelsea Whiting on Friday, October 2 at 4:00 p.m.

## **Attendance**

The following 2020-2021 officers were present:

Kelsea Whiting, State President  
Sanya Jain, State Vice President, Bay Section  
Jessica Abarca, State Vice President, Central Section  
Trevor Gadsby, State Vice President, Gold Coast Section  
Megan Le, State Vice President, Inland Section  
Tyler Sprague, State Vice President, Northern Section  
Ishaan Sakhrani, State Vice President, Southern Section  
Renee Wrysinski, State Secretary  
Sahiti Kadiyala, State Public Relations Officer

The following advisers to the state officers were present:

Mr. Graeme Logie, Bay Section, accompanying Sahiti Kadiyala  
Mr. Jacob Avila, Central Section, accompanying Jessica Abarca  
Mr. Lee Lara, Inland Section, accompanying Megan Le  
Ms. Nikole Burg, Northern Section, accompanying Kelsea Whiting and Renee Wrysinski  
Ms. Samiya Hai, Southern Section, accompanying Ishaan Sakhrani  
Dr. Laurie Looker, Gold Coast Section, accompanying Trevor Gadsby

Program and Events Manager Ms. Dias and Business Manager Ms. Christensen were also present.

A quorum was established.

## **New Business (Continued)**

### LDI Agenda

With state officer input, the following changes were made to the previously proposed schedule:

- Extend lunch break from 30 to 45 minutes
- Replace fourth workshop with entertainment session and eliminate evening activities
- Shorten opening and closing sessions
- Shorten state officer workshops (session 3) to 30 minutes
- Shorten early log-in to 15 minutes

Renee moved to vote to approve the LDI schedule and Tyler seconded. The motion passed with a unanimous vote. Kelsea will share the schedule with the management team.

The tentative LDI schedule is as follows:

<b>Time</b>	<b>Activity</b>
<b>8:45 am -9:00 am</b>	Early Log-In
<b>9:00 am -9:15 am</b>	Welcome & Introductions
<b>9:15 am-10:00 am</b>	Keynote: Hilary Bilbrey <i>Lead Inspired!</i>
<b>10:10 am -10:55 am</b>	Workshop Session 1 (45 minutes)
<b>11:00 am-11:45 am</b>	Workshop Session 2 (45 minutes)
<b>11:45 am-12:30 pm</b>	Lunch Break
<b>12:35 pm-1:05 pm</b>	Workshop Session 3 (30 minutes)
<b>1:10-1:40 pm</b>	Activity Sessions (30 minutes)
<b>1:45 pm-2:30 pm</b>	Keynote: Dan Williams <i>Leading From The Overflow</i>
<b>2:30 pm-2:45 pm</b>	Closing: State Executive Board

There is an estimated attendance of 1000-1600 members. The platform has not yet been determined, but the workshop sessions will either be held on Microsoft Teams or Zoom. Ms. Christensen noted that CA FBLA may work with the same vendor that hosted the NLE. The officers agreed that Zoom is an easier to use platform and students are more familiar with it. Both Zoom and Microsoft no longer have audio and video when there are more than 250 people. In order to use Zoom, CA FBLA would have to contract with an outside company due to cost.

Ms. Dias said that there will be 4-5 workshops to choose from during each time frame, which will all be compiled in a landing page. Students will preregister for workshops to regulate workshop attendance. Dr. Looker encouraged officers to have chapters decide what workshops to attend together so members of the chapter will attend all workshops and can share key points at meetings. Some workshops will be offered more than one time, but not all. State Officer workshops will only be presented one time. Hilary will present a workshop in the first session and Dan will present a workshop in the session prior to his keynote. Each workshop will have its own meeting link and be its own call. Breakout rooms could be accommodated, but state officers

should consider the impact of breakout rooms on time constraints. Ms. Dias would like to record all workshops but not advertise it prior to the event to make sure people are enthusiastic to attend it live. Sahiti commented that a raffle could be exclusive to people who attend live.

If a Kahoot is utilized during the event, it should be carefully planned beforehand to ensure all attendees can participate. Megan should look into the pricing and cap level of Quizzes as a Kahoot alternative.

Ms. Christensen commented that Gold Seal chapters should be recognized at LDI. Year plates for gold seal have been ordered and will be sent to chapters.

### March of Dimes Fundraiser

Ms. Dias is working with a national March of Dimes contact who will be presenting a workshop and helping to plan a fundraiser. Ms. Dias will move forward with the shirt production as a fundraiser. These could be used as raffle prizes and part of a social media challenge that would have a prize drawing. Shirts will be advertised prior to LDI and during the event, and they will be shipped to schools for chapters to distribute. This needs to be made clear during registration so advisers can determine if distribution is feasible. They will be sold through the Blue Panda registration system. Megan proposed having a raffle that people pay to enter as a fundraiser.

### LDI Registration and Promotion

Registration is open through Blue Panda with a fee of \$10 and will close October 30. Sahiti should create advertising to be posted on social media and this should also be publicized through the liaison emails. There could also be additional means of publicizing this such as a Sway. There is already a registration booklet. If chapters are unable to collect funds, they can use the chapter support grants and SLC compensation to pay for members to attend.

### **Recess**

At 5:28 p.m., Tyler moved to approve a 15 minute recess and Ishaan seconded. It passed with a unanimous vote. The meeting reconvened at 5:45 p.m.

### **New Business (Continued)**

#### LDI State Officer Workshop Review and Practice

The state officers moved into breakout rooms to prepare for their presentations and take their advisers through the concept of their workshop and how they will present it. The officers will meet in mid-October to go over the workshops again. They will work to complete and polish their workshops in the time before this meeting.

Ms. Dias talked about the opening session. It will be pre-recorded and livestreamed to attendees. The officers should think about a clean, California-related song to start off the session with high energy. The session will be a pre-recorded Zoom done beforehand as if the officers were presenting the conference on stage. The closing session will not be pre-recorded. The opening session will also include the state and section officer introductions. The recording kit can also be

used in the future for officers to create consistent and professional recorded content. Jessica proposed tossing an item such as a plaque between sections to keep the section officer introductions from getting too lengthy.

State Officer Entertainment Activities

Officers will work individually to plan a 30 minute entertainment activity in the following groups: Tyler/Ishaan, Trevor/Jessica, Megan/Sanya, and Kelsea/Renee/Sahiti. The activities may be limited by size depending on what the officers plan.

**Action Items**

<b>Officer</b>	<b>Tasks</b>
Ishaan	<ul style="list-style-type: none"> <li>- Leader and America, Tallo profile sections in workshop</li> <li>- Plan entertainment activity with Tyler</li> <li>- Distribute LDI info in Southern Section liaison email</li> </ul>
Megan	<ul style="list-style-type: none"> <li>- Input examples for projects in workshop</li> <li>- Plan entertainment activity with Sanya</li> <li>- Publicize LDI within Inland Section</li> </ul>
Trevor	<ul style="list-style-type: none"> <li>- Website sections in workshop</li> <li>- Plan entertainment activity with Jessica</li> <li>- Publicize LDI in liaison email</li> </ul>
Jessica	<ul style="list-style-type: none"> <li>- Come up with t-shirt idea</li> <li>- Chapter recognition section in workshop</li> <li>- Plan entertainment activity with Trevor</li> </ul>
Sanya	<ul style="list-style-type: none"> <li>- Future and Business sections in workshop</li> <li>- Plan entertainment activity with Megan</li> <li>- Promote LDI within Bay Section</li> </ul>
Tyler	<ul style="list-style-type: none"> <li>- Submission tutorial for projects in workshop</li> <li>- Plan entertainment activity with Ishaan</li> <li>- Create prerecorded materials</li> <li>- Distribute LDI materials within Northern Section</li> </ul>
Sahiti	<ul style="list-style-type: none"> <li>- Develop LDI graphics and social media</li> </ul>

	<ul style="list-style-type: none"> <li>- Competition resources slide in workshop</li> <li>- Plan entertainment activity with Kelsea and Renee</li> </ul>
Renee	<ul style="list-style-type: none"> <li>- Speaking events and quiz sections in workshop</li> <li>- Create prerecorded materials</li> <li>- Plan entertainment activity with Sahiti and Kelsea</li> </ul>
Kelsea	<ul style="list-style-type: none"> <li>- Individual project section in workshop</li> <li>- Create prerecorded materials</li> <li>- Plan entertainment activity with Renee and Sahiti</li> </ul>

**Announcements**

The November video call will be moved to November 9 from 4:30 to 6:00 p.m.

**Adjournment**

President Kelsea Whiting adjourned the meeting at 7:04 p.m.



Renee Wrynski  
State Secretary