

PA FBLA COLLEGIATE CHAPTERS

(In Alphabetical Order)

Alvernia University
Commonwealth University- Bloomsburg
Duquesne University
Indiana University of Pennsylvania
Keystone College
Lackawanna College
Lebanon Valley College
Misericordia University
Montgomery County Community College
Penn State University- Harrisburg
Penn State University Main
Penn State University- Schuylkill
Penn State University- York
Shippensburg University
Susquehanna University
University of Pittsburgh
University of Scranton
Wilkes University

THANK YOU!

FBLA Students, Advisors, & Guests
Workshop Speakers & Judges
FBLA Alumni & Volunteers
Hilton Harrisburg
State Executive Council



52nd Annual

**STATE LEADERSHIP
CONFERENCE**



April 12-14, 2024

*Hilton Harrisburg
Harrisburg, Pennsylvania*

NATIONAL LEADERSHIP CONFERENCE

Come join us in Orlando, Florida for the National Leadership Conference from June 24-June 27, 2024!

Scan QR Code for more information



FBLA PLEDGE

I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America. And as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.

FBLA CREED

I BELIEVE education is the right of every person.

I BELIEVE the future depends on mutual understanding and cooperation among business, industry, labor, religious, family and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.

I BELIEVE every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.

I BELIEVE every person should actively work toward improving social, political, community and family life.

I BELIEVE every person has the right to earn a living at a useful occupation and that this right should not be denied because of race, color, creed, sex or handicap.

I BELIEVE every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school and community.

I BELIEVE I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

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FBLA MISSION STATEMENT

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

PAST PA FBLA COLLEGIATE PRESIDENTS

1994-95	Jacob Brown	Bloomsburg University
1995-96	John Hettinger	Penn College
1996-97	Sondra Wright	Penn College
1997-98	Steven M. Thompson	Bloomsburg University
1998-99	Denise Holbrook	Penn College
1999-00	Robert Pipich	Penn State
2000-01	Nicholas James Seier	Bloomsburg University
2001-02	Deborah Eichenlaub	South Hills- State College
2002-03	Alissa Mathis	Temple University
2003-04	Kory Campbell	Central Pennsylvania College
2004-05	Alexander Kantor	Penn College
2005-06	Megan Beatty	Central Pennsylvania College
2006-07	Lori Korchok	Lansdale School of Business
2007-08	Josh Wolfe	Elizabethtown College
2008-09	Diana Trench	University of Pittsburgh
2009-10	Lisa Beers	Bloomsburg University
2010-11	Alex Baran	Drexel University
2011-12	Alex Baran	Drexel University
2012-13	Alex Baran	Drexel University
2013-14	Katie Porter	Drexel University
2014-15	Andrew Desmond	University of Pittsburgh
2015-16	Alex Gilbert	Drexel University
2016-17	Audrey Magnelli	Duquesne University
2017-18	Amanda Willis	Wilkes University
2018-19	Alison Carson	Duquesne University
2019-20	Brandon Doerr	South Hills School of Business
2020-21	Marissa Cosgrove	Alvernia Univerity
2021-22	Edwin Bodoni	University of Pennsylvania- Wharton
2022-23	Evelyn Bodoni	University of Pennsylvania- Wharton
2023-24	Kimberly Speece	Bloomsburg University

WELCOME PA FBLA COLLEGIATE!

Welcome to the 52nd Annual Pennsylvania FBLA Collegiate State Leadership Conference!

This conference promises to be an exceptional event, filled with opportunities to network, participate in competitive events, attend workshops, and develop your leadership skills. Use #PAFBLAC24SLC during the conference to share your memorable photos with us!



Scan the QR code to access our SLC Program online!

SOCIAL MEDIA ACCOUNTS

Facebook & Instagram: @pafblacollegiate
LinkedIn: Pennsylvania FBLA Collegiate
X (formerly Twitter): @PA_FBLAC
Website: www.pafblacollegiate.org



MEMBERSHIP NUMBERS

PA FBLA Collegiate celebrates all of the recruiting efforts of our fantastic chapters! Thank you!

<u>Year</u>	<u>Membership</u>	<u>Chapters</u>
2015-2016	703	27
2016-2017	649	24
2017-2018	501	25
2018-2019	510	21
2019-2020	286	18
2020-2021	284	14
2021-2022	331	17
2022-2023	310	20
2023-2024	323	18

2023-2024 STATE EXECUTIVE COUNCIL**State President**

Kimberly Speece - Bloomsburg University

State Vice President

Brianna Le - Susquehanna University

State Secretary

Lamar Bishop - University of Scranton

State Reporter

Rebecca Mauck - Penn State York

State Treasurer

Anthony Florkowski - Alvernia University

State Chairperson & Financial Advisor

Robert Kollar - Duquesne University

State Testing Coordinator

Felicia Daniel - S&T Bank

State Advisors

Nicole McCartan - Peyton Walker Foundation

Allison Althouse - Retired Professor

Jennifer Edmond - WebFX

Dr. Damon Grey - Montgomery County
Community College

CONFERENCE REMINDERS

Registration

Each chapter will register the entire chapter delegation at the registration table located on the 2nd Floor to receive the chapter’s SLC Registration Packet.

Name Tags

The chapter advisor must confirm all attendees at registration before the Opening Session. **Name tags are required for all conference events and meals.**

Conference Headquarters

The Conference Headquarters will be set up in Bridgeport Room on the 2nd floor. State Officers and/or State Advisors will be stationed there to answer any questions or concerns.

Professionalism

All members are reminded to conduct themselves in a professional manner throughout the entire conference by adhering to the Code of Conduct.

Phone Policy

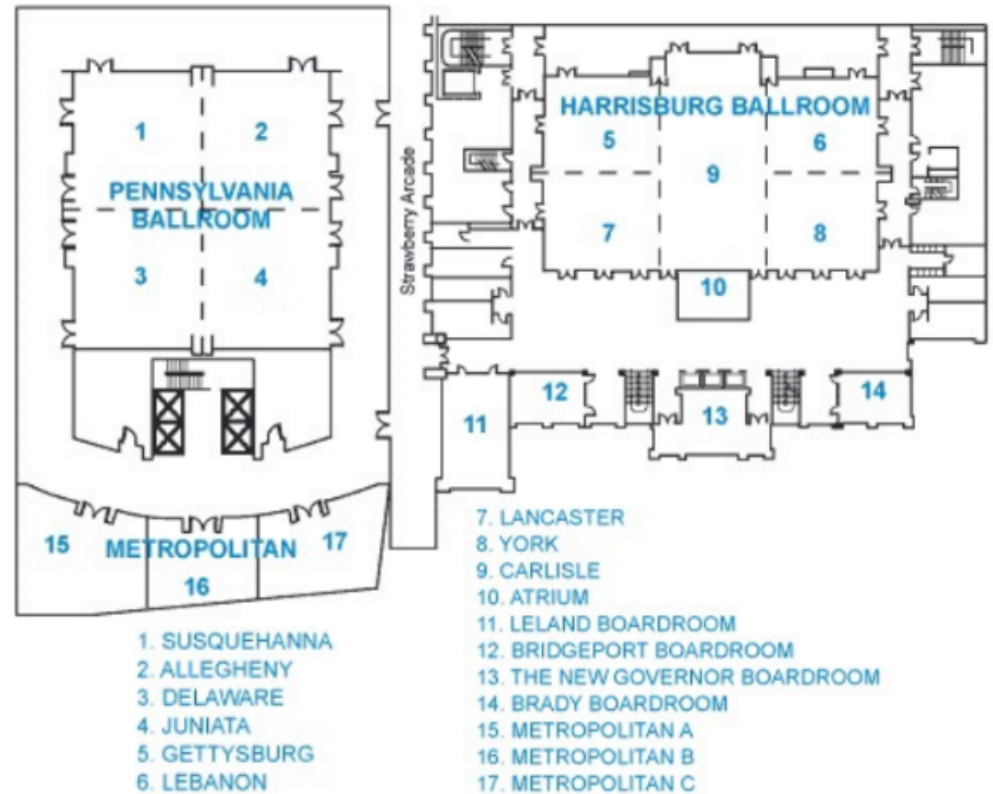
Please remember to turn off all cell phones & electronic devices during conference sessions, workshops, competitive events, and presentations.

Voting Delegates

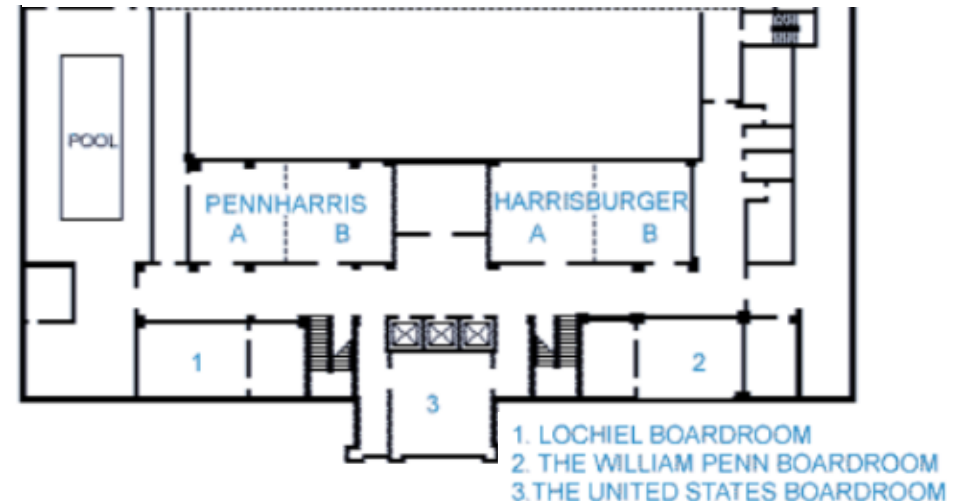
Voting delegates are required to attend the sessions designated on the Conference Schedule.

Only voting delegates are able to ask questions during the Officer Candidate Q&A Session.

THE HILTON HARRISBURG - SECOND FLOOR



THE HILTON HARRISBURG - THIRD FLOOR



WORKSHOP SPEAKERS



Susan Lehr

Susan Lehr is a Healthcare IT Director based in New Cumberland, PA. She is an optimistic, driven leader inspiring companies and people to reach for experiences that accomplish business and personal goals. Her path with EDS, Inc. allowed her to create innovative solutions for AT&T, Johnson and Johnson, Bristol Myer Squib, GMAC Mortgage, and Berg Electronics. She forged the way at FCI by building a global IT team that accomplished true collaboration across Europe, Singapore, India, and the US. Her dreams handled over 50 global customers and suppliers.



Krista Beljan

Krista is a driven professional with more than 25 years of experience in leadership development activities that include operational assessment and strategic improvements, and most recently, training and coaching. She has served in various regional and national-level leadership roles in her career that spans industries in human services, manufacturing, and the arts, as well as more than five years in workforce development in a higher education setting.



CONFERENCE REMINDERS

Competitive Events

All competitors must arrive on time and bring any required competitive materials **including a form of identification**. If there is a time conflict, please notify a State Advisor or State Officer immediately. Competitive event times will be posted outside of the Metropolitan Room (2nd Floor) on Friday night.

State Officer Tabling

Officer Candidates must table on the 2nd Floor Lobby near the Harrisburg Ballroom from 7 AM to 9 AM. All tabling materials must be removed at the end of the Awards Session on Saturday evening.

Basket Raffles

Each FBLA Collegiate chapter has the opportunity to donate a basket raffle. All proceeds will be donated to March of Dimes. Raffle tickets can be purchased with cash, credit/debit card, or Venmo.

Quiet Hours

This hotel observes quiet hours from 11 pm to 7 am. Please be respectful during this timeframe. The hotel will have security personnel on duty for both Friday and Saturday nights.

Remind Communication

All chapter presidents are advised to join the Chapter Presidents' Remind Group to receive updates from State Officers. Text to 81010 and Class Code: @2024paslc

FBLA DRESS CODE IS REQUIRED FOR ALL OFFICIAL CONFERENCE EVENTS!



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

FBLA ALUMNI PANELISTS



Jennifer Edmond

Jennifer is a 2016 graduate of Indiana University of Pennsylvania where she obtained a Bachelor's of Science Degree in Marketing and a Bachelor's of Arts Degree in Economics. She has been involved with FBLA-Collegiate for 10 years and FBLA High School for 3 years prior. After serving on the State Board as an officer for 3 years, she decided to continue to serve as the State Advisor. She currently works as an Internet Marketing Manager at WebFX in Harrisburg.



Riley Brown

Riley graduated from Shippensburg University, where he received his Bachelor of Science in Economics. He also obtained his Master's in Organizational Leadership and Development. He received his teaching certificate in business, computer, and information technology from Wilson. He is an FBLA Collegiate Alumni. He is currently a business education teacher and Team Tri Leadership trainer.



FBLA ALUMNI PANEL

Panel Moderator



Alex Graham

Prior to joining the Future Business Leaders of America (FBLA) as the President & CEO, Alex served as the chief executive officer of the Council for Exceptional Children (CEC). His prior association positions include executive director, chief operating officer, chief marketing officer, director of political affairs and membership director. Alex’s experience includes managing financial, human resource, and strategic planning programs, as well as membership, marketing, government/public affairs, and conference development.

Alumni Panelists



Maureen Field

Maureen Field, HR director at Arcutis Biotherapeutics, has spent 15 years leading people strategy that aligns organizational goals with employee needs and influences cultural transformation. Maureen has been fortunate enough to experience many areas of the HR function within manufacturing, consumer packaged goods, and pharmaceutical companies ranging from large, small, and start-up. Maureen’s superpowers include utilizing her charismatic leadership style to advise executives on HR business strategy, organizational effectiveness, talent acquisition, employee retention, employee engagement, employee relations, people operations and analytics, talent management, and DEIB programming.



Bob Kollar

Bob Kollar, CPA, is an Associate Professor of Practice, Accounting at the Palumbo-Donahue School of Business Administration at Duquesne University, where he teaches a variety of courses in both the undergraduate and graduate accounting programs. Bob is a highschool alumnus of FBLA. He has served on the boards of a variety of non-profit organizations and is currently the PA FBLA Collegiate State Chairperson and Financial Advisor. Bob is also serving as the chair for FBLA’s National Board of Directors and is an FBLA Alumni from high school.

CONFERENCE SCHEDULE

Friday, April 12 , 2024

3:00-6:30 PM	Conference Registration	Bridgeport Room- 2nd Floor
4:00-6:30 PM	Hotel Check-In	Lobby- 1st Floor
7:00-9:00 PM	Opening Session	Allegheny/ Susquehanna Room- 2nd Floor
9:00-9:30 PM	Officer Candidate Q&A	
Voting Delegates are required to attend the Officer Candidate Q&A session.		
9:00-10:30 PM	Networking Event	Metropolitan Room- 2nd Floor
Enjoy snacks, music, and networking with a twist! We invite everyone to talk with members and advisors from around the state. Headshots will also be taken during this time.		

Saturday, April 13, 2024

7:00-9:00 AM	Breakfast	Pennsylvania Ballroom- 2nd Floor
7:30 AM-12:30 PM	Campaign Booths	Outside Pennsylvania Ballroom- 2nd Floor
Check out the booths of officer candidates! Officer candidates are required to have booths set up by 7:30 AM and voting delegates must attend before 1:10 PM.		

CONFERENCE SCHEDULE

7:40-7:55 AM	Judges' Meeting	Leland Room- 2nd Floor
8:00 AM-12:30 PM	Competitive Events	See Testing Schedule
9:00-10:15 AM	Workshop 1	Penn-Harris Room- 3rd Floor
<p>Sharing With A Purpose (SWAP): Members will present about local chapter successful initiatives and accomplishments to inspire other chapter members! Session will also include a brief overview of the proposed amendments to the bylaws.</p>		
10:30-11:45 AM	Workshop 2	Harrisburger Room- 3rd Floor
<p>Susan Lehr: Navigating the competitive landscape of the job market can be both exciting and daunting. In today's digital age, leveraging Artificial Intelligence (AI) has become a game-changer in the job search process. This overview aims to equip college business students with insights & strategies for effectively utilizing AI tools and other techniques to enhance their job search endeavors.</p>		
11:45 AM-1:00 PM	Lunch	Pennsylvania Ballroom- 2nd Floor
12:00-1:00 PM	Chapter Leader Lunch	Commonwealth Dining room 1st Floor
<p>Chapter presidents & vice presidents are welcome to network & ask questions to the current state officers!</p>		

CONFERENCE SCHEDULE

Saturday, April 13, 2024

1:05-1:25 PM	Voting Session	Pennsylvania Ballroom- 2nd Floor
<p>Voting Delegates are required to attend.</p>		
1:30-2:45 PM	Workshop 3	Penn-Harris Room- 3rd Floor
<p>Alex Graham: Conquer the Three Cs of Your Career Success: FBLA's CEO Alex Graham for a preview of these life-changing concepts of the three Cs of success. Topics include leveraging your FBLA experience, maximizing your personal network, interviewing dos and don'ts, and what hiring managers are looking for.</p>		
3:00-4:15 PM	Workshop 4	Harrisburger Room- 2nd Floor
<p>Krista Beljan: Join us for a dynamic workshop focused on building resilience. Together, we'll define resilience through engaging discussions and practical strategies. From embracing a growth mindset to learning from mistakes, participants will leave with actionable tactics to navigate challenges with confidence and curiosity.</p>		
4:15-5:00 PM	Advisers' Meeting	TBD
6:30-9:00 PM	Dinner/Awards Session	Pennsylvania Ballroom-2nd Floor