

**FUTURE NATIONAL
LEADERSHIP CONFERENCE**



June 29 - July 2, 2016 Atlanta, GA
June 29 - July 2, 2017 Anaheim, CA
June 28 - July 1, 2018 Baltimore, MD
June 29 - July 2, 2019 San Antonio, TX

**FUTURE STATE
LEADERSHIP CONFERENCE**



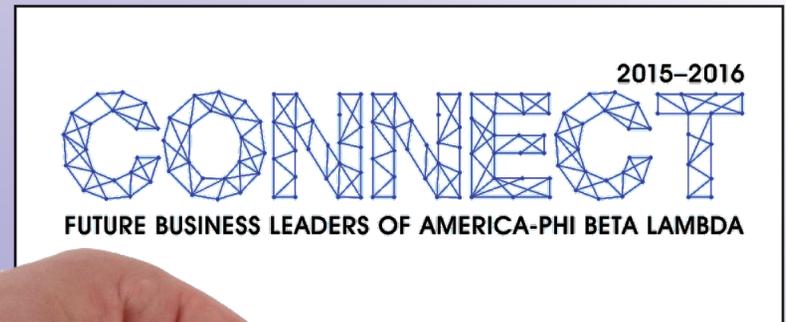
April 3 - April 4, 2017 Appleton
April 9 - April 10, 2018 La Crosse
April 7 - April 8, 2019 Green Bay



ARMY ROTC



Program Sponsored by US ARMY ROTC
through the WI FBLA Foundation



**62nd Annual
State Leadership
Conference
Middle Level
FBLA - La Crosse, WI
2016**

OUR MISSION

To bring business and education together in a positive working relationship through innovative leadership and career development programs.

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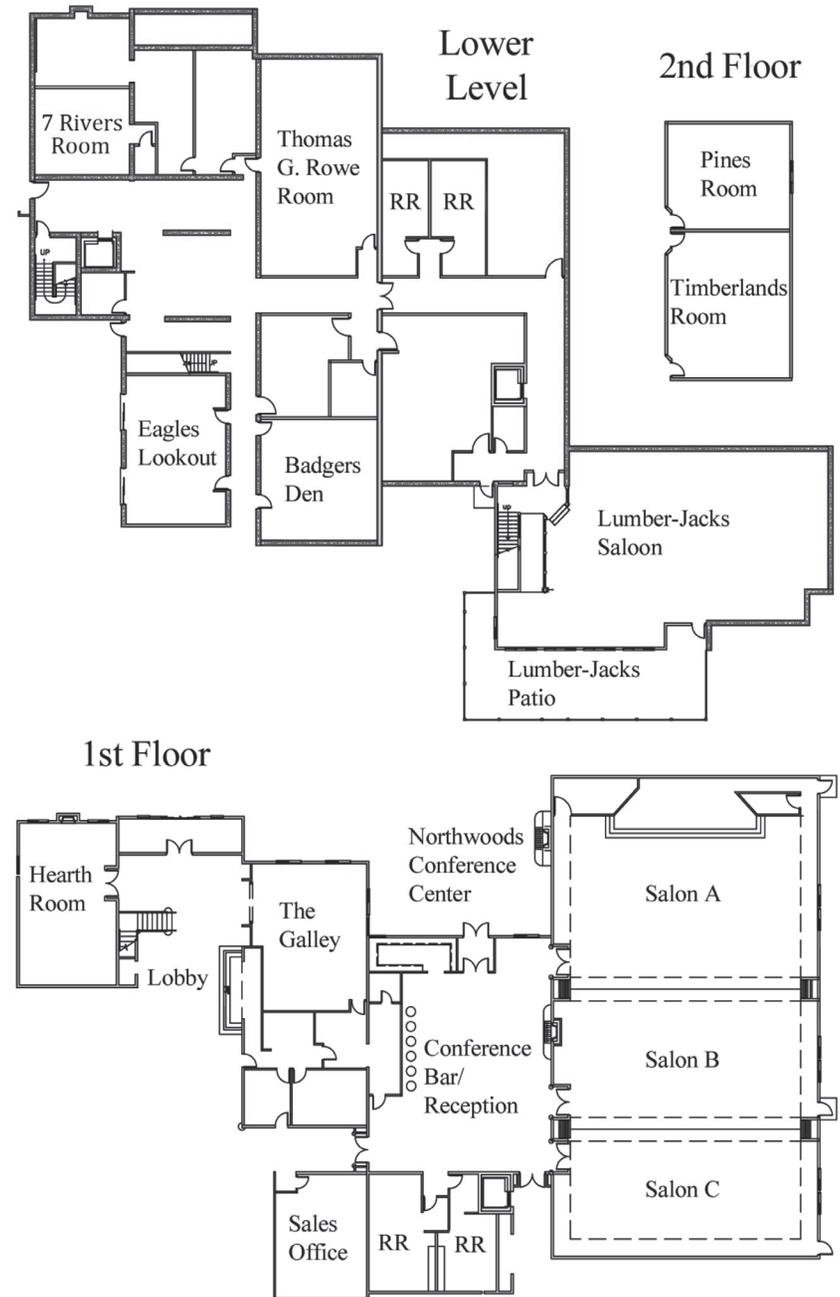
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THE NINE GOALS OF FBLA

- 1 FACILITATE TRANSITION FROM SCHOOL TO WORK**
FBLA is a major promoter of the current school-to-work and co-op programs. Many FBLA members take part in these activities giving them a taste of the actual business world.
- 2 PROMOTE COMPETENT, AGGRESSIVE BUSINESS LEADERSHIP**
Members grow as leaders. By incorporating this with an interest in business, members are ready to become future business leaders.
- 3 STRENGTHEN STUDENT SELF-CONFIDENCE**
FBLA allows individuals to gather the self-confidence and build self-esteem to propel them through high school, college, and beyond.
- 4 UNDERSTAND AMERICAN BUSINESS ENTERPRISE**
FBLA seeks to inform its members of the workings of the free enterprise system in our capitalistic economy.
- 5 IMPROVE COMMUNITY CITIZENSHIP**
Through the many community service projects our chapters undertake, students learn the value of community service.
- 6 DEVELOP CHARACTER AND FOSTER PATRIOTISM**
FBLA never forgets that the freedom we have was a result of the hard-working generations of Americans that came before us. By using them as an example, we can continue to prosper as a nation.
- 7 PROMOTE SOUND FINANCIAL MANAGEMENT**
Keeping track of finances is a big part of life. FBLA helps its members understand how to budget and manage money.
- 8 ENCOURAGE SCHOLARSHIP**
Academic excellence and education are an important part of the FBLA experience. Learning is a lifelong process.
- 9 ESTABLISH CAREER GOALS**
The opportunities present in FBLA allow for a smooth transition from the world of learning to the world of work.

Floor Plan Layout • Stoney Creek Conference Center



Conference Appreciation

Wisconsin FBLA expresses appreciation to the following individuals and companies for contributions to the success of the 2016 State Leadership Conference:

Michael Ferris & Staff, La Crosse Center	Dave Thomas, FBLA State Adviser	2015-16 State Executive Board and their Advisers
Tami Woods & Staff, Radisson Hotel La Crosse	Maria Ingraham, FBLA Office Operations Associate	Parents of the State Officers
Kyle Scheele	Patty Hendrickson	Wisconsin FBLA Foundation & Board of Directors
Katie Grassel, Jan Imhoff, Cheryl Hopkins, Annette O'Hern, Jen Wegner, Jessica Wegner Krista Weigel -Conference Planning Committee	Jose Espinel, National FBLA President	The 200+ partners who served as event judges
La Crosse Area Convention & Visitors Bureau	Wisconsin FBLA Advisers	Workshop Presenters
Dana Ecker & Phil Wanke	Wisconsin Business & Technology Information Teachers	All local businesses that provided tours
		WEBIT



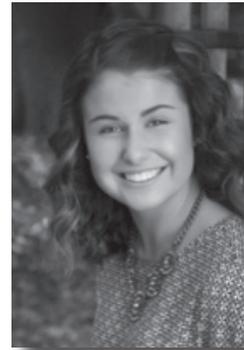

Kyle Scheele • Keynote Speaker

Kyle Scheele is an inspiring speaker, writer, and youth expert who has challenged thousands of teens across the nation to live better stories

When he's not on a plane or a stage, Kyle is at home in Springfield, MO, where he lives with his beautiful wife "Lindsay" and their three awesome children. He's still not sure how he ended up with such an incredible family, but he's trying to lay low in case this whole thing was some sort of mistake. In his free time, Kyle enjoys reading, writing, and helping his kids build forts out of household furniture.



President's Message



Hello Wisconsin FBLA Members and Advisers!

On behalf of the State Executive Board, I would like to welcome you to the beautiful city of La Crosse, Wisconsin for the 62nd Annual State Leadership Conference! Congratulations to all of you for earning a spot to participate at this conference and CONNECTING with all of the opportunities that FBLA has to present to all of its members!

Incourage each and every one of you to step out of your comfort zone and take all opportunities that are available in La Crosse. Participate in workshops, attend all meetings, participate in the Digital Scavenger Hunt, compete to the best of your ability, and network with as many members as possible to make the most of your time here at the State Leadership Conference. To top things off, enjoy this year's entertainment, ComedySportz on Monday night and further your CONNECTION with your local chapter and Wisconsin FBLA.

It has been an absolute honor to serve as your 2015-2016 Wisconsin FBLA State President, and it will be very difficult to say goodbye to the organization and members that mean the world to me. Although my term is nearing its end, I would thoroughly enjoy CONNECTING with as many Wisconsin Future Business Leaders as possible over the course of the next two days. Make the most of your time here in La Crosse as we all strive to show that we are the best Wisconsin FBLA has to offer and earn a trip to the National Leadership Conference in Atlanta, Georgia this summer! Let's CONNECT together here at the 2016 Wisconsin FBLA State Leadership Conference!

Sincerely,

Sydney Wilcox- 2015-2016 Wisconsin FBLA State President

Welcome José Espinel, National FBLA President



José is a firm believer in the value and the power of the individual and has served as local, region, and state officer. He recognizes that every FBLA member carries a story worthy of sharing, and urges you to stand beside him and CONNECT with fellow members throughout the year. His has been involved in FBLA for four years. He has competed in the Banking & Financial Systems event. His interests and hobbies include Civil Air Patrol and entrepreneurship.

FBLA Creed

I believe education is the right of every person.

I believe the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.

I believe every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.

I believe every person should actively work toward improving social, political, community, and family life.

I believe every person has the right to earn a living at a useful occupation.

I believe every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.

I believe I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

SUNDAY, APRIL 10, 2016

9:00 p.m.	Advisers Meeting	Hearth Room
10:00 p.m.	Quiet Hours	
11:00 p.m.	MIDDLE LEVEL CURFEW	

MONDAY, APRIL 11, 2016

7:30 a.m.	Registraton Opens	Hearth Room
8:00 a.m.	Bus Departs from Stoney Creek	
9:00 a.m.	First Delegate Assembly - Opening Session Color Guard National Anthem Introduction of 2015-16 Wisconsin Officer Team Welcome La Crosse Representative New Chapter (High and Middle) recognition Nomination and Introduction of Officer Candidates Greetings – FBLA State President Keynote Speaker: Kyle Scheele Outstanding teacher/student awards March of Dimes & Miracle Moment Closing; misc. announcements	La Crosse Center
10:45 a.m.	Grab lunch from La Crosse Center Concessions & Bus Departs from LaCrosse Center	
11:15 a.m.	Adviser Meeting	Hearth Room
12:00-1:15 p.m.	ML Testing - Written Business Concepts & Intro to FBLA Principles & Procedures Career Exploration Financial Fitness Internet Safety Intro to Business Math Intro to Computers	Salon A/B Salon A/B Salon A/B Salon A/B Salon A/B Salon A/B
1:00 p.m.	Judges Meeting	Hearth Room
Session I 1:30-3:00 p.m.	Skill Tests Keyboarding I and II Spreadsheet	T.G. Rowe T.G. Rowe
Session I 1:30-3:00 p.m.	Presentations: (holding area, Salon C) Computer Slide Show FBLA Creed Speaking Intro to Public Speaking Issues in Society Web Site Creation	Badger Room Timberland Pines 7 Rivers Eagle Room
1:45 - 2:45 p.m.	Team Building Session (S.J. - Shenanigans) (All students scheduled for 3:00-4:30 presentations should be attending this session.)	Salon A/B

Officer Candidates 2015-2016

President

Sydney Bell – Waunakee HS

Vice President

Allen Lisowe – Two Rivers HS
Amelia Olson – Gilman HS

Secretary/Treasurer

Jacob Czech – Kewaunee HS

Reporter

Gretchen Janvrin – LaCrosse Center HS
Keelie Murphy-Besaw – Seymour HS
Marissa Nowicki – Athens HS

Parliamentarian

Dominique Lee – Sheboygan North HS
Hannah Shimanek – Two Rivers HS

National - North Central Vice President

Alyssa Rinelli - Greendale HS
Hattie Kruschek – Waunakee HS

Region I Vice President

Michael Sauer, St. Croix Central HS

Region II Vice President

Kenzi Boivin, Nekoosa HS

Region III Vice President

Jadyn Stuart, Suring HS

Region IV Vice President

Paige Allemann, Cochrane-Fountain City HS

Region V Vice President

Macy Benisch, DeForest HS

Region VI Vice President

Emma Passing, Dodgegeland HS

Region VII Vice President

Madylin Becker, Muskego HS

Executive Board Advisers

Katie Grassel, Tracy Tate, Jan Imhoff, Jen Jackson, Michelle McGlynn, Beth Graceffa, Kelsey Anderson, Jennifer Berendsen, Samantha Goss, Steve Wills, Stephanie Jansen

FBLA State Executive Committee

Katie Grassel, Cheryl Hopkins, Jan Imhoff, Annette O'Hern, Jen Wegner, Jessica Wegner, Krista Weigel

State Superintendent, DPI

Tony Evers

Assistant Superintendent,

Academic Excellence, DPI
Sheila Briggs

Director, Career & Technical Education, DPI

Sharon Wendt

FBLA State Adviser

Dave Thomas

FBLA Office Operations Associate

Maria Ingraham

Deadline Calendar for NLC

June 29 - July 2, 2016 Atlanta, GA

ASAP	Make airline reservations - Details about conference discounts on airlines, rental cars, shuttle services, etc. is available at www.fbla-pbl.org .
April 22	NLC Skill Event Fax Back Form Receipt Deadline to the State Office
May 2-6	Wisconsin FBLA – National Skills Event Testing Window
May 6	NLC Competitive Event materials & reports RECEIVED at STATE OFFICE including all forms, reports, resumes, DVD/CDs, etc.
May 6	End of Year CTSO Report Receipt Deadline to the State Office (Gold Seal Chapter Requirement)
May 6	NLC Stipend Request Form Receipt Deadline to the State Office
May 13	FBLA NLC Internship application deadline
May 13	NLC Attendance Form Receipt Request to the State Office
May 15	March of Dimes Fund-Raising Report receipt deadline
May 20	FBLA NLC & IFL: Early bird registration deadline



Sydney Wilcox
State President
Seymour High School



Brittany Russell
State Vice President
Oconto Falls High School



Cecilia Shortreed
State Treasurer/Secretary
Portage High School



Mackenzie Boivin
State Reporter
Nekoosa High School



Sydney Bell
Parliamentarian
Waunakee High School



Hailey BeBeau
Region 1 Vice President
Chequamegon High School



Kelsea Kollmansberger
Region 2 Vice President
Abbotsford High School



Stephanie Schmidt
Region 3 Vice President
Two Rivers High School



Sydney Kwallek
Region 4 Vice President
Lancaster High School



Hattie Kruschek
Region 5 Vice President
Waunakee High School



Shyanne Koski
Region 6 Vice President
Random Lake High School



Joe Nantz
Region 7 Vice President
Muskego High School

Session II 3:00- 4:30 p.m.	Objective Tests: Desktop Publishing PowerPoint Presentations: (holding area, Salon C) Computer Slide Show FBLA Creed Speaking Intro to Public Speaking Issues in Society Web Site Creation	T.G. Rowe T.G. Rowe Badger Room Timberland Pines 7 Rivers Eagles Room
3:15- 4:15 p.m.	Team Building Session (S.J. - Shenanigans) <i>All students scheduled for 1:30-3:00 presentations should be attending this session.)</i>	Salon A/B
5:00 p.m.	Bus leaves for Shenanigans	
5:15 7:30- p.m.	Pizza Buffet and Arcade Time	Shenanigans
7:30 p.m.	Bus back to Stoney Creek	
7:45- 10:00 p.m.	Chapter Time/Pool Time	
10:00 p.m.	Quiet Hours	
11:00 p.m.	MIDDLE LEVEL CURFEW	

TUESDAY, APRIL 12, 2016

7:00 a.m.	Bus to La Crosse Center for Voting Delegates	
8:00- 9:00 a.m.	Officer Election Assembly & Spring Executive Board Meeting	La Crosse Center
8:45 a.m.	Bus return to Stoney Creek	PAC
9:00- 10:30 a.m.	Chapter time/check out	Stoney Creek
11:00 a.m.	Brunch and Workshop: Patty Hendrickson	Salon B/C
12:00 - 1:30 p.m.	Middle Level Awards Ceremony - Achievemnt Awards - Competitive Events Awards Pick Up Conference Materials After Awards – Hearth Room	Salon A/B

***All events and functions are held at Stoney Creek unless noted at La Crosse Center or Shenanigans**

Approved Dress Code for FBLA Activities

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 general 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 include:

Males

- Business suit with collar dress shirt, and necktie or
- Sport coat, dress slacks, collar shirt, and necktie or
- Dress slacks, collar shirt, and necktie.
- Banded collar shirt may be worn only if sport coat or business suit is worn.
- Dress shoes and socks.

Females

- Business suit with blouse or
- Business pantsuit with blouse or
- Skirt or dress slacks with blouse or sweater or
- Business dress.
- Capris or gauchos with coordinating jacket/suit, worn below the knee.
- Dress shoes.

Inappropriate attire, for both men and women, includes:

- 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 are currently 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.

Hotel Manners Matter

Rules of etiquette encompass most aspects of social interaction in any society. "Good manners are all about being considerate," says Peggy Post, a director at the Emily Post Institute in Burlington, Vt., who updated the 17th edition of *Etiquette* (HarperCollins, 847 pp., \$39.95).

As you attend the FBLA State Leadership Conference, please:

- Be polite
- Be respectful of hotel property and the rights of other guests
- Remember that excessive noise in the hallway and the room can usually be heard through the walls and will probably be disturbing to other guests, especially late at night.
- Remember that a hotel room is not your private home and is usually expected to be used by someone else in the near future.
- When packing up to leave, begin straightening the room.
- Leaving the towels in a pile, putting trash in the bin and generally putting things back where they belong is helpful to the cleaning service, but it can also ensure that you don't forget something on your way out.

It is customary to tip for good "maid" service. Here's how:

- Tip daily. The same maid may not service your room every night of your stay. If you wait until check-out time to tip for the entire stay, your tip may not go to the right person.
- Mark your tip clearly. Leaving cash or change in the room is not a clear enough signal, as a hotel maid must be careful about taking anything from your room. Enclose the tip in a sealed envelope (check the desk drawer for hotel stationary) and mark it "Chambermaid," or wrap the bills in a blank sheet of paper, labeled appropriately.
- Leave your tip in an obvious place. On the desk, on a pillow, or on the bathroom counter are all common places to leave the maid's tip.
- Tip according to service and hotel type. In a luxury hotel, tip about \$3-\$5 each night. For an average hotel, \$1-\$2 per night is fine.

WISCONSIN FBLA 2016 STATE LEADERSHIP CONFERENCE SCHEDULE BY COMPETITIVE EVENTS ALL TEST EVENTS ON MONDAY, APRIL 11TH

Event	Day & Time	Room
<i>Business Concepts</i>	12:00 p.m.	Salon A/B
<i>Career Exploration</i>	12:00 p.m.	Salon A/B
<i>Computer Slide Show Presentation</i>	1:30 & 3:00 p.m.	Badgers Room
<i>Desktop Publishing</i>	3:00 p.m.	T.G. Rowe
<i>FBLA Creed Speaking</i>	1:30 & 3:00 p.m.	Timberland
<i>Financial Fitness</i>	12:00 p.m.	Salon A/B
<i>Internet Safety</i>	12:00 p.m.	Salon A/B
<i>Intro to Business Math</i>	12:00 p.m.	Salon A/B
<i>Intro to Computers</i>	12:00 p.m.	Salon A/B
<i>Intro to FBLA Principles & Procedures</i>	12:00 p.m.	Salon A/B
<i>Intro to Public Speaking</i>	1:30 & 3:00 p.m.	Pines
<i>Issues in Society</i>	1:30 & 3:00 p.m.	7 Rivers
<i>Keyboarding I</i>	1:30 p.m.	T. G. Rowe
<i>Keyboarding II</i>	1:30 p.m.	T. G. Rowe
<i>PowerPoint</i>	3:00 p.m.	T. G. Rowe
<i>Spreadsheet</i>	1:30 p.m.	T. G. Rowe
<i>Web Site Creation</i>	1:30 & 3:00 p.m.	Eagles Room