



Maryland FBLA
2020 Virtual Fall Leadership Conference

LIVE and INTERACTIVE via Zoom!!

Wednesday, November 11, 2020
8:30 a.m. – 2:30 p.m.

\$10 registration fee per student (advisors are complimentary)
Registration Deadline – November 9 at 5 p.m.

Individual registration: <https://mdfbla.wufoo.com/forms/2020-virtual-fall-leadership-conf-registration/>
Chapter registration: <https://www.gobluepanda.com/>

Dress to impress on Zoom! (business attire strongly encouraged)

Conference Agenda

8:30 – 9:00 a.m. **Opening Session**

This isn't your ordinary virtual session! Prepare to feel like you are at an in-person event again! Broadcast from a state-of-the-art stage with the latest technology, moving lights, and music, you'll hear greetings, messages, and other surprises from the State Officer team, Maryland FBLA-PBL Board of Directors, National FBLA CEO & President Alex Graham, FBLA National President Drew Lojewski, and other special guests! There is a really **big surprise** in this session you won't want to miss!

9:00 – 10:15 a.m. **Interactive Leadership Keynote/Motivational speaker presentation by Patty Hendrickson**

10:15 – 10:30 a.m. **Break**

10:30 – 10:55 a.m. **Workshop Session 1**

(10 concurrent live and interactive workshops— attendees pick one to attend, descriptions on pg. 3-4)

- FBLA 101
- How to Dominate Social Media: A Definitive Guide to Creating an Unforgettable Social Media Presence
- Time for a Meeting!
- Make a Goal and Go for It
- Involvement 101
- Rethinking the Personal Brand
- Create a FBLA FAMILY
- The Benefits of Internships and How to Maximize the Opportunity
- How 7 Seconds Can Change Your Life
- Degree Determination

11:05 – 11:30 a.m. **Workshop Session 2**

(10 concurrent live and interactive workshops— attendees pick one to attend, descriptions on pg. 3-4)

- The Secret of Effective Leadership
- Competitive Events 101
- Hey Baby, Let's Talk About the March of Dimes
- Communication Catch Up
- National Awards and Chapter Recognition
- Marketing Beginnings: Understanding Your Audience
- Effective Leadership = Greater Productivity
- Fundraising Tips & Trends
- Team Building 101
- Advisors' Session

11:30 a.m. – 12:30 p.m. **Lunch Break**

12:30 – 12:45 p.m. **Local Chapter Officer & Superstar Spotlights**

Will the spotlight land on you?! This is your chance to toot your own horn and tell everyone from around the state something amazing you are doing in your local chapter!

12:45 – 1:35 p.m. **Competitive Events Judges Panel**

This panel discussion with regional, state, and national leadership conference judges is your opportunity to get expert advice to help you ace your competitive event and what common mistakes to avoid! Get your questions ready because this is highly interactive and it is your opportunity to ask the judges what you've always wanted to know about how to do your best and win!

1:35– 1:45 p.m. **Break**

1:45– 2:30 p.m. **Patty's Inspirational and Interactive Wrap-Up**

More Local Chapter Officer & Superstar Spotlights, facilitated closing with breakout rooms, "What's Your Take-Away," and send-off! This session will give you and your local chapter specific takeaways that you will use right away to create and maintain momentum and enthusiasm in a virtual environment!

Interactive Leadership Keynote/Motivational speaker presentation

Led by *Patty Hendrickson*

Do you wish more people understood what you do?
Do you wish you had time to chat with people who understand your stress?
Could you use some good ideas to feel engaged and energized?

If you answered "yes" to any of these questions, then you're in the right place. In this highly interactive, live session you'll learn strategies and techniques of how to be engaged and energized in this new, virtual world. Be prepared to be wowed and be motivated because Patty never disappoints and she will have you cheering from wherever you are watching!

Patty Hendrickson, a professional speaker from La Crosse, Wisconsin, has spoken to nearly two million people since 1987. She has authored many books; has a Masters of Business Administration; has been President of several state and national organizations; and has received the highest earned designation in the field of professional speakers, Certified Speaking Professional, given to less than 900 people in the world! Patty is very excited to share with FBLA members and advisors because she was a very involved FBLA member herself, including being a former FBLA National President!



REGISTRATION FEE AND DEADLINES

Registration closes at 5 p.m. on November 9, 2020.

Registration fee

The cost for students and guests to attend is \$10. The conference is open to those that have paid dues and to those that may be considering joining. This is an excellent recruitment tool for potential members!

The Board is pleased to offer **complimentary registration for advisors.**

How to register?

There are two ways to register: individually or as a chapter.

Individual Registration

If you and/or your students would like to register individually and have each person pay with a credit card when they register, you may register using the Wufoo form at the following link: <https://mdfbla.wufoo.com/forms/2020-virtual-fall-leadership-conf-registration/>. Advisors please share this link with their students directly and they can each register on their own. Payment must be made by credit card for those students completing individual registrations and after submitting the registration information, the registrant will be taken to a payment screen to securely enter their credit card information. Registration fees are non-refundable once payment is submitted.

Chapter Registration

If you would prefer to register as a chapter and submit payment for your chapter via a school check, you can register through the Blue Panda system (<https://www.gobluepanda.com/>). If you use Blue Panda to register your chapter, please be aware that you will need e-mail addresses for each of your students. Please ensure that the student e-mail addresses are able to receive external e-mails (some schools have school e-mail addresses for students that are only able to receive mail from within the school system; those e-mail addresses will not work for this conference as we will be e-mailing conference log-in instructions directly to all registrants). If you have any trouble logging into Blue Panda, please e-mail the system directly at support@gobluepanda.com for log-in assistance. There is also self-service "forgot user name/password" feature on the Blue Panda registration website as well.

Whichever registration method is used, advisor registration is complimentary and doesn't require a payment.

Instructions on how to access the conference via Zoom will be e-mailed to all registered participants on November 10.

Local Chapter Officer Spotlight

As part of the Virtual Fall Leadership Conference, we will be spotlighting local chapter officers or one of your local chapter members who has gone above and beyond. **When each advisor submits their registration, there will be a field where you can enter the name of one student. Each chapter may nominate one local chapter officer who may be chosen to speak during the conference.** This is a fun and exciting opportunity for one of your superstar members to possibly get recognized and speak to all conference attendees! Students chosen may be asked to tell a little bit about themselves, what accomplishments they are proud of, what they are working on in their local chapter, etc.

The nominee must be registered for the FLC.

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WORKSHOP DESCRIPTIONS

WORKSHOP SESSION 1

10:30 – 10:55 a.m.

FBLA 101

Presenters: Vinay Khosla & Kathy Yao, Maryland FBLA State Officers

Do you want to know how to get even more involved with FBLA? Or are you just a new member? Either way, this is the workshop for you! Learn about everything that FBLA and Maryland FBLA has to offer you! From competitive events and amazing conferences to the BAAs and CSAs, there are so many opportunities within this organization. See you there!

How to Dominate Social Media: A Definitive Guide to Creating an Unforgettable Social Media Presence

Presenters: Sanket Vaja & Neha Mupparapu, Maryland FBLA State Officers

Learn how to create content that engages members, connects alumni, and attracts businesses. Come take the next steps to YOUR digital dominance.

Time for a Meeting!

Presenters: Luis Meza & Sarah Foerster, Maryland FBLA State Officers

Did you ever feel like your chapter can be bigger? Are your members not paying attention at your meetings? Well look no further! Learn how to attract possible members at your school, how to keep them, how to hold your meetings and much more! Hurry up because it's time for a meeting!

Make a Goal and Go for It

Presenters: Daniela Pena & Lucy Kopin, Maryland FBLA State Officers

Curious about how to make your chapter more successful? Learn how to create goals that are not only relevant but achievable. Then find ways to implement them in such a way that your chapter can be motivated to complete them.

Involvement 101

Presenters: Aamaly Hossain & Sophia Reed, Maryland FBLA State Officers

How can you be involved in your chapter and community? Involvement 101 is an interactive workshop that develops your understanding of fundraising and community service. We will also discuss, as a group, about fundraising and community service ideas. In all fun and games, Involvement 101 will help you become more comfortable with generating ideas, branching out and enhancing your luck with Bingo!

Rethinking the Personal Brand

Presenter: Jack Fitzpatrick, Jack Fitzpatrick Consulting

It's 2020 and empathy is more important than ever. This workshop will overview personal branding trends and help you build a network to accomplish your goals.

Create a FBLA FAMILY

Presenter: Drew Lojewski, FBLA National President

Master the process of managing an FBLA FAMILY of successful members collaborating and being active in your local chapter in this insightful workshop!

The Benefits of Internships and How to Maximize the Opportunity

Presenter: Eric McGarvey, Ohio FBLA State Director

This session will cover everything you need to know about finding and securing an internship while also maximizing the experience. From applying to setting yourself up for success - we'll discuss ways to separate yourself from the competition and make the most of your internship.

How 7 Seconds Can Change Your Life

Presenters: Tamas Mester & Mehul Sreenivas, Former Maryland FBLA State Officers

Mastering first impressions are critical for success in business. Join us for an engaging and dynamic presentation on how to nail the first impression.

Degree Determination

Presenter: Hannah Klein, Former Maryland FBLA State President

We discuss how to stay motivated and engaged as a student (even in a virtual environment), do well in your classes, and still make time for fun. Determination is the key!

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WORKSHOP DESCRIPTIONS WORKSHOP SESSION 2 11:05 – 11:30 a.m.

The Secret of Effective Leadership

Presenters: Kathy Yao & Vinay Khosla, Maryland FBLA State Officers

Here to help you become a better leader, this interactive workshop shows you what it takes to become a servant leader. Learn about the role of different officer positions, as well as tips regarding leadership development.

Competitive Events 101

Presenters: Lucy Kopin & Daniela Pena, Maryland FBLA State Officers

Learn everything that you need to know about FBLA competitive events! You will learn all about the different types of events that FBLA offers, tips on how to be successful, and more! If you want the inside scoop on competitive events, you won't want to miss this.

Hey Baby, Let's Talk About the March of Dimes

Presenters: Sophia Reed & Aamaly Hossain, Maryland FBLA State Officers

Ever wonder why FBLA supports the March of Dimes? Or who benefits from March of Dimes? What even is March of Dimes? Join this workshop to learn all about this baby-helping organization.

Communication Catch Up!

Presenters: Neha Mupparapu & Sanket Vaja, Maryland FBLA State Officers

Would you like to learn how to use effective communication during a presentation? Come build your skills in various areas within communication with the Communication Catch Up workshop!

National Awards and Chapter Recognition

Presenters: Sarah Foerster & Luis Meza, Maryland FBLA State Officers

Have you ever wanted to be recognized at States or Nationals? Well, here is your chance, with chapter and member awards. Learn about the programs offered by FBLA, and how you and your chapter can complete them. Join us to learn about chapter recognition!

Marketing Beginnings: Understanding Your Audience

Presenters: Jack Fitzpatrick, Jack Fitzpatrick Consulting

Many of us use the words like marketing and advertising as ways to promote a product, service, or organization. But before you get to any of that, you must understand your audience. This workshop will overview audience identification as a crucial step of the marketing process.

Effective Leadership = Greater Productivity

Presenter: Rhea Mehta, Ohio FBLA State President | National FBLA North Central Region VP

Learn how to be the best leader you can be. Rhea will help you learn how to utilize your unique skills to maximize productivity.

Fundraising Tips & Trends

Presenter: Eric McGarvey, Ohio FBLA State Director

Learn more about national fundraising programs as well as where to find local fundraising opportunities to help cover chapter and individual expenses. We'll explore creative fundraising approaches including business sponsorships.

Team Building 101

Presenters: Tamas Mester & Mehul Sreenivas, Former Maryland FBLA State Officers

Whether in school or in the job force, working in teams is an inevitability. Learn tips on how to lead your team to success!

Advisors' Session

Presenters: David Jones & Alan Rzepkowski, Maryland FBLA-PBL Board of Directors

Advisors come one, come all! This is an interactive session just like at in-person events, so if you have questions, this is a great place to get the answer