

REEL LEADERSHIP

CONFERENCE GUIDE

CALIFORNIA FBLA LEADERSHIP DEVELOPMENT INSTITUTE



SANTA CLARA MARRIOTT
OCTOBER 20-22, 2023 | SANTA CLARA, CA
WWW.CAFBLA.ORG

The Leadership Development Institute
is presented in partnership with



REEL LEADERSHIP

LIGHTS! CAMERA! LEADERSHIP!

CALIFORNIA FBLA LEADERSHIP DEVELOPMENT INSTITUTE 2023

In a world where dynamic leaders are needed, students suit up for the challenge to unlocking the true Leader inside. It's time for Lights, Camera, and taking Action in **REEL Leadership** - Learn, compete, and train your way to becoming the start of your own show. The world needs dynamic characters who can LEAD. Strengthen your network, grow new skillsets, and set your sights on the screen that is showing your dreams. Take your own steps down the red carpet and into the spotlight as you star in your leadership story!

**CALIFORNIA FBLA LEADERSHIP
DEVELOPMENT INSTITUTE
OCTOBER 20 - 22, 2023
SANTA CLARA MARRIOTT | SANTA CLARA, CA**

- ⇒ Join the cast of hundreds of California's emerging stars in leadership!
- ⇒ Meet and network on the red carpet with the stars - FBLA student leaders, workshops facilitators, and more!
- ⇒ Learn the story of FBLA and all the characters you can meet and opportunities you can pursue as a member!
- ⇒ Tune in to Oscar-worthy workshops to learn how to be the lead and direct your chapter and career to success!
- ⇒ Show your **REEL Leadership** by participating in challenges and winning prizes!
- ⇒ Grab some popcorn and a front row seat for a blockbuster keynote message!

LEARN MORE at www.cafbla.org

REEL LEADERSHIP

DESTINATION

Rolling out the **red carpet** for YOU in the Bay Area!

CONFERENCE LOCATION

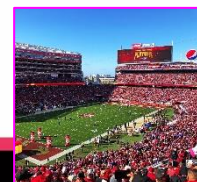
The Leadership Development Institute will be held at the **Santa Clara Marriott** located at 2700 Mission College Blvd., Santa Clara, CA 95054.



EXPLORE THE BAY AREA

Outside of the conference experience, take the opportunity to explore -- Located in the center of Silicon Valley, chapters can make plans to also visit popular sites nearby and in surrounding areas, including:

- **Great America Theme Park** - Exhilarating park with fun rides, special events, musical performances, and fireworks.
- **Levi's Stadium** - One of the premier sports and entertainment venues in the world and home to the NFL's San Francisco 49ers.
- **Santa Clara University** - The oldest university in California.
- **Winchester Mystery House** - A Victorian and Gothic mansion that was once the personal residence of Sarah Winchester known for its architectural curiosities and sometimes claimed to be one of the "most haunted places in the world."
- **Intel Museum** - Located at Intel's headquarters, showcasing exhibits of Intel's products, history, and semiconductor chip technology.
- **Santana Row** - A place for foodies and shoppers! Described as a village within a city, this location is home to shops, restaurants, and charming areas to walk around and roam.
- **Golden Gate Bridge** - The most iconic Bay Area attraction, an architectural marvel that is the one of the most photographed sites in the Bay Area.
- **Fisherman's Wharf** - Renowned for its shops, restaurants, and beautiful placement along the waterfront.
- **The Exploratorium** - A unique museum experience for curious minds to revel in scientific and educational experiences - fun, fascinating, and with a refreshing hands-on approach.



REEL LEADERSHIP

REGISTRATION

REGISTRATION SERVICES



SEND US AN EMAIL
register@cafbla.org



GIVE US A CALL
714-824-4489
(8:00 AM- 5:00 PM)



LIVE CHAT WITH US
Visit www.cafbla.org
(9:00 AM- 5:00 PM)



SEND PAYMENTS TO
P.O. Box 1440
Owasso, OK 74055
(Credit cards also accepted)

EVENT ESSENTIALS

CONFERENCE FEES

Includes LDI experience, lunch on Saturday, FBLA swag, competition, and recognition

Take Advantage of Early Registration
Register between September 1st - 21st for our special rates!

- \$115 per attendee staying at conference hotel
Hotel lodging required to receive this registration fee
- \$180 per attendee not staying at conference hotel

Regular Registration
Register between September 22nd - October 2nd

- \$140 per attendee staying at conference hotel
Hotel lodging required to receive this registration fee
- \$205 per attendee not staying at conference hotel

LODGING RATE PER NIGHT

Santa Clara Marriott | 2700 Mission College Blvd., Santa Clara, CA 95054

- \$216 per room per night at the conference hotel
Lodging rate per night includes all taxes and fees (except parking).

PARKING

Santa Clara Marriott | 2700 Mission College Blvd., Santa Clara, CA 95054

- \$30 per vehicle per day
- \$85 per bus per day

REEL LEADERSHIP

ONLINE REGISTRATION INSTRUCTIONS

Register online starting September 1st at www.cafbla.org/events/ldi to register members, advisers, and guests for the Leadership Development Institute. Registration is simple! Follow these steps, and if you need assistance, please contact California FBLA Headquarters for assistance.

BEFORE YOU BEGIN

Before you start online registration, gather the following information:

- List of participants (including their t-shirt sizes and dietary needs/food allergies)
- Completed Hotel Rooming List, using the provided form (if staying in the hotel)

STEP ONE: GO TO WWW.CAFBLA.ORG/EVENTS/LDI

(Registration Opens September 1)

- Scroll down to access the online registration form
- Download the Hotel Room List template provided

STEP TWO: COMPLETE THE ONLINE REGISTRATION FORM

The registration form as the following sections:

- Chapter Information
- Registration Information
- Parking
- Hotel
- Adviser Statement of Assurance
- Payment

STEP THREE: INITIATE PAYMENT

There are two options for payment:

- Credit Card: Payment by credit card is available at the end of the online registration form before registration is submitted.
- Check: Make checks payable to CALIFORNIA FBLA and mail to:

California FBLA Finance Office
PO Box 1440, Owasso, OK 74055

REEL LEADERSHIP

REGISTRATION TIMELINE

September 1	Registration Opens Visit www.cafbla.org to access online registration
September 21	EARLY REGISTRATION DEADLINE
October 2	Regular Registration Deadline
October 12	Registration Payment Deadline Postmarked by this date to: California FBLA Finance Office PO Box 1440, Owasso, OK 74055
October 14	Change Deadline Chapters have until this date to make changes. Substitutions only. There are no refunds. Changes may require a fee of \$25 per change.
Before Arrival	Complete Conference Forms The statement of assurance form signed upon registration confirms that the adviser will have all completed conference forms required from participants in their possession throughout the duration of the conference.
October 20-22	LEADERSHIP DEVELOPMENT INSTITUTE

PAYMENT INFORMATION

- **Payment by Credit Card | Pay Online through Registration**
Upon completion of registration, payment by credit card is an option.
- **Payment by Check | Mail to California FBLA Finance Office
PO Box 1440, Owasso, OK 74055**
If paying by check, you will receive a confirmation email that summarizes the charges for your registration. Once overall conference registration closes, you will receive an official invoice from California FBLA.
- **Refund Policy**
There are no refunds. Substitutions only until October 14. Chapters are responsible to pay for the number registered once registration is submitted.

REEL LEADERSHIP

PROGRAM PREVIEW

EVENT SCHEDULE

FRIDAY, OCT 20

5:30 PM
Conference Check In

7:00 - 7:30 PM
Adviser Meeting (Option #1)

7:30 - 9:00 PM
**FBLA REEL LEADERSHIP
KICK OFF**
*Kick off your LDI experience strong
with this high energy, leadership
session!*

*Your future awaits, and YOU ARE
THE STAR! Get to know your co-
stars and learn the skills to take
ACTION!*

10:30 PM
Curfew

SATURDAY, OCT 21

7:30 AM
Conference Check In

8:00 - 8:30 AM
Adviser Meeting (Option #2)

9:00 - 10:00 AM
OPENING SESSION

10:00 AM - 4:00 PM
REEL LEADERSHIP INSTITUTE!
*Blockbuster Sessions & Take Action
Academies, Producer Power Up
Session (for Advisers), Etiquette
Luncheon, FBLA Competitions, and
more!*

4:00 - 7:00 PM
CHAPTER DINNERS *On your own*

7:00 - 10:00 PM
SATURDAY EVENING SOCIAL
*Hosted by the State Officer Team
Get together for activities, music,
and FBLA camaraderie!*

10:30 PM
Curfew

SUNDAY, OCT 22

9:00 - 11:00 AM
CLOSING & AWARDS SESSION
*You've got the Emmy, Grammy,
Oscar, and Tony Awards - This is
the FBLA Awards Show and you
don't want to miss it!*

*Engage with our wrap-up power
message; see FBLA competition
winners take the stage, and join us
in honoring NLC 2023 winners and
FBLA leaders from across the state.*



REEL LEADERSHIP

COMPETITION

Put your business and leadership skills to the test through FBLA competition! Through mock competitions and battle of the chapters, you'll get a chance to compete, showcase your skills, and have a chance to win awards in the LDI closing session.

STUDENT WORKSHOPS | BLOCKBUSTER BUSINESS SESSIONS & TAKE ACTION ACADEMIES

Take your business leadership to the next level through leadership, business, professionalism, and hands-on learning sessions. **Meet** industry leaders, FBLA section and state officers, and discover awesome career and college opportunities!

ETIQUETTE LUNCHEON

Professionalism is a key element to your future success. You are cordially invited to a sit-down luncheon with your fellow FBLA attendees. Together everyone will learn through a hands-on training about professionalism and dining etiquette, then get the chance to practice and apply your skills at lunch.

FUN WITH FBLA LEADERSHIP

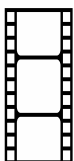
FBLA is fun! Through the LDI experience, attendees will **network and have a blast with fellow FBLA students from across the state**. The Student State Executive Board has a fun-filled evening planned during the Saturday Night Social that you will not want to miss.

ADVISER OPPORTUNITIES | PRODUCER POWER UP SESSIONS

In addition to the programming available for students, advisers can connect with their colleagues at the Adviser Meeting and adviser workshops through the Producer Power Up Sessions with content specifically for FBLA advisers.

CONFERENCE PROMO VIDEO

Share with your fellow members and get them to join you by attending LDI!



CLICK HERE
TO ROLL THE
FILM!



REEL LEADERSHIP

CONFERENCE POLICIES & PROTOCOLS

CONFERENCE CONDUCT

FBLA has a proud tradition of excellence! Its members are noted for their professionalism, hospitality, and manners. The very nature of LDI requires all delegates to conduct themselves as professional business leaders. FBLA has established guidelines for both dress and conduct which contribute to the learning experience. Although we encourage having a good time, expectations are high, and any violations of the code of conduct will not be tolerated.

Chapter advisers are responsible for enforcing all conduct and appearance standards with chapter members.

FBLA advisers work together to make sure the delegation adheres to accepted guidelines. All students need to understand that any Adviser's request for improved behavior must be followed.

All delegates are expected to fully participate in the conference. This includes attending all general sessions, meetings, and workshops. It is not appropriate for members to be simply "hanging out" during the sessions. It is also important for participants to display excellent standards of professionalism and attitude. Talking during sessions, refusing to participate, or disrupting sessions with distracting behavior are not signs of a professional future leader.

CONFERENCE POLICIES

California FBLA strongly encourages that all FBLA student members participating in overnight conference functions reside at the designated and approved lodging facility for the duration of the event. All chapters must also have a school approved adult Adviser staying at the hotel with them. No exceptions.

Friends and family members that are not registered for LDI are prohibited to attend any LDI activities.

REEL LEADERSHIP

CONFERENCE POLICIES (cont.)

Students may not “come and go” during the duration of the event. Students may not leave the conference facilities without the permission of their Adviser and are expected to stay at the hotel unless approved by their Adviser.

Students may not attend FBLA activities unless there is a school approved Adviser in attendance with them on the hotel property. Registration materials will not be issued to any student or chapter officer. The Adviser must pick up registration materials and ensure that students are supervised and actively participating in conference educational and leadership activities.

The Code of Conduct and curfew are strictly enforced. Only participants registered for the conference may enter the conference or lodging facilities. Signed Code of Conduct Forms and Medical Release Forms must be in the adviser’s possession throughout the duration of the conference.

FORMS

There are two forms that need to be completed to attend this conference:

1. Form A: Adviser Statement of Assurance
(For adviser)
2. Form B: Permission & Medical Release Form
(For all participants)

All forms are available for download at www.cafbla.org/events/ldi

REEL LEADERSHIP

DRESS CODE

Professional business attire is required for all general sessions, workshops, and other activities at the Leadership Development Institute, unless stated otherwise in the conference program. The dress code is designed to uphold the professional image of the association and its members, and to prepare students for the business world. Conference nametags are part of the dress code and must be worn at all times while participating in **all** conference activities.

LEADERSHIP DEVELOPMENT INSTITUTE ATTIRE GUIDELINES

- **FRIDAY EVENING**
FBLA spirit attire or appropriate casual attire
Spirit attire includes chapter t-shirts or other FBLA attire
- **SATURDAY DAY**
Business Professional
Reference official FBLA dress code →
- **SATURDAY AFTERNOON / EVENING**
FBLA spirit attire
The LDI conference t-shirt is highly recommended for chapter time + the Saturday Social
- **SUNDAY MORNING**
Business Professional
Reference official FBLA dress code →

Note: Appropriate casual attire includes t-shirts, polo shirts, jeans, khakis, sneakers or sandals. Cut-off jeans, spandex or Lycra garments, and bathing suits are not appropriate casual attire. Shoes and shirt must be worn at all times.



DRESS CODE

Projecting a professional image is vital for business leaders to demonstrate respect for clients, colleagues, and others. This policy is to provide guidance for conference attendees—students, advisers, and guests. Professional business attire is required at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated in conference materials.

Conference name badges are considered part of the dress code and must be worn at all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The dress code is gender neutral.

ACCEPTABLE ITEMS



BUSINESS PROFESSIONAL Business Suit

- Suit pants and jacket
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Blazer

- Dress pants, including khakis, (or) dress (or) skirt
- Blazer
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

Dress

- A business dress
- Dress shoes (or) dress boots

Other Professional

- Dress pants, including khakis, (or) skirt
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

BUSINESS CASUAL

- Dress pants, skirt, (or) khakis/chino-style pants
- Blouse, collared dress shirt, (or) polo shirt
- Dress shoes (or) dress boots

NOTE: Business Casual is only permitted during sessions specifically noted in conference materials.

UNACCEPTABLE ITEMS

The following items are prohibited in all conference areas, including competitive events.



- ⊘ Denim or flannel clothing
- ⊘ Shorts
- ⊘ Athletic clothing
- ⊘ Leggings or graphically designed hosiery/tights

No dress code can cover all contingencies, so FBLA 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 adviser, state leader, or conference staff.

- ⊘ Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- ⊘ Swimwear
- ⊘ Flip flops or casual sandals
- ⊘ Athletic shoes
- ⊘ Industrial work shoes
- ⊘ Hiking boots
- ⊘ Hats
- ⊘ Graphically printed clothing

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.

June 2023