California FBLA

LEADERSHIP DEVELOPMENT INSTITUTE PROGRAM GUIDE

GENERAL CONFERENCE ANNOUNCEMENTS:

- Chapters arriving on Thursday need to email Maria Perez-Mendiola (mmendiola@cafbla.org) to arrange for hotel room key pickup
- Luggage may be stored in the Orchid Room on 11/6 and 11/8
- Attire for Friday workshops is Business Casual
- Attire for Saturday social is Chapter Spirit Wear or Casual (no shorts, flipflops, low cut tops, low cut pants. Follow your school dress code)
- Attire for Opening/Closing and all Saturday workshop sessions is Business Professional Attire

SCHEDULE OF EVENTS

FRIDAY, NOVEMBER 6

400PM - CONFERENCE CHECK-IN - SIERRA FOYER

- Pick up conference materials and hotel room keys

7:00 PM-9:00 PM - WORKSHOPS - SIERRA BALLROOM BCD

- Workshop schedule and descriptions listed after Schedule of Events

10:30 PM - CURFEW IN YOUR OWN HOTEL ROOM

SATURDAY, NOVEMBER 7

7:30 AM - CONFERENCE CHECK-IN - SIERRA FOYER

- Pick up conference materials and hotel room keys

8:45 AM-9:30 AM - WORKSHOP SESSION #1

10:00 AM-11:00 AM - OPENING SESSION - SIERRA BALLROOM BCD

- Keynote Speaker: Shireen Jaffer

11:15 AM-12:00 PM - WORKSHOP SESSION #2

12:15 PM-1:00 PM - BOXED LUNCH SERVED - OUTSIDE OF SIERRA BALLROOM BCD

1:15 PM-2:00 PM WORKSHOP SESSION #3

2:15 PM-3:00 WORKSHOP SESSION #4

3:15 PM-4:00 PM WORKSHOP SESSION #5

5:00 PM-10:00 PM - CHAPTER CHOICE/ ADVISER-DIRECTED TIME

8:00 PM-10:00 PM - SOCIAL HOSTED BY STATE OFFICERS-BALLROOM BCD

10:30 PM - CURFEW IN YOUR OWN HOTEL ROOM

SUNDAY, NOVEMBER 8

8:00 AM -9:30 AM - PRACTICE OBJECTIVE TESTING

9:45 AM -10:45 AM - CLOSING SESSION IN SIERRA BALLROOM BCD

- Keynote Speaker: Amber Afzali

WORKSHOP SCHEDULE & DESCRIPTIONS

FRIDAY, NOVEMBER 6
WORKSHOP SESSIONS
7:00 PM–9:00 PM

PRACTICE OBJECTIVE TESTING
MR. RAPADA, MR. AVILA – SIERRA BALLROOM A

- Bring a #2 pencil. May only take one test at a time. Not all tests will be available.

SPEAKING EVENTS TIPS & PRACTICE
MR. PHAM, MR. SMITH – SIERRA BALLROOM C

- Review of guidelines for Speaking events. Participants will be given a prompt to create a speech and given feedback on performance.

LEGACY YOUTH LEADERSHIP: USING YOUR VOICE
SHALYN RICHARDSON – SIERRA BALLROOM B

- Pre-registration required-Wristbands will be in registration packets. Your voice can do more than share an opinion, it can move people to act. In this interactive training, students will learn how to persuasively advocate for the things that matter the most to you, with the ultimate goal of getting others on board. From recruiting FBLA members to getting buy-in for events, and activities, this training will give you the tools necessary to become a leader who can influence others with your voice. Students and teachers will leave with practical tools to use their voices for good in their school, community, and beyond.

WORKSHOP SCHEDULE & DESCRIPTIONS

SATURDAY, NOVEMBER 7
WORKSHOP SESSION #1
8:45 AM–9:30 AM

USING YOUR VOICE – SHALYN RICHARDSON, LEGACY YOUTH LEADERSHIP – MANDARIN A

- Your voice can do more than share an opinion, it can move people to act. In this interactive training, students will learn how to persuasively advocate for the things that matter the most to you, with the ultimate goal of getting others on board. From recruiting FBLA members to getting buy-in for events, and activities, this training will give you the tools necessary to become a leader who can influence others with your voice. Students and teachers will leave with practical tools to use their voices for good in their school, community, and beyond.

OBJECTIVE TEST WITH ROLE PLAY EVENTS – GRAEME LOGIE – MANDARIN B

- Want to know more about how to compete in a Role Play event that includes an Objective Test? This session will review these types of events, how to prepare, and how to get to the finals round.

PRE-JUDGED PRESENTATION EVENTS – JOHN PIERCE – SALON 6A

- Want to know more about how to compete in a Presentation events that includes a Pre-Judged component? This session will review these types of events, how to prepare, and how to get to the finals round.

BEYOND THE BLAZER: SECTION & STATE OFFICER EDITION – JOLENE LUONG, MARA GREPO – SALON 6B

- FUTURE BUSINESS LEADERS—we need YOU to shape the future of California FBLA. We'll go in depth on the application process and how to campaign on the section and state level and learn about the roles and responsibilities of being an officer.

WHERE ARE YOUR MANNERS? – MAKAYLA ANDRADE, JACQUELIN MENDOZA – HIRO ROOM

- Every successful business leader has one thing in common, manners! Anyone can have hard, technical skills, but what about the soft skills? What about the professional manners? At the workshop, "Where Are Your Manners?" Students will learn eight vital soft skills and professional manners, why they're important, and how to implement them in both their professional and personal lives!

MINIONS ASSEMBLE: DESIGN, BUILD & PITCH YOUR GADGET – AARUSH VIG, NEIL BENJAMIN, JASMINE LEE – CLUB ROOM

- Minions, tonight we'll steal LDI! Do you have what it takes to pitch your evil gadget? Join Gru and the Inland Section in assembling your Minion crew, tackling a design challenge under pressure, and selling your vision to a live panel of judges. Come get hands-on experience in leadership, creative problem-solving, and persuasion that will set you apart from the rest!

WORKSHOP SCHEDULE & DESCRIPTIONS

SATURDAY, NOVEMBER 7
WORKSHOP SESSION #2
11:15 am–12:00 pm

JAWS OF INNOVATION: PITCHING CHAPTER SOLUTIONS - ARHAN CHRAVARTHY, BRIELLE LEVESQUE - MANDARIN A

- Dive into this high-energy, Shark Tank-inspired workshop where creativity meets leadership! Learn how to craft a compelling pitch, avoid common presentation pitfalls, and persuade others to support your ideas. Team up to tackle real-world FBLA chapter challenges—from low meeting attendance and fundraising struggles to keeping members engaged and involved. Work with your team to develop an innovative solution, build a persuasive pitch, and bring your idea to life. Teams take the stage to pitch their solutions to an audience of "sharks" who will ask tough questions and vote for the ideas they would invest in. Get ready to think creatively, collaborate with fellow leaders, sharpen your public speaking skills, and discover strategies you can take back to your chapter!

LANDING ON LEADERSHIP: ROLL, RISK, LEAD! - VANESSA XU, SEHRISH HIRANI - MANDARIN B

- Think you can buy your way to becoming the best leader? Roll the dice, collect cash, and invest in leadership qualities to build your way to the top! But spend wisely, because not every skill comes cheap, and one bad move might send you straight to jail! May the best leader win!

OVERVIEW OF COMPETITVE EVENTS - STACEY ATENCIO - SALON 6A

- An overview of the various types of competitive events and how to select the best one to compete in. Overview will include objective tests, presentation events, role play events, and production events.

ADVISER MEETING - GRAEME LOGIE - SALON 6B

FBLA: GOTTA CATCH `EM ALL - SRAVIKA NEMANI, EMMA LIM - HIRO ROOM

- Calling all trainers! Draft your dream Pokémon team, face off in business battles, and unlock the hidden strengths to learn how to curate your perfect chapter leadership team.

NO CHICK-FIL-A SAUCE?! : PR CRISIS AND CAREER READINESS ESCAPE ROOM - ELLIOT JOHNSON, AVA GEORGE -CLUB ROOM

- When a customer interaction spirals into an internet-wide controversy, Chick-fil-A needs YOU to take control! Step into the shoes of real business professionals, crack the case, navigate social media backlash, craft the perfect public statement, and defend your decisions in a mock press conference. Work with your team, solve the crisis, and turn a PR disaster into a comeback while building real-world career skills. Think fast, communicate smarter, and see if your team has what it takes to survive the chaos! Can your team handle the heat, or will you get lost in the sauce?

YOUR $$$$ NET WORTH IS YOUR NETWORK - SHIREEN JAFFER - SIERRA BALLROOM BCD

- You've probably already heard that the more people you know, the more successful you'll be. But how do you meet these people, and how do you make epic first impressions? How do you actually build those meaningful connections everyone talks about? Join this interactive workshop with our FBLA Keynote Speaker, Shireen Jaffer, USC graduate and Forbes 30 under 30 award recipient, to learn the art of connection. You'll leave knowing how to network with anyone and everyone, and find the internships, jobs, and any other opportunity you desire.

WORKSHOP SCHEDULE & DESCRIPTIONS

SATURDAY, NOVEMBER 7
WORKSHOP SESSION #3
1:15 pm-2:00 pm

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WORKSHOP SCHEDULE & DESCRIPTIONS

SATURDAY, NOVEMBER 7
WORKSHOP SESSION #4
2:15 pm-3:00 pm

YOU DON'T KNOW WHAT YOU DON'T KNOW - CURTIS HALEY - BALLROOM B

- A famous researcher once said that in at least one area of our lives, all of us are "confident idiots." In this talk, we explore ways to identify our mental blind spots, approach new information, and even - GASP! - change our minds.

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WORKSHOP SCHEDULE & DESCRIPTIONS

SATURDAY, NOVEMBER 7
WORKSHOP SESSION #5
3:15 pm-4:00 pm

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THE ULTIMATE FBLA SHOWDOWN: THINK FAST, LEAD SMART!- TYLER HUGHES - MANDARIN B

- This interactive workshop will challenge FBLA members to put their leadership, teamwork, communication, and problem-solving skills to the test through a series of exciting team competitions. Members will participate in a fast-paced FBLA trivia challenge, a competitive event strategy challenge, and real-world leadership scenarios that require teams to think creatively and work together under pressure.

AWKWARD TO ENGAGING: A GUIDE TO NETWORKING SEAMLESSLY - NATHANIEL SIDMAN, ABBY CLEMENTS, ELIZABETH RICALDAY - SALON 6A

- A fun, fast-paced networking experience, useful in getting to know fellow FBLA members and enhancing conversation skills.

READ THE ROOM: UNDERSTAND YOUR EMOTIONS, COMMUNICATE BETTER - COREY CURTIES - SALON 6B

- In the movie Inside Out, we see how emotions can influence what someone says and does. Students will learn how understanding their feelings can help them communicate with classmates, teammates, and friends. They'll take on relatable situations and see how emotions can change the way a conversation unfolds. Students will leave with a communication skill they can use in their chapter, school, community, and future career.

WORKSHOP SCHEDULE & DESCRIPTIONS

SUNDAY, NOVEMBER 8
WORKSHOP SESSIONS
8:00 am - 9:30 am

PRACTICE OBJECTIVE TESTING-MR. RAPADA, HIRO ROOM

- Bring a #2 pencil. May only take one test at a time. Not all tests will be available.

PRACTICE OBJECTIVE TESTING-MR. AVILA, CLUB ROOM

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CLOSING SESSION

9:45 am-10:45 am
Ballroom BCD

KEYNOTE SPEAKER BIOGRAPHIES



SHIREEN JAFFER

Shireen Jaffer is a people-obsessed product builder and the Founder/CEO of Skillify. She was born in Pakistan, and at age 7 her family immigrated to Palo Alto, CA where she was bred to obsess with solving real world problems and build her first business at 18. While attending USC full-time, she bootstrapped her first company, Skillify, to provide thousands of high school students with meaningful exposure to the real world via internships and mentors. She focused on impact and profitability from Day 1 and scaled Skillify programs to students from 220+ schools by the time she graduated college at age 21. She now reaches thousands of students across CA, NV, and TX. She has presented numerous workshops for CA FBLA, has been a trainer for the Officer Leadership Training Summit, and will present exciting workshops at LDI!



AMBER AFZALI

Amber Afzali currently resides in the Inland Empire and is a past president of CA FBLA (2018-2019). She received a bachelors degree in Political Science with a focus on International Relations and a bachelor degree in Psychology from the University of Pennsylvania. Amber has had experience interning with Assemblymember Sabrina Cervantes, consulting with international NGOs, and working as a research assistant at her university. With a penchant for public speaking and an interest in international law, Amber hopes to attend law school post-undergrad, and eventually to pursue a career in either law or international affairs. She enjoys learning new languages, acting, kickboxing, and traveling in her free-time. Most recently, Amber starred in the film "Rule Breakers" directed by two-time Academy Award winning director Bill Guttentag.

MEETING ROOM MAPS

