

THE Californian

WHAT TO EXPECT IN THIS ISSUE

NLC Recap || **OAT Day Preview** || **LDI North Preview** || **LDI South Preview** || **How to Attract Incoming Freshmen** || **New Advisor Introduction** || **Officer Introductions** || **Program of Work**
|| **President's Corner** ||

NLC RECAP

California delivered a stellar performance at this year's National Leadership Conference (NLC) in Baltimore, Maryland from June 28-July 1, with 183 out of 432 competitors placing Top Ten and 8 national champions.

The conference was also an opportunity for all of California's talented competitors to convene for the first time since the State Leadership Conference. At the California State Meeting, the state leadership team introduced its new program of work and discussed goals for the upcoming year. Members were given 2018 California NLC pins to trade or keep, as well as spirit items to show their passion for CAFBLA at opening session.

When not competing or networking with members from across the nation, conference attendees were exploring the many tourist attractions available in and out of Baltimore, even taking the train to our national capitol, Washington D.C.!

Once again, California surpassed expectations, and we look forward to seeing continued ambition and passion as we move into a new school year. Congratulations to all who attended NLC and took part in this incredible experience!



NLC Awards Ceremony - Baltimore, Maryland

OAT DAY PREVIEW

The first CAFBLA event of the is the Officer and Adviser Training (OAT) Day presented within each section. At this workshop, section and state officers will facilitate a series of educational and engaging sessions on how to effectively lead a successful chapter. Additionally, officers will learn how to streamline their progress into a uniform program of work, and gain insight in how to represent FBLA as leaders. OAT Day is a great opportunity for networking and establishing professional bonds that will last throughout the year. Officers are highly encouraged to take this opportunity to meet new people and exchange ideas that may be brought back to your individual chapter. The training and materials provided will assist local chapter officers in preparing their members for the events in the upcoming year. We look forward to seeing you at OAT Day this year!



Santa Clara Marriott



FBLA members attending workshops

LDI NORTH PREVIEW

The 2018 Leadership Development Institute-North will be held October 19th - 21st at the Santa Clara Marriott. For years, LDI has provided young leaders with the opportunity to learn and develop skills that they need in order to be successful business leaders. Members who attend will be able to join in fun activities, listen to an engaging and energetic keynote speaker, and attend many helpful workshops. Some of these workshops are led by our section and state officers, while others are led by business professionals. Workshop topics range from public speaking, to marketing and design, and stress relief. Whether this is your first year of FBLA or your last, there is always something new to discover. Join us at LDI-North, where you can learn how to create, lead, and inspire!

LDI SOUTH PREVIEW

The Leadership Development Institute South will be held on October 27th and 28th, in the beautiful city of Anaheim. Members from the Gold Coast, Inland, and Southern sections who attend this conference attend a multitude of informative workshops, each hosted by various section and state officers from the Southern CAFBLA sections.



In addition, workshops are also hosted by various advisers, professional members, and organizations, for a very important educational experience. Workshops range anywhere from public speaking, to stock market stimulation, to even team based workshops in which members can compete for various awards. This year, the section and state officers will be presenting a multitude of brand new workshop titles. LDI South 2018 will be an important event, as it is the only time that the southern California sections will be able to network and mingle. In addition to workshops, various activities will be held throughout the duration of the conference, and these are perfect opportunities to meet new FBLA members. LDI South is an important event for any new or returning members. Be sure to mark your calendars for October 27th and 28th, as you will not want to miss out on this amazing conference.

HOW TO ATTRACT INCOMING FRESHMEN

Starting high school can be difficult, especially for freshmen. There are many clubs and organizations at your high school, and yet you ask yourself, how do we attract these well-rounded, eager students into joining FBLA? The answer is, Club Rush, a school event that you can use to capture the students' attention and tell them what FBLA really is. Local chapter officers and returning members can really show their support during Club Rush by wearing FBLA shirts, passing out smarties, or walking around to individuals. However, before Club Rush starts, it is important for students on your campus to have an idea of what FBLA is and what it stands for. Consider dividing up your officers into groups, and ask teachers on your campus to give you 5-10 mins to talk about FBLA and its main features. This gives the students, especially freshmen, more information about what the organization is when deciding which clubs to join. Freshmen will certainly see your passion and high interest in FBLA, which attracts those students to join and get involved.

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Another way to attract freshmen is creating eye-catching posters and flyers and posting them around campus. When recruiting new members, it is extremely important to keep in contact with each of them and keep meetings and events interactive and enjoyable. The goal is to keep our members involved and have them develop a passion for FBLA. A passion not only for competing, but for networking, attending workshops, and improving/growing as a leader. Students are looking for organizations that care for the community and even though competing is a part of FBLA, having fun with the people around you is equally important. Recruiting members is beneficial for the future of FBLA and its growth in every chapter; however, the bigger challenge is how to keep them intact and to keep them wanting to come back.

Good luck to all FBLA Chapters and the growth of your chapter!



Offer free food, such as pizza, at chapter meetings



Have fun games that freshmen can participate in



Have a booth at school to engage members



Have officers wear polos to be easily identifiable

NEW ADVISOR INTRODUCTION

MRS. MASON, GOLD COAST DIRECTOR

The Gold Coast Section has been home to many wonderful section directors, and on behalf of the Gold Coast Section, I am proud to introduce the newly inducted Gold Coast Section Director, Mrs. Cathy Mason. In addition to being involved in FBLA for the past 14 years, she has made many contributions to other organizations, such as SkillsUSA and FCCLA. She has been teaching for the past 18 years, 17 of which has been at South Pasadena High School. Mrs. Mason currently teaches the Virtual Enterprise, Entrepreneurship, and Principles in Education classes at South Pasadena High School. She has also taught culinary arts, international trade, retail sales, and food science classes previously. As a CTE (Career Technical Education) certified teacher, with experiences in FBLA as an adviser for her chapter, and after mentoring various section and state members in CAFBLA, she decided to take on the role as the Gold Coast Section Director to have an impact on an organization that focuses on business education. According to Mrs. Mason, "There are a lot of students that don't have the opportunity of being offered business classes in their schools, so it's important to have programs like FBLA to be able to foster the business and leadership experiences." The Gold Coast Section officer team has many big changes for the upcoming year, and we are extremely humbled to work with such an amazing advisor, mentor, and Gold Coast Section Director.

CAFBLA PROGRAM OF WORKS (POW)

To maximize participation by promoting a variety of engaging activities

- a. Organize community service events for members & promote national CSA
- b. Create interactive workshops
 - i. Host Roundtables at conferences
- c. Host conference calls and webinars

To provide member support through accessible resources and scholarships

- a. Organize resources on CA FBLA website
- b. Expanding and utilizing liaison system (i.e. utilize Remind101)
- c. Secure sponsorships
- d. Create a YouTube channel

Increase communication through rebranding social media

- a. Uniform logo/design/color
- b. Increase member and advisor recognition
- c. Deadlines and information posted



Your State Officer Team is excited to implement these goals throughout the year! With your support and active involvement, we can surely "Create, Lead, and Inspire." If you have any questions or suggestions, please do not hesitate to reach out to any one of your State Officers.

MEMBER RECRUITMENT

Two years ago, my friend made a simple statement during 5th period math: "Join FBLA! I think you'll really like it." While it started off only as a mild interest, my love for business and leadership grew as I began participating in more FBLA events and admiring how passionate FBLA members were. Now, we as FBLA members all recognize the importance of encouraging our peers to join this incredible organization to reap its many benefits. As the school year begins, effectively recruiting members for your FBLA chapter is one of the most essential and exciting moments to look forward to.



When promoting your FBLA chapter at school, take advantage of your school's orientation days, especially when incoming freshmen decide which student groups they wish to join. For marketing purposes, make sure three to five of your chapter officers set up an informational FBLA booth which details some of the benefits in joining: compete in 70+ business-related events, meet FBLA members across the nation, etc. When publicizing, create an informational tri-fold poster, showcase awards, or dress up professionally to distinguish yourself from other student groups. Also, have a sign-up form so students who demonstrate interest in joining can receive more information about FBLA. Don't forget to add them to your chapter's email list or social media groups afterwards. Following up is key!

Perform outreach by using social media to engage a diversity of people. Whether that be in creating a chapter website or Instagram and Youtube accounts, you will be able to display the plethora of unique learning opportunities only this organization offers. As ambassadors of FBLA, it's also critical to be professional when executing your chapter's workshops and meetings by ensuring effectiveness and preparing for them in advance.



While all of the tips listed above are highly effective, the most impactful way to attract more members is by showing your FBLA spirit! Wear your FBLA merchandise and take the initiative by inviting your friends to the introductory meeting. You'll see just how much every small effort counts! After all, a sincere invitation is all it takes.

STATE OFFICER INTRODUCTIONS

AMBER AFZALI, STATE PRESIDENT

Greetings, California FBLA! My name is Amber Afzali and I am thrilled to be serving as your State President this year! I am entering this year as a senior at Centennial High School in Corona, CA, as well as my fourth year as an active FBLA member. Aside from FBLA, I serve my school as ASB President and my school district as the Student Board Member. As a Girls State Alumni, I like to use my experience to work with Assemblymembers and City Councils. I am an avid user of Spotify and Netflix, and I spend my free time caring for my two adorable puppies! I can speak Farsi and Spanish and hope to learn more languages, so I can someday travel the world. This will be my final year of FBLA, and I know we can make this year extraordinary! As your state president and a lover of conversations, please feel free to talk to me about FBLA, your favorite shows, or life in general! I'll see you at the next conference!

LAETICIA YANG, STATE SECRETARY

Hello! My name is Laeticia Yang and I am serving as your California FBLA State Secretary from the Bay Section. I am currently a senior at Homestead High School, where I also serve as a chapter officer. I have been an FBLA member for the past 4 years and it has played a large role in my life. Outside of FBLA, I am also a part of Speech & Debate and National Honor Society, and I love hanging out with my friends, listening to the same song on repeat for hours, and laughing at pretty much anything. I am so excited to be serving as a state officer and I can't wait to meet you all so please feel free to reach out and introduce yourself at conferences.

LORNA LOUIE, STATE PUBLIC RELATIONS OFFICER

Hello! My name is Lorna Louie, the State Public Relations Officer, and I am super excited to be serving you during my senior year at Westmoor High School! Aside from my campaign goals, my number one objective is to get to know as many of you as possible! I would love to share some of my experiences with you, and I would also love to learn more about your experiences, whether that is FBLA related or not. Without getting to know all of you on a more personal level, it would not be possible to implement my Pros and Delta's Feedback system, nor can I offer you engaging new social media content. I can't wait to establish these new relationships, and see you all at OAT Day and future conferences.

JESSIE CHENG, STATE VICE PRESIDENT (BAY)

Hello California FBLA! I'm Jessie Cheng, a senior from Irvington High School, and I'm humbled to be serving as your FBLA VP of Bay Section. This organization has given me so many opportunities to grow as a leader and an individual, and it is my honor to give back by serving you. Apart from FBLA, I enjoy discovering new music and trying different ramen or boba places. Thank you for giving me the opportunity to carry out the State Program of Work with my teammates in order to bring CA FBLA to new heights!

TANIA JIROUDI, STATE VICE PRESIDENT (CENTRAL)

Hi everyone, I'm Tania Jiroudi, the State VP representing the Central Section. I'm currently going into my senior year of high school and my fourth year of FBLA. Outside of FBLA, I am involved in my school's student leadership and a young women's empowerment organization. During my free time, I love to sketch, watch scary movies, and go to the gym.

STATE OFFICER INTRODUCTIONS

CHRISTIAN SIM, STATE VICE PRESIDENT (GOLD COAST)

How's business? Business is up and down at the moment; I sell yo-yos. Hello, my name is Christian Sim, and I am proud to represent the Gold Coast Section as the state vice president of California FBLA. I attend West Ranch High School, and will be a senior this fall. I am incredibly honored to be serving with such a wonderful board this year. This will be my 6th year in FBLA, my 3rd year serving as a section officer, and my 1st year serving as a state officer. I enjoy FBLA, binge watching every episode of Disney Channel shows, cuddling with my adorable dog, and as you can tell from above, a good dad joke. Thank you for reading this, your time is highly appreciated.

MUSKAAN ABDULSATTAR, STATE VICE PRESIDENT (INLAND)

I can say without a doubt that FBLA has influenced me more than anything else I've been a part of in high school. Being able to compete, network, and bond with members across the nation has impacted me profoundly and helped me to develop my passion. But when I'm not working on something for FBLA, I'm traveling, completing volunteer work through organizations like Habitat for Humanity and Big Brother Big Sister, taking naps, and spending time with my amazing friends and family! I can't wait for the new experiences and opportunities to come as I enter my fourth and final year at Centennial High School and with FBLA.

CHLOE FERRAIUOLO, STATE VICE PRESIDENT (NORTHERN)

Hello California FBLA! My name is Chloe Ferraiuolo and I am thrilled to serve as your State Vice President representing the Northern Section this year! I currently attend Colusa High School, where I am just starting my senior year. Aside from FBLA, I am also the ASB president of my high school, participate in theatre, and play varsity tennis. In my free time, you can catch me binge-watching Dynasty on Netflix or napping. My favorite part of FBLA is building connections and friendships with aspiring leaders from all over California! During my upcoming year as a state officer, I would like to help members statewide become more involved and engaged in all aspects of FBLA. I look forward to meeting as many of you as I possibly can in the year to come!

EMILY REMER, STATE VICE PRESIDENT (SOUTHERN)

Hello, my name is Emily Remer and I am your State VP representing the Southern Section. This will be my 4th year in FBLA at Yorba Linda High School. I am currently on the Varsity Lacrosse team and a proud member of Link Crew & PTSA. I enjoy meeting new people, eating pints of ice-cream, drinking Starbucks, and making people laugh. I am extremely excited to meet all of you! My favorite aspect of FBLA is not only competing but having the opportunity to network and bond with my fellow officers and members. I plan to successfully execute my goals for my Section and State.



2018-2019 CAFBLA State Officer Team

PRESIDENT'S CORNER

AMBER AFZALI, STATE PRESIDENT

Dear California Future Business Leaders of America:

My name is Amber Afzali and it is an honor to serve you as your 2018-2019 California FBLA State President! The state team has been striving to develop and implement the Program of Work for this year's members. This year, our Program of Work aims to maximize member participation by promoting a variety of engaging activities, provide member support through accessible resources and scholarships, and increase communication through the rebranding of social media. We are beyond thrilled to accomplish these goals in an effort to CREATE memorable experiences, LEAD members to success, and INSPIRE others to be a part of this great organization!

Congratulations to all those members who attended and those who placed at the National Leadership Conference in Baltimore, Maryland! You have represented California FBLA well and we admire your dedication and commitment. We are proud to call you a member of California FBLA, and we are excited to see the continuation of your passion and active involvement in such a commendable organization throughout the year.

The annual Officer-Advisor Training Day (OAT Day) and Leadership Development Institute (LDI) are just around the corner! Be sure to talk to your advisors, chapter officers, and section officer team about your attendance. I hope you will all have the opportunity to attend, for both OAT Day and LDI are incredible opportunities to get involved and network with other members throughout your section at the start of the year. This year, your state and section officer teams have ensured to make this year's OAT Day and LDI a unique one, with new workshops, exciting activities, and engaging professional speakers!

Furthermore, be sure to take a look at the official California FBLA website, www.cafla.org, for more information on all of our upcoming events and resources. The official California FBLA social media is another great way to stay updated throughout the year, so follow us on Facebook, Twitter, and Instagram. The state team is implementing many changes in state projects and member opportunities this year, so check the website and social media frequently to stay informed with the most accurate information.

I am eager to meet and build relationships with each and every one of you this year! Feel free to reach out to me at a conference, through social media, or through my email, amber.afzali@cafbla.org, if you have any questions, comments, or suggestions! California FBLA, let's make this year extraordinary!

Warm Regards,



Amber Afzali

California FBLA State President

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