Enter A World of Opportunity at the 2019 FBLA National Fall Leadership Conferences (NFLCs)! Hear from dynamic keynote speakers; attend exciting workshops; and network with members from across the country in Washington, D.C., Birmingham, AL, and Denver, CO.

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Preliminary Conference Schedule

Schedule is tentative.
Times & functions are subject to change without notice.

Friday
11:00 a.m.–6:00 p.m.  Registration
11:00 a.m.–9:00 p.m.  FBLA-PBL MarketPlace
1:00 p.m.–1:45 p.m.  Workshops
1:00 p.m.–4:30 p.m.  Optional business tours (if available)
2:00 p.m.–2:45 p.m.  Workshops
3:00 p.m.–3:45 p.m.  Workshops
5:00 p.m.–8:30 p.m.  Optional state meetings, dinner on your own, and/or free time
7:00 p.m.–9:00 p.m.  Registration
9:00 p.m.–10:15 p.m.  Opening Session
Midnight Curfew

Saturday
8:00 a.m.–4:00 p.m.  FBLA-PBL MarketPlace
  Exhibits
9:00 a.m.–9:45 a.m.  Workshops
10:00 a.m.–10:45 a.m.  Workshops
11:00 a.m.–11:45 a.m.  Workshops
1:30 p.m.–2:15 p.m.  Workshops
2:30 p.m.–3:15 p.m.  Workshops
3:30 p.m.–4:15 p.m.  Workshops
5:00 p.m.–6:15 p.m.  Closing Session
6:15 p.m.–8:30 p.m.  Dinner on your own/free time
9:00 p.m.–11:00 p.m.  Blue Jeans for Babies Dance
Midnight Curfew

Division Exclusive Programs

FBLA-Middle Level (Birmingham, AL)
The FBLA-Middle Level Program will be held exclusively at the Birmingham NFLC. FBLA-Middle Level members attend NFLC sessions on Friday, then have one specialized track for first-time members and another for returning members. Click on fbla.org/NFLC and check your email for more information about unique workshops designed especially for FBLA-Middle Level members and advisers!

FBLA State Officer Reception
Each NFLC will feature a networking reception for state officers.
Online Registration

Online registration for the NFLCs is available at fbla.org/NFLC. To preregister, registrations must be entered online by the end of the regular registration period. NFLC registration questions can be directed to conferencemanager@fbla.org. Make your school's accounting department aware of the deadline dates. Complete your registration early to take advantage of early bird savings. The rates and preregistration closes at midnight (Eastern) on the dates indicated.

<table>
<thead>
<tr>
<th>Registration Rates</th>
<th>Early Bird</th>
<th>Regular</th>
<th>Onsite</th>
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<tbody>
<tr>
<td>Washington, D.C.</td>
<td>$65</td>
<td>$75</td>
<td>$85</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>Until Oct. 18</td>
<td>Oct. 19–Nov. 8</td>
<td>Nov. 9–Onsite</td>
</tr>
</tbody>
</table>

Payment

Accepted forms of payment are American Express, Discover, MasterCard, Visa, and school check. Make checks payable to FBLA. School purchase orders must be received 30 days prior to conference, numbered and signed, and a check must be received prior to or at the conference. A purchase order is not considered a final payment. Onsite registrations must be paid in full onsite.

Send payment with your completed registration form to:
FBLA NFLC REGISTRATION
P.O. Box 79130
Baltimore, MD 21279-0130

Registration Changes

Changes or cancellations should be submitted as soon as they are known. A change/cancellation form is available at fbla.org/NFLC.

Refund Policy

Registration refund requests must be made in writing by the early bird registration deadline for each NFLC to receive an 80% refund. No refunds will be given after the early bird deadlines. The refund request form is available at fbla.org/NFLC.

Registration Hours

One FBLA adviser must pick up the entire chapter's packet. Partial packets will not be distributed.

FBLA-PBL MarketPlace

Whether you need educational or insignia items, you'll find them at the FBLA-PBL MarketPlace. See the latest and greatest products—you can't afford to miss them! Be sure to bring school purchase orders to ease processing. Cash, check, and all major credit cards are accepted.

Accident Insurance

Arrangements have been made with the Federal Insurance Company to provide accident insurance for purchase to all registered NFLC participants. Each person who purchases this insurance will be covered while in attendance at the NFLC, including traveling directly to and from the conference. Coverage begins at the actual start of the trip to the conference and continues on a 24-hour basis during the trip. Coverage ends when attendees return to their permanent residences. The 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 onsite registrants, and there are no refunds. Please note this is accident insurance and does not cover illnesses not related to an accident. For a claim against this policy, email finance@fbla.org for verification of coverage and claim information.

NFLC Workshop Topics

As the NFLCs approach, check the website for a listing of workshops and their descriptions. If you would like to suggest a topic or recommend a speaker, please email conferencemanager@fbla.org. Workshops are subject to change. FBLA workshop topics for the NFLCs will focus on the following business topics: Business Ethics, Careers of the Future, College Information (applications, funding, freshman 101, etc.), Communication, Community Service, Cyber Security, E-commerce, Entrepreneurship, Etiquette for the Job, Finance, Hospitality, International/Global Business, Job Skills, Management, Marketing, Social Media (Google apps, latest tools, etc.), Technology (web, gaming, networking, future, etc.), and FBLA Programs. Workshops will be geared specifically for FBLA members and advisers, and FBLA-Middle Level members and advisers.

Exhibits

Come visit fundraising companies, colleges and universities, and technology vendors; check out new opportunities available to your chapter. Learn about additional educational programs through FBLA partnership organizations. This is your chance to network and gather new ideas for successful chapter activities.

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 at fbla.org/NFLC.
Welcome to the center of American democracy: a place of politics and historic demonstrations. Washington, D.C. is among the top travel destinations in the world. It is the capital of one of the wealthiest and most powerful nations in the world and possesses a graceful dignity captured in its monuments, museums, and memorials. Only a handful of cities can rival Washington, D.C.'s history and influence. Whether you choose to tour the White House, visit the Lincoln Memorial, or spend some reflective moments seeing the Arlington National Cemetery, the U.S. Holocaust Museum, National Museum of African American History and Culture, or the Vietnam Veterans Memorial, a visit here leaves a lifetime of impressions.

### Reservations and Hotel Information

<table>
<thead>
<tr>
<th>Washington Hilton</th>
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<tbody>
<tr>
<td>1919 Connecticut Ave. NW</td>
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<tr>
<td>Washington, D.C. 20009</td>
</tr>
<tr>
<td>P 202.483.3000</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Rate</th>
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<tbody>
<tr>
<td><strong>$199 Single/Double/Triple/Quad</strong></td>
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<tr>
<td><strong>Sales/Occupancy Tax Rate</strong>: 14.95% (subject to change)</td>
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<tr>
<td>48-hour refund cancellation</td>
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### Hotel Procedures

All housing reservations will be handled through the Washington Hilton. Hotel reservations will only be accepted online. The link can be found at [fbla.org/NFLC](http://fbla.org/NFLC).

Hotel reservations must be made no later than **October 4**. Reservations will be on a first-come-first-serve basis and may not be available after that date. If reservations exceed the number of rooms available, additional housing will be secured, if available.

All room reservations must be accompanied by a guarantee of one night’s room rate, plus tax, for each room. Guarantees may be made with: Visa, MasterCard, American Express, or Diners Club; money order; school, school district, or personal check; and school purchase orders. Purchase orders must be received thirty days prior to arrival. Checks should be made payable to the Washington Hilton.

Credit cards will not be charged by the hotel until arrival or unless a room is canceled within 48 hours of the scheduled arrival date.

All cancellations must be completed online at least 48 hours prior to arrival date.

Check-in time for the Washington Hilton is 4:00 p.m. and check-out time is 11:00 a.m. Luggage may be stored at the bell desk while you attend meetings or workshops.

Self-parking at the Washington Hilton is $28.32 for up to 2 hours and $62 for more than 2 hours/overnight. Valet parking is $62. All prices are inclusive of tax.

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**United Airlines Discount**

FBLA-PBL has partnered with United Airlines to offer discounted airfares on all standard fares (sale web fares are excluded) for conference attendees traveling to either of these two airports: Washington, D.C. National (DCA) (closest) or Dulles International (IAD). Travel must be completed between 10/29/19 and 11/5/19 to receive the discount. If booking online, go to [united.com/meetingtravel](http://united.com/meetingtravel) and enter Offer Code ZGN3569764. If booking through a travel professional or United Meetings at 800.426.1122, please provide them with Agreement Code 569764 and Z Code ZGN3. There is an additional $25 fee for booking through a travel professional.
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### Opening Session Keynote Speaker

**John Guydon**

John Guydon was born in Compton in 1983. He started a business selling candy in the 7th grade to pay for lunch and football cleats, eventually going on to play Division I football at The University of Colorado and earning a Broadcast Production degree from the school of journalism. In 2005, tired of the constraints of the traditional corporate world, he left to start his own business. He created a commercial text message platform called Duffled that allows businesses and organizations to text customers using a commercial short code. In 2012 he launched The Lassy Project, software that gives parents and guardians the ability to notify an entire local community about a missing child in seconds, not hours. In 2014, he founded Startups Illustrated, which helps companies raise rounds of funding and gain acceptance into top-tier accelerators. Through this, John works with students, startups, and entrepreneurs to help them grow professionally and personally while maximizing efficiency.

### Closing Session Keynote Speaker

**Anne Bonney**

Anne Bonney is a fun, energetic speaker and workshop facilitator. After 20 years in highly successful leadership positions, Anne founded Different Shoe Enterprises and now uses her experience, education, and expertise to ignite her audience’s courage to embrace the uncomfortable; in change, in communication and in becoming influential with others. She shares fun and relevant stories, time-tested knowledge, and immediately applicable strategies for action.
BIRMINGHAM, AL (November 8–9)

Birmingham, Alabama is classic southern charm and hospitality and serves up nationally recognized dining, shopping, entertainment, and world-class attractions. Adventures in learning surround you at McWane Science Center. The museum offers a hands-on, creative examination of the world around us in a renovated department store housing featuring educational science equipment. The Birmingham Museum of Art is the largest municipal museum in the Southeast and one of the finest regional museums. The museum has a nationally recognized permanent collection of art dating from ancient to modern times, from cultures across the globe. The Alabama Sports Hall of Fame and Museum is also a major attraction.

Reservations and Hotel Information

Sheraton Birmingham Hotel
2101 Richard Arlington Jr. Boulevard North
Birmingham, AL 35203
P 205.324.5000 | F 205.307.3045 (Guest Fax)

Hotel Procedures

All housing reservations will be handled through the Sheraton Birmingham Hotel. Hotel reservations will only be accepted via Sheraton Birmingham Hotel Reservation Form. The reservation form can be found at fbla.org/NFLC.

Hotel reservations must be made no later than October 11. Reservations will be on a first-come-first-serve basis and may not be available after that date. If reservations exceed the number of rooms available, additional housing will be secured, if available.

All room reservations must be accompanied by a guarantee of one night’s room rate plus tax for each room. Guarantees may be made with: Visa, MasterCard, American Express, or Diners Club; money order; school, school district, or personal check; and school purchase orders. Purchase orders must be received thirty days prior to arrival for the hotel of your choice. Checks should be made payable to the Sheraton Birmingham Hotel. Credit cards will not be charged by the hotel until arrival or unless a room is not canceled within 72 hours of the scheduled arrival date.

All cancellations must be completed online at least 72 hours prior to arrival date.

Check-in time for the Sheraton Birmingham Hotel is 3:00 p.m. and check-out time is noon. The hotel will provide a holding area where luggage may be stored while you attend meetings or workshops.

Self-parking is discounted at $7 per day at the Sheraton Birmingham Hotel and valet is $25 per day.

Rate
$150 Single/Double
$160 Triple/Quad
Sales/Occupancy Tax Rate 17.5% (subject to change)
72-hour refund cancellation

United Airlines Discount

FBLA-PBL has partnered with United Airlines to offer discounted airfares on all standard fares (sale web fares are excluded) for conference attendees traveling to Birmingham Airport (BHM). Travel must be completed between 11/5/2019 and 11/12/2019 to receive the discount. If booking online, go to united.com/meetingtravel and enter Offer Code ZGN3569764. If booking through a travel professional or United Meetings at 800.426.1122, please provide them with Agreement Code 569764 and Z Code ZGN3. There is an additional $25 fee for booking through a travel professional.

Opening Session Keynote Speaker

John Guydon

John Guydon was born in Compton in 1983. He started a business selling candy in the 7th grade to pay for lunch and football cleats, eventually going on to play Division I football at The University of Colorado and earning a Broadcast Production degree from the school of journalism. In 2005, tired of the constraints of the traditional corporate world, he left to start his own business. He created a commercial text message platform called Duffled that allows businesses and organizations to text customers using a commercial short code. In 2012 he launched The Lassy Project, software that gives parents and guardians the ability to notify an entire local community about a missing child in seconds, not hours. In 2014, he founded Startups Illustrated, which helps companies raise rounds of funding and gain acceptance into top-tier accelerators. Through this, John works with students, startups, and entrepreneurs to help them grow professionally and personally while maximizing efficiency.

FBLA-Middle Level Program

The FBLA-Middle Level Program will be held exclusively at the Birmingham NFLC. FBLA-Middle Level members attend NFLC sessions on Friday, then have one specialized track for first-time members and another for returning members. Click on fbla.org/NFLC and check your email for more information about unique workshops designed especially for FBLA-Middle Level members and advisers!

Closing Session Keynote Speaker

Rockell Bartoli

Rockell Bartoli is a professional speaker and author. She has spoken to thousands of students and has delivered empowering messages for notable organizations such as Florida International University’s Upward Bound Program, The National Student Leadership Conference, and Carnival Cruise Line's Scholarship & Mentoring Program. Rockell’s hard work as a first-generation student earned her a bachelor’s degree in elementary education and a master’s degree in school counseling. She has also enjoyed working with students as a college professor at Miami Dade Community College. Rockell is a mother of two, enjoys watching Netflix with her hubby, and therapeutic trips to Target.

Shuttle Information

The Sheraton Birmingham hotel offers a complimentary shuttle service to and from the airport.

Mon–Sun: 4:30 a.m.–11:00 p.m.
Shuttle Phone: 205.324.5000

fbla.org/NFLC
When you wake up in Denver, adventure awaits. If you’re looking for a chic and sophisticated jaunt, visit any of the hundreds of museums and galleries that make Denver the Arts Capital of the West. Spend a little time at the 16th Street Mall, the 16-block pedestrian mall located in the heart of downtown, plenty of places to grab a bite, from fast food to fine dining, plus shopping. There’s also a wealth of classic architecture, like the Daniels & Fisher Clock Tower, and dozens of public art projects. And 16th Street is always buzzing with vendors, and street musicians, so it’s also one of Denver’s prime people-watching spots. Stroll around on foot, or hop on the free shuttle that runs the length of the mall. A haven for sports enthusiasts, Denver is home to the Rockies, Nuggets, and Broncos.

# Reservations and Hotel Information

Sheraton Denver Downtown Hotel  
1550 Court Place  
Denver, CO 80202  
P 303.893.3333 | F 303.626.2543 (Guest Fax)

<table>
<thead>
<tr>
<th>Rate</th>
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<tbody>
<tr>
<td>$179 Single/Double/Triple/Quad</td>
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| Sales/Occupancy Tax Rate: | 15.75% (subject to change) |

| 72-hour refund cancellation |

Reservations will only be accepted online. The link can be found at [fbla.org/NFLC](http://fbla.org/NFLC).

Hotel reservations must be completed no later than October 18. Reservations will be on a first-come-first-serve basis and may not be available after that date. If reservations exceed the number of rooms available, additional housing will be secured, if available.

All room reservations must be accompanied by a guarantee of one night’s room rate, plus tax, for each room. Guarantees may be made with: Visa, MasterCard, American Express, or Diners Club; money order; school, school district, or personal check; and school purchase orders. Purchase orders must be received thirty days prior to arrival. Checks should be made payable to the Sheraton Denver Downtown Hotel.

Credit cards will not be charged by the hotel until arrival or unless a room is not canceled within 72 hours of the scheduled arrival date.

All cancellations must be completed online at least 72 hours prior to arrival date.

Hotel check-in time for the Sheraton Denver Downtown Hotel is 4:00 p.m. and check-out time is 11:00 a.m. The hotel will provide a holding area where luggage may be stored while you attend meetings or workshops.

Self-parking is discounted at $32.80 per day and valet parking is $49 per day at the Sheraton Denver Downtown.

# Hotel Procedures

All housing reservations will be handled through the Sheraton Denver Downtown Hotel. Hotel reservations will only be accepted online. The link can be found at [fbla.org/NFLC](http://fbla.org/NFLC).

Hotel reservations must be completed no later than October 18. Reservations will be on a first-come-first-serve basis and may not be available after that date. If reservations exceed the number of rooms available, additional housing will be secured, if available.

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# Shuttle Information

[SuperShuttle](http://supershuttle.com) offers discounted shuttle service to the Sheraton Denver Downtown Hotel. To make your reservation, visit [fbla.org/NFLC](http://fbla.org/NFLC) under Ground Transportation.

# United Airlines Discount

FBLA-PBL has partnered with United Airlines to offer discounted airfares on all standard fares (sale web fares are excluded) for conference attendees traveling to Denver (DEN) Airport. Travel must be completed between 11/12/2019 and 11/19/2019 to receive the discount. If booking online, go to [united.com/meetingtravel](http://united.com/meetingtravel) and enter Offer Code ZGN3569764. If booking through a travel professional or United Meetings at 800.426.1122, please provide them with Agreement Code S69764 and Z Code ZGN3. There is an additional $25 fee for booking through a travel professional.

# Opening Session Keynote Speaker

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# Closing Session Keynote Speaker

**Anne Bonney**

Anne Bonney is a fun, energetic speaker and workshop facilitator. After 20 years in highly successful leadership positions, Anne founded Different Shoe Enterprises and now uses her experience, education, and expertise to ignite her audience’s courage to embrace the uncomfortable; in change, in communication and in becoming influential with others. She shares fun and relevant stories, time-tested knowledge, and immediately applicable strategies for action.
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 professional attire is required in all conference areas for all attendees—advisers, members, and guests—at all general sessions, competitive events, exhibits, 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.

Dress for Success

**ACCEPTABLE**
- Business suit with:
  - Blouse
  - Collared dress shirt and neck or bow tie
- Dress pants or skirt with:
  - Blouse
  - Collared dress shirt and neck or bow tie
- Business dress
- Blazer with dress pants and:
  - Blouse
  - Collared dress shirt and neck or bow tie
- Dress shoes/dress boots

**UNACCEPTABLE**
- Jewelry in visible body piercing, other than ears
- Denim or flannel clothing of any kind
- Shorts
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses
- Swimwear
- Flip flops or casual sandals
- Athletic shoes
- Industrial work shoes
- Hiking boots
- Boat shoes
- Any canvas or fabric shoes
- Hats
- Clothing with printing that is suggestive, obscene, or promotes illegal substances

No dress code can cover all contingencies, so FBLA-PBL members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local or state adviser.
2020
NATIONAL LEADERSHIP CONFERENCE

SALT LAKE CITY
FUTURE BUSINESS LEADERS OF AMERICA
JUNE 29–JULY 2