

**LEADERSHIP'S  
PREMIER EVENT**

**ORLANDO, FL**

# **BREAKING BARRIERS**

**FUTURE BUSINESS LEADERS OF AMERICA  
PHI BETA LAMBDA**

# **THE 2011 NATIONAL LEADERSHIP CONFERENCE**

**PBL: JUNE 23-26 // FBLA: JUNE 28-JULY 1  
PBL IFL: JUNE 22-23 // FBLA IFL: JUNE 27-28**

# **ORLANDO**

**// NLC GUIDE**

# // ROAD TO ORLANDO

This year's NLC in Orlando is only months away and will be filled with excitement, so it's time for you to make plans to attend! The workshops will feature informative, motivational sessions on a variety of topics to help you start *Breaking Barriers*. Come visit the exhibits to get information about fund-raising opportunities, colleges and universities, technology vendors, and to network with other future business leaders.

The city of Orlando is sure to compliment this action-packed conference. What is there to do in Orlando? Plenty! There are only a handful of cities in the world where the mere mention of their names conjures up specific images. Orlando is one of these special places. The Orlando area is home to a wide variety of tourist attractions, including the Walt Disney World Resort, Universal Orlando Resort, and SeaWorld Orlando. The Walt Disney World Resort is the area's largest attraction with its many facets such as Magic Kingdom, Epcot, Disney's Hollywood Studios, Disney's Animal Kingdom, Typhoon Lagoon, Blizzard Beach, and Downtown Disney. SeaWorld Orlando is a large park that features numerous zoological displays and marine animals alongside an amusement park with roller coasters and water parks. Universal Orlando, like Walt Disney World, is a multi-faced resort comprising Universal Studios Florida, CityWalk, and the Islands of Adventure theme park.

## PBL NLC Keynote Speaker



**Aaron Davis**

Aaron Davis is not just a speaker "telling" other companies and individuals how to succeed. He is in the trenches every day as the president of his own consulting firm, the CEO of The Thomas Group, and the co-founder of several other

profitable business ventures.

Aaron Davis Presentations, Inc. received the Chamber of Commerce Outstanding Minority Owned Business award while Toastmasters International awarded him the Communication & Leadership Award. Rotary International also presented him with the prestigious Paul Harris Fellow Award. In addition, his business management certification seminars for the University of Nebraska have received some of the highest ratings in the program's 24-year history.

He has authored one book and co-authored two others that are changing the lives of thousands.

## FBLA NLC Keynote Speaker



**Paul Vitale**

By following his dream of helping others to find their niche in life, Paul Vitale has become one of America's most sought-after speakers. Since founding Vital Communications, Inc. in 1996, Paul has delivered his inspirational message to thousands of people around the globe

and is a regular guest on talk shows sharing his ideas and concepts.

His expertise and ability to encourage people to exceed their potential have been described by his audiences as extraordinary. He was selected Best Motivational Speaker & Trainer by readers of *Arkansas Business* and was named one of its "40 Under 40."

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# // KEY INFORMATION

## Certification Exams

This year's NLC will include exam offerings to students and advisers for five industry-leading certification programs. To guarantee a seat, please preregister. The time for each exam is less than an hour. This year, a variety of certification exams are offered, including: Adobe Certified Associate, CompTIA Strata, Internet and Computing Core Certification (IC<sup>3</sup>) Global Standard 3, Microsoft Office Specialist (MOS), and Microsoft Technology Associate (MTA). See page 5 for details.

## Exciting FREE Opportunities for Advisers

### Free Certification Tests for Advisers

Secure your voucher from Certiport at [www.certiport.com/FBLAVoucher](http://www.certiport.com/FBLAVoucher) by April 29, and take your tests at the NLC during the time offered for the certification tests. Certiport is offering one free certification test for all advisers in each of these four areas: IC<sup>3</sup> (Computing Fundamentals, Key Applications, or Living Online), CompTIA Strata, Microsoft Office Specialist 2010 (Word, Excel, or PowerPoint), and Adobe Certified Associate (Photoshop, Flash, or Dreamweaver). Reserve your space by signing up on the first day of the conference at the conference registration desk or by e-mailing [educationspec@fbla.org](mailto:educationspec@fbla.org). Space is limited. You may find additional information in the advisers area at [www.fbla-pbl.org](http://www.fbla-pbl.org).

### Free Graduate Credit or Continuing Education for FBLA and FBLA-ML Advisers

Griffith Insurance Education Foundation and the Ball State University are pleased to offer FBLA and FBLA-ML advisers the opportunity to participate in the online Insurance Education Institute (IEI) course and receive three graduate credits or continuing education hours at no cost. Space is limited.

You will first need to submit the Intent to Register form along with a \$100 deposit by April 1 to secure your position in the program. In addition, you will need to apply and be admitted by Ball State University's Graduate School. Upon admission acceptance, each participant can register for the online IEI course. After completing the IEI course requirements, the deposit will be refunded to the student.

Each graduate student must be admitted and registered for the online IEI class by June 17. The online course starts May 16; however, you can receive access to all online materials as early as April 1 if you want to work ahead. The deadline for all course work to be completed is July 22. For more information, go to Ball State's Distance Education Web site [www.bsu.edu/distance/insurance](http://www.bsu.edu/distance/insurance) or call 800.872.0369. While there is no requirement to attend the NLC to participate in the IEI, a tentative luncheon has been scheduled for attendees.

## Competitive Events Schedules

Sign up today for FBLA-PBL Twitter by going to [twitter.com/FBLA-PBL](http://twitter.com/FBLA-PBL) and be ahead of the game at the NLC. We will tweet when schedules are posted at the NLC and when new information is available. Schedules will also be posted at [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC).

## Equipment for Competitive Events

LCD projectors will be provided for all events requiring computers; however, participants must provide their own computer with two exceptions—E-business (FBLA) and Web Site Design. In addition, participants may bring their own LCD projectors if desired. If participants are using a Macintosh computer, they must bring their own cable for the LCD projector. There will not be any practice time scheduled in setting up the LCD projectors.

## Hotel & Tax Exemption Information

All Hilton Hotel rooms are subject to a 12.5% sales and occupancy tax. Rosen Hotels have an additional 1.13% Orange County Convention Center surcharge, total tax at 13.63% that does not apply to tax exemptions. If you meet the tax exemption requirements, you only will be exempt from the sales tax. The hotels do accept the Florida and 501(c)(3) tax exempt forms. Purchase orders will be accepted for deposit. The final payment is due at check-in. If a chapter is using a purchase order for final payment, it will need to apply for credit with its assigned hotel.

## Lost Badges

Lost badges can be replaced at the registration desk for \$5 each. An adviser or chapter chaperone must accompany the member to the registration desk when a replacement registration badge is needed. Badge replacement requires a chapter number and name, an adviser/chaperone signature, and \$5 on-site payment. The fee applies to all attendees.

## Adviser Orientation Meetings

Advisers should attend one of the following orientation meetings to learn specific NLC details:

### PBL Adviser Orientation Meetings

June 23	5:30–6:15 p.m. 9:15–10:00 p.m.
June 24	7:30–8:15 a.m.

### FBLA Adviser Orientation Meetings

June 28	9:00–9:45 a.m. Noon–12:45 p.m. 2:00–2:45 p.m. 3:00–3:45 p.m. 4:30–5:15 p.m.
June 29	7:30–8:15 a.m.

# // GENERAL INFORMATION

## NLC Workshop Topics

As the NLC approaches, check the Web site for a more complete listing of workshops and descriptions. If you would like to suggest a topic or recommend a speaker, please e-mail [conferencemgr@fbla.org](mailto:conferencemgr@fbla.org). Workshops are subject to change.

Workshop topics focus on Business (i.e., Accounting; Financial Literacy; Management; Marketing; Technology, e.g., Social Media, Web Design, Microsoft Updates, New Technologies), Career Exploration, Communication, Community Service, FBLA-PBL Organization, Goal Setting, Leadership, Personal Development, and Team Building. Workshops are geared specifically for students, advisers, and Professional Division members.



## Open Events

Everyone can compete! The Open Events program are tests that members can take without prequalification or preregistration. You don't have to be a state winner—just a member. A participant may only take one open event. The tests will be on June 25 (PBL) and June 30 (FBLA and FBLA-Middle Level). This year, the open events will be offered at specific times. Please look over your choices and choose one.



### PBL—June 25

Agribusiness—1:30 p.m.  
Computer Forensics—1:30 p.m.  
Health Care Administration—1:30 p.m.  
Leadership—2:30 p.m.  
Social Networking/Media—2:30 p.m.

### FBLA—June 30

Agribusiness—2:00 p.m.  
Computer Operating Systems—2:00 p.m.  
Environmental Business—3:00 p.m.  
Google Apps/Open Source—3:00 p.m.  
Investments/Stock Market—4:00 p.m.  
Leadership—4:00 p.m.

### FBLA-Middle Level—June 30

Business Math—1:30 p.m.  
Computer Technology—1:30 p.m.  
FBLA-Middle Level Facts—1:30 p.m.  
Financial Literacy—1:30 p.m.

## Deadline Calendar

ASAP: Make airline and transportation reservations

April 1: Receipt Deadline  
• FBLA Outstanding Chapter Award  
• PBL Outstanding Chapter Award

April 15: Postmarked Deadline  
• PBL national dues

May 6: Receipt Deadline  
• PBL and FBLA NLC internship applications  
• National Anthem audition CDs due

May 13: Receipt Deadline  
• NLC competitive events program entries including all forms, reports, and resumes (submitted by state chapter)

May 15: Receipt Deadline  
• March of Dimes report  
• PBL and FBLA national officer candidate applications

May 20: Receipt Deadline  
• NLC and IFL early bird registration and payment  
• NLC school site computer tests (submitted by state chapter)

May 21: NLC and IFL regular registration rates

May 27: Receipt Deadline  
• Housing forms to the hotel

June 1: Postmarked Deadline  
• Draft copy of national officer candidate speech, campaign materials, and financial statement

June 3: Receipt Deadline  
• PBL local voting delegate registration  
• NLC or IFL registration refund requests

June 8: Receipt Deadline  
• FBLA local voting delegate registration

June 10: Receipt Deadline  
• NLC, IFL, and certification exams preregistration  
• Additions or corrections for competitive events entries (submitted by state chapter)

June 17: Last day for FBLA and FBLA-ML Advisers to register for Ball State University course

# // GENERAL INFORMATION

## Certification Exams

To guarantee a seat, preregister by June 11. On-site registration will be available through the first day of the conference, but space will be limited. PBL exams will be offered on June 25 from 3:30–5:30 p.m. FBLA exams will be offered on June 29 from 9:30–11:30 a.m. and June 30 from 6:30–8:30 p.m. Certiport test-taking tips video can be found at [www.certiport.com/Portal/common/pagelibrary/Flash\\_testTips.htm](http://www.certiport.com/Portal/common/pagelibrary/Flash_testTips.htm). Register online at [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC).

## Adobe Certified Associate Exams

An Adobe Certified Associate credential certifies individuals have the entry-level skills to plan, design, build, and maintain effective communications using different forms of digital media. Exams offered will be Adobe Flash CS3, Adobe Dreamweaver CS3, and Adobe Photoshop CS3. Each exam takes 50 minutes and costs \$50 per exam (\$65 after June 11). Visit [www.fbla.org/certifications/adobe](http://www.fbla.org/certifications/adobe) for more information and study materials.

## CompTIA Strata Exam **NEW**

CompTIA Strata certification measures an individual's knowledge of basic PC work station, installing software, identifying compatibility issues, and recognizing and preventing basic security risks. The exam takes 60 minutes and costs \$50 per exam (\$65 after June 11). Visit [www.fbla.org/certifications/comptia](http://www.fbla.org/certifications/comptia) for more information and study materials.

## IC<sup>3</sup> Global Standard 3 Exams

The Internet and Computing Core Certification (IC<sup>3</sup>) Global Standard 3 provides students and job-seekers with the foundation of knowledge they need to succeed in environments that require the use of computers and the Internet. It takes three exams to complete the standard certification—Computing Fundamentals, Key Applications, and Living Online. Each exam takes 45 minutes and costs \$20 per exam (\$25 after June 11). Visit [www.fbla.org/certifications/ic3](http://www.fbla.org/certifications/ic3) for more information and study materials

## Microsoft Office Specialist Exams (MOS)

Microsoft Office Specialist (MOS) certification credentials tell the world you have demonstrated proficiency in the newest standard of the world's foremost desktop computing applications. Sign up to take one or more of the Office 2007/2010 suite exams to include Word 2007/2010, Excel 2007/2010, PowerPoint 2007/2010, and Access 2007/2010. Each exam takes 50 minutes and costs \$50 per exam (\$65 after June 11). Visit [www.fbla.org/certifications/mos](http://www.fbla.org/certifications/mos) for more information and study materials.

## Microsoft Technology Associate Exams (MTA) **NEW**

Microsoft Technology Associate (MTA) certification is a new entry-level credential from Microsoft that validates fundamental technology knowledge, enabling attendees to explore academic and career options and take the first

step toward building a successful career in technology. Sign up to take one or more of the MTA exams to include Software Development Fundamentals, Web Development Fundamentals, Windows Development Fundamentals, Database Fundamentals, System Administrator Fundamentals, Networking Fundamentals, and Security Fundamentals. Each exam takes 50 minutes and costs \$40 (\$55 after June 11). Visit [www.fbla.org/certifications/mta](http://www.fbla.org/certifications/mta) for more information and study materials.

## National Parliamentarian Exam

The examination for membership in the National Association of Parliamentarians is available online and will not be given at the NLC. National dues for full-time students are \$37.50 plus payment of state dues. Complete details about applying for membership, taking the examination online, and the amount of state dues can be found at [www.parliamentarians.org/application.php](http://www.parliamentarians.org/application.php) or by calling the NAP toll-free at 888-627-2929.

## FBLA-PBL NLC Internship Information

Enhance your experience by working as an intern at the NLC in Orlando. The meeting planner interns help national staff with conference logistics and headquarters office management. Interested applicants must be available to attend the Orlando NLC during these dates and times:

**PBL Interns**      **June 23–26**      **8:00 a.m.–5:00 p.m.**

**FBLA Interns**    **June 28–July 1**    **8:00 a.m.–5:00 p.m.**

To participate as an intern, it is necessary for you to be available during the majority of the NLC. FBLA and PBL interns will receive \$100, plus a complimentary NLC registration; but they are responsible for their own room, travel, and meal expenses. Complete the internship application form at [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC) and e-mail to [conferencemgr@fbla.org](mailto:conferencemgr@fbla.org), or mail to the national center with a current resume and two letters of recommendation. Faxed applications will not be accepted. Refer to the FBLA-PBL Dress Code (on page 7) for conference attire guidelines. Application receipt deadline is May 6.



FBLA-PBL and the March of Dimes will sponsor a March for Babies to celebrate the success of the 2010–11 partnership. This event is scheduled for Saturday, June 25 for PBL and Thursday, June 30 for FBLA. All members and advisers are encouraged to participate and to contribute to the March of Dimes. Remember to bring your \$5 donation and get ready to have a great time!

# // GENERAL INFORMATION

## Campaigning and Voting

### Campaign Hall

This is where candidates display literature at their campaign booths and where you can talk with them about their platforms. Don't miss the spirited competition and bid for delegate votes by the candidates and their campaign teams.

### National Officer Elections

An important and exciting part of the NLC is the election of the 2011–12 national officers. Students interested in running for national office can request the *National Officer Candidate Guide* from their state adviser, or download it from [www.fbla-pbl.org](http://www.fbla-pbl.org).

### FBLA and PBL Local Voting Delegates

Local FBLA voting delegates vote on matters that come before the regional meetings, including election of the regional vice presidents. Local PBL voting delegates vote to determine all national officers (president, secretary, and treasurer), their regional vice presidents, and bylaw amendments. The number of voting delegates to which a chapter is entitled is determined as follows:

- Less than 50 paid chapter members: 2 voting delegates
- 50–100 paid chapter members: 3 voting delegates
- More than 100 paid chapter members: 4 voting delegates

No chapter may have more voting delegates than the number of members in attendance at the NLC. For example, even though a chapter is entitled to three voting delegates, if only two members are present, only two votes may be cast. To qualify as a voting delegate, members must meet these requirements:

- Pay FBLA national, state, and local dues by the national membership postmark deadline of March 1
- Pay PBL national, state, and local dues by the national membership postmark deadline of April 15
- Voting delegates must register for the NLC by June 3 (PBL) and June 8 (FBLA)

### FBLA State Voting Delegates

FBLA state voting delegates vote on all matters that come before the general session, including the election of the national president, secretary, treasurer, and bylaw amendments. Two state voting delegates are registered by each FBLA state chapter prior to the conference.

## Adviser Hospitality Center

Share refreshments and conversation with members of the board of directors and national staff while discussing ideas and issues concerning FBLA-PBL national programs, partnerships, and services. Meet other advisers and exchange ideas in a relaxed environment. Check the conference program for dates and times.

## Silent Auction

Visit the Silent Auction on June 25 (PBL) and June 30 (FBLA). A variety of items including gift baskets and hotel packages will be available for bidding, with proceeds going to student and adviser recognition programs.

## FBLA-PBL MarketPlace

Check out the latest and greatest educational materials and FBLA-PBL insignia items at the FBLA-PBL MarketPlace. Be sure to bring school purchase orders to ease processing. Cash, check, and all major credit cards are accepted.

## Exhibits

Come visit the exhibits to get information from colleges, universities, fund-raising companies, and technology vendors; and check out new opportunities available to your chapter. Learn about additional educational programs. This is your chance to network and gather new ideas for successful chapter activities.

## NASSP Requirement

The National Association of Secondary School Principals (NASSP) requires adult chaperones for high school students attending NASSP-sponsored conferences.

## Americans with Disabilities Act (ADA)

If a participant has a disability that meets the criteria specified in the ADA, complete the Special Needs form found on [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC).

## Do You Sing?

### National Anthem Singers

FBLA-PBL is looking for a PBL member and an FBLA member to sing the national anthem at his/her respective NLC. The deadline for receiving auditions is Friday, May 6. Please include your name, school, e-mail address, phone number, and which NLC you will be attending. Team Cybis will review all CDs and MP3s, and the person chosen will receive notification from Cybis Communications Corporation. Audition CDs will not be returned. Interested performers should make a demo CD or MP3 and send to [jeff@thinkcybis.com](mailto:jeff@thinkcybis.com) or:

Jeff Douglass  
Cybis Communications Corporation  
127 N. Magnolia Avenue  
Orlando, FL 32801

# // PHOTOGRAPHY & DRESS CODE

## Photography

Gene Cohn Photography is the official photographer for the NLC. Have your official state and chapter photo taken with the FBLA-PBL logo and conference date printed on each group photo. Advisers should e-mail [cohnphoto@yahoo.com](mailto:cohnphoto@yahoo.com) prior to the conference to schedule group photo times. Once a time is booked, special order forms (with quantity pricing) and information packets will be mailed to you. No quantity pricing is available without the special order form. State/chapter photos will be taken by appointment and on a drop-in, space-available basis. Quantity pricing is not available on-site.

**Payment Terms:** Cash, Check, or Money Order

5 x 7                    \$11.00 each

8 x 10                   \$16.00 each

## Photography Desk Hours

### PBL

June 23–26                    10:00 a.m.–Noon.

Awards (June 26)            7:00 p.m.– 9:00 p.m.

### FBLA

June 28–July 1                8:00 a.m.–11:00 a.m.

Awards (July 1)                6:00 p.m.– 9:00 p.m.

## Awards of Excellence Photos

Group photographs of the top ten award winners in each category will be taken and may be ordered at the photography desk immediately after each award is received during the Awards of Excellence Program. Acceptable forms of payment are cash or check only.

## Award Photo Prices

Quantity	Size	Price	
1	5 x 7	\$11.00	Additional copies \$6.00 each
1	8 x 10	\$16.00	Additional copies \$7.00 each

## Conference Photography Release

*FBLA-PBL photographers and videographers will be taking photos and videos throughout the conference for use in any manner FBLA-PBL deems appropriate including, but not limited to, publishing in FBLA-PBL publications, on the FBLA-PBL Web site, and in connection with competitive performance events. Names will not appear on photos or in videos. By attending the conference, you grant FBLA-PBL the right to photograph, record, use and edit, without approval, your photograph, video, image, likeness, appearance, performance, and any other indicia of identity, in any format whatsoever, and to publish, disseminate, exhibit, publicly display, give, sell, and/or transfer the same in any and all forms of media or distribution now known or hereafter discovered or developed (including, but not limited to, print media, Internet, Web casting, video streaming, television or radio), for the use of FBLA-PBL, its affiliates, or any individual, organization, business, publication, network or other third party, in perpetuity, without payment or any consideration.*

## FBLA-PBL Dress Code

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 includes:

### Males

- Business suit with collar dress shirt and necktie
- Sport coat, dress slacks, collar shirt, and necktie
- 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
- Business pantsuit with blouse
- Skirt or dress slacks with blouse or sweater
- 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/bike shorts, or flannel fabric clothing
- 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 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.*

\* Revised 1/9/2009

# // ORLANDO INFORMATION



## About Orlando

There are many wonderful things to experience in Orlando during your free time. Whether you visit Pointe Orlando for shopping, the 20-theater Regal Cinema, SeaWorld, Aquatica Waterpark, Universal Studios, Disney Parks, or even downtown Orlando, you are sure to have a great experience!

## Visitor Information

For more detailed information about Orlando, visit [www.visitorlando.com](http://www.visitorlando.com) or call 407-363-5800.

## Climate/Attire

Orlando can be very hot in the summer with a high average temperature of 90 degrees. Visitors are advised to bring cool, comfortable clothing and shoes for outside activities and tours. Refer to the FBLA-PBL Dress Code for conference attire guidelines. Orlando is known for its frequent, short bursts of liquid sunshine so you might want to pack your umbrella or rain poncho.

## Conference Preparation Information

Here are some tips to help you prepare for the conference:

- Make sure your chapter has paid state and national dues for all members.
- Check with your state adviser to determine if any travel arrangements are made by your state, and if so, what is included. If not, you must make arrangements for transportation, accommodations, and conference registration.

If you have a student who is competing:

- Carefully read the 2010–11 Competitive Events Program guidelines, which are in your *Chapter Management Handbook*.
- Check with your state adviser or competitive events coordinator for special deadlines for report or resume submissions. State advisers also will receive any competitive event updates.

Schedule a meeting with all conference attendees:

- Discuss expenses and help students determine how much spending money they'll need for food, entertainment, and souvenirs. Meals are not included in the conference registration fee.
- Discuss appropriate clothing to take.
- Remind students to keep careful track of their badges because there is a \$5 fee per replacement badge.
- Discuss appropriate behavior. Conference delegates represent the national organization as well as their school and state. FBLA delegates must read and sign the Code of Conduct, which is on the national Web site at [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC).

- Be sure that all release forms are signed.
- Discuss the various sightseeing options and review the tours.
- Review all travel plans with attendees; and where appropriate, provide parents and guardians with an itinerary and important telephone numbers.
- Attend an Adviser Orientation scheduled the first two days of the conference.
- Emphasize the importance of participating in conference activities to the fullest extent.

Before you depart for the conference:

- Determine any allergies, physical disabilities, or limitations that your students may have. Notify the national center staff of any disabilities that may require special services using the Special Needs form located at [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC).
- Check with your school's accounting department to ensure that all checks have been mailed for conference registration and hotel reservations.
- If you did not receive a hotel confirmation, call the hotel to confirm that your reservation was received. Document the name of the hotel representative and the date and time of your conversation.
- Bring to the conference copies of your original hotel reservation and conference registration forms, as well as your confirmation for each person.

At the conference:

- Schedule a meeting with attendees after you've arrived at the conference and picked up your registration packet.
- Review the conference program in detail.

# // TICKETS & TOURS

## Discounted Tickets

Take advantage of our discounted theme park tickets. Visit our Web site at [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC) to get complete pricing information and to purchase.

## Tours

While in Orlando, make plans to enjoy some of the area's finest attractions and entertainment. Below are descriptions and duration of the tours and theme park tickets being offered at this year's NLC.

### KENNEDY SPACE CENTER (8 hours)

Visit one of America's most important and inspiring historical landmarks—a technological marvel, a tribute to mankind's bravery, ambition, and perseverance. Kennedy Space Center is the birthplace of America's space program.

### A DAY AT BUSCH GARDENS TAMPA BAY (8 hours)

Take an exciting African Safari to Busch Gardens, the Dark Continent. With a unique blend of thrilling rides, premier zoos that feature almost 3,000 animals, shows, restaurants and shops—Busch Gardens in Tampa Florida will entertain every one of all ages.

### AGELESS AIRBOAT ADVENTURE (4 hours)

This educational excursion takes you into the seldom-visited heart of natural Florida! You will experience beautiful protected wetland hammocks and travel by airboat into pristine sections of fresh water marshes. See the home of the Florida Alligator, American Bald Eagle, and a huge assortment of wildlife.

### UNIVERSAL CITYWALK (3 hours)

Experience the fun as CityWalk comes alive with fantastic sights, sounds, and tastes. At this entertainment capitol, guests enjoy performances from some of the biggest names in music and entertainment.

### ARABIAN NIGHTS DINNER SHOW (3 hours)

Fairy tales come to life in the "Palace of Horses." Delight in this magical tale of love and adventure as you journey with a princess and her comical genie in a spectacular event.

### AFTERNOON AT COCOA BEACH (5 hours)

Discover a place where adventures are made, pristine shores are abundant, and nature is close at hand. Lose the traffic and the city noise; enjoy the beach instead!

### SHOWCASE OF CITRUS (4 hours)

Stop and smell the Citrus! Stroll through acres and acres of groves; check out the 50+ varieties of citrus, ripe for the picking; or enjoy a Monster Truck Eco-Tour.

### AFTERNOON AT DISNEY QUEST (4 hours)

Create your own adventures in this one-of-a-kind indoor interactive theme park bursting with games that give "state-of-the-art" new meaning. Discover five floors exploding with cutting-edge technology, virtual reality



and 3-D experiences—all fueled by Disney innovation and imagination.

### GATORLAND (4.5 hours)

At 110-acres, Gatorland provides fun with thousands of alligators and crocodiles to see; an aviary; breeding marsh with observation tower; petting zoo; nature walk; award-winning gift shop; and one-of-a-kind reptilian shows including the Gator Wrestlin' Show, Gator Jumparoo, and the Up-Close Encounters Show.

### AFTERNOON AT UNIVERSAL STUDIOS OR ISLANDS OF ADVENTURE (5 hours)

#### Universal Studios

Jump right into the action of your favorite movies at Universal Studios, the number one movie- and TV-based theme park in the world.

#### Islands of Adventure

The Islands of Adventure theme park is the spot for serious thrill seekers of all ages. Here you'll discover fantastic new worlds!

## Tour Refund Policy

If it is necessary to cancel tour tickets, please notify the tour company in writing via U.S. mail or fax 407-851-8313 no later than June 11. Registration forms must be received by the tour office by June 11. There will be no refunds or ticket exchanges after the registration deadline. A confirmation will be mailed to you two weeks prior to the events and should be considered your receipt.

# // PBL CONFERENCE SCHEDULE

Please note: This schedule is subject to change.

## Wednesday, June 22

### Institute for Leaders (IFL)—Day 1

7:00 a.m.–8:00 a.m.	IFL Registration
8:00 a.m.–Noon	Leadership Color Groups
1:30 p.m.–5:30 p.m.	Career Specialty Tracks

### NLC—Preconference

8:00 a.m.–1:00 p.m.	Tour Desk
2:00 p.m.–7:00 p.m.	Registration Desk

## Thursday, June 23

### Institute for Leaders—Day 2

8:00 a.m.–11:00 a.m.	Leadership Color Groups
11:30 a.m.–12:30 p.m.	Enthusiasm Award Graduation with Certificate

### NLC—Day 1

8:00 a.m.–1:00 p.m.	Tour Desk
8:00 a.m.–7:00 p.m.	Registration Desk
10:00 a.m.–Noon	Photography Desk
Noon–6:00 p.m.	MarketPlace
2:00 p.m.–5:15 p.m.	Competitive Events
5:30 p.m.–6:15 p.m.	Adviser Orientation
6:00 p.m.–6:45 p.m.	Administrator Orientation
7:00 p.m.–9:00 p.m.	Opening General Session and Campaign Rally
9:15 p.m.–10:00 p.m.	Adviser Orientation Administrator and Coordinator Orientation

## Friday, June 24

### NLC—Day 2

7:15 a.m.–5:30 p.m.	Competitive Events
7:30 a.m.–8:15 a.m.	Adviser Orientation
8:00 a.m.–1:00 p.m.	Tour Desk

### NLC—Day 2 (CONTINUED)

8:00 a.m.–4:00 p.m.	MarketPlace
9:00 a.m.–3:15 p.m.	Workshops
9:00 a.m.–4:00 p.m.	Campaign and Exhibit Booths
10:00 a.m.–Noon	Photography Desk
5:30 p.m.–6:30 p.m.	Regional Campaign Rallies and State Presidents' Reports

## Saturday, June 25

### NLC—Day 3

8:00 a.m.–1:00 p.m.	Tour Desk
8:00 a.m.–4:00 p.m.	MarketPlace
8:30 a.m.–5:30 p.m.	Competitive Events
8:30 a.m.–9:00 a.m.	Voting Delegates/State Presidents' Q&A
9:00 a.m.–2:00 p.m.	Campaign and Exhibit Booths
9:00 a.m.–3:15 p.m.	Workshops
9:30 a.m.–4:00 p.m.	Silent Auction
10:00 a.m.–Noon	Photography Desk
1:30 p.m.–3:30 p.m.	Open Events
3:30 p.m.–5:30 p.m.	Certification Exams
4:30 p.m.–5:30 p.m.	Professional Division Awards Program and Reception
5:30 p.m.–6:30 p.m.	March for Babies Mini Walk

## Sunday, June 26

### NLC—Day 4

8:00 a.m.–Noon	MarketPlace
8:00 a.m.–1:00 p.m.	Tour Desk
8:30 a.m.–9:30 a.m.	National Voting Session
10:00 a.m.–11:00 a.m.	Regional Voting and Recognition Sessions
10:00 a.m.–Noon	Photography Desk
11:15 a.m.–12:15 p.m.	Adviser Forum
6:00 p.m.–9:00 p.m.	Awards of Excellence Program
9:30 p.m.–11:30 p.m.	Closing Social Event

## Preparing for FBLA-PBL Competitive Events

### Online Events

- All objective tests are on computers. Check the schedule in the program for specific times. Several of the team events requiring an objective test as well as the interview events start on day one.
- Review the NLC program to see when your event is scheduled. Times may have changed from the listing in this conference guide. Arrive 15 minutes early to the online events.
- Basic calculators will be provided as well as online calculators. PBL members may bring financial calculators for Accounting, Finance, and the Statistical Analysis events.
- Cell phones and other electronic devices are not allowed.
- Bring a pencil or pen.
- Listen to the directions carefully.

### Performance Events

- Review the national guidelines and rating sheets found on the Web site or in the *Chapter Management Handbook*.
- Introduce yourself providing your name, school, and state to the judges (where appropriate).
- Offer your hand for a handshake in the interview events.
- Make eye contact with the judges.
- All team members must participate in the presentation.
- Many performance events are interactive where the judges will be asking questions during the presentation. Other events allow the judges to ask questions following the presentation. Review the guidelines and rating sheets.

### Competitive Events Using Equipment

- A computer must be provided by the individual, team, or school for each event entered.
- An LCD projector and data support (screen, cart, electrical) will be provided for all events using equipment. However, participants may bring their own LCD projector. Macintosh users must bring a cable to connect to the LCD projector.
- An individual or team has 5 minutes to set up equipment. The clock starts running even if the individual or team isn't set up.
- There is no practice time available.
- A computer, LCD projector, and Internet hookup will be provided for E-business (FBLA) and Web Site Design. The individual or team may only bring a flash drive to load on the computer and may not use their own computer. Office 2007 is installed on the computers.

### Sequestered Events

- PBL members will not be sequestered in either the preliminary or final round.
- FBLA members will not be sequestered in the preliminary round but will be sequestered in the final round.
- When sequestered, a participant may not communicate with anyone from outside the room, including coming and going to the practice and performance rooms. Participants are allowed to bring reading materials and food into the room.

# // PBL COMPETITIVE EVENTS

Please note: This schedule is subject to change.

## Thursday, June 23

Business Communication Writing	2:00 p.m.–3:15 p.m.
Business Decision Making (Online)	3:00 p.m.–4:15 p.m.
Financial Services (Online)	4:00 p.m.–5:15 p.m.
Help Desk (Online)	2:00 p.m.–3:15 p.m.
Hospitality Management (Online)	4:00 p.m.–5:15 p.m.
Management Analysis & Decision Making (Online)	3:00 p.m.–4:15 p.m.
Marketing Analysis & Decision Making (Online)	4:00 p.m.–5:15 p.m.
Network Design (Online)	3:00 p.m.–4:15 p.m.
Parliamentary Procedure (Online)	2:00 p.m.–3:15 p.m.

## Friday, June 24

Accounting Analysis & Decision Making	11:15 a.m.–12:30 p.m.
Accounting for Professionals	10:15 a.m.–11:30 a.m.
Accounting Principles	12:15 p.m.–1:30 p.m.
Business Communication	8:15 a.m.–9:30 a.m.
Business Ethics: Preliminary	9:00 a.m.–3:00 p.m.
Business Law	8:15 a.m.–9:30 a.m.
Business Presentation: Preliminary	1:30 p.m.–5:30 p.m.
Client Service: Preliminary	1:30 p.m.–4:30 p.m.
Client Service—1st person reports	1:10 p.m.
Community Service Project: Preliminary	9:00 a.m.–1:00 p.m.
Computer Applications	11:15 a.m.–12:30 p.m.
Computer Concepts	1:15 p.m.–2:30 p.m.
Computer Game & Simulation Prog: Preliminary	9:00 a.m.–1:00 p.m.
Contemporary Sports Issues	9:15 a.m.–10:30 a.m.
Cyber Security	10:15 a.m.–11:30 a.m.
Database Design & Applications	10:15 a.m.–11:30 a.m.
Desktop Publishing	7:15 a.m.–8:30 a.m.
Digital Video Production: Preliminary	9:00 a.m.–1:00 p.m.
Economic Analysis & Decision Making	10:15 a.m.–11:30 a.m.
Emerging Business Issues: Preliminary	9:00 a.m.–1:00 p.m.
Emerging Business Issues—1st team reports	8:50 a.m.
Financial Analysis & Decision Making	8:15 a.m.–9:30 a.m.
Financial Concepts	1:15 p.m.–2:30 p.m.
Free Enterprise Project: Preliminary	1:30 p.m.–5:30 p.m.
Future Business Executive: Preliminary	9:00 a.m.–2:00 p.m.
Future Business Teacher: Preliminary	9:00 a.m.–2:00 p.m.
Human Resource Management (Online)	7:15 a.m.–8:30 a.m.
Impromptu Speaking: Preliminary	9:00 a.m.–Noon
Impromptu Speaking—1st person reports	8:40 a.m.
Information Management	12:15 p.m.–1:30 p.m.
Integrated Marketing Campaign: Preliminary	9:00 a.m.–3:00 p.m.
International Business	10:15 a.m.–11:30 a.m.
Job Interview: Preliminary	9:00 a.m.–2:00 p.m.
Justice Administration	12:15 p.m.–1:30 p.m.
Macroeconomics	9:15 a.m.–10:30 a.m.
Management Concepts	9:15 a.m.–10:30 a.m.
Marketing Concepts	12:15 p.m.–1:30 p.m.
Microeconomics	8:15 a.m.–9:30 a.m.
Networking Concepts	11:15 a.m.–12:30 p.m.
Project Management	11:15 a.m.–12:30 p.m.
Public Speaking: Preliminary	9:00 a.m.–Noon
Retail Management	2:15 p.m.–3:30 p.m.

Sales Presentation: Preliminary	9:00 a.m.–1:00 p.m.
Small Business Management Plan: Preliminary	1:30 p.m.–5:30 p.m.
Sports Management & Marketing	1:15 p.m.–2:30 p.m.
Statistical Analysis	11:15 a.m.–12:30 p.m.
Strategic Analysis & Decision Making	2:15 p.m.–3:30 p.m.
Telecommunications	9:15 a.m.–10:30 a.m.
Web Site Design: Preliminary	1:30 p.m.–5:30 p.m.
Word Processing	1:15 p.m.–2:30 p.m.

## Saturday, June 25

Business Decision Making: Final	1:30 p.m.–5:30 p.m.
Business Decision Making—1st team reports	12:50 p.m.
Business Ethics: Finals	9:00 a.m.–12:30 p.m.
Business Presentation: Finals	9:00 a.m.–Noon
Client Service: Finals	9:00 a.m.–Noon
Client Service—1st person reports	8:40 a.m.
Community Service Project: Finals	9:00 a.m.–Noon
Computer Game & Simulation Programming: Finals	9:00 a.m.–Noon
Digital Video Production: Finals	1:30 p.m.–4:30 p.m.
Emerging Business Issues: Finals	9:00 a.m.–Noon
Emerging Business Issues—1st team reports	8:50 a.m.
Financial Services: Finals	9:00 a.m.–Noon
Financial Services—1st team reports	8:30 a.m.
Free Enterprise Project: Finals	1:30 p.m.–4:30 p.m.
Future Business Executive: Finals	9:00 a.m.–3:00 p.m.
Future Business Teacher: Finals	9:00 a.m.–3:00 p.m.
Help Desk: Finals	9:00 a.m.–Noon
Help Desk—1st person reports	8:40 a.m.
Hospitality Management: Finals	9:00 a.m.–Noon
Hospitality Management—1st team reports	8:30 a.m.
Human Resource Management: Finals	9:00 a.m.–Noon
Human Resource Management—1st team reports	8:30 a.m.
Impromptu Speaking: Finals	9:00 a.m.–Noon
Impromptu Speaking—1st person reports	8:40 a.m.
Integrated Marketing Campaign: Finals	1:30 p.m.–4:30 p.m.
Job Interview: Finals	9:00 a.m.–3:00 p.m.
Management Analysis & Decision Making: Finals	1:30 p.m.–4:30 p.m.
Management Analysis & Decision Making—1st team reports	1:00 p.m.
Marketing Analysis & Decision Making: Finals	9:00 a.m.–Noon
Marketing Analysis & Decision Making—1st team reports	8:30 a.m.
Network Design: Finals	1:30 p.m.–5:30 p.m.
Network Design—1st team reports	12:50 p.m.
Open Events—Agribusiness, Computer Forensics, Health Care Administration	1:30 p.m.–2:30 p.m.
Open Events—Leadership, Social Networking/Media	2:30 p.m.–3:30 p.m.
Parliamentary Procedure: Finals	9:00 a.m.–12:30 p.m.
Parliamentary Procedure—1st team reports	8:30 a.m.
Public Speaking: Finals	9:00 a.m.–Noon
Sales Presentation: Finals	1:30 p.m.–4:30 p.m.
Small Business Management: Finals	1:30 p.m.–4:30 p.m.
Web Site Design: Finals	1:30 p.m.–5:30 p.m.

## Sunday, June 26

7:00 p.m.–9:00 p.m. Institute for Leaders Registration

## Monday, June 27

### Institute for Leaders (IFL)—Day 1

7:00 a.m.–8:00 a.m. IFL Registration  
8:00 a.m.–Noon Leadership Color Groups  
1:30 p.m.–5:30 p.m. Career Specialty Tracks

### NLC—Preconference

8:00 a.m.–1:00 p.m. Tour Desk  
2:00 p.m.–7:00 p.m. Registration Desk  
Midnight Curfew

## Tuesday, June 28

### Institute for Leaders—Day 2

8:00 a.m.–11:00 a.m. Leadership Color Groups  
11:30 a.m.–12:30 p.m. Enthusiasm Award  
Graduation with Certificate

### NLC—Day 1

8:00 a.m.–11:00 a.m. Photography Desk  
8:00 a.m.–1:00 p.m. Tour Desk  
8:00 a.m.–7:00 p.m. Registration Desk  
9:00 a.m.–9:45 a.m. Adviser Orientation  
Noon–12:45 p.m. Adviser Orientation  
2:00 p.m.–2:45 p.m. Adviser Orientation  
2:00 p.m.–5:00 p.m. Exhibits, MarketPlace  
2:00 p.m.–6:15 p.m. Competitive Events  
3:00 p.m.–3:45 p.m. Adviser Orientation  
4:30 p.m.–5:15 p.m. Adviser Orientation  
6:00 p.m.–6:45 p.m. Administrator Orientation  
7:00 p.m.–9:00 p.m. Opening General Session and  
Campaign Rally  
Midnight Curfew

## Wednesday, June 29

### NLC—Day 2

7:15 a.m.–5:30 p.m. Competitive Events  
7:30 a.m.–8:15 a.m. Adviser Orientation  
7:45 a.m.–8:15 a.m. Coordinator Orientation  
8:00 a.m.–11:00 a.m. Photography Desk  
8:00 a.m.–1:00 p.m. Tour Desk  
9:00 a.m.–3:15 p.m. Workshops  
9:00 a.m.–4:00 p.m. Campaign and Exhibit Booths  
and MarketPlace  
9:30 a.m.–11:30 a.m. Certification Exams  
5:30 p.m.–6:30 p.m. Regional Campaign Rallies and State  
Presidents' Reports  
Midnight Curfew

## Thursday, June 30

### NLC—Day 3

7:15 a.m.–5:30 p.m. Competitive Events  
7:45 a.m.–8:15 a.m. Coordinator Orientation  
8:00 a.m.–8:45 a.m. Voting Delegates/State Presidents' Q&A  
8:00 a.m.–11:00 a.m. Photography Desk  
8:00 a.m.–1:00 p.m. Tour Desk  
9:00 a.m.–2:00 p.m. Campaign and Exhibit Booths  
and MarketPlace  
9:00 a.m.–3:15 p.m. Workshops  
9:30 a.m.–4:00 p.m. Silent Auction  
1:30 p.m.–5:00 p.m. Open Events  
5:30 p.m.–6:30 p.m. March for Babies Mini Walk  
6:30 p.m.–8:30 p.m. Certification Exams  
Midnight Curfew

## Friday, July 1

### NLC—Day 4

8:00 a.m.–9:00 a.m. National Voting Session  
8:00 a.m.–11:00 a.m. Photography Desk  
8:00 a.m.–Noon MarketPlace  
8:00 a.m.–1:00 p.m. Tour Desk  
9:15 a.m.–10:45 a.m. Regional Voting and Recognition Sessions  
11:00 a.m.–Noon Adviser Forum  
Noon–1:00 p.m. Professional Division Meeting/Reception  
6:00 p.m.–9:00 p.m. Awards of Excellence Program  
9:30 p.m.–11:30 p.m. Closing Social Event  
Midnight Curfew



### STAY UP-TO-DATE AT THE NLC!

Sign up to receive competitive event schedule updates and other important conference news via our Twitter page:

▶ [twitter.com/FBLA\\_National](https://twitter.com/FBLA_National)

## Competitive Events & Test-taking Tips

### General Rules and Tips

- There will be no competitive event additions or substitutions on-site.
- Only the final performance rounds are open to conference attendees.
- Read and follow the FBLA-PBL Dress Code. Don't take the chance of being disqualified or having points deducted because of improper attire. If you have a question whether your attire is proper, it probably isn't.
- Make sure you know where the room is located for the event.
- Remember, elevators may be slow, so allow ample time.
- Get plenty of rest the night before your competition.

Additional questions? E-mail [education@fbla.org](mailto:education@fbla.org)

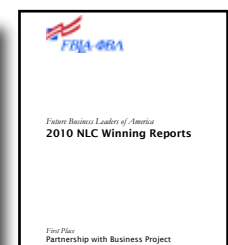
### VIDEOS



### STUDY GUIDES



### WINNING REPORTS



Visit MarketPlace at [www.fblamarketplace.com](http://www.fblamarketplace.com) for all your Competitive Events preparation materials!

# // FBLA COMPETITIVE EVENTS

Please note: This schedule is subject to change.

## Tuesday, June 28

Banking & Financial Systems (Online)	4:00 p.m.–5:15 p.m.
Entrepreneurship (Online)	5:00 p.m.–6:15 p.m.
Future Business Leader (Online)	3:00 p.m.–4:15 p.m.
Management Decision Making (Online)	4:00 p.m.–5:15 p.m.
Management Information Systems (Online)	3:00 p.m.–4:15 p.m.
Network Design (Online)	5:00 p.m.–6:15 p.m.
Parliamentary Procedure (Online)	2:00 p.m.–3:15 p.m.

## Wednesday, June 29

Accounting I	12:15 p.m.–1:30 p.m.
Accounting II	2:15 p.m.–3:30 p.m.
American Enterprise Project: Preliminary	1:30 p.m.–5:30 p.m.
Business Calculations	3:15 p.m.–4:30 p.m.
Business Ethics: Preliminary	1:30 p.m.–5:30 p.m.
Business Ethics—1st team reports	1:00 p.m.
Business Financial Plan: Preliminary	9:00 a.m.–1:00 p.m.
Business Law	9:15 a.m.–10:30 a.m.
Business Math	10:15 a.m.–11:30 a.m.
Business Plan: Preliminary	9:00 a.m.–1:00 p.m.
Business Presentation: Preliminary	1:30 p.m.–5:30 p.m.
Business Procedures	2:15 p.m.–3:30 p.m.
Client Service: Preliminary	9:00 a.m.–Noon
Client Service—1st person reports	8:40 a.m.
Community Service Project: Preliminary	9:00 a.m.–1:00 p.m.
Computer Applications	3:15 p.m.–4:30 p.m.
Computer Game & Simulation Prog: Preliminary	9:00 a.m.–1:00 p.m.
Computer Problem Solving	10:15 a.m.–11:30 a.m.
Cyber Security	11:15 a.m.–12:30 p.m.
Desktop Application Programming: Preliminary	1:30 p.m.–5:30 p.m.
Desktop Publishing	7:15 a.m.–8:30 a.m.
Digital Design & Promotion: Preliminary	9:00 a.m.–1:00 p.m.
Digital Video Production: Preliminary	1:30 p.m.–5:30 p.m.
E-business: Preliminary	1:30 p.m.–5:30 p.m.
Economics	12:15 p.m.–1:30 p.m.
Emerging Business Issues: Preliminary	1:30 p.m.–5:30 p.m.
Emerging Business Issues—1st team draws	1:15 p.m.
FBLA Principles & Procedures	11:15 a.m.–12:30 p.m.
Future Business Leader: Preliminary	9:00 a.m.–2:00 p.m.
Global Business (Online)	7:15 a.m.–8:30 a.m.
Health Care Administration	4:15 p.m.–5:30 p.m.
Help Desk (Online)	8:15 a.m.–9:30 a.m.
Hospitality Management	4:15 p.m.–5:30 p.m.
Impromptu Speaking—1st person reports	8:40 a.m.
Impromptu Speaking: Preliminary	9:00 a.m.–Noon
Introduction to Business	9:15 a.m.–10:30 a.m.
Introduction to Parliamentary Procedure	1:15 p.m.–2:30 p.m.
Job Interview: Preliminary	9:00 a.m.–2:00 p.m.
Marketing (Online)	8:15 a.m.–9:30 a.m.
Partnership with Business Project: Preliminary	1:30 p.m.–5:30 p.m.
Public Speaking I: Preliminary	9:00 a.m.–Noon
Public Speaking II: Preliminary	1:30 p.m.–4:30 p.m.
Virtual Business Challenge: Preliminary	9:30 a.m.–3:30 p.m.
Web Site Design: Preliminary	9:00 a.m.–1:00 p.m.
Word Processing I	1:15 p.m.–2:30 p.m.

## Thursday, June 30

American Enterprise Project: Finals	1:30 p.m.–4:30 p.m.
Banking & Financial Systems: Finals	9:00 a.m.–Noon
Banking & Financial Systems (Sequestered)	8:30 a.m.
Business Communication	7:15 a.m.–8:30 a.m.
Business Ethics: Finals	1:30 p.m.–5:30 p.m.
Business Ethics (Sequestered)	1:00 p.m.
Business Financial Plan: Finals	9:00 a.m.–Noon
Business Plan: Finals	1:30 p.m.–4:30 p.m.
Business Presentation: Finals	9:00 a.m.–1:00 p.m.
Client Service: Finals	1:30 p.m.–4:30 p.m.
Client Service (Sequestered)	1:10 p.m.
Community Service Project: Finals	9:00 a.m.–Noon
Computer Game & Simulation Prog: Finals	9:00 a.m.–Noon
Database Design & Applications	7:15 a.m.–8:30 a.m.
Desktop Application Programming: Finals	1:30 p.m.–4:30 p.m.
Digital Design & Promotion: Finals	9:00 a.m.–1:00 p.m.
Digital Video Production: Finals	1:30 p.m.–5:30 p.m.
E-business: Finals	1:30 p.m.–5:30 p.m.
Emerging Business Issues: Finals	9:00 a.m.–1:00 p.m.
Emerging Business Issues (Sequestered)	8:40 a.m.
Entrepreneurship: Finals	9:00 a.m.–Noon
Entrepreneurship (Sequestered)	8:30 a.m.
Future Business Leader: Finals	9:00 a.m.–3:00 p.m.
Global Business: Finals	9:00 a.m.–Noon
Global Business (Sequestered)	8:30 a.m.
Help Desk: Finals	1:30 p.m.–4:30 p.m.
Help Desk (Sequestered)	1:10 p.m.
Impromptu Speaking: Finals	9:00 a.m.–Noon
Impromptu Speaking (Sequestered)	8:40 a.m.
Introduction to Business Communication	8:15 a.m.–9:30 a.m.
Introduction to Technology Concepts	8:15 a.m.–9:30 a.m.
Job Interview: Finals	9:00 a.m.–3:00 p.m.
Management Decision Making: Finals	1:30 p.m.–4:30 p.m.
Management Decision Making (Sequestered)	1:00 p.m.
Management Information Systems: Finals	1:30 p.m.–4:30 p.m.
Management Information Systems (Sequestered)	1:00 p.m.
Marketing: Finals	9:00 a.m.–Noon
Marketing (Sequestered)	8:30 a.m.
Network Design: Finals	1:30 p.m.–4:30 p.m.
Network Design (Sequestered)	1:00 p.m.
Networking Concepts	10:15 a.m.–11:30 a.m.
Open Events—Agribusiness, Comp Op Systems	2:00 p.m.–3:00 p.m.
Open Events—Env Bus, Google Apps/Open Source	3:00 p.m.–4:00 p.m.
Open Events—Investments/Stock Market, Ldrship	4:00 p.m.–5:00 p.m.
Open Events—Middle Level	1:30 p.m.–2:30 p.m.
Parliamentary Procedure: Finals	9:00 a.m.–12:30 p.m.
Parliamentary Procedure (Sequestered)	8:30 a.m.
Partnership with Business Project: Finals	1:30 p.m.–4:30 p.m.
Personal Finance	9:15 a.m.–10:30 a.m.
Public Speaking I: Finals	9:00 a.m.–Noon
Public Speaking II: Finals	1:30 p.m.–4:30 p.m.
Sports Management	11:15 a.m.–12:30 p.m.
Spreadsheet Applications	10:15 a.m.–11:30 a.m.
Technology Concepts	9:15 a.m.–10:30 a.m.
Virtual Business Challenge: Finals	9:30 a.m.–11:30 a.m.
Web Site Design: Finals	9:00 a.m.–1:00 p.m.
Word Processing II	11:15 a.m.–12:30 p.m.

# // CONFERENCE REGISTRATION

## NLC and IFL Online Registration

Register online at [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC)

Register online for NLC and IFL. Member and adviser information is in our database, so this will make your registration process quick and easy. It's simple, all you do is:

- review this guide completely
- have your chapter number and password available
- go to [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC) and follow the instructions

## Deadline

Preregistration and payments must be received no later than June 12. NLC registration questions can be directed to 800.325.2946. Make sure your school's accounting department is aware of the registration and payment deadline.

## Registration Rates

Register by May 20 to take advantage of early bird rates. Regular rates apply from May 21–June 12. Preregistration closes at midnight (Eastern) on June 12. On-site rates are applicable starting June 13. Register by June 12 so all your conference materials are available when you arrive.

NLC Fees	Early Bird	Regular	On-site
	<i>On or before May 20</i>	<i>May 21–June 12</i>	<i>June 13–on-site</i>
FBLA	\$95	\$105	\$115
PBL	\$105	\$115	\$125
Guest	\$45	\$55	\$65

IFL Fees	Early Bird	Regular	On-site
	<i>On or before May 20</i>	<i>May 21–June 12</i>	<i>June 13–on-site</i>
Student	\$115	\$125	\$135
Adviser	\$50	\$60	\$70
Candidates	\$90	\$100	\$110

## Payment

Acceptable forms of payment are Visa, MasterCard, school check, or school purchase order. Make checks payable to FBLA-PBL. Purchase orders must be numbered and signed, and a check must be received prior to or at conference registration. **Any balance due in registration fees and on-site registration must be paid at the time of on-site conference registration.** Conference registrations, tours, and housing reservations must all be paid separately and mailed to their respective addresses. Do not combine any of these payments. Send NLC/IFL registration payments to:

NLC/IFL REGISTRATION  
P.O. Box 79130  
Baltimore, MD 21279-0130

## Adviser/Chaperone Registration

If you have assigned a chaperone to assist or act in place of your attendance, he/she must be registered as the adviser/chaperone to have access to all portions of the conference and must pay full conference registration.

## Guest Registration

Guests are nonmembers of FBLA-PBL, including spouses, children, and parents. Advisers and members do not qualify for guest registration. The NLC guest registration includes a name badge, conference program, tour participation, and admission **only** to the opening and closing sessions.

## Tickets for Awards of Excellence Program

Tickets to the Awards of Excellence Program are available for \$25 each and must be purchased at conference headquarters the day before the Awards of Excellence Program (PBL on June 25 and FBLA on June 30).

## Registration Changes

Please fax your changes or cancellations to 866.500.5610. The deadline for changes is June 12. A change and cancellation form is available on our Web site under "Registration/Information."

## Cancellation and Refund Policy

Guest fees and insurance are nonrefundable regardless of cancellation date. Registration refund requests must be made in writing before June 12. Requests received by June 12 will receive an 80 percent refund. No refunds will be given after June 12. Allow four weeks for processing following the NLC. A refund request form is located on the national Web site under "Registration/Information." Fax refund requests to 866.500.5610.

## Registration Hours and Location

Pick up your chapter's packet at the Registration Desk Lobby during the hours listed on the conference schedule. One FBLA adviser must pick up the entire chapter's packet. Partial packets will not be distributed. PBL registrations may be picked up by each registrant.

## Accident Insurance

Accident insurance is available for purchase from Federal Insurance Company. Those who purchase this insurance will be covered while in attendance at the NLC, including travel directly to and from the conference. Coverage begins at the actual start of the trip to the NLC and continues on a 24-hour basis during the trip. It ends when attendees return to their permanent residences. Benefits include up to \$25,000 for accidental death or dismemberment and up to \$2,500 for accidental excess medical expenses. The maximum limit of insurance is \$500,000 per accident. Coverage is subject to the full terms and conditions in the master policy. To enroll, select the insurance option and make sure to include the \$2 fee per person with your conference registration payment. Insurance is not available for on-site registrants, and there are no refunds. Please note: This is an accident insurance; it does not cover illnesses not related to an accident. Sunburn is not classified as an accident. For a claim against this policy, notify the FBLA-PBL National Center in writing for verification of coverage and claim information.

# // HOTELS & TRANSPORTATION

## Hotel Assignments

FBLA and PBL reservations will only be accepted at the hotel your state has been assigned. State assignments can be found at [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC).

## Room Rates

### Hilton Orlando

Single/Double	\$160 X 12.5% = \$180.00
Triple/Quad	\$170 X 12.5% = \$191.25

### Rosen Centre and Rosen Plaza

Single/Double	\$160 X 13.63% = \$181.80
Triple/Quad	\$170 X 13.63% = \$193.17

All rooms are subject to a 12.5% sales and occupancy tax. Rosen Hotels have an additional 1.13% Orange County Convention Center surcharge, which does not apply to tax exemptions. If you meet the tax exemption requirements, you only will be exempt from the sales tax. The hotels do accept the Florida tax exempt form and the 501 (c)(3).

Purchase orders will be accepted for deposit. The final payment is due when you check-in. If a chapter is using a purchase order for final payment, it will need to apply for credit with their assigned hotel. A portion of the room rate is being used to offset convention costs.

## Airport Shuttle

Mears Transportation operates a shared ride airport shuttle to and from the conference hotels. A one-way trip is \$19 and a round-trip is \$26 with the discount coupon on our Web site. Please go [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC) for Airport Shuttle information. You will need to call 407.423.5566 available 24-hours daily in advance to make reservations for departures.

## Car Rental Discounts

Drive Happy® with Alamo, where FBLA-PBL NLC delegates get year-round discounts of up to 20%\*. With self-serve check-in you can skip the counter, check-in at the kiosk, and drive away. All you need is a valid driver's license and a major credit card. It's that easy. Visit [alamo.com/offer/FBLA](http://alamo.com/offer/FBLA) to book online and receive additional coupons. Or, call Alamo at 800-462-5266. Be sure to request Contract ID 7000461 at the time of reservation.



*\*Discount applies to base rate only. Up to 20% discount applies to participating locations, through 12/31/11. Discount varies by rental date, location, and vehicle type. Taxes, other governmentally-authorized or imposed surcharges (including GST), license and concession recoupment fees, airport and airport facility fees, fuel, additional driver fee, one-way rental charge and optional items (such as CDW up to US \$30 per day) are extra. In the U.S. check your insurance and/or credit card for rental vehicle coverage. Renter must meet standard age, driver, and credit requirements. 24-hour advance reservation required. May not be combined with other discounts. Availability is limited. Subject to change without notice. Unlimited miles offer available only at participating locations. Blackout dates may apply. Void where prohibited.*

## FBLA Hotels

### Hilton Orlando

6001 Destination Parkway  
Orlando, FL 32819  
P 407.313.4300  
F 407.313.4301\*



### Rosen Centre Hotel

9840 International Drive  
Orlando, FL 32819-8122  
P 407.996.9840  
F 407.996.0865\*



### Rosen Plaza Hotel

9700 International Drive  
Orlando, FL 32819-8114  
P 407.996.9700  
F 407.354.5774\*



## PBL Hotel

### Hilton Orlando

6001 Destination Parkway  
Orlando, FL 32819  
P 407.313.4300  
F 407.313.4301\*



\* Guest Fax #

## I-RIDE Trolley

The I-RIDE Trolleys travel exclusively throughout the International Drive resort area. They are an affordable and convenient way to avoid traffic and parking hassles. Trolleys operate daily from 8:00 a.m. to 10:30 p.m. and cost \$1.25 per fare. Multi-day passes are available. For more information or to purchase your passes online, visit [www.iritetrolley.com](http://www.iritetrolley.com).



## Hotel Reservation Instructions

### Before the Conference

The deadline for receiving hotel reservation forms is May 27. Reservations received after this date will be made on a space-available basis. Advance reservations on the official hotel reservation form will be honored on a first-come, first-serve basis. Reservations with credit card deposits may be faxed to your assigned hotel. Reservations will not be accepted by phone. Go to our Web site [www.fbla-pbl.org/2011NLC](http://www.fbla-pbl.org/2011NLC) and go to the state housing assignments for the conference hotels.

If you are sending a hotel reservation form with students from different schools sharing a room, please write the name of the school for each student. One adviser should be listed on the form as the person responsible for the room. Be certain that only one adviser submits a reservation.

The hotel is not authorized to mix delegations to fill a double, triple, or quad accommodation. Reservations will be made only for occupants listed together on the same hotel reservation form.

A deposit of one night's lodging for each room reserved must accompany the hotel reservation form. If your state has already guaranteed its rooming block, this requirement may have been met. Contact your state adviser for details. Acceptable forms of payment are American Express, Diners Club, Discover, MasterCard, or Visa credit cards; or you may pay with a school check. Purchase orders will be accepted. All deposit checks must be made payable to your assigned hotel and mailed to the address of your assigned hotel.

Your reservation acknowledgement will come from your assigned hotel. Allow two weeks for this acknowledgement. For a quicker response, include your fax number and e-mail address on the hotel reservation form.

The balance due for room rates and taxes must be paid at the time you check in to the hotel.

### Deposit Refund Policy

Full refunds will be given if the hotel is notified 72 hours prior to arrival. No refunds for cancellations will be issued less than 72 hours prior to arrival.

### When You Arrive

Hotel check-in time is after 3:00 p.m. Plan your arrival after that time. If you arrive earlier than the check-in time, the hotel will make every effort to assign as many rooms as possible. Make arrangements to tour the area until your room is available if you know you will be arriving early. A luggage storage area will be provided at the hotel for groups arriving prior to the check-in time.

To minimize confusion in the hotel lobby, one PBL representative or FBLA adviser must register the entire delegation. Clearly indicate the name of the person handling the group's billing on the rooming list. To charge incidentals to your guestroom, such as room service, restaurant, or outside phone line access, you must present a major credit card and driver's license upon check-in. The assigned delegate or adviser secures room assignments and keys for the entire delegation.

The hotel has been advised of the importance of placing the FBLA adviser and chaperone rooms next to the rooms of the students for whom they are responsible. They will make every effort to do so, but room availability is largely dependent upon the checkout time of those departing on the day of your arrival.

Hotel checkout time is Noon at the Hilton Orlando. Hotel checkout time is 11:00 a.m. at the Rosen Centre and Rosen Plaza. One adviser or representative must check out, turn in keys, and pay room bills for the entire delegation. The hotel will provide one bill for each room occupied. Verify your departure date on arrival. Early departure may result in a penalty fee.

### Tips for a Smoother Hotel Check-In

- Fax or mail changes to your assigned hotel. Do not wait until check-in to change reservations. If you must make a change in your reservation, call the hotel directly; and be sure to document the name of the person you spoke with and the date and time of the conversation.
- Bring copies of your original reservation form with any changes that were called or faxed to your assigned hotel.
- Be sure your school's accounting department sends separate checks for hotel reservations and conference registration to the appropriate address on each form. The payments must **not** be combined in one check.
- Although you only need to send a deposit, paying the full amount in advance will speed your check-in time.
- If you are mailing your balance due, make sure the check clearly indicates to which school/reservation the amount should be applied. To be absolutely clear, send another copy of your reservation form marking that it is a duplicate with the balance payment.
- Be as accurate as possible when completing the line on the reservation form that asks your delegation's arrival and departure time. The hotel uses this information to staff the front desk with enough agents at heaviest arrival times.
- If you have not received a hotel confirmation prior to leaving for the conference, call the hotel and verify your reservation. Be sure to document your conversation.

# // HOTEL RESERVATION FORM

Please mail or fax the completed form and one copy to:

**Hilton Orlando**  
6001 Destination Parkway  
Orlando, FL 32819  
P 407.313.4300  
F 407.313.8487

**Rosen Centre Hotel**  
9840 International Drive  
Orlando, FL 32819-8122  
P 407.996.9840  
F 407.996.3169

**Rosen Plaza Hotel**  
9700 International Drive  
Orlando, FL 32819-8114  
P 407.996.9700  
F 407.996.9119

- **Read Hotel Reservation Instructions on page 16 before proceeding.**
- **RECEIPT DEADLINE: May 27**
- **Reservations may not be available after May 27.**
- **Keep a copy for your files.**

**Hotel Assignments:** Go to our Web site [www.fbla-pbl.org/NLC2011](http://www.fbla-pbl.org/NLC2011) and go to the state housing assignments for the conference hotels.

**Room Rates:** For all hotels (Hilton Orlando, Rosen Plaza, and Rosen Centre) room rates are as follow:

Single/Double: \$160      Triple/Quad: \$170

All Hilton Hotel rooms are subject to a 12.5% sales and occupancy tax. Rosen Hotels have an additional 1.13% Orange County Convention Center surcharge, for a total of 13.63% which does not apply to tax exemptions. If you meet the tax exemption requirements, you only will be exempt from the sales tax. The hotels do accept the Florida tax exempt form and the 501 (c)(3). Purchase orders will be accepted for deposit. The final payment is due when you check-in. If a chapter is using a purchase order for final payment, it will need to apply for credit with its assigned hotel.

**Person responsible for group's billing:**

Name \_\_\_\_\_ School Phone \_\_\_\_\_  
E-mail \_\_\_\_\_ Home Phone \_\_\_\_\_  
School \_\_\_\_\_ Fax Number \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Person(s) responsible on-site \_\_\_\_\_

**Conference:**  FBLA NLC  PBL NLC

Type or print clearly all occupants for each room. Please duplicate this form if additional space is needed.

**Guest Room 1**

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
Earliest Arrival Date \_\_\_\_\_  
Latest Departure Date \_\_\_\_\_  
Special Needs Request \_\_\_\_\_

**Guest Room 2**

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
Earliest Arrival Date \_\_\_\_\_  
Latest Departure Date \_\_\_\_\_  
Special Needs Request \_\_\_\_\_

Check-in time is 3:00 p.m. for all hotels. Checkout time is Noon at the Hilton and 11:00 a.m. at the Rosen Hotels.

Approximate Time of Arrival \_\_\_\_\_ Mode of Transportation \_\_\_\_\_

Deposit of one night's lodging must accompany this form. Reservations will not be made without a deposit.

Check enclosed in the amount of \$\_\_\_\_\_ payable to your assigned hotel. Purchase orders will be accepted for deposit.

Please hold my credit card as guarantee:  American Express  Discover  Diner's Club  MasterCard  Visa

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

*Deposit Refund Policy: Full refunds will be given if the hotel is notified 72 hours prior to arrival. No refunds for cancellations will be issued less than 72 hours prior to arrival.*



Great leaders **EMBRACE** change, **EMPLOY** strategy, and **EMPOWER** others to succeed!

### New Format

The 2011 Institute for Leaders (IFL) will feature an all-new format designed to empower members with fresh, innovative programming, new dynamic trainers, and exciting topics and tracks.

All participants will have the opportunity to work in two different team environments during their 2011 IFL experience, allowing for maximum team building, idea sharing, skill development, and networking.

### Leadership Color Groups

**New This Year!** Participants will be divided into different color groups. Each group will develop its own identity and professional brand while participating in high-energy, team-based, leadership programming. Groups will also compete for an enthusiasm award.

### CORE Training for Advisers

Local advisers will develop techniques for interactivity in the classroom and camaraderie-building. They will share ideas and best practices in the areas of recruitment, chapter management, competition preparation, fund-raising, building coalitions with administration, and more. (FBLA and PBL)

### Attire

Attire on day one is FBLA-PBL business casual. Attire on day two is professional dress. Please follow the FBLA-PBL Dress Code. *Jeans, shorts, and T-shirts are not appropriate on either day.*



### IFL Program Schedule

#### Day One

8:00 a.m.–Noon	Leadership Color Groups
1:30 p.m.–5:30 p.m.	Career Specialty Tracks

#### Day Two

8:00 a.m.–11:00 a.m.	Leadership Color Groups
11:30 a.m.–12:30 p.m.	Enthusiasm Award
	Graduation with Certificate*

*\*Graduation requires attendance and active participation on both days of the program.*

**IFL 2011 will be unlike any before! The unparalleled level of enthusiasm, the new content and format, and unique community service elements will be the talk of the National Leadership Conference. Join us in Orlando this June!**

## Who Should Attend IFL?

- ▶ Every state and local FBLA-PBL officer!
- ▶ Local chapter advisers!
- ▶ Career-bound members!
- ▶ Members who want to start their own business or be a big-time executive!
- ▶ Future leaders of government and communities!
- ▶ Leaders who want to master technology!
- ▶ People who love to have fun and want to experience leadership in action!
- ▶ National officer candidates are strongly recommended to attend.

## Student Learning Outcomes

- ▶ Become a synergy-builder
- ▶ Master the art of delegation
- ▶ Develop a personal brand
- ▶ Wow audiences with public speaking skills
- ▶ Run effective meetings with powerful interpersonal communication skills
- ▶ Recognize the value of a diverse team
- ▶ Set goals with a Vision Development System
- ▶ Crystallize career path opportunities
- ▶ Develop accountability systems
- ▶ Understanding of business ethics
- ▶ Improve creative problem-solving



## Career Specialty Tracks

When not in color groups, students will choose to participate in one of the powerful results-driven tracks:

### **PURSUE**

This track is for those interested in learning about the benefits and opportunities of being an officer and developing the fundamental leadership skills necessary for success as an officer in FBLA. The focus will be on key FBLA knowledge and the development of essential skills to prepare attendees as the next generation of FBLA leaders. This is a great fit for up-and-coming local and state officers. (FBLA only)

### **PERFORM**

This track is designed for first-year local and state officers who want to further develop their leadership skills. Programming will focus on higher-level leadership essentials such as goal-setting, synergy, and learning how different leadership styles can work effectively together. (FBLA and PBL)

### **MASTER**

Specifically created for the experienced FBLA leader. This track will focus on effective techniques for running meetings, communicating effectively, and creatively promoting FBLA on the local, state, and national levels. (FBLA only)

### **COMPETE**

If you want to build a successful career, start today! This track will focus on the skills and techniques young business leaders will need to create a professional network; manage their personal brand; and market themselves to potential employers, schools, and strategic partners. (FBLA and PBL)

### **EXCEL**

Who has not dreamed of being their own boss someday? This track is designed for the creative-minded, driven participants who want to take their personal leadership abilities to the next level. Activities will focus on vision and goal setting, professionalism, and the importance of mentorship for the future entrepreneur. (FBLA and PBL)

### **ADVANCE**

Open to all FBLA participants, this highly-interactive track will provide excellent opportunities to make connections with other FBLA members. Attendees will work together to develop strong leadership skills for individual success and contribution to their chapter. They will share best practices and return to their chapter with dozens of new ideas. They will possess the desire and skill sets needed to turn these ideas into reality. (FBLA only).



Future Business Leaders of America  
**Phi Beta Lambda, Inc.**  
1912 Association Drive  
Reston, VA 20191-1591  
703.860.3334  
[www.fbla-pbl.org](http://www.fbla-pbl.org)

Nonprofit  
Organization  
U.S. Postage  
PAID  
Permit No. 342  
Reston, VA

## **FUTURE CONFERENCES**

### *2011 National Fall Leadership Conferences*

November 4-5, 2011 Philadelphia, Pennsylvania  
November 11-12, 2011 Milwaukee, Wisconsin  
November 18-19, 2011 Little Rock, Arkansas

### *National Leadership Conferences*

2012 San Antonio, Texas  
PBL: June 24-27, 2012 FBLA: June 29-July 2, 2012  
2013 Anaheim, California  
PBL: June 22-25, 2013 FBLA: June 27-30, 2013