CREATE  LEAD
INSPIRE
2018-19  FBLA-PBL
2019 PBL NATIONAL LEADERSHIP CONFERENCE
SAN ANTONIO, TX
JUNE 24-27
We Celebrate the Leadership of Jean M. Buckley

For the past 22 years, Jean M. Buckley has served as the President and CEO of Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL). Her two decades of exceptional leadership has enabled this organization to achieve new heights of success and provide first-class programs and services for our students and advisers.

Ms. Buckley will retire August 1 and, while this will be her last conference at the helm of the organization, she leaves a lasting legacy to the nation’s aspiring business leaders that with hard work comes great reward. Ms. Buckley has built strong corporate partnerships, been a champion for community service, and impacted the lives of countless individuals.

This week marks the last time that many of us will interact with Ms. Buckley in an official FBLA-PBL capacity, but her inspiration will continue to live on for years to come. Please join us in thanking Ms. Buckley for her service and dedication to FBLA-PBL.

There will be a kiosk near the Registration Desk where you can drop off a note for Ms. Buckley, or you can email your good wishes to her at jbuckley@fbla.org
Tag your photos on Twitter and Instagram with #NLC19 for a chance to see them on screen before the general sessions.
Phi Beta Lambda

NATIONAL OFFICERS

Corbin Robinson
National President
Illinois

Amber Raub
National Secretary
Missouri

Amy Ray
National Treasurer
North Carolina

Abigail Sheen
National Parliamentarian
Nebraska

Brianna Lake
Eastern Region Vice President
New York

Joel Beckwith
Mountain Plains Region Vice President
Nebraska

Kerri Young
North Central Region Vice President
Missouri

Allyssa Covert
Southern Region Vice President
West Virginia

Lisa Xiang
Western Region Vice President
California

Professional Division

Ryan Paul
President
Massachusetts

Alan Rzepkowski
Vice President
Maryland

Shannon McConnell
Secretary/Treasurer
North Carolina
**Voting Delegates**

Voting delegates vote on all matters that come before the general and regional meetings, including elections of the national officers and approval of bylaw amendments. Voting delegates should have received a voting delegate ribbon in their chapter’s registration packet. If you are a voting delegate and have misplaced or did not get a ribbon, all replacements must be issued and verified by your region’s national board of directors’ representative at the conclusion of the Regional Campaign Rally & Recognition Session.

Voting delegates are expected to attend the meetings listed below (see schedule for times & locations):

- Opening Session and Campaign Rally
- Regional Campaign Rallies and Recognition Sessions
- Voting Delegates/State Presidents Q&A with National Candidates
- National & Regional Voting (voting delegates should bring a data-enabled device for electronic voting)

**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, and admission only to the opening and closing sessions. Guests may register for $100 during registration hours. Tickets for the Awards of Excellence program are sold at the registration desk separately at a cost of $25 for anyone not already registered for the conference.

**Seating Assignments**

Seating charts for general sessions will be available in the registration area. Ushers will be available to assist chapters in locating their states’ assigned sections.

**State Presidents**

State presidents are expected to attend the campaign rallies and the candidate Q&A sessions with the voting delegates and must report backstage to Hall 4B in the Henry B. Gonzalez Convention Center on June 24 at 5:30 p.m.

**Conference Photographs**

Troy Kelly Studio | Artist, Photographer is the official photographer for the NLC. Photographs of the top 10 award winners will be taken and may be ordered at the photographer’s desk immediately after awards are received during the Awards of Excellence Program.

Awards Photos—June 27, 6:00 p.m.–9:00 p.m. 5” x 7”–$12 8” x 10”–$18

**Competitive Events Desk**

Any competitive events questions should be directed to the Competitive Events Desk located at West Registration in the Henry B. Gonzalez Convention Center. Hours: June 24, 8:00 a.m.–5:00 p.m.; June 25, 8:00 a.m.–5:30 p.m.; and June 26, 8:00 a.m.–5:30 p.m.

**Schedules and Finalists**

Confirm that event participants have been assigned a group and/or time by checking the schedules posted at fbla.org/perform. If you have a smartphone, download the conference app to review schedules online and create your personal conference schedule. Listings for preliminary competition will be available by June 24. Finalists will be posted throughout the evening on June 25.

**Name Badges**

Conference badges must be worn to all conference activities, including the social event. Lost badge replacements and any name badge updates can be obtained 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. We will need your chapter number and name, an adviser/chaperone signature, and a $5 on-site payment. This fee applies to replacement badges for all attendees.

**Program Books**

Replacement conference programs are available at the registration desk. There is a $5 charge for a replacement program. This fee must be paid in full on-site.

**Prohibited Items**

- noisemakers (horns, clappers, etc.) are not allowed at the general or regional sessions
- hats, including those that light up, are prohibited by the FBLA-PBL dress code
- selfie sticks, cameras, cell phones, and posters/signs are not allowed on stage
Keynote Speaker
Jeff Butler

Jeff Butler is a speaker, author, and international consultant who helps organizations improve their relationships with millennial employees. You may have seen him in *Forbes, USA Weekly*, or on the TED stage.

A native Californian and raised in Silicon Valley in a household where both parents were startup founders, he graduated from UC Berkeley with a degree in Computer Science. During his time in college, he was training for the Olympics under three-time Olympian Tore Gustafsson, but left that pursuit because software engineering paid more. With Jeff’s versatile background, he has addressed companies like Amazon and Google as well as thousands of professionals across North America.

### March of Dimes Mini March for Babies
**WALKING TOGETHER FOR STRONGER, HEALTHIER BABIES®**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Monday, June 24</td>
<td>Noon–6:00 p.m.</td>
</tr>
<tr>
<td>Tuesday, June 25</td>
<td>8:00 a.m.–5:00 p.m.</td>
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<tr>
<td>Wednesday, June 26</td>
<td>8:00 a.m.–5:00 p.m.</td>
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<tr>
<td>Thursday, June 27</td>
<td>8:00 a.m.–Noon</td>
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</table>

Visit the MarketPlace for your official FBLA-PBL merchandise. From key chains ... to bow ties ... to tote bags ... we have it all!

Get your conference T-shirt for only $20 and receive a free lapel pin (pin is $3 if purchased separately).

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**Download the official FBLA-PBL National Conferences app for the most up-to-date information.**

www.fbla-pbl.org/nlcapp
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.
FBLA-PBL members have an excellent reputation. Your conduct at every FBLA-PBL function should make a positive contribution to extending that reputation. Listed here are rules of conduct for the National Leadership Conference. All delegates are expected to:

1. Behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon themselves, their school, other delegates, advisers, or upon FBLA-PBL.

2. Obey all local, state, and federal laws.

3. Avoid conduct not conducive to an educational conference. Such conduct includes, but is not limited to, actions disrupting the businesslike atmosphere, association with nonconference individuals, or activities that endanger self or others (running in the general sessions, standing on chairs, using laser pointers during workshops, bodysurfing at dances, etc.).

4. Keep your advisers informed of your activities and whereabouts at all times. Accidents, injuries, and illnesses must be reported to the local or state advisers immediately.

5. Avoid alcoholic beverages (for those under 21 years of age) and controlled or illegal substances of any form. These items must not be used or possessed at any time, or under any circumstances. Use or possession of such substances may subject the delegate to criminal prosecution.

6. Act as guests of the hotel and conference center. Participants must obey the rules of these facilities. The facilities have the right to ask a member or members to leave. Do not throw anything out of windows or over balconies. Do not run down hallways. Noise should be kept at a reasonable volume, especially in the hotels.

Remember there are other guests in the hotels who have rights as well. Trash (this includes pizza boxes, bottles, cans, etc.) must be placed in the proper receptacles and not left on guest room or meeting room floors. Individuals or chapters responsible for damages to any property or furnishings will be responsible for its repair or replacement. Local and state advisers are responsible for the supervision of delegate conduct.

Disregarding or Violating the Code of Conduct

Delegates who disregard or violate this code will be subject to disciplinary action, including, but not limited to, forfeiture of privileges to attend further events, confinement to your hotel room, dismissal from the conference, and being sent home at your own expense. Parents and/or guardians will be notified and FBLA-PBL reserves the right to notify law enforcement officials.
<table>
<thead>
<tr>
<th>State</th>
<th>Meeting Time</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>California</td>
<td>Monday, June 24 @ 4:00 p.m. - 4:30 p.m.</td>
<td>Bonham A, Grand Hyatt</td>
</tr>
<tr>
<td>Colorado</td>
<td>Tuesday, June 25 @ 4:30 p.m. - 5:30 p.m.</td>
<td>Bonham A, Grand Hyatt</td>
</tr>
<tr>
<td>Florida</td>
<td>Monday, June 24 @ 4:00 p.m. - 5:00 p.m.</td>
<td>Texas Ballroom D, Grand Hyatt</td>
</tr>
<tr>
<td>Georgia</td>
<td>Monday, June 24 @ 4:00 p.m. - 5:00 p.m.</td>
<td>Presidio A-C, Grand Hyatt</td>
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<tr>
<td>Illinois</td>
<td>Monday, June 24 @ 4:30 p.m. - 5:00 p.m.</td>
<td>Bonham D, Grand Hyatt</td>
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<tr>
<td>Kansas</td>
<td>Monday, June 24 @ 9:00 p.m. - 10:00 p.m.</td>
<td>Bonham B, Grand Hyatt</td>
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<tr>
<td>Kentucky</td>
<td>Monday, June 24 @ 4:00 p.m. - 5:00 p.m.</td>
<td>Crockett C/D, Grand Hyatt</td>
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<tr>
<td>Louisiana</td>
<td>Monday, June 24 @ 4:00 p.m. - 5:00 p.m.</td>
<td>Crockett B, Grand Hyatt</td>
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<tr>
<td>Mississippi</td>
<td>Monday, June 24 @ 4:00 p.m. - 5:00 p.m.</td>
<td>Crockett A, Grand Hyatt</td>
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<tr>
<td>Missouri</td>
<td>Monday, June 24 @ 9:00 p.m. - 10:00 p.m.</td>
<td>Travis A/B, Grand Hyatt</td>
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<tr>
<td>Nebraska</td>
<td>Monday, June 24 @ 4:30 p.m. - 5:00 p.m.</td>
<td>Bonham D, Grand Hyatt</td>
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<tr>
<td>New Jersey</td>
<td>Monday, June 24 @ 4:30 p.m. - 5:00 p.m.</td>
<td>Bonham E, Grand Hyatt</td>
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<tr>
<td>New York</td>
<td>Monday, June 24 @ 4:00 p.m. - 5:00 p.m.</td>
<td>Bonham C, Grand Hyatt</td>
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<tr>
<td>North Carolina</td>
<td>Monday, June 24 @ 5:00 p.m. - 5:30 p.m.</td>
<td>Travis C/D, Grand Hyatt</td>
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<td>North Dakota</td>
<td>Monday, June 24 @ 4:30 p.m. - 5:00 p.m.</td>
<td>Bonham A, Grand Hyatt</td>
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<tr>
<td>Pennsylvania</td>
<td>Monday, June 24 @ 9:00 p.m. - 10:00 p.m.</td>
<td>Bonham E, Grand Hyatt</td>
</tr>
<tr>
<td>Texas</td>
<td>Monday, June 24 @ 5:00 p.m. - 5:30 p.m.</td>
<td>Texas Ballroom D, Grand Hyatt</td>
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<tr>
<td>Utah</td>
<td>Monday, June 24 @ 9:00 p.m. - 10:00 p.m.</td>
<td>Bonham C, Grand Hyatt</td>
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<tr>
<td>Virginia</td>
<td>Monday, June 24 @ 3:30 p.m. - 4:30 p.m.</td>
<td>Bonham B, Grand Hyatt</td>
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<td>Washington</td>
<td>Tuesday, June 25 @ 6:30 p.m. - 7:30 p.m.</td>
<td>Bonham A, Grand Hyatt</td>
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<tr>
<td>West Virginia</td>
<td>Monday, June 24 @ 10:00 a.m. - 11:00 a.m.</td>
<td>Bonham B, Grand Hyatt</td>
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SUNDAY, JUNE 23
2:00 p.m.–7:00 p.m. NLC Registration
West Registration

MONDAY, JUNE 24
8:00 a.m.–5:00 p.m. Competitive Events Desk
Conference Headquarters
Deliver Silent Auction Donations
West Registration
Room 207B
Room 206B

8:00 a.m.–7:00 p.m. NLC Registration
West Registration

10:00 a.m.–11:00 a.m. West Virginia State Meeting
Bonham B, Grand Hyatt

Noon–6:00 p.m. MarketPlace
Rooms 006 A/B

2:00 p.m.–3:15 p.m. Online Competitive Events
Accounting Analysis & Decision Making
Economic Analysis & Decision Making
Financial Analysis & Decision Making
Global Analysis & Decision Making
Hospitality Management
Management Analysis & Decision Making
Network Design
Lonestar Ballroom Foyer, Grand Hyatt

3:00 p.m.–3:45 p.m. Adviser Orientation
(Advisers are required to attend one orientation)
Room 007A

3:00 p.m.–4:15 p.m. Online Competitive Events
Business Decision Making
Desktop Publishing
Financial Services
Help Desk
Human Resource Management
Marketing Analysis & Decision Making
Lonestar Ballroom Foyer, Grand Hyatt

3:30 p.m.–4:30 p.m. Virginia State Meeting
Bonham B, Grand Hyatt

4:00 p.m.–4:30 p.m. California State Meeting
Bonham A, Grand Hyatt

4:00 p.m.–5:00 p.m. Florida State Meeting
Georgia State Meeting
Kentucky State Meeting
Louisiana State Meeting
Mississippi State Meeting
Missouri State Meeting
New York State Meeting
Texas Ballroom D, Grand Hyatt
Presidio A-C, Grand Hyatt
Crockett C/D, Grand Hyatt
Crockett B, Grand Hyatt
Crockett A, Grand Hyatt
Travis A/B, Grand Hyatt
Bonham C, Grand Hyatt

4:00 p.m.–5:15 p.m. Online Competitive Events
Accounting Principles
Computer Applications
Future Business Executive
Insurance Concepts
Parliamentary Procedure
Lonestar Ballroom Foyer, Grand Hyatt

4:30 p.m.–5:00 p.m. Illinois State Meeting
New Jersey State Meeting
North Dakota State Meeting
Bonham D, Grand Hyatt
Bonham E, Grand Hyatt
Bonham A, Grand Hyatt
MONDAY, JUNE 24 (continued)

4:30 p.m.–5:15 p.m. Adviser Orientation
(Advisers are required to attend one orientation) Room 007A

5:00 p.m.–5:30 p.m. North Carolina State Meeting Travis C/D, Grand Hyatt
Texas State Meeting Texas Ballroom D, Grand Hyatt

5:30 p.m.–6:00 p.m. Parade of States Rehearsal Hall 4B
Administrator Orientation Room 301

6:00 p.m.–6:30 p.m. Forensic Accounting: Preliminary Check-in Competitive Events Desk, West Registration

6:30 p.m. Doors Open for Opening Session and Campaign Rally Hall 4B

7:00 p.m.–8:30 p.m. Opening Session and Campaign Rally
Keynote Speaker: Jeff Butler Hall 4B

9:00 p.m.–10:00 p.m. Kansas State Meeting Bonham B, Grand Hyatt
Nebraska State Meeting Bonham D, Grand Hyatt
Pennsylvania State Meeting Bonham E, Grand Hyatt
Utah State Meeting Bonham C, Grand Hyatt

TUESDAY, JUNE 25

7:30 a.m.–8:15 a.m. Adviser Orientation
(Advisers are required to attend one orientation) Room 007A

8:00 a.m.–5:00 p.m. Conference Headquarters Room 207B
Deliver Silent Auction Donations Room 206B
MarketPlace Rooms 006 A/B

8:00 a.m.–5:30 p.m. Competitive Events Desk West Registration

8:10 a.m. Impromptu Speaking (first competitor reports) Room 214

8:30 a.m.–11:30 a.m. Impromptu Speaking: Preliminary
Section 1 Room 214
Section 2 Room 214
Section 3 Room 214

8:30 a.m.–12:30 p.m. Business Presentation: Preliminary
Section 1 Room 214
Section 2 Room 214
Section 3 Room 214
Community Service Project: Preliminary
Section 1 Room 214
Section 2 Room 214
Computer Animation: Final Room 214
Emerging Business Issues: Preliminary
Section 1 Room 214
Section 2 Room 214

Check the official conference app or fbla.org/perform for finalist postings.
TUESDAY, JUNE 25 (continued)

8:30 a.m.–12:30 p.m. Forensic Accounting: Preliminary
Section 1 Room 214
Section 2 Room 214
Mobile Application Development: Final Room 214
Strategic Analysis & Decision Making: Final Room 214
Website Design: Preliminary
Section 1 Room 214
Section 2 Room 214

8:30 a.m.–1:00 p.m. Future Business Educator: Preliminary
Section 1 Room 213B
Future Business Executive: Preliminary
Section 1 Room 212B
Section 2 Room 213A
Job Interview: Preliminary
Section 1 Room 210A
Section 2 Room 210B
Section 3 Room 212A

9:00 a.m.–9:45 a.m. Workshops see page 16

9:00 a.m.–3:00 p.m. Cengage Research Session Room 007B
Cengage is conducting several paid research events to understand business student experiences. Students earn $25 for a 40-minute research interview to help create products that support their learning needs!

9:00 a.m.–4:00 p.m. Campaign and Exhibit Booths 006-007 Foyer

9:30 a.m.–10:45 a.m. Online Competitive Events Lonestar Ballroom Foyer, Grand Hyatt
Business Communication
Contemporary Sports Issues
Cost Accounting
Cyber Security
Entrepreneurship Concepts
Personal Finance
Programming Concepts

10:00 a.m.–10:45 a.m. Workshops see page 16

10:30 a.m.–11:45 a.m. Online Competitive Events Lonestar Ballroom Foyer, Grand Hyatt
Computer Concepts
Information Management
Justice Administration
Macroeconomics
Management Concepts

11:00 a.m.–11:45 a.m. Workshops see page 16

11:30 a.m.–12:45 p.m. Online Competitive Events Lonestar Ballroom Foyer, Grand Hyatt
Accounting for Professionals
Administrative Technology
Marketing Concepts
Networking Concepts
Organizational Behavior & Leadership
Project Management

12:30 p.m.–1:45 p.m. Online Competitive Events Lonestar Ballroom Foyer, Grand Hyatt
Financial Concepts
Microeconomics
TUESDAY, JUNE 25 (continued)

12:30 p.m.–1:45 p.m.  Online Competitive Events  Lonestar Ballroom Foyer, Grand Hyatt
   Retail Management
   Sports Management & Marketing
   Statistical Analysis

1:10 p.m.  Client Service (first competitor reports)  Room 214

1:30 p.m.–2:15 p.m.  Workshops
   see page 17

1:30 p.m.–4:30 p.m.  Client Service: Preliminary
   Section 1  Room 214
   Section 2  Room 214
   Section 3  Room 214

   Public Speaking: Preliminary
   Section 1  Room 214
   Section 2  Room 214
   Section 3  Room 214

1:30 p.m.–5:30 p.m.  Business Ethics: Preliminary
   Section 1  Room 214
   Section 2  Room 214

   Business Law: Preliminary
   Section 1  Room 214
   Section 2  Room 214

   Business Sustainability: Final  Room 214

   Integrated Marketing Campaign: Final  Room 214

   Sales Presentation: Preliminary
   Section 1  Room 214
   Section 2  Room 214

   Small Business Management Plan: Preliminary
   Section 1  Room 214
   Section 2  Room 214

   Social Media Challenge: Preliminary
   Section 1  Room 214
   Section 2  Room 214

2:00 p.m.–4:00 p.m.  Adviser Hospitality Center  Bowie A, Grand Hyatt

2:30 p.m.–3:15 p.m.  Workshops
   see page 17

4:30 p.m.–5:30 p.m.  Colorado State Meeting  Bonham A, Grand Hyatt

5:00 p.m.  Doors Open for Regional Campaign Rallies and Recognition Sessions  see rooms below

5:30 p.m.–6:30 p.m.  Regional Campaign Rallies and Recognition Sessions
   These sessions include state success stories, regional vice president candidate speeches, candidate Q&A, and all member and chapter award recognition. Only those with voting delegate ribbons may ask questions of the candidates.
   Eastern Region  Republic ABC, Grand Hyatt
   Mountain Plains Region  Texas Ballroom E, Grand Hyatt
   North Central Region  Texas Ballroom F, Grand Hyatt
   Southern Region  Texas Ballroom ABC, Grand Hyatt
   Western Region  Texas Ballroom D, Grand Hyatt
TUESDAY, JUNE 25 (continued)

6:30 p.m.–7:00 p.m. Forensic Accounting: Finals Check-in  Competitive Events Desk, West Registration
6:30 p.m.–7:30 p.m. Network Design: Finals Check-in  Competitive Events Desk, West Registration
6:30 p.m.–7:00 p.m. Global Analysis & Decision Making: Finals Check-in  Competitive Events Desk, West Registration
6:30 p.m.–7:30 p.m. Washington State Meeting  Bonham A, Grand Hyatt

6:30 p.m.–9:00 a.m. Voting Delegates & State Presidents Q&A with National Candidates  Texas Ballroom E, Grand Hyatt

(Wednesday, June 26)

8:00 a.m. Accounting Analysis & Decision Making (first competitor reports)  Room 214
8:00 a.m. Economic Analysis & Decision Making (first competitor reports)  Room 214
8:00 a.m. Hospitality Management (first competitor reports)  Room 214
8:00 a.m. Human Resource Management (first competitor reports)  Room 214
8:00 a.m. Management Analysis & Decision Making (first competitor reports)  Room 214
8:00 a.m. Parliamentary Procedure (first competitor reports)  Room 212A

8:00 a.m.–9:00 a.m. Voting Delegates & State Presidents Q&A with National Candidates  Texas Ballroom E, Grand Hyatt

8:00 a.m.–5:00 p.m. Conference Headquarters  Room 207B
8:00 a.m.–5:30 p.m. Competitive Events Desk  West Registration
8:10 a.m. Help Desk (first competitor reports)  Room 214
8:30 a.m.–11:30 a.m. Help Desk: Final  Room 214
8:30 a.m.–12:30 p.m. Accounting Analysis & Decision Making: Final  Room 214
8:30 a.m.–12:30 p.m. Business Presentation: Final  Room 214
8:30 a.m.–12:30 p.m. Community Service Project: Final  Room 214
8:30 a.m.–12:30 p.m. Economic Analysis & Decision Making: Final  Room 214
8:30 a.m.–12:30 p.m. Emerging Business Issues: Final  Room 214
8:30 a.m.–12:30 p.m. Forensic Accounting: Final  Room 214
8:30 a.m.–12:30 p.m. Hospitality Management: Final  Room 214
8:30 a.m.–12:30 p.m. Human Resource Management: Final  Room 214
8:30 a.m.–12:30 p.m. Management Analysis & Decision Making: Final  Room 214
8:30 a.m.–12:30 p.m. Website Design: Final  Room 214
8:30 a.m.–2:00 p.m. Parliamentary Procedure: Final  Room 212A
8:30 a.m.–3:00 p.m. Future Business Educator: Final  Room 208
8:30 a.m.–3:00 p.m. Future Business Executive: Final  Room 209
8:30 a.m.–3:00 p.m. Job Interview: Final  Room 211

All events at Henry B. Gonzalez Convention Center unless otherwise noted.
9:00 a.m.–9:45 a.m.  Workshops  see page 17
9:00 a.m.–2:00 p.m.  Campaign and Exhibit Booths  006-007 Foyer
9:00 a.m.–3:00 p.m.  Cengage Research Session  Room 007B
Cengage is conducting several paid research events to understand business student experiences. Students earn $25 for a 40-minute research interview to help create products that support their learning needs!
9:30 a.m.–4:00 p.m.  Silent Auction  West Registration
10:00 a.m.–10:45 a.m.  Workshops  see page 17
10:00 a.m.–11:00 a.m.  PBL State Officer Roundtable  Travis A/B, Grand Hyatt
Back by popular demand, your National Officer Team is excited to host a State Officer Roundtable to share best practices, hear success stories, and meet state officer teams from across the country! Don’t miss this information-packed session!
10:00 a.m.–11:30 a.m.  Open Events  Lonestar Ballroom Foyer, Grand Hyatt
Advertising  Construction Management  Health Care Administration
11:00 a.m.–11:45 a.m.  Workshops  see page 18
11:30 a.m.–1:00 p.m.  Open Events  Lonestar Ballroom Foyer, Grand Hyatt
Nonprofit Business Management  Political Science  Supply Chain Management
1:00 p.m.  Business Decision Making (first competitor reports)  Room 214
Financial Analysis & Decision Making (first competitor reports)  Room 214
Financial Services (first competitor reports)  Room 214
Marketing Analysis & Decision Making (first competitor reports)  Room 214
1:10 p.m.  Client Service (first competitor reports)  Room 214
1:30 p.m.–2:15 p.m.  Workshops  see page 18
1:30 p.m.–4:30 p.m.  Client Service: Final  Room 214
Public Speaking: Final  Room 214
1:30 p.m.–5:30 p.m.  Business Decision Making: Final  Room 214
Business Ethics: Final  Room 214
Business Law: Final  Room 214
Financial Analysis & Decision Making: Final  Room 214
Financial Services: Final  Room 214
Global Analysis & Decision Making: Final  Room 214
Marketing Analysis & Decision Making: Final  Room 214
Network Design: Final  Room 214
Sales Presentation: Final  Room 214
Small Business Management Plan: Final  Room 214
Social Media Challenge: Final  Room 214
WEDNESDAY, JUNE 26 (continued)

2:00 p.m.–4:00 p.m. Adviser Hospitality Center
Bowie A, Grand Hyatt

2:30 p.m.–3:15 p.m. Workshops
see page 19

5:00 p.m.–6:00 p.m. Alumni Spotlight Panel
Texas Ballroom E, Grand Hyatt
Come join our PBL Alumni to see how they have used their skills and connections to be leaders in their fields. PBL doesn’t stop after college, so make sure to join the Professional Division to stay connected! Panelists include Robert Doyal, Glenn Morris, and Rick Gardner.

6:00 p.m.–7:30 p.m. PBL/PD Networking Session
Texas Ballroom D, Grand Hyatt
Network with PBL and Professional Division (PD) members and have your résumé critiqued by PD national officers. Bring a small donation for the March of Dimes fundraiser.

THURSDAY, JUNE 27

7:30 a.m. Doors Open for National & Regional Voting
Texas Ballroom ABC, Grand Hyatt

8:00 a.m.–9:00 a.m. National & Regional Voting
Texas Ballroom ABC, Grand Hyatt
Check-in begins at 7:30 a.m. All delegates must be seated by 8:00 a.m. to vote. Voting delegates should bring a data-enabled device for electronic voting. Members should come dressed for the March of Dimes mini-walk.

8:00 a.m.–Noon Conference Headquarters
Room 207B
MarketPlace
Rooms 006 A/B
Pick Up Silent Auction Purchases
Room 206B

9:00 a.m.–10:00 a.m. March of Dimes Mini March for Babies
West Registration
Bring your $5 donation and join us in this celebration of FBLA-PBL’s partnership with the March of Dimes!

5:15 p.m. Doors Open for Awards of Excellence Program
Hall 4B

6:00 p.m.–9:00 p.m. Awards of Excellence Program
Hall 4B

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JOIN US AT OUR RESTAURANT FOR A FUNDRAISER TO SUPPORT FUTURE BUSINESS LEADERS OF AMERICA - PHI BETA LAMBDA.

Do Good With Burritos

Join us at our restaurant for a fundraiser to support Future Business Leaders of America - Phi Beta Lambda. Just come in to the Chipotle at 849 East Commerce Street in San Antonio on Wednesday, June 26th from 10:45am to 10:00pm. Bring in this flyer, show it on your smartphone or tell the cashier you’re supporting the cause to make sure that 33% of the proceeds will be donated to Future Business Leaders of America - Phi Beta Lambda.

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All events at Henry B. Gonzalez Convention Center unless otherwise noted.
TUESDAY, JUNE 25

Confidence Is Key: Interviewing 2019
Kasey Dill, Indexer/Document Imaging Specialist (First National Title Company)
This session will discuss the importance of confidence before and during the interview. Topics covered will be the first impression, handshake, tone, and dress.

Envision Your Future—Create Success
Dr. Jamie H. Conrad, PBL Adviser (Lenoir-Rhyne University)
Creating success starts with a vision. Join us to learn how to envision your future and intentionally create and live a successful life.

Design Thinking
Timothy S. McLaughlin, PBL Virtual Member (Bryant University)
Learn creative and new ways to solve problems. See what new ideas can be generated.

Leading With Love
Justin Aldridge, Owner (USA Leadership)
Find out why Love is the #1 ingredient in your leadership recipe. That’s right, not knowledge or skill, but LOVE!

TUESDAY, JUNE 25

Adviser Essentials: Coaching for Career
Chelsea C. Williams, Founder & CEO (College Code)
This workshop will equip advisers with skills and resources to support students and early career pros in preparing for the global marketplace through case studies. ADVISERS ONLY

Building Relationships Builds Careers
Rita Bristol, Associate Professor of Business (Midland University)
Business relationships are valuable assets integral to building a successful career. This session shares secrets and strategies for building meaningful relationships.

Leading Community Service Efforts in PBL
Dr. Sheri Grotrian, PBL Adviser (Peru State College)
PBL has the opportunity to foster high-impact practices involving service. Project ideas shared may involve short-term volunteerism efforts to longitudinal service-learning endeavors.

Getting Hired: A Guide to Launch Your Career
Aracelli Torres, Hyatt; Paula Schechter, River Walk USA; and Joseph Lex, Shell
Landing the perfect job or internship isn’t easy, but our expert panelists can provide insider advice on how to shine in front of your interviewers. Come and learn about ways you can create better opportunities for your future!

TUESDAY, JUNE 25

March of Dimes and Your Chapter
Angela Billingsley, Senior Development Manager (March of Dimes)
Join us as we navigate through the March of Dimes mission, leadership opportunities we have available, and how to get your chapter helping your community.

“Ideal Idea Pop-ups”
Lindsey Elias, North Carolina State President and Dan Hazlett, North Carolina State Adviser (North Carolina PBL)
In 1919 preparing breakfast became easier with the invention of the pop-up toaster. A hundred years later, planning PBL programs and activities will become easier with this workshop and sharing time for state officers and key chapter leaders.

It’s All About Business
LaMonte Bird, Founder (LaMonte Bird Nation LLC)
It’s all about business while being a college student. Students will learn how to maximize college resources for their business(es).

Introducing the Innovate PBL Plan!
Your National Officer Team has worked the entire year to propose a plan to push Phi Beta Lambda into the future. Join the team to learn how The Innovate PBL Plan will modernize our division, set us up for success, and create a win-win situation for everyone!
TUESDAY, JUNE 25

Sales Training Lessons from “The Office”  
Thomas Haffey, PBL Adviser, Instructor of Marketing and Management (Mississippi University for Women)  
Examining how viewing good and bad examples of behaviors can enhance learning through sales training examples and lessons from the popular TV show “The Office.”

It’s All About Business  
LaMonte Bird, Founder (LaMonte Bird Nation LLC)  
It’s all about business while being a college student. Students will learn how to maximize college resources for their business(es).

Start Your Business Now: The Tips & Tricks Needed to Thrive  
Jane Anderson, President (EDGE Productions) Karthik Krishnan, Director of Operations (Innovacore, Inc.), and Ron Pierce, President & CEO (RSA Consulting Group LLC)  
Do you have an idea but don’t know how to take it to the next level? This entrepreneurship-based panel is designed to discuss the fundamental challenges and rewards of starting a business. Come join actual entrepreneurs to gain some exclusive tips and tricks!

TUESDAY, JUNE 25

2:30 p.m.–3:15 p.m.

Doing Business Out of Your Comfort Zone  
Igxtelle Mbah Acha, Senior Compliance Manager/Attorney (Igxtelle Mbah Acha)  
This session will demonstrate how a mindset of change can best position a business leader to take advantage of the opportunities in international business.

Successful Student Leaders Next Steps  
Steven Foster, President (Steven Foster LLC)  
With everything in their society being instant (gram) and in your face (book), students aren’t thinking about their next step.

9 Habits to Become Successful  
LaMonte Bird, Founder (LaMonte Bird Nation LLC)  
There are 9 habits that can assist you on the road to success.

WEDNESDAY, JUNE 26

3 Things We Didn’t Learn in College  
Brandon Griffin, Client Success Manager (USA TODAY)  
Pursuing a career in journalism, digital advertising, technology, or multimedia development? This interactive workshop features a virtual speakers panel with leaders from USA TODAY.

Embracing Cultural Diversity  
Dr. Jamie H. Conrad, PBL Adviser (Lenoir-Rhyne University)  
Join us for an interactive session focusing on the development of the skills necessary to achieve success in the international business environment.

Design Thinking  
Timothy S. McLaughlin, PBL Virtual Member (Bryant University)  
Learn creative and new ways to solve problems. See what new ideas can be generated.

Leading With Love  
Justin Aldridge, Owner (JSA Leadership)  
Find out why Love is the #1 ingredient in your leadership recipe. That’s right, not knowledge or skill, but LOVE!

WEDNESDAY, JUNE 26

Communication and Style Flexing  
Nicole McCartan, PBL Adviser (Harrisburg Area Community College)  
This interactive session will help you learn more about your communication style, ability to style-flex and will give you the tools to succeed in business.
**WORKSHOPS**

**WEDNESDAY, JUNE 26**

**Leadership Exploration**
Dr. Jamie H. Conrad, PBL Adviser (Lenoir-Rhyne University)

Are you a leader or a follower? Come join us as we explore the many facets of leadership from a variety of perspectives.

**Room 006D**

**Top 5 Skills for the Workforce**
Chelsea C. Williams, Founder & CEO (College Code)

Have you ever wondered what skills employers seek in new hires? This highly collaborative session will share 5 in-demand skills sought by global employers.

**Room 007A**

**9 Habits to Become Successful**
LaMonte Bird, Founder (LaMonte Bird Nation LLC)

There are 9 habits that can assist you on the road to success.

**Room 007C**

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**March of Dimes and Your Chapter**
Angela Billingsley, Senior Development Manager (March of Dimes)

Join us as we navigate through the March of Dimes mission, leadership opportunities we have available and how to get your chapter helping your community.

**Room 006C**

**The Art of Becoming an Emerging Leader**
Steven Foster, President (Steven Foster LLC)

We all aspire to “BE.” However a dream can become a nightmare very quickly without the right systems and structure.

**Room 006D**

**College-to-Career: SuperPower Discovery**
Chelsea C. Williams, Founder & CEO (College Code)

This session will challenge students to discover their career superpowers, the strengths, attributes, and skills that make them one-of-a-kind and attractive to employers.

**Room 007A**

**Changing Courses: It’s Gonna Be OK**
Amrutha Sridhar, Event & Program Manager (I Live Here I Give Here)

Life can throw your course for a loop but you can come out stronger no matter what. Just know it will be OK!

**Room 007C**

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**WEDNESDAY, JUNE 26**

**Communication and Style Flexing**
Nicole McCartan, PBL Adviser (Harrisburg Area Community College)

This interactive session will help you learn more about your communication style, ability to style-flex and will give you the tools to succeed in business.

**Room 006C**

**Successful Student Leaders Next Steps**
Steven Foster, President (Steven Foster LLC)

With everything in their society being instant (gram) and in your face (book), students aren’t thinking about their next step.

**Room 006D**

**College-to-Career: Craft a Winning Story**
Chelsea C. Williams, Founder & CEO (College Code)

Led by a former Wall Street Recruiter, this session will guide students to effectively manage the job search by developing and communicating a winning story.

**Room 007A**

**Inside the New FBLA-PBL Database**
Troy White, Director, Marketing & Membership and Lisa Smothers, Membership Director, (FBLA-PBL)

Join us for a preview of the new FBLA-PBL database. Learn the ins-and-outs of the membership and conference registration process and what tools and resources will be available to you. **ADVISERS ONLY**

**Room 007C**
WEDNESDAY, JUNE 26

The Art of Becoming an Emerging Leader
Steven Foster, President (Steven Foster LLC)
We all inspire to “BE”. However a dream can become a nightmare very quickly without the right systems and structure.

Lead365: Image, Identify, & Inclusion
Chelsea C. Williams, Founder & CEO (College Code)
This session will focus on building personal brand and inclusive leadership which ultimately leads to stronger teams and greater impact.

The Innovate PBL Plan: Open Forum
PBL National Officers
You have read about, heard about, and thought about the future of PBL; now, join the National Officer Team and your fellow members to discuss how The Innovate PBL Plan will impact our association’s future. Bring your questions, comments, and an open mind!
EXHIBIT HALL
006-007 Foyer
Tuesday, June 25 @ 9:00 a.m.–4:00 p.m.
Wednesday, June 26 @ 9:00 a.m.–2:00 p.m.

Denotes national sponsor

Cengage
Cengage is an education & technology company built for learners. Our initiatives include Cengage Unlimited, the all-access digital subscription service. Visit us at www.cengage.com.

FBLA-PBL Professional Division
Learn about the Professional Division. Members give students preparing for business careers the chance to work one-on-one with experienced leaders.

John Hopkins Carey Business School
Carey Business School offers six MS degrees ideal for recent graduates: Business Analytics Risk Management; Finance; Information Systems; Healthcare Management; Marketing; and Real Estate Infrastructure.

Lipscomb University
Earn your graduate business degree from an innovative, nationally ranked program in a city that’s booming! We’ll get you where you want to be.

March of Dimes
March of Dimes is a champion for families, fighting for the health of all moms and babies across the country.

West Virginia University John Chambers
College of Business & Economics
West Virginia University John Chambers College of Business & Economics is proud to offer online and on-campus graduate programs in a variety of disciplines.
FBLA-PBL Regions

Eastern
Bermuda
British Columbia, Canada
China
Connecticut
Delaware
District of Columbia
DoDDs-Europe
Foreign
Grand Cayman Islands
Haiti
Hungary
Korea
Maine
Maryland
Massachusetts
New Hampshire
New Jersey
New New York
Ontario, Canada
Pennsylvania
Puerto Rico
Rhode Island
Taiwan
Tanzania
U.S. Virgin Islands
Vermont

Mountain Plains
Colorado
Kansas
Nebraska
New Mexico
North Dakota
Oklahoma
South Dakota
Texas
Wyoming

North Central
Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Ohio
Wisconsin

Southern
Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee
Virginia
West Virginia

Western
Alaska
Arizona
California
Canal Zone (Panama)
Hawaii
Idaho
Montana
Nevada
Oregon
Utah
Washington

Future Conferences
2019 Career Connections Conference
October 24–26 New York City, NY

National Leadership Conferences
2020 Salt Lake City, UT PBL: June 24–27 FBLA: June 29–July 2
2021 Anaheim, CA PBL: June 24–27 FBLA: June 29–July 2