A LEGACY OF LEADERSHIP

63rd Annual State Leadership Conference
FBLA - Appleton, WI
2017
Our Mission

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

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.

Presentation schedules on Facebook, Twitter, and hung in Radisson Lobby.

Find us on Facebook at Wisconsin Future Business Leaders of America
Follow us on Twitter and Instagram @wifblaadvise

Submit photos for closing slideshow through Instagram using #wifblaslc17
On behalf of the State Executive Board, I would like to welcome you to the beautiful city of Appleton, Wisconsin for the 63rd Annual State Leadership Conference! Congratulations to all of you for earning a spot to attend this conference.

I encourage each of you to push yourselves and take advantage of all of the opportunities that are available in Appleton. Attend meetings, participate in the Digital Scavenger Hunt, do your best with competitive events, and network with as many members as possible to make the most of your time here at the State Leadership Conference. I highly encourage each of you to also attend workshops such as Young Professionals in the Workplace and US Venture, which will occur on Tuesday. At these workshops, you will hear about the personal experiences from leaders in the business world.

It has been an honor to serve as your 2016-2017 Wisconsin FBLA State President. Thank you, Wisconsin FBLA, for the best year of my life. Although it will be difficult to say goodbye, I look forward to networking with all of you over the next two days. Make the most of your time here in Appleton as we all strive to show that we are the best Wisconsin FBLA has to offer to earn a trip to the National Leadership Conference in Anaheim, California this summer. Congratulations to each of you for making it this far and best of luck as you continue to leave your Legacy of Leadership.

Sincerely,
Sydney Bell- 2016-2017 Wisconsin FBLA State President

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.
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.

Patty Hendrickson • Keynote Speaker

P rofessional Professional Speaker, Patty Hendrickson (La Crosse, WI) shares enthusiastic speeches with students and adults throughout the world. She has spoken to more than a million people. Patty has a Masters of Business Administration; is Past President of the Wisconsin Chapter of the National Speakers Association; and is the author of many leadership resources including the book Who I Am Depends on Me! now in its 5th printing. She has earned the prestigious Award of Certified Speaking Professional given to less than 800 people in the world.

P atty is “off-the-charts” excited to be here because she is a product of FBLA. She is a professional division member. She served as a local and state PBL President, and served as a local, state and national President of FBLA. Patty knows FBLA and knows it can serve you well!
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.

Wisconsin FBLA is looking to crowdsource photos from State. Upload photos to Instagram with #wifblaslc17. May be used in a presentation video. Photos will then be property of WI FBLA.
2016-2017 State Executive Board

Hattie Kruschek
North Central Region
Vice President
Waunakee High School

Sydney Bell
State President
Waunakee High School

Amelia Olson
State Vice President
Gilman High School

Jacob Czech
State Treasurer/Secretary
Kewaunee High School

Keelie Murphy
State Reporter
Seymour High School

Dominique Lee
State Parliamentarian
Sheboygan North
High School

Michael Sauer
Region 1 Vice President
St. Croix Central
High School

Mackenzie Boivin
Region 2 Vice President
Nekoosa High School

Jadyn Stuart
Region 3 Vice President
Suring High School

Paige Allemann
Region 4 Vice President
Cochrane-Fountain
High School

Mary Benisch
Region 5 Vice President
DeForest High School

Emma Passig
Region 6 Vice President
Dodgeland High School

Madylin Becker
Region 7 Vice President
Muskego High School
### Sunday, April 2, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 p.m.</td>
<td>Advisers Meeting</td>
<td>La Quinta Inn and Suites</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TBD</td>
</tr>
<tr>
<td>10:00 p.m.</td>
<td>Quiet hours</td>
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<tr>
<td>11:00 p.m.</td>
<td>MIDDLE LEVEL CURFEW</td>
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### Monday, April 3, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td>Bus Departs from La Quinta</td>
<td></td>
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<tr>
<td>9:00 a.m.</td>
<td>ML Opening Session (live video feed from High School)</td>
<td>Kimberly Clark Theater Performing Arts Center</td>
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<tr>
<td></td>
<td>• Color Guard</td>
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<td></td>
<td>• National Anthem</td>
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<td></td>
<td>• Introduction of Wisconsin Officer Team</td>
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<td></td>
<td>• Welcome – Thomas Nelson</td>
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<td></td>
<td>• New Chapter (High and Middle) recognition</td>
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<td></td>
<td>• Nomination and Introduction of Officer Candidates</td>
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<td></td>
<td>• Greetings – FBLA State President</td>
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<td></td>
<td>• Keynote Speaker: Patty Hendrickson</td>
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<td></td>
<td>• March of Dimes and Miracle Minute</td>
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<tr>
<td></td>
<td>• Closing; misc. announcements</td>
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</tr>
<tr>
<td>10:30 a.m.</td>
<td>Bus Departs from Performing Arts Center</td>
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<tr>
<td>10:45 a.m.</td>
<td>ML Adviser Meeting</td>
<td>Room 1706</td>
</tr>
<tr>
<td>11:00 a.m.-12:00 p.m.</td>
<td>Lunch</td>
<td>Lucia Baehman Theater UW-Fox Valley</td>
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<tr>
<td>12:00 -1:15 p.m.</td>
<td>ML Testing—Written</td>
<td>Room 1346</td>
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<tr>
<td></td>
<td>Intro to Computers &amp; Intro to FBLA Principles &amp; Procedures</td>
<td>Room 1336</td>
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<tr>
<td></td>
<td>Career Exploration</td>
<td>Room 1341</td>
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<td></td>
<td>Intro to Business Math &amp; Financial Fitness</td>
<td>Room 1332</td>
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<tr>
<td></td>
<td>Internet Safety</td>
<td>Room 1329</td>
</tr>
<tr>
<td></td>
<td>Proofreading &amp; Editing</td>
<td>Room 1706</td>
</tr>
<tr>
<td>12:45 p.m.</td>
<td>Judges Meeting</td>
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</table>
### Session 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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<tbody>
<tr>
<td>1:30-3:00 p.m.</td>
<td>Keyboarding I and II</td>
<td>Room 1336</td>
</tr>
<tr>
<td></td>
<td>Spreadsheet</td>
<td>Room 1335</td>
</tr>
<tr>
<td>1:30-3:00 p.m.</td>
<td><strong>Presentations</strong> (holding area, Emeritus Room 1202)</td>
<td>Room 1341</td>
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<tr>
<td></td>
<td>Computer Slide Show</td>
<td></td>
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<tr>
<td></td>
<td>FBLA Creed Speaking</td>
<td>Room 1329</td>
</tr>
<tr>
<td></td>
<td>Issues in Society</td>
<td>Room 1332</td>
</tr>
<tr>
<td></td>
<td>Web Site Creation</td>
<td>Room 1342</td>
</tr>
<tr>
<td>2:00-3:00 p.m.</td>
<td>Intro to Public Speaking</td>
<td>Room 1345</td>
</tr>
<tr>
<td>1:45 – 2:45 p.m.</td>
<td>Team Building</td>
<td>Pat – Badger Sports Park</td>
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<td></td>
<td>Lucia Baehman Theater</td>
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</tbody>
</table>

### Session 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00 - 4:30</td>
<td>Desktop Publishing</td>
<td>Room 1336</td>
</tr>
<tr>
<td></td>
<td>PowerPoint</td>
<td>Room 1352</td>
</tr>
<tr>
<td>3:00 - 4:30</td>
<td><strong>Presentations</strong> (holding area, Emeritus Room 1202)</td>
<td>Room 1341</td>
</tr>
<tr>
<td></td>
<td>Computer Slide Show</td>
<td></td>
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<td>Room 1342</td>
</tr>
<tr>
<td>3:15-4:15 p.m.</td>
<td>Team Building</td>
<td>Pat – Badger Sports Park</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lucia Baehman Theater</td>
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</tbody>
</table>

4:45 p.m.        Bus leaves UW-Fox Valley to La Quinta
5:00 p.m.        Bus arrives at La Quinta;
5:15 p.m.        Bus leave for Badger Sports Park;
                  Pizza Buffet and Arcade Time        Badger Sport Park
8:30 pm          Load Buses Badger Sports Park return to La Quinta
10:00 p.m.       Quiet hours
11:00 p.m.       MIDDLE LEVEL CURFEW
Tuesday, April 4, 2017

6:00-7:00 a.m.  Chapter time/checkout  La Quinta Inn and Suites

7:00 a.m.  Bus 1 to PAC for Voting Delegates with NO LUGGAGE

7:10 a.m.  Bus 2 to Paper Valley for Brunch & Workshop

8:00 – 9:00 a.m.  Officer Election Assembly & Spring Executive Board Meeting  Thrivent Theater
                  Performing Arts Center

9:30-11:00 a.m.  Brunch and Workshop:  Patty Hendrickson  Empire Room
                  Radisson Paper Valley

11:00 – 12:00 pm  Futures Fair  Lobby of Radisson

12:00 – 1:30 p.m.  Middle Level Awards Ceremony  Kimberly Clark Theater
                   Performing Arts Center
                   --Achievement Awards
                   --Competitive Events Awards

Pick up Conference Materials after Awards
Officer Candidates 2017-2018

President
Paige Alleman - Cochrane-Fountain City
Mady Becker - Muskego
Michael Wallace - West Bend East/West

Vice President
Dalton Weigel - Ripon

Secretary/Treasurer
Emma Passig - Dodgeland
Emma Shortreed - Portage

Executive Board Advisers
Michelle McGlynn, Bonnie Lang, Betty Schleis, Katie Grassel, Peggy Pankratz, Nic Haug, Jen Jackson, Becky Dickson, Pam Logue, Chris Smith, Amanda Beaudo, 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

Reporter
Maria Rudrud - LaCrosse Central
Alyssa Merten - Menomonee Falls

Parliamentarian
Jacob Balczewski - Chequamegon
Parker Blumentritt - LaCrosse Central
Jadyn Stuart - Suring

Region I Vice President
Tyler Miller, St. Croix Central

Region II Vice President
Tanner Wagner-Durr, Athens

Region III Vice President
Allen Lisowe - Two Rivers

Region IV Vice President
Diego Ortiz - Ithaca

Region V Vice President
Blake Weiner, Fall River

Region VI Vice President
Marley Kreger - Hartford

Region VII Vice President
Swati Dalmia - Pewaukee

Deadline Calendar for NLC

June 29 - July 2, 2017 Anaheim, CA

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASAP</td>
<td>Make airline reservations - Details about conference discounts on airlines, rental cars, shuttle services, etc. is available at <a href="http://www.fbla-pbl.org">www.fbla-pbl.org</a>.</td>
</tr>
<tr>
<td>May 6</td>
<td>End of Year CTSO Report Receipt Deadline to the State Office (Gold Seal Chapter Requirement)</td>
</tr>
<tr>
<td>May 6</td>
<td>NLC Stipend Request Form Receipt Deadline to the State Office</td>
</tr>
<tr>
<td>May 6 - 20</td>
<td>Wisconsin FBLA – National Skills Event Testing Window</td>
</tr>
<tr>
<td>May 12</td>
<td>FBLA NLC Internship application deadline</td>
</tr>
<tr>
<td>May 20</td>
<td>NLC Attendance Form Receipt Request to the State Office</td>
</tr>
<tr>
<td>May 20</td>
<td>FBLA NLC &amp; IFL: Early bird registration deadline</td>
</tr>
<tr>
<td>June 9</td>
<td>FBLA local delegate registration deadline</td>
</tr>
</tbody>
</table>

Our event has gone Mobile!
www.guidebook.com/guides
Conference Appreciation

Wisconsin FBLA expresses appreciation to the following individuals and companies for contributions to the success of the 2017 State Leadership Conference:

Gerald Henley, Jennifer Smith, & Staff, Performing Arts Center

Nancy Hollis, Rachel Reigel, & Staff, Radisson Paper Valley, Appleton

Amy Karas & Staff, Fox Cities Convention & Visitors Bureau

Patty Hendrickson, Keynote Speaker

Scott McMahon, Announcer

Katie Grassel, Jan Imhoff, Cheryl Hopkins, Annette O’Hern, Jen Wegner,

Jessica Wegner

Dave Thomas, FBLA State Adviser

Maria Ingraham, FBLA Office Operations Associate

Stephanie Jansen, Program App Designer

Wisconsin FBLA Advisers

Wisconsin Business & Technology Information Teachers

Krisa Weigel—Conference Planning Committee

2016-17 State Executive Board and their Advisers

Parents of the State Officers

Wisconsin FBLA Foundation & Board of Directors

The 200+ partners who served as event judges

Workshop Presenters

All local businesses that provided tours

WEBIT

For Your Information

• Luggage storage is available at the Radisson Lawrence Room on Monday from 7 a.m. to 4:00 p.m. and on Tuesday from 12:00 p.m. to 7:00 p.m.

• Results from preliminary rounds will be posted in the Radisson Lobby. Wisconsin Future Business Leaders of America (FBLA) Facebook page, and via Twitter @wifblaadviser.

• Dress for Success cards can be submitted to the box in the Radisson Lobby Monday night until 8:30 p.m. and Tuesday morning until 7:30 a.m. at the Voting Session at the PAC.

2017 Futures Fair Participation

UW-Whitewater
Wisconsin Association of Independent Colleges and Universities (WAICU)
Fox Valley Technical College
UW-Oshkosh

UW-Eau Claire
University of Wisconsin-Green Bay
Concordia University
March of Dimes
FBLA Foundation
Army ROTC

DWD/DET Apprenticeship Standards Bureau
UW-Stevens Point
UW-Parkside
UW-Stout
Silver Lake College