

**2015 FBLA State Leadership Conference**  
**Hunt Valley, Maryland**  
**April 23-25, 2015**

**SLC Advisor Information**  
**Advisor Update #5**

**General SLC Information**

**February 15, 2015**

The Maryland FBLA Board of Directors is looking forward to your attendance at the 2015 FBLA State Leadership Conference. There are a few items we would like to make you aware of prior to the conference. Please take a few minutes to review this document as it contains important information for you and your students.

Additional information will be sent in the coming weeks. This information is the most time sensitive information. The Board is diligently preparing for an exciting and rewarding conference. With your help and dedication, we are going to have another great conference!

**Summary of information included in this document:**

1. Key Deadlines for 2015 Maryland FBLA State Leadership Conference
2. Registration Information
3. Room share requests between chapters
4. Participants with special needs and dietary needs
5. Parental Authorization/Medical Form
6. Arrival and Departure Information
7. Dress Code
8. Workshops and keynote speaker
9. Format of Thursday's Opening Session, keynote speaker, and social event
10. Photos for slideshow during General Sessions
11. Butterflies for Babies
12. Battle of the Regions
13. Maryland FBLA Scholarships

**1. Key Deadlines for 2015 Maryland FBLA State Leadership Conference**

March 1, 2015	<ul style="list-style-type: none"> <li>▪ Last day to submit dues to National FBLA for individuals attending the SLC</li> </ul>
March 11, 2015	<ul style="list-style-type: none"> <li>▪ Written reports and other pre-judged materials due</li> <li>▪ Last day to notify Diana Hegmann (MSDE) of eligible students who will be unable to compete at the SLC</li> </ul>
March 27, 2015	<ul style="list-style-type: none"> <li>▪ State Officer Candidate applications due</li> <li>▪ Scholarship applications due (submitted online)</li> </ul>
April 8, 2015	<ul style="list-style-type: none"> <li>▪ Last day to register for conference</li> <li>▪ Special needs form and special dietary needs form due (submitted online)</li> </ul>
April 17, 2015	<ul style="list-style-type: none"> <li>▪ All money due for SLC</li> <li>▪ Photos for use in conference slideshow due (upload to <a href="http://upload.mdfbla.org/">http://upload.mdfbla.org/</a>)</li> </ul>
April 23, 2015	<ul style="list-style-type: none"> <li>▪ State Leadership Conference check-in begins at 10 a.m.</li> <li>▪ Select competitive events begin at Noon</li> <li>▪ State Officer Candidate mandatory meeting - 11 a.m. at The Hunt Valley Inn Baltimore (must be attended by the candidate running for office, the candidate's local chapter advisor, and the candidate's campaign manager)</li> </ul>

## 2. Registration Information

All participants must register for the conference through the online registration system (<http://regsvr.mdfbla.org>) and stay at the hotel. There are no exceptions to this policy. This policy is in place because of risk management and insurance issues. There is no “registration only” participation or single day registration for this conference. Competitive event lists will be verified when events begin and members not fully registered will not be permitted to compete.

Online registration will begin on February 23, 2015. Costs for attending the conference are in the attached document labeled “SLC registration fee and deadlines (2015).”

The fees listed in the attached document cover hotel accommodations and other conference costs. This includes, but is not limited to, two nights’ hotel accommodations, two dinners, one dance, motivational speaker presentation, meeting space, workshops, multimedia, conference gift, printing costs, conference participation certificate, awards for competitive events, security, and more.

The fees charged are per person and depend on room type. For example, if you have four students in a quad room, the cost to attend the conference for these students is \$250 per student for a total of \$1,000 for that room (\$250 x 4 students).

Please note that it is likely that each student will be sharing a bed with another student. Rooms with two beds are given in priority order in the following manner: Quads, then triples, then doubles. Booking a double room does not guarantee that there will be two beds in the room. Whether there are two beds or one bed is a function of all chapters’ demand for rooms and the hotel’s supply of rooms. The only way to guarantee one individual per bed is to book a single room. Single rooms are reserved for advisors and chaperones/guests because of liability and safety reasons. Single rooms are available to students only for those students in a situation where sharing a room is not a viable option based on medical, religious, or other reasons. Any student requesting a single room must adhere to the “Maryland FBLA - Policy regarding student overnight accommodations for conferences or activities.” A copy of the policy is attached.

Hotel room reservations will be made for you and your students based on the registration information you submit using the registration system that will be available beginning on February 23. We will make your hotel room reservations based on the information you submit and your room assignments. Room keys will be distributed by conference headquarters at the check in desk on the first day of the conference. It is highly likely that room keys will not be available until after 3 p.m. We appreciate your patience and understanding when checking in. We will get the keys to you as soon as they are available to us.

When you register your attendees (students, advisors, chaperones) you will list the names of the attendees by room and will register them for their competitive events.

The student names you type in the system are exactly how the names will appear on name badges and other conference information. If you misspell a name, it will be misspelled on the name badge and certificates. Please take the time to double-check the information you enter prior to submitting it to ensure all names are spelled correctly, that you have not entered a student/advisor/guest more than once, and that you have entered your students in the correct competitive event. As chapter advisor, it is your responsibility to ensure the accuracy of the registration information you submit. **Please do not submit names in the registration system using all capital letters or all lower case letters. Please use upper and lower case letters.**

Registration will conclude on April 8, 2015 at 5:00 p.m. All money for the conference is due by April 17, 2015. Please make arrangements with your school’s financial secretary now to ensure you will not have a problem getting your chapter’s check issued prior to April 17 so it will be **received** by Maryland FBLA by **April 17**.

**IMPORTANT: When registering attendees for the conference in the registration system, you will need the t-shirt sizes for all attendees.** The size choices are Small, Medium, Large, X-Large, and 2X.

**In addition, you will be asked to designate the two students who will be voting delegates for your chapter at the SLC.**

**Also, each chapter may enter up to three students for the Battle of the Regions event.**

Please have the t-shirt size, voting delegate designations, and Battle of the Regions registrants prior to entering the data in the registration system.

### **3. Room share requests between chapters**

The registration system is designed to accept room share requests. An example of a room share request is when you have one student who wants to attend the conference but you do not have other students to put in his/her room and another chapter has the same situation. These two chapters may pair these students together for rooming purposes. It is the chapter's responsibility to identify the schools that you will be room sharing with. Both schools must request the same room share arrangement. The state chapter will not initiate or approve a room share arrangement unless both schools make the request in the registration system. When you submit your room share request, the invoice will reflect the incorrect price until all schools involved in the room share request have submitted their registration and it has been verified by the state chapter. Once the room share request has been verified, you will receive an e-mail from the registration system to let you know you may print a revised invoice with the correct rates.

*Example:* If you have a room share request for one student to room share with one student from another school, when you submit your registration, the invoice will reflect the price of a single rate for your student. When the other school submits the room share request, you will receive an e-mail letting you know your invoice has been revised. The rate for this student will be changed from single to double on the revised invoice.

If any of your students are room sharing with students from another chapter and the student(s) from the other chapter cancel or do not complete their registration, your chapter will be responsible for the increased rates for the remaining students in your chapter. In other words, if you have two students sharing a room with one student from another chapter (triple rate) and that other student does not follow through on their registration or cancels their registration prior to the April 8 deadline, you will be charged the double rate for each of your students instead of the triple rate that you would have been charged if you were room sharing.

### **4. Participants with special needs and dietary needs**

If a participant has a disability that meets the criteria specified in the ADA, please complete the Special Needs form found online at <https://mdfbla.wufoo.com/forms/participants-with-special-needs-slc-2015/> by April 8, 2015. **Please complete and submit a separate form for each participant with a special need.**

In addition, if a participant has a special dietary need such as requiring a vegetarian or vegan meal, please complete the Special Dietary Needs form found online at <https://mdfbla.wufoo.com/forms/participants-with-special-dietary-needs-slc-2015/> by April 8, 2015. Please note that there is an option to indicate a vegetarian selection in the registration system. However, the online form must ALSO be completed to ensure that you and your student(s) requirements are accommodated. **Please complete and submit a separate form for each participant with a special dietary need.**

Note that all requests for special dietary needs must be submitted by the chapter advisor using the online form. **The hotel is not to be called directly to make a special dietary need request.** If the hotel receives such a request, they will notify Maryland FBLA, who will forward the request to the chapter advisor to complete the online form. All requests must be submitted by the chapter advisor by April 8, 2015. Please collect this information from your chapter members prior to completing your registration so that you are able to submit the form by the deadline of April 8, 2015.

### **5. Parental Authorization/Medical Form**

Please ensure that you have completed parental authorization/medical forms (blank form attached) for each student attending the conference. Please have the forms alphabetized by the students' last name. Make a copy of the forms to keep with you during the conference and the originals will be turned in at the time of check-in. **Please put the originals in a brown envelope with your school name written on the front.** These forms will be checked at the time of check-in and any student that does not have a completed form will not be allowed to participate in the conference. **Please do not use the form that was used last year. If your county requires their own permission form, you will need to complete the attached form in addition to your county's form. We cannot accept your county's form in lieu of the attached form. The form attached has been updated and is the only form that will be accepted at check-in.**

## **6. Arrival and Departure Information**

Registration opens at 10 a.m. on Thursday, April 23, 2015. Please plan to arrive at that time or after. Arriving before 10 a.m. creates a logistical problem for the hotel as we have not contracted with them for chapters to arrive before 10 a.m.

The advisor from each chapter should report to conference registration located on the lower level of the hotel's conference center. Chapter members should remain on the bus until their advisor has completed registration. The advisor will receive the registration packet for their chapter. If you have a large number of students registered and think you will need help carrying the registration packet (conference programs, participation certificates for members, name tags, etc.), you may bring ONE student with you. The registration area is not large enough to accommodate more than two people from each chapter at one time. After picking up the registration packet, the advisor will return to their bus and distribute the items to their members. The members may then check in to their rooms if they are available or take their luggage to the designated storage area.

**It is highly likely that rooms will not be available until after 3 p.m. Please have your students arrive in business attire in accordance with the FBLA-PBL dress code as there will not be an area for them to change clothes.**

We will once again be collecting each advisor(s) cell phone number at the time of registration. This will be used to contact you during the conference in case of an emergency or other situation.

Some competitive events will begin promptly at Noon on Thursday. When the schedule is finalized, the details of which events will occur on Thursday afternoon will be sent to all advisors. As you are planning your transportation to the conference, please plan to arrive as close to 10 a.m. as possible to ensure that your students are at the conference in time for the competitive events at Noon. The opening session and dinner will begin promptly at 5:30 p.m. There will be limited food service at the hotel Thursday morning/afternoon. You are encouraged to have your bus stop for a meal along the way and/or have your students pack lunch/snacks.

The conference will conclude by Noon on Saturday, April 25, 2015.

## **7. Dress Code**

The Board of Directors has a firm policy on the dress code. The conference is a professional meeting for all attendees and should be treated as such. We will be following the dress code published by National FBLA and it is attached to this email. Members appearing for any part of the conference in attire that does not meet the standards outlined in this document will not be allowed to compete or participate in the portion of the conference they are not appropriately dressed for. In the event that the student is not appropriately dressed for a competitive event, they will be sent out of the event to go and correct this situation; however, they lose the time that it takes them to get back to their event. Please review this with your members prior to the conference. The only activities that the members may dress casually for are the evening social events (hypnotist/motivational speaker and dance). **Special note regarding Sperry's shoes: Sperry's are not considered dress shoes per the National FBLA-PBL dress code. If Sperry's are worn, the judges may deduct points on competitive event rating sheets.**

## **8. Workshops and keynote speaker**

We are excited to have Brian Imbus from Imbus Entertainment Group as our motivational speaker on Thursday. Brian is a highly regarded hypnotist, and his presentation will combine humor and hypnosis with a message of personal responsibility, accountability, and leadership. Imbus Entertainment Group is the same company we used in prior years and they have worked with many student groups and come highly recommended. Brian's presentation will surely not disappoint and will inspire both students and adults alike. Brian will also host a workshop on Friday. You won't want to miss it! For those of you that saw 2013's hypnosis show, please relay to you students what a fun event this is. This year's presentation will be similar to 2013, but the message and show will be different to keep it fresh.

As part of Brian's presentation, he will select volunteers from the audience to come on stage and become hypnotized. The hypnotized volunteers are taken through an amazing journey of imagination while they become the true stars of the show! All shows are done in good taste and Brian specializes in high school presentations. Brian is a Certified Hypnotist with more than 20 years of experience and has been trained by the most well known entertainers in the country.

As we expect the demand for those students and advisors wanting to be hypnotized will be high, to ensure each chapter receives equal opportunity to participate we will accept two names from each chapter as possible candidates for participation. The participants will be selected from the names each chapter submits. In order to participate, the two students you submit for participation are required to have the permission slip attached to this e-mail completed (signed by the student's parent or legal guardian). You may turn in a maximum of two permission slips at the registration desk on April 23. If you submit two student names, please submit one male and one female student.

An excellent slate of workshops is also being developed for members and advisors. This schedule will be sent in one of the future mailings that you receive. We will be running workshops on both Thursday and Friday for all attendees.

### **9. Format of Thursday's Opening Session, keynote speaker, and Battle of the Regions**

Consistent with recent years, Thursday's keynote speaker's presentation will once again be after the Opening Session. The Opening Session will begin promptly at 5:30 p.m. and dinner will be served immediately following. After dinner, there will be a short break where everyone can change into casual clothes and we will reconvene in the Hunt Valley Ballroom at 8:30 p.m. for the keynote speaker's presentation. The keynote is an extension of the opening session and is a required activity. The presentation will last for approximately 90 minutes. This is the social event for the evening; there will not be a dance on Thursday evening (there will be a dance on Friday evening). Following the keynote, we will host a "Battle of the Regions." Get ready to root on your region as we have some friendly competition where we test participants' FBLA and pop culture knowledge! More details on how to register students to participate in this can be found below in #12 of this update.

### **10. Photos for slideshow during General Sessions**

We are compiling photos from all chapters for use in a slideshow that will be shown during the countdown for each general session of the conference (Thursday's opening session, Friday's general session, and Saturday's awards program). This is a great opportunity for your members to have the chance to see themselves on the big screen! The photos can be of your members participating in chapter activities such as chapter meetings, social events, community service projects, regional conferences, etc.

Once your chapter has gathered your photos, please upload them to the following website:  
<http://upload.mdfbla.org/>.

**All photos must be submitted by April 17.**

This initiative won't be successful without photos from every chapter, so please start getting your chapter and member photos together now.

### **11. Butterflies for Babies**

We will once again be encouraging local chapters to support the March of Dimes by participating in the Butterflies for Babies campaign. Donations of \$1 or more should be collected for each butterfly distributed. 100% of the money collected is donated to the March of Dimes.

To participate in the Butterflies for Babies campaign:

1. Make copies of the butterfly drawing attached to this e-mail.
2. The butterflies should be sold as a \$1 or more donation, for which all proceeds will benefit the March of Dimes.
3. Each person who purchases a butterfly should color/decorate the butterfly.
4. You may cut the butterfly out or turn in the whole piece of paper.
5. Write the name of the individual and the chapter name on the back of the butterfly.
6. Complete the attached Butterflies for Babies submission form and turn the form in along with all money raised on the first day of the conference at the time of registration. Please submit all money raised in the form of one check or money order. **Any chapter that turns in cash for their butterflies or submits multiple checks/money orders (instead of ONE check or money order) will be disqualified from participating in the two awards (see details below).** All money raised must be submitted in the form of ONE check or money order. **NO CASH OR COINS!!**
7. Select the one butterfly you think is the best design and turn it in on the first day of the conference at the time of registration.

Two awards related to the Butterflies for Babies campaign will be given at the State Awards Program on Saturday. One award will be given for best butterfly design. This is awarded to the individual who the judges decide has colored/decorated their butterfly the best. The second award will be given to the chapter who raises the most money for the March of Dimes through this campaign.

\*\*There are two documents attached to this e-mail related to the Butterflies for Babies campaign. One is a PDF of the butterflies that are to be sold. The second is a PDF that is the submission form which is turned in with the butterflies and money at the conference.

**Please note you will only be turning in one butterfly; the one you think is the best design.** You may display the other butterflies in your school or donate them to a local hospital or your local March of Dimes chapter.

### **12. Battle of the Regions**

After much success in recent years, we will continue the Battle of the Regions event at the 2015 SLC. This is a state only event that tests students' knowledge of general business facts, current events, parliamentary procedure, and FBLA-PBL facts. Questions about FBLA-PBL facts, history, and general information will all be a significant component of the written and oral examination.

Specific guidelines and an explanation of the procedures on how the event will work are in the attached document entitled "Battle of the Regions Guidelines (Maryland FBLA) (2-15)."

**Each local chapter may register up to three students for this event. These students may participate in another competitive event at the conference as the Battle of the Regions is not a part of the Competitive Events Program.** You will register your students for this event using the conference registration system. There will be an option to enter three student names for this event.

At the conference, all students registered for this event will take a written, multiple choice test on Thursday, April 23. Teams from each region will be formed by taking the top three to five test written scores from each region. Each region will be represented by one team, so your students may be paired up with students from other schools to represent your region. The number of students selected from each region will be from three to five depending on the level of response received for the event. Each region's team will have an equal number of participants.

The "live" Battle of the Regions will occur in a quiz show format on stage on the evening of Thursday, April 23. The Battle will occur immediately following the keynote speaker's presentation Thursday evening. Please review the attached guidelines for specific procedures on how the Battle will work.

Also included in the guidelines are sample questions and a list of resources that your students should study to prepare for this event.

I encourage you to offer this opportunity to your students as early as possible so that they can begin studying and preparing. If last year was a good indicator, this event will be highly competitive again at the SLC!

### **13. Maryland FBLA Scholarships**

To honor our outstanding future business leaders, Maryland FBLA will offer up to three scholarships at the 2015 Maryland FBLA State Leadership Conference. Each chapter is eligible to nominate up to two (2) current senior members to apply for these scholarships. Scholarships will be awarded based upon involvement in FBLA, scholastic achievement, community service, demonstrated leadership ability, and advisor recommendation.

Applications and complete information must be **uploaded to the address listed below by March 27, 2015 at 5 p.m.** Detailed instructions are included in the attached scholarship packet.

Scholarship applications and other required documents will be uploaded online at the following address: <https://mdfbla.wufoo.com/forms/maryland-fbla-scholarship-application-slc-2015/>