

WORKSHOP DESCRIPTIONS (THURSDAY, MARCH 28) _____

Philanthropic Leadership Through Mini-THON

12:00–12:50 p.m. and 1:00–1:50 p.m.

Garden Room

Presenter:

Leigh Anna Hilbert, Four Diamonds Mini-THON

Mini-THON raises funds and awareness for Four Diamonds to conquer childhood cancer. This leadership program provides opportunities for students to receive hands-on experience in marketing, finance, social media, event planning, and project management.

Apple—Everyone Can Code

12:00–12:50 p.m. and 1:00–1:50 p.m.

Salon A

Presenter:

Jena Collins, Apple

Join us to learn about Everyone Can Code, a program designed to give everyone the power to learn, write, and teach code with Swift. You'll hear about Swift Playgrounds—a free app for iPad for first-time coders with fun and interactive lessons—and explore the accompanying teacher guides. You'll also find out about App Development with Swift, a curriculum for high school and college on Mac that shows students how to create apps from start to finish.

Dress for Success

12:00–12:50 p.m. and 1:00–1:50 p.m.

Salon C/D

Presenter:

Tracey Shepperson, The Men's Wearhouse

Students will learn how to dress for the business-world, specifically interviews, including the difference between business vs. business casual dress code. Includes tips on how to prepare for an interview, interview etiquette, resume writing, and how social media can play a key part in career building.

Power of Social Media Marketing

12:00–12:50 p.m. and 1:00–1:50 p.m.

Salon E/F

Presenter:

Paul Sellers, Master's Title

In this session we will examine the power of social media as a marketing tool to encourage, entice and attract new business. How does a company separate themselves to create a brand?

WORKSHOP DESCRIPTIONS (THURSDAY, MARCH 28) _____

College Admissions Trends Today

2:00–2:50 p.m., 3:00–3:50 p.m., and 4:00–4:50 p.m.

Garden Room

Presenter:

Kevin Bukatman, CPS America

In the challenging world we live in, getting into your top choice college is getting harder all the time. Find out what YOU can do to make the difference between getting accepted or being denied. Become knowledgeable to do everything you can to get the result you want.

Apple—Everyone Can Code

2:00–2:50 p.m., 3:00–3:50 p.m., and 4:00–4:50 p.m.

Salon A

Presenter:

Jena Collins, Apple

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Becoming Your Best Self

2:00–2:50 p.m., 3:00–3:50 p.m., and 4:00–4:50 p.m.

Salon C/D

Presenter:

Jon Godwin, Vector Marketing

Entrepreneur Jon Godwin reveals his one secret to becoming the person you need to be, to get into the college you want, land your dream job, and live a life you design.

Ethics and Productivity in Business

2:00–2:50 p.m., 3:00–3:50 p.m., and 4:00–4:50 p.m.

Salon E/F

Presenter:

John Griffin, BenchMade JeepWorks

Doing what is right in a messy economic environment. Being productive straight from the starting line. Identifying what piece of the puzzle you are in a global market and seizing the opportunity to be great. It all starts before breakfast.

WORKSHOPS AT A GLANCE (THURSDAY, MARCH 28)

| | Session 1 12:00– 12:50 p.m. | Session 2 1:00– 1:50 p.m. | Session 3 2:00– 2:50 p.m. | Session 4 3:00– 3:50 p.m. | Session 5 4:00– 4:50 p.m. |
|--|-----------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Workshop 1 Philanthropic Leadership Through Mini-THON | Garden Room | Garden Room | | | |
| Workshop 2 Apple–Everyone Can Code | Salon A | Salon A | | | |
| Workshop 3 Dress for Success | Salon C/D | Salon C/D | | | |
| Workshop 4 Power of Social Media Marketing | Salon E/F | Salon E/F | | | |
| Workshop 5 College Admissions Trends Today | | | Garden Room | Garden Room | Garden Room |
| Workshop 6 Apple–Everyone Can Code | | | Salon A | Salon A | Salon A |
| Workshop 7 Becoming Your Best Self | | | Salon C/D | Salon C/D | Salon C/D |
| Workshop 8 Ethics and Productivity in Business | | | Salon E/F | Salon E/F | Salon E/F |
| FBLA State Officer Campaign Rally Voting delegates only! | | | | | Maryland Ballroom |

FBLA State Officer Campaign Rally
Thursday, March 28 – 4 p.m. (check-in begins at 3:50 p.m.)
Maryland Ballrooms 3 & 4

All voting delegates and state officer candidates must report to the Maryland Ballroom at 3:50 p.m. on Thursday, March 28. Voting delegates will receive their voting delegate ribbon during this meeting. Please note that the FBLA State Officer Campaign Rally is open to voting delegates only. All voting delegates and state officer candidates MUST attend!

WORKSHOP DESCRIPTIONS (FRIDAY, MARCH 29) _____

Maximize Your Mind

9:00–9:50 a.m.

Hunt Valley Ballroom

Presenter:

Brian Imbus, Opening Session Keynote Speaker

In this fun and interactive workshop, the amazing power of the human mind will be on full display. Real world applications will be discussed and techniques will be taught to attendees to help reach their own maximum potential.

Marketing & Advertising Ethics—Do They Even Exist

10:00–10:50 a.m. and 11:00–11:50 a.m.

Maryland Ballroom 1

Presenter:

Frank van Vilet, University of Baltimore

In this presentation we will explore the marketer's code of conduct and where it comes from, define marketing, then go into the ethical decision-making process that marketers undertake.

Get Rich, Own a Business

10:00–10:50 a.m. and 11:00–11:50 a.m.

Maryland Ballroom 2

Presenter:

Adam Spence, Law Office's of Spence, Brierley, P.C.

This popular, fast paced, and fun program is designed to teach participants about the number one path to personal wealth: owning a business. This program covers simple reasons why small business owners are wealthier than their peers and then goes into a discussion about long-term planning for owning your own business.

Self-Leadership Principles

10:00–10:50 a.m. and 11:00–11:50 a.m.

Maryland Ballroom 3

Presenter:

AliceAnne Loftus, AAL Coaching

Identifying leadership characteristics and applying them to self. Through this workshop we align core values to professional/business mission.

Apple—Everyone Can Code

10:00–10:50 a.m. and 11:00–11:50 a.m.

Maryland Ballroom 4

Presenter:

Jena Collins, Apple

Join us to learn about Everyone Can Code, a program designed to give everyone the power to learn, write, and teach code with Swift. You'll also hear about Swift Playgrounds and find out about App Development with Swift. See full description on page 16.

WORKSHOP DESCRIPTIONS (FRIDAY, MARCH 29) _____

Cisco Networking Academy

1:00–1:50 p.m. and 2:00–2:50 p.m.

Maryland Ballroom 1

Presenter:

Iris Kutch, Towson University and Cisco

An incredible opportunity is waiting for you. Technology is changing the world by connecting billions of devices and improving how we live, work, play, and treat our planet. No industry is immune. Are you ready to change your life, and possibly make the world a better place?

Networking Like a Rockstar

1:00–1:50 p.m. and 2:00–2:50 p.m.

Maryland Ballroom 2

Presenter:

Adam Spence, Law Office's of Spence, Brierley, P.C.

It is never too early to start networking. This informative, high-energy, and entertaining presentation will teach you why you should start networking now and continue through college to maximize your career potential and succeed.

Artificial Intelligence Paradigms

1:00–1:50 p.m. and 2:00–2:50 p.m.

Maryland Ballroom 3

Presenter:

Robert Harris, Paradigm Research

What is Artificial Intelligence (AI) becoming, and how will it fundamentally change our view of reality as well as our very existence in the Frictionless Society we are building? What does AI as “self-aware information” even mean?

Buyer Behavior—A Marketer's Guide

1:00–1:50 p.m. and 2:00–2:50 p.m.

Maryland Ballroom 4

Presenter:

Michael Galante, American Management Association

Understanding the behaviors of consumers and B2B customers before they make purchase decisions is critical. We'll discuss areas that impact buyer decisions and the best practices for influencing buyers before, during, and after the purchase. We'll outline steps of a typical decision process as well as factors including age, lifestyle, core values, economic status, and others. We'll consider various types of customers to understand the rate at which they adopt new products, services and technology.

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| Workshop 6 Cisco Networking Academy | | | | Maryland Ballroom 1 | Maryland Ballroom 1 |
| Workshop 7 Networking Like a Rockstar | | | | Maryland Ballroom 2 | Maryland Ballroom 2 |
| Workshop 8 Artificial Intelligence Paradigms | | | | Maryland Ballroom 3 | Maryland Ballroom 3 |
| Workshop 9 Buyer Behavior—A Marketer’s Guide | | | | Maryland Ballroom 4 | Maryland Ballroom 4 |