



CONFERENCE GUIDE

CALIFORNIA FBLA LEADERSHIP DEVELOPMENT INSTITUTE

VISALIA CONVENTION CENTER
NOVEMBER 15-17, 2024 | VISALIA, CA
WWW.CAFBLA.ORG

The Leadership Development Institute is presented in partnership with:



California Department of
EDUCATION





DESTINATION

Join us in Visalia to go ALL IN on your leadership journey!

CONFERENCE LOCATION

The Leadership Development Institute will be held at the **Visalia Convention Center** located at 303 E. Acequia, Visalia, CA 93291.



EXPLORE DOWNTOWN VISALIA

Outside of the conference experience, chapters can explore Visalia's quant Downtown. Located in the heart of the Central Valley, Visalia is home to many popular sites including:

- Local Restaurants - Downtown Visalia offers a variety of causal eats and custom coffee shops.
- CleVR Escape Room - Challenge your chapter to a live escape room or enjoy the virtual reality room with over 200 games to choose from.
- Regal Cinema Stadium - See what's playing on the big screen just a couple blocks from the hotel.
- Architecture - Talk a stroll down Main Street to check out the architecture and history of downtown.
- Shopping - Downtown offers a variety of boutique stores.
- Soccer City 1852 Visalia - Check out a soccer game, watch a sporting event, or play on one of the open indoor soccer fields while enjoying food from a local food truck.





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 PAYMENT
P.O Box 1440
Owasso, OK 74055
(Credit cards also accepted)

EVENT ESSENTIALS

CONFERENCE FEES

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

Registration
Register between October 1st - October 31st

- \$140 per attendee

LODGING RATE PER NIGHT

Visalia Marriott at the Convention Center | 300 South Court, Visalia, CA 93291

- **\$216 per room per night** *inclusive of tax and fees*
Check in options: Friday, November 15 OR Saturday, November 16 /
Check out Sunday, November 17. (additional nights available upon
request and availability)





ONLINE REGISTRATION INSTRUCTIONS

Visit us online at www.cafbla.org/events/ldi to register members, advisers, and guests for the Leadership Development Institute. Follow these steps, and if you need assistance, please contact California FBLA Headquarters.

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

- 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 has the following sections:

- Chapter Information
- Registration Information
- 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





REGISTRATION TIMELINE

October 1	Registration Opens Visit www.cafbla.org to access online registration
October 31	Registration Deadline
November 1	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.
November 8	Registration Payment Deadline Postmarked by this date to: California FBLA Finance Office PO Box 1440, Owasso, OK 74055
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.

November 15 - 17 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 November 1. Chapters are responsible to pay for the number registered once registration is submitted.





PROGRAM PREVIEW

EVENT SCHEDULE

FRIDAY, NOV 15

5:30 PM
Conference Check In

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

7:30 - 9:30 PM
**FBLA ALL IN LEADERSHIP
KICK OFF SESSION**
*Kick off your LDI experience with
this high energy welcome session!*



Keynote Speaker: Byron Garrett
*One of the most compelling voices
of our time, Byron V. Garrett is the
Executive Vice President & Chief
Revenue Officer for United Way
Worldwide.*

10:30 PM
Curfew

SATURDAY, NOV 16

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
Leadership Sessions!
*ALL IN Sessions, Adviser
Workshops, FBLA Competitions
Prep & Practice, and more!*

12:00 PM - 1:00 PM
BOX LUNCH PROVIDED

2:00 PM - 4:00 PM
WALK OUTSIDE WORKSHOPS
*Join these WOW (Walk Outside
Workshops) exploring Downtown
Visalia businesses where you will
learn about small business
management, entrepreneurship,
and operations directly from
business owners!*

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

7:00 - 10:00 PM
SATURDAY EVENING SOCIAL
*Hosted by the State Officer Team,
mingle with peers while engaging in
games, activities, music, and FBLA
camaraderie!*

10:30 PM
Curfew

SUNDAY, NOV 17

9:00 - 11:00 AM
CLOSING & AWARDS SESSION
*Keynotes, competitions, and more.
This is the FBLA ALL IN
experience, and you don't want to
miss it!*

*Hear from National Officers, cheer
on finalists in the Battle of the
Sections, see FBLA competition
winners take the stage, and join us
in honoring NLC 2024 winners and
FBLA leaders from across the state.*





COMPETITION

Put your business and leadership skills to the test through FBLA competition! Participate in mock competitions and battle of the sections to showcase your skills and possibly win awards at the LDI closing session.

New this Year: Champ Camp! Up to 3 members from each chapter will have the opportunity to enroll in an all-day session on Saturday to learn competition prep and best practices! Join us for strategies, secrets, and more!

STUDENT WORKSHOPS | BUSINESS & INDUSTRY SESSIONS

Take your personal growth 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!

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

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





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 requires FBLA student members participating in overnight conference functions reside at the designated and approved lodging facility for the duration of the event. Schools must be staying at conference hotels or have prior approval to drive in and out same day. All chapters staying overnight must also have a school approved adult Adviser staying at a conference hotel. No exceptions.

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





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





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 business 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 Casual: *Polo or dress shirts, khaki pants or slacks are acceptable.*

FBLA
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

- 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

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.

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

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.

