

FBLA-PBL 2016-2017

# A LEGACY OF LEADERSHIP

## 2016 NATIONAL FALL LEADERSHIP CONFERENCE OFFICIAL CONFERENCE GUIDE



MILWAUKEE, WI  
NOVEMBER 4-5, 2016



DAYTONA BEACH, FL  
NOVEMBER 11-12, 2016



DALLAS, TX  
NOVEMBER 18-19, 2016

**Celebrate A Legacy of Leadership at FBLA-PBL's 2016 National Fall Leadership Conferences (NFLCs)! Hear from dynamic keynote speakers; attend exciting workshops; and network with members from across the country in Milwaukee (WI), Daytona Beach (FL), and Dallas (TX).**



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## Division Exclusive Programs

### FBLA

*Held in all three NFLC cities, FBLA Foundations offers FBLA freshmen and sophomores a chance to learn about FBLA-PBL and the leadership opportunities available. Members will also network with national officers.*

### FBLA-Middle Level (Daytona Beach, FL)

*The FBLA-Middle Level Program will be held exclusively at the Daytona Beach NFLC. FBLA-Middle Level members attend NFLC sessions on Friday, then have specialized workshops on Saturday. Watch the FBLA-PBL website and your email for more information about unique workshops designed especially for FBLA-Middle Level members and advisers!*

## State Officer Track

Each NFLC will feature an exclusive workshop track for FBLA and PBL state officers. State teams will learn to use national programs & social media; recruit & retain members; and network with FBLA, PBL, & Professional Division national officers and other state officer teams.

## Preliminary Conference Schedule

*Schedule is tentative. Times & functions are subject to change without notice.*

### Friday

11:00 a.m.–6:00 p.m.	Registration
11:00 a.m.–9:00 p.m.	FBLA-PBL MarketPlace
1:00 p.m.–1:45 p.m.	Workshops
1:00 p.m.–4:30 p.m.	Optional business tours (if available)
2:00 p.m.–2:45 p.m.	Workshops
3:00 p.m.–3:45 p.m.	Workshops
5:00 p.m.–8:30 p.m.	Optional state meetings, dinner on your own, and/or free time
7:00 p.m.–9:00 p.m.	Registration
9:00 p.m.–10:15 p.m.	Opening Session
Midnight	Curfew

### Saturday

8:00 a.m.–4:00 p.m.	FBLA-PBL MarketPlace
	Exhibits
9:00 a.m.–9:45 a.m.	Workshops
10:00 a.m.–10:45 a.m.	Workshops
11:00 a.m.–11:45 a.m.	Workshops
1:30 p.m.–2:15 p.m.	Workshops
2:30 p.m.–3:15 p.m.	Workshops
3:30 p.m.–4:15 p.m.	Workshops
5:00 p.m.–6:15 p.m.	Closing Session
6:15 p.m.–8:30 p.m.	Dinner on your own/free time
9:00 p.m.–11:00 p.m.	Blue Jeans for Babies Dance
Midnight	Curfew

## Special Pre-conference Workshop: Build Your LinkedIn Profile

*Workshop Fee: \$30 (sign up during online NFLC registration)*

*Workshops to be held on Friday mornings, November 4, 11, & 18 from 8:00–9:45 a.m. or 10:00–11:45 a.m.*

Social media is a tool for life and will be tapped into by college admissions people, scholarship committees, potential employers, and internship opportunities. Your online life can and should be a digital portrait of your best self.

LinkedIn is the most important social media platform for students looking to make a strong case for college admission and career success. Social Assurity's hands-on workshop is designed for students to fully grasp the powers of LinkedIn while teaching the techniques needed to showcase your activities, accomplishments, and interests to targeted communities.

*Bring a Wi-Fi-enabled device, as you will be building your LinkedIn profile in real-time.*



# CONFERENCE INFORMATION

## Online Registration

Online registration for the NFLCs is available at [go.fbla.org/NFLC](http://go.fbla.org/NFLC). To preregister, registrations must be entered online by the end of the regular registration period. NFLC registration questions can be directed to [conferencemgr@fbla.org](mailto:conferencemgr@fbla.org). Make your school's accounting department aware of the deadline dates. Complete your registration early to take advantage of early bird savings.

## Registration Rates

	Early Bird	Regular	Onsite
	\$65	\$75	\$85
Milwaukee, WI	Until Oct. 7	Oct. 8–Oct. 28	Oct. 29–Onsite
Daytona Beach, FL	Until Oct. 14	Oct. 15–Nov. 4	Nov. 5–Onsite
Dallas, TX	Until Oct. 21	Oct. 22–Nov. 11	Nov. 12–Onsite

## Payment

Payment must be made by school, school district, or personal checks; credit card; or school purchase orders. Make checks payable to FBLA-PBL. Purchase orders must be numbered and signed. Do not send registration and housing payments together.

Send payment with your completed registration form to:  
FBLA-PBL NFLC REGISTRATION  
P.O. Box 79130  
Baltimore, MD 21279-0130

## Registration Changes

Changes or cancellations should be submitted as soon as they are known. A change/cancellation form is available at [go.fbla.org/NFLC](http://go.fbla.org/NFLC).

## Refund Policy

Registration refund requests must be made in writing by the early bird registration deadline for each NFLC. Requests received by these dates will receive an 80% refund. No refunds will be given after the early bird deadlines. The refund request form is available at [go.fbla.org/NFLC](http://go.fbla.org/NFLC).

## Registration Hours

Registration will be open Friday 11:00 a.m.–6:00 p.m. and 7:00 p.m.–9:00 p.m. One FBLA adviser must pick up the entire chapter's packet. Partial packets will not be distributed. PBL registrations may be picked up by an adviser or member.

## FBLA-PBL MarketPlace

Whether you need educational or insignia items, you'll find them at the FBLA-PBL MarketPlace. See the latest and greatest products—you can't afford to miss them! Be sure to bring school purchase orders to ease processing. Cash, check, and all major credit cards are accepted.

## Accident Insurance

Arrangements have been made with the Federal Insurance Company to provide accident insurance for purchase to all registered NFLC participants. Each person who purchases this insurance will be covered while in attendance at the NFLC, including traveling directly to and from the conference. Coverage begins at the actual start of the trip to the conference and continues on a 24-hour basis during the trip. Coverage ends when attendees return to their permanent residences. The benefits include up to \$25,000 for accidental death or dismemberment, and up to \$2,500 for accidental excess medical expenses. The maximum limit of insurance is \$500,000 per accident. Coverage is subject to the full terms and conditions in the master policy. To enroll, select the insurance option and make sure to include the \$2 fee per person with your conference registration payment. Insurance is not available for on-site registrants, and there are no refunds. Please note this is accident insurance and does not cover illnesses not related to an accident. For a claim against this policy, email [finance@fbla.org](mailto:finance@fbla.org) for verification of coverage and claim information.

## NFLC Workshop Topics

As the NFLCs approach, check the website for a listing of workshops and their descriptions. If you would like to suggest a topic or recommend a speaker, please email [conferencemgr@fbla.org](mailto:conferencemgr@fbla.org). Workshops are subject to change. FBLA-PBL workshop topics for the NFLCs will focus on the following business topics: Business Ethics, Careers of the Future, College Information (applications, funding, freshman 101, etc.), Communication, Community Service, Cyber Security, E-commerce, Entrepreneurship, Etiquette for the Job, Finance, Hospitality, International/Global Business, Job Skills, Management, Marketing, Social Media (Google apps, latest tools, etc.), Technology (web, gaming, networking, future, etc.), and FBLA-PBL Programs. Workshops will be geared specifically for FBLA members and advisers, PBL members and advisers, and FBLA-Middle Level members and advisers.

## Exhibits

Come visit fundraising companies, colleges and universities, and technology vendors; check out new opportunities available to your chapter. Learn about additional educational programs through FBLA-PBL partnership organizations. This is your chance to network and gather new ideas for successful chapter activities.

## Americans with Disabilities Act (ADA)

If a participant has a disability that meets the criteria specified in the ADA, complete the Special Needs form found at [go.fbla.org/NFLC](http://go.fbla.org/NFLC).

# MILWAUKEE, WI (November 4–5)

Milwaukee is the largest city in Wisconsin and the 22nd-largest nationwide, nestled along a magnificent bluff overlooking one of Lake Michigan's most beautiful bays. Milwaukee is home to a number of successful and legendary sports teams, from the MLB's Milwaukee Brewers, to the NBA's Milwaukee Bucks, sports fans will feel an affinity for Milwaukee. Visit the BMO Harris Bradley Center for major sports and entertainment events including the Milwaukee Bucks and the cutting-edge ice hockey of the AHL's Milwaukee Admirals.

Milwaukee is home to noted museums including the Milwaukee Public Museum, Discovery World Museum, Betty Brinn Children's Museum, Humphrey IMAX Theater, and the very popular Milwaukee Art Museum. Dine on Wisconsin treats such as cooked "brats" (bratwurst sausages), cheese, and fresh-picked corn over lakefront views.

## Reservations and Hotel Information

Hilton Milwaukee City Center  
509 W. Wisconsin Avenue  
Milwaukee, WI 53203  
P 414.271.7250  
F 414.271.1039 (Guest Fax)

**Rate** (24-hour refund cancellation)

\$150 Single/Double

\$160 Triple/Quad

Sales/Occupancy Tax Rate: 15.1% (subject to change)

## Hotel Procedures

All housing reservations will be handled through the Hilton Milwaukee City Center. Hotel reservations will only be accepted online. The link can be found at [go.fbla.org/NFLC](http://go.fbla.org/NFLC).

Hotel reservations must be made no later than **October 7**. Reservations will be on a first-come-first-serve basis and may not be available after that date. If reservations exceed the number of rooms available, additional housing will be secured, if available.

All room reservations must be accompanied by a guarantee of one night's room rate, plus tax, for each room. Guarantees may be made with: Visa, MasterCard, American Express, or Diners Club; money order; school, school district, or personal check; and school purchase orders. Purchase orders must be received 30 days prior to arrival. Checks should be made payable to the Hilton Milwaukee City Center.

Credit cards will not be charged by the hotel until arrival or unless a room is not canceled within 24 hours of the scheduled arrival date.

All cancellations must be in writing and mailed or faxed to the hotel at least 24 hours prior to arrival date.

Check-in time for the Hilton Milwaukee City Center is 3:00 p.m. and check-out time is Noon. The hotel will provide a holding area where luggage may be stored while you attend meetings or workshops.

Overnight parking is \$5 per vehicle per day at the Hilton Milwaukee City Center. There is no valet parking.

## Shuttle Information

**GO Riteway** offers discounted shuttle service to the Hilton Milwaukee City Center. To make your reservation, visit [go.fbla.org/NFLC](http://go.fbla.org/NFLC) under Ground Transportation.

## United Airlines Discount

United Airlines offers discounted airfare for NFLC attendees traveling to General Mitchell International Airport (MKE) airport. Use Offer Code **ZWB2155650** when searching for flights at [united.com](http://united.com). Or call your travel professional or United Meetings at 800.426.1122 for reservations and refer to Z Code **ZWB2** and Agreement Code **155650**. United charges a \$25 service fee for phone reservations.



### Opening Session Keynote Speaker Harriet Turk

*Often described as "that cheerleader woman," Harriet believes affirmation and enthusiasm are fuel for living. Her ultimate goal is for everyone who hears her presentations to walk away with a confident sense of self, to embrace their unique abilities, and to move towards developing the skills that will help them to thrive.*



### Closing Session Keynote Speaker Randy Fox

*20-year corporate leader and NCAA basketball official Randy Fox turns everyday people into superstar leaders! Randy is an expert on leadership and teamwork, and is known for bringing his ultra-high energy to the stage as he presents keynotes and workshops throughout the United States.*

## Résumé Review

NFLC attendees can bring printed copies of their résumés to the Professional Division (PD) booth to be critiqued in one-on-one sessions with PD members.

# DAYTONA BEACH, FL (November 11–12)

An iconic beach destination, with a fascinating collection of historical sites, Daytona Beach offers 23 miles of scenic coastline, ideal for swimming, shelling, surfing, and plenty of sun-soaked fun. It also offers a wide array of family-friendly attractions, including thrilling roller coaster rides; the Daytona International Speedway; outdoor concerts; street performers; and a world-class, state-of-the-art planetarium. Discover adrenaline-fueled thrills along the Boardwalk and incredible oceanside dining along the Main Street Pier.

## Reservations and Hotel Information

Hilton Daytona Beach Oceanfront Resort  
100 North Atlantic Avenue  
Daytona Beach, FL 32118  
P 386.254.8200  
F 386.253.0275 (Guest Fax)

**Rate** (72-hour refund cancellation)

\$160 Single/Double

\$165 Triple/Quad

Sales/Occupancy Tax Rate 12.5% (subject to change)

## Hotel Procedures

All housing reservations will be handled through the Hilton Daytona Beach Oceanfront Resort. Hotel reservations will only be accepted online. The link can be found at [go.fbla.org/NFLC](http://go.fbla.org/NFLC).

Hotel reservations must be made no later than **October 14**. Reservations will be on a first-come-first-serve basis and may not be available after that date. If reservations exceed the number of rooms available, additional housing will be secured, if available.

All room reservations must be accompanied by a guarantee of one night's room rate plus tax for each room. Guarantees may be made with: VISA, MasterCard, American Express, or Diners Club; money order; school, school district, or personal check; and school purchase orders. Purchase orders must be received thirty days prior to arrival for the hotel of your choice. Checks should be made payable to the Hilton Daytona Beach Oceanfront Resort.

Credit cards will not be charged by the hotel until arrival or unless a room is not canceled within 72 hours of the scheduled arrival date.

All cancellations must be in writing and mailed or faxed to the hotel.

Check-in time for the Hilton Daytona Beach Oceanfront Resort is 4:00 p.m. and check-out time is 11:00 a.m. The hotel will provide a holding area where luggage may be stored while you attend meetings or workshops.

Self-parking is \$14 at the Hilton Daytona Beach Oceanfront Resort and valet is \$22 per car, per day.

## Shuttle Information

**Do Shuttle** offers discounted shuttle service to the Hilton Daytona Beach Oceanfront Resort. To make your reservation, visit [go.fbla.org/NFLC](http://go.fbla.org/NFLC) under Ground Transportation.

## FBLA-Middle Level Program

The FBLA-Middle Level Program will be held exclusively at the Daytona Beach NFLC. FBLA-Middle Level members attend NFLC sessions on Friday, then have specialized workshops on Saturday. Watch the FBLA-PBL website and your email for more information about unique workshops designed especially for FBLA-Middle Level members and advisers!



### Opening Session Keynote Speaker Felecia Hatcher

*Felecia is a White House Award-winning entrepreneur, business rainmaker, best-selling author, globally-sought-after speaker, media darling, mother, and founder of Code Fever and BlackTechWeek. She is also the rather awesome former Chief Popsicle at Feverish Pops, a gourmet ice pop boutique and manufacturing brand with a Fortune 500 client roster that would make your head spin.*



### Closing Session Keynote Speaker Fred Grooms

*Fred is a decorated veteran Army officer who has trained tens of thousands of soldiers in leadership and combat warfare skills. He has spoken to thousands of students throughout the country and internationally, helping them to take command of their lives and lead others.*

## Résumé Review

NFLC attendees can bring printed copies of their résumés to the Professional Division (PD) booth to be critiqued in one-on-one sessions with PD members.

# DALLAS, TX (November 18–19)

The best way to discover Dallas starts at the 27th floor of the Hilton Anatole tower. This stunning panoramic view of Dallas can provide you with a game plan for tackling a city known for its “everything is bigger in Texas” attitude. Just a few steps from the Anatole’s door, Dallas attractions begin. Live music is minutes away in West End or Deep Ellum; and blocks away is Victory Park, home of the American Airlines Center, House of Blues, Cowboys’ Stadium, and Rangers’ Ballpark.

## Reservations and Hotel Information

Hilton Anatole  
2201 N. Stemmons Freeway  
Dallas, TX 75207  
P 214.748.1200  
F 214.761.7520 (Guest Fax)

### Rate (24-hour refund cancellation)

\$155 Single/Double

\$165 Triple/Quad

Sales/Occupancy Tax Rate: 15% (subject to change)

## Hotel Procedures

All housing reservations will be handled through the Hilton Anatole. Hotel reservations will only be accepted online. The link can be found at [go.fbla.org/NFLC](http://go.fbla.org/NFLC).

Hotel reservations must be completed no later than **October 21**. Reservations will be on a first-come-first-serve basis and may not be available after that date. If reservations exceed the number of rooms available, additional housing will be secured, if available.

All room reservations must be accompanied by a guarantee of one night’s room rate, plus tax, for each room. Guarantees may be made with: Visa, MasterCard, American Express, or Diners Club; money order; school, school district, or personal check; and school purchase orders. Purchase orders must be received thirty days prior to arrival. Checks should be made payable to the Hilton Anatole.

Credit cards will not be charged by the hotel until arrival or unless a room is not canceled within 24 hours of the scheduled arrival date.

All cancellations must be in writing and mailed or faxed to the hotel.

Hotel check-in time for the Hilton Anatole is 3:00 p.m. and check-out time is Noon. The hotel will provide a holding area where luggage may be stored while you attend meetings or workshops.

Car and bus parking is free for all registered guests at the Hilton Anatole.

## Shuttle Information

**GO Yellow Checker Shuttle** offers discounted shuttle service to the Hilton Anatole. To make your reservation, visit [go.fbla.org/NFLC](http://go.fbla.org/NFLC) under Ground Transportation.

## United Airlines Discount

United Airlines offers discounted airfare for NFLC attendees traveling to Dallas/Fort Worth International Airport (DFW) airport. Use Offer Code **ZWB2155650** when searching for flights at [united.com](http://united.com). Or call your travel professional or United Meetings at 800.426.1122 for reservations and refer to Z Code **ZWB2** and Agreement Code **155650**. United charges a \$25 service fee for phone reservations.



### Opening Session Keynote Speaker Michael McGill, Jr.

*Michael is an accomplished empowerment speaker and lecturer; best-selling author; award-winning teen and family intervention counselor; and T.V. personality who has been featured on local and national networks, including FOX, ABC, CBS, and NBC. Michael has a robust passion for empowering teens and families to overcome obstacles and live healthy lives.*



### Closing Session Keynote Speaker Felecia Hatcher

*Felecia is a White House Award-winning entrepreneur, business rainmaker, best-selling author, globally-sought-after speaker, media darling, mother, and founder of Code Fever and BlackTechWeek. She is also the rather awesome former Chief Popsicle at Feverish Pops, a gourmet ice pop boutique and manufacturing brand with a Fortune 500 client roster that would make your head spin.*

## Résumé Review

NFLC attendees can bring printed copies of their résumés to the Professional Division (PD) booth to be critiqued in one-on-one sessions with PD members.

# CODE OF CONDUCT & DRESS CODE

## Conference Code of Conduct

FBLA-PBL members have an excellent reputation. Your conduct at every FBLA-PBL function should make a positive contribution to extending that reputation. Listed here are rules of conduct for FBLA-PBL conferences. All delegates will be expected to:

1. Behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon themselves, their school, other delegates, advisers, or upon FBLA-PBL.
2. Obey all local, state, and federal laws.
3. Avoid conduct not conducive to an educational conference. Such conduct includes, but is not limited to, actions disrupting the businesslike atmosphere, association with nonconference individuals, or activities that endanger self or others (running in the general sessions, standing on chairs, using laser pointers during workshops, bodysurfing at dances, etc.).
4. Keep their advisers informed of their activities and whereabouts at all times. Accidents, injuries, and illnesses must be reported to the local or state advisers immediately.
5. Observe the curfews as listed in the conference program. Local and state advisers as well as security personnel will enforce curfews. Curfew is defined as being in your own assigned room by the designated hour.
6. Avoid alcoholic beverages (for those under 21 years of age) and controlled or illegal substances of any form. These items must not be used or possessed at any time, or under any circumstances. Use or possession of such substances may subject the delegate to criminal prosecution.
7. Act as guests of the hotel and conference center. Delegates must obey the rules of these facilities. The facilities have the right to ask a delegate or delegates to leave.
  - Do not throw anything out of windows or over balconies.
  - Do not run down hallways.
  - Noise should be kept at a reasonable volume, especially in the hotels. Remember there are other guests in the hotels who have rights, as well.
  - Trash (this includes pizza boxes, bottles, cans, etc.) must be placed in the proper receptacles and not left on guest room or meeting room floors.

Individuals or chapters responsible for damages to any property or furnishings will be responsible for its repair or replacement. Local and state advisers are responsible for the supervision of delegate conduct.

## Disregarding or Violating the Code of Conduct

Delegates who disregard or violate this code will be subject to disciplinary action, including, but not limited to, forfeiture of privileges to attend further events, confinement to your hotel room, dismissal from the conference, and being sent home at your own expense. Parents and/or guardians will be notified and FBLA-PBL reserves the right to notify law enforcement.

## FBLA-PBL Dress Code

FBLA-PBL members and advisers should develop an awareness of the image one's appearance projects. 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. Appropriate attire is required for all attendees—advisers, members, and guests—at all sessions, competitive events, regional meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

## Professional attire acceptable for official FBLA-PBL activities includes:

### FEMALES

Business suit with blouse

Business pantsuit with blouse

Skirt or dress slacks with blouse or sweater

Business dress

Capris or gauchos with coordinating jacket/suit, worn below the knee

Dress shoes



### MALES

Business suit with collared dress shirt and necktie

Sport coat, dress slacks, collared shirt, and necktie

Dress slacks, collared shirt, and necktie

Banded collar shirt may be worn only if sport coat or business suit is worn

Dress shoes and socks



## INAPPROPRIATE ATTIRE (BOTH MEN AND WOMEN)

Jewelry in visible body piercing, other than ears; denim or chambray fabric clothing of any kind, overalls, shorts, skorts, stretch or stirrup pants, exercise or bike shorts; backless, see-through, tight-fitting, spaghetti straps, strapless, extremely short, or low-cut blouses/tops/dresses/skirts; T-shirts, Lycra™, spandex, midriff tops, tank tops, bathing suits; sandals, athletic shoes, industrial work shoes, hiking boots, bare feet, or over-the-knee boots; athletic wear, including sneakers; hats or flannel fabric clothing; bolo ties; visible foundation garments.



*CLARIFICATION—Many women's two-piece suits currently are designed so that they do not require a blouse. Therefore, this will be accepted. In addition, sling-back shoes, open-toe shoes, and sleeveless dresses are accepted.*

FBLA-PBL 2016-2017

# A LEGACY OF LEADERSHIP



2017 FBLA-PBL NATIONAL  
LEADERSHIP CONFERENCE  
ANAHEIM, CALIFORNIA

COMING THIS SUMMER!  
PBL 6/24-27      FBLA 6/29-7/2