

CALIFORNIAN



PRESIDENT'S CORNER

Greetings California FBLA!

This is Jacob Hutchison, your 2023-2024 State President, congratulating you on starting the year off strong! I wanted to thank you for all of your hard work, as it makes this organization what it strives to be: a community of high-level individuals working for the betterment of society by developing the Future Business Leaders of America. Always keep in mind that, as an active member of FBLA, **you** are the future business leaders of our country and you are going to be the person who makes a positive impact in **any** field you work in.

FBLA achieves these goals by hosting important opportunities that can lead an individual toward success. CA FBLA works to increase the connection between members and the community, as shown by our Community Outreach Committee. California builds the relationship between members, chapters, and even sections with our Member Outreach Committee. Finally, the Professional Development Committee puts an effort into supporting you! Webinars, activities, and resources meant to develop your professional abilities are made available to you by this committee. Our three committees are dedicated to the members of CA FBLA and the Student State Executive Board will do anything possible to make the experience of members as best as it can be.

Make sure to attend CA FBLA's first statewide conference by signing up for the Leadership Development Institute in Santa Clara from October 20th to the 22nd . I hope to see you there, and always feel free to reach out to me! I am always available to talk about any question you may have, or just to get to know you better.

With gratitude,

Jacob Hutchison

2023-2024 California FBLA State President



MEET THE OFFICERS



President

JACOB HUTCHISON

Jacob is most looking forward to the **mock competition** events.



Secretary

ARNAV CHAKRAVARTHY

Arnav is looking forward to increasing **middle-level engagement** this year.



Public Relations

CRYSTAL WU

Crystal is most looking forward to fostering **professional development**.



Ex-Officio

DAEUNI LEE

Daeuni is looking forward to continuing the **alumni webinar** initiative.

MEET THE OFFICERS



ANSHUL SINGH

Anshul is looking forward to **connecting with legislators** and local officials.



EDGAR GUZMAN-CONTRERAS

Edgar is looking forward to increasing **middle-level engagement!**



CAITLYN PARK

Caitlyn is looking MOST forward to **improving officer training strategies.**



EMILY WANG

Emily is most excited for the **mock coaching sessions** that will support competitors.



LILANNA LUCIA

Lilanna is looking forward to seeing what we do with **middle school engagement.**



HUNAINA HIRJI

Hunaina is most looking forward to the **middle-level council** this year!

STATE COMMITTEES

MEMBER OUTREACH

The Member Outreach Committee is actively working to enhance engagement and streamline communication within California FBLA. Each month, we will spotlight local chapters through interviews that will be published on our website and Instagram. Additionally, our committee will be hosting 2 general meetings and 2 Middle-Level focused meetings during the membership year to keep members informed and provide a platform for questions. We are also emphasizing amplifying Middle-Level involvement through our new Middle-Level Council. This council, represented by members from every Middle-Level chapter, will meet monthly with our Student State Executive Board. For real-time updates and announcements, be sure to join our Statewide Remind using the code: cali-fbla. We are excited to connect with you all!

PROFESSIONAL DEVELOPMENT

The Professional Development Committee aims to enhance member professional development through competitive events, leadership, and career-based resources. On August 31st, Crystal Wu was joined by Daeuni Lee and Caitlyn Park to inspire and inform members across the state about National Council applications, focusing on the application process and tips to keep in mind. This is one of two webinars that will support members' leadership development throughout the year. In addition, the first Professional News column, spearheaded by Lilianna Lucia, appears in this newsletter, dedicated towards strengthening career development. Lastly, the committee would like to report on the upcoming release of the competitive event timeline, developed by Emily Wang, meant to foster professional development within competition. It suggests deadlines for managing events at a local chapter level and includes dates for committee initiatives such as coaching sessions and mock competitions. Crystal, Lilianna, and Emily hope to see you at these events and encourage you to utilize these resources!

COMMUNITY OUTREACH

The Community Outreach Committee's main projects for this year are organizing a state-wide fundraiser, planning alumni webinars, and connecting with our local legislators. We aim to hold a fundraiser at every section conference with the goal of financially supporting hardworking members of CA FBLA. We will also hold two webinars throughout the year, the first to provide advice and information for future careers and educational opportunities and the second to help prepare for SLC. Finally, we hope to increase the presence and awareness of FBLA on the legislative level by reaching out to legislators and inviting them to section conferences- a great opportunity for both legislators and students to learn more about the link between business, education, and the government.

PROFESSIONAL NEWS

September 2023, this month in business we have seen “The S&P 500 [has been] trading at a three-month low as surging oil prices, rising bond yields and concerns about economic growth send investors to the exits,” says the New York Times. They are worried that stocks are heading for their worst month out of the year, which has investors spooked. The price of oil rapidly rising, investors dumping bonds, and the A.I. fueled rally around tech fading are contributing factors as to why investors have been incessantly worried. Barron’s says that September has been the worst month since March and wonder if it's only the start of something worse.

SECTION REPORTS

BAY SECTION

ANSHUL SINGH

The Bay Section has been hard at work setting up our goals for the year and preparing for our annual OAT Day, which will take place October 7th at Cupertino High School. We are excited to show the Section the workshops and activities we've been planning behind the scenes. In the meantime, chapters have been contacted by their officer liaisons, and instructions on BAA and using the national website have been compiled into an easily accessible guide! The entire team is excited about building up the Bay Section, using the extra support to create new chapters and strengthen existing ones. We look forward to working with you, Bay Section!

CENTRAL SECTION

**EDGAR GUZMAN-
CONTRERAS**

Hello everyone! The Central Section Officer Team recently hosted our OAT Day on September 23rd. We had a great turnout, with 27 chapters in attendance. Our members had a great time experiencing various workshops, ranging from how to engage your chapter to our elevator pitch workshop which allows members the opportunity to create a pitch to present to an employer or interviewer. Due to unforeseen circumstances, our section team had to INNOVATE, and quickly adapt our conference onto an online setting, held on Zoom. The Central Section team did a great job running the conference, and I cannot wait to see our central section members in-person at LDI!

SECTION REPORTS

GOLD COAST SECTION CAITLYN PARK

The Gold Coast Section Officers had the amazing opportunity to attend California FBLA's annual Section & State Officer Training Summit in June. Sriya Sthothrabhashyam (Leadership Associate), Ethan Kang (Secretary), Alex Black (VP of Activities), Kristine Sy (VP of Membership), and Caitlyn Park (President), had the opportunity to connect with outstanding leaders across California, while learning what it takes to be a quality leader. Extending this leadership training to the local level, Gold Coast Section had their Officer and Adviser Training Day (OAT Day) at Saugus High School, where local chapter officers, members, and advisers were equipped with the leadership and FBLA knowledge to succeed this year. The Gold Coast Officers held three workshops covering chapter improvement, FBLA opportunities, and innovation leadership. We concluded with networking activities that were based off of four distinct leadership styles. The Gold Coast Section Officers had the pleasure of meeting such ambitious leaders, and can't wait to reconnect with everyone at Leadership Development Institute and Section Conference!

SOUTHERN SECTION HUNAINA HIRJI

The 2023-2024 Southern Section OAT Day was held on September 30 was a resounding success! The enthusiastic participation and collaboration among our local chapter officers made it a day to remember. With LDI coming up, I can't wait to see all our members come together to grow and learn! Let's keep up energy, Southern Section!

SECTION REPORTS

INLAND SECTION

EMILY WANG

On September 9th, the Inland Section hosted their annual Officer Advisor Training (OAT) Day at Eleanor Roosevelt High School. The conference brought together 10 chapters, including 1 middle school, and prepared local chapter officers for leading their members into the new year. Workshops at OAT Day merged fun themes and professional development. From "Pitch Perfect", a workshop on how to give a sales pitch, to "Job Interview Jedi", a session preparing officers for interviews, attendees developed skills and learned about section and state-level changes. Two guest speakers were also present: Philip Toppino and Lucille Castillo, who presented on personal safety and mental wellness in the workplace, respectively. The Inland Section extends their gratitude!

NORTHERN SECTION

LILIANNA LUCIA

The Northern Section had its OAT Day on September 26, 2023. We had nine chapters in attendance, along with our guest speaker, Dr. Raminder Gill. Throughout the day we talked to our local officers about what it meant to be a leader in our communities, gave tips on how to run their schools' chapters and how to use the new systems put into place this year. We also maintained the Innovation theme, with our tag line being "Business Leaders are the Shining Light of Future Innovation".

SUMMER SUMMIT RECAP

CA FBLA's 2023 Officer Leadership Training Summit on June 23-24 in Thousand Oaks, was a resounding success! United in vision and purpose, CA FBLA's section and state officers gathered to set the stage for a powerful FBLA year.

On the first day, attendees were treated to insights from two remarkable speakers. Hilary Bilbrey, a life coach and organizational consultant on human capital, shared her lifelong mission – urging people to trust and be trustworthy. Drawing from her expertise in educational science, she elucidated how we can bridge the mind and heart to create sustainable programs. Next, Kristin Bell, the dynamic community & program manager of Hub101, imparted her knowledge on building and scaling sustainable businesses. Kristin, who also oversees Cal Lutheran University's New Venture Competition, discussed the power of a robust mentor community and how entrepreneurs can thrive in such an environment.



After a day filled with insights, the officers unwound with a lively leadership social and dinner at Dave & Busters. The evening was a blend of fun and bonding, fostering connections that would last a lifetime.

The learning continued on June 24th with an additional enlightening session led by Hilary Bilbrey. During lunch, officers delved deep into section discussions and meticulously planned the Program of Work. State officers then took charge, hosting a series of mini-workshop round table discussions. They brainstormed on possible enhancements CA FBLA can implement at the section level, ensuring continuous growth and progress.

The summit culminated in a joyous celebration ceremony, recognizing and certifying each officer for their dedication and completion of the Summer Training Session. As we look forward, our officers are filled with enthusiasm for the upcoming Leadership Development Institute. Armed with new knowledge and skills, they are eager to meet and collaborate with all of you. Join us, and let's make this FBLA year memorable!

ADVISER SPOTLIGHT



Ms. Dawn Herbert is an FBLA Adviser at Saugus High School. Within three years, Ms. Herbert has reached amazing heights with her new chapter, including advising a Gold Seal Champion Chapter, two Section Officers, a State Officer, and a National Council Member. She has overseen the chapter's growth from five to fifty members, and has been an integral part of Saugus FBLA's success the past three years. This year, she took the initiative to serve as the Gold Coast Section Co-Director, and hosted the Gold Coast OAT Day at Saugus. Her passion to create and teach drives her to be a leading adviser within California FBLA, as her leadership reaches three new, to-be affiliated chapters. Thank you Ms. Herbert for your dedication and service!

UPCOMING ACTIVITIES

LEADERSHIP DEVELOPMENT INSTITUTE

The 2023 Leadership Development Institute is scheduled for October 20-22 at the Santa Clara Marriott in Santa Clara, CA.

Join us at the 2023 Leadership Development Institute where we offer two distinctive workshop experiences! Dive into the Blockbuster Sessions, led by industry professionals, or the Take Action Academies, facilitated by the State Executive Board. We're eagerly awaiting your participation!

Blockbuster Sessions: Benefit from sessions facilitated by business mavens, inclusive of our keynote speaker, and lay the foundation for your envisioned future, both professionally and personally.

Take Action Academies: Experience these REEL-y extraordinary sessions led by FBLA specialists and State Officers. They are designed to mold you into compelling leaders ready for the limelight. Envision your transformative journey to stardom as you shape your leadership narrative!

For more information see

<https://californiafbla.org/events/ldi/>



SAVE THE DATE

OCTOBER 20-22



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

SOLVE THE RIDDLE!

All words can be found throughout the publication!

What school does Ms. Herbert advise?

--- -- -- **1** --- --

How many sections are in California?

--- -- -- **5** ---

Who is the current California President?

--- -- -- **6** --- --

When is LDI this year?

--- -- -- -- -- **20-22** --- -- **9**

Which Section had their OAT Day on September 21st?

--- **2** --- **8** --- -- --

Who is a life coach and organizational consultant on human capital that spoke at Summit this year?

--- **10** --- -- -- --
--- -- -- -- -- **4** ---

Which State Committee aims to organizing a state-wide fundraiser?

--- -- -- -- -- -- **7** --- --
--- -- -- **3** --- -- -- --

1 **2** **3** **4** **5** **6** **7** **8** **9** **10**