

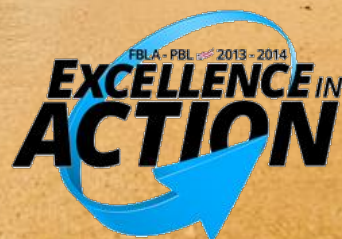
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Super Summer
Special Edition

Business Insider

FBLA Super Sweeps
National Fall Leadership Conference





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California Department of Education

2013-2014 State Leadership Team

Cameron Khansarinia
State President
Centennial High School
ckhansarinia@cafbla.org

Derrick Chow
Bay Section State Vice President
Westmoor High School
dchow@cafbla.org

Gilbert Falcon
Central Section State Vice President
Madera High School
gfalcon@cafbla.org

Lauren Chin
Gold Coast Section State Vice President
Westlake High School
lchin@cafbla.org

Will Goebel
Inland Section State Vice President
Ruben S. Ayala High School
wgoebel@cafbla.org

Michael Ruan
Mission Valley State Vice President
South Pasadena High School
mruan@cafbla.org

Simran Grewal
Northern Section State Vice President
Williams High School
sgrewal@cafbla.org

Sahil Lamba
Southern Section State Vice President
University High School
slamba@cafbla.org

Gregory Gunadi
State Secretary-Treasurer
Diamond Bar High School
ggunadi@cafbla.org

Isabel Jin
State Public Relations High School
Westlake High School
ijin@cafbla.org

Management Team

Ms. Pam Stalley, President
Northern Section Director
Williams High School
northerndirector@cafbla.org

Mr. Jacob Avila, Secretary
Central Section Director
Redwood High School
centraldirector@cafbla.org

Mr. Eric To, Treasurer
Gold Coast Section Director
goldcoastdirector@cafbla.org

Ms. Nancy Sansot
Bay Section Director
baydirector@cafbla.org

Mr. Lee Lara
Inland Section Director
Centennial High School
inlanddirector@cafbla.org

Ms. Karen Wong
Mission Valley Section Director
missionvalleydirector@cafbla.org

Ms. Lona Kwan
Southern Section Director
southerndirector@cafbla.org

Cameron Khansarinia
State President
Centennial High School
president@cafbla.org

Ms. Judy Nunes
Program Coordinator
programcoordinator@cafbla.org

Ms. Jennifer Stalley
State Officers' Adviser
stateofficersadviser@cafbla.org

Ms. Theresa Hagelbarger
Business Manager
businessmanager@cafbla.org

Ms. Sue Christensen
Communications Manager
communicationsmanager@cafbla.org

Theresa Xu
State Parliamentarian
Homestead High School
txu@cafbla.org

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Calendar of Events

AUGUST

- August 1 Online Registration Opens
- August 1-20 FBLA Super Sweeps

SEPTEMBER

- September 3 Fall Stock Market Game Begins
- September 9 OAT Day: Northern
- September 14 OAT Day: Bay, Central, Inland, & Mission Valley
- September 28 OAT Day: Gold Coast

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California Leadership Summit State & Section Officer Training

By: Will Goebel, Inland Section State Vice President

Future business leaders from all over the state gathered at the Hyatt Regency in Irvine, California from June 21-24, 2013 for the annual State Leadership Summit. Section officers attended workshops presented by the California State Team on numerous topics, such as Ambassadorship and our new state communications system over Microsoft 365. Furthermore, the new state projects for 2013-2014 were announced, along with new deadlines for the year. Each of the individual section teams planned out section goals, as well as finalized Officer Adviser Training (OAT) Day preparations. Together, the state and section leadership teams developed new BIG Goals that they will use for tracking growth and development for the upcoming years. California's section and state officers are looking forward to serve members and get down to business this year!



Photo Courtesy of California FBLA

IGNITING INNOVATION



Photo Courtesy of Steve Francis

By: Lauren Chin, Gold Coast Section State Vice President

The 2013 National Leadership Conference was an amazing success! Members gathered from across the nation, and countries in Europe, Asia, and South America in Anaheim, CA. NLC brought FBLA members together to "Ignite Innovation" from June 27-30 at the Anaheim Convention Center.

The national officer began the opening ceremony by welcoming members to Anaheim and wishing the competitors luck; kicking off the conference to a great start. Afterwards, the inspiring keynote speaker, Judson Laipply, taught members that change was inevitable, as proven through his well known performance, *The Evolution of Dance*.

Throughout the conference, members had the chance to network and participate in NLC by attending useful and interactive workshops and visiting trade show booths in the exhibit hall. FBLA members also had the opportunity to enjoy the city and participate in local attractions such as Disneyland or California Adventure.

The Closing Ceremony was bittersweet; over 8,400 FBLA members attended the Awards of Excellence Program to celebrate their successes and install next year's national officer team. With three members from California placing first in the open events, we took home 119 more trophies. After the awards were handed out, the national officers gave their farewells to the members. Tears were shed and laughter was gathered as members witnessed the installation and vows of the 2013-2014 National Officer Team.

NLC 2013 brought together FBLA members together as a nation, and is surely an event that will be the hallmark of any FBLA member's career.



Photo Courtesy of William Lin

National Leadership Conference Anaheim, California



Lynbrook High School, photo courtesy of Hana Kim



Monta Vista High School, photo courtesy of Larry Xu



Gabrielino High School, photo courtesy of William Lin



Gabrielino High School, photo courtesy of William Lin



Homestead High School, photo courtesy of Graeme Logie



Westmoor High School, photo courtesy of Chantel Tumang



Chapter Training

Tips to Prepare the New Year

By: Sahil Lamba, Southern Section State Vice President

With every new FBLA year comes a new, long checklist of activities that a chapter plans on completing as the program of work. In order to ensure that each of the activities are completed, it often helps to hold a chapter training day to allow chapter officers to plan for the upcoming year. Here are some good tips for an effective chapter training:

1. Hold your training day over the summer. You don't want to come into the new FBLA year without anything planned. Take the time over the summer to plan out everything for the year so that the only thing you have to do during the year is implement your plans. Place a special emphasis on publicity; the first month of chapter operations will focus almost exclusively on recruitment.

2. Write out your chapter's goals first, then propose ideas. Every year, the State officer team creates a Program of Work usually centered around three key goals. So, if the whole chapter discusses their goals before just throwing out random ideas, then it will give your team a standard to measure chapter success and allow for a more streamlined, productive year.

3. Think of a game plan for every state project your chapter intends on completing for the upcoming year. The officers should divide into smaller focus group, and each group should research a state project to complete. Each group should compile a document or presentation explaining the requirements and plan to complete the project.

4. Your team is only as good as its treasurer. Make sure that the treasurer knows when your school ASB writes out checks so that he/she can collect money and have time to organize the funds and invoices before they are turned in to your school's student activity center. Throughout the year, your treasurer should be able to keep all financial records in one binder, including encumbrance reports, check request forms, and deposit slips.

5. While planning, don't forget that this isn't about you. It's about your chapter members. When thinking of ideas, officers need to ask themselves the following question: "If I were a regular member, would I want to participate in this activity?" Remember, all of the planning that goes into your events is meaningless if the members do not enjoy it, so think judiciously



Photo Courtesy of Westmoor FBLA

"This past summer, our officer team held its Leadership Summit at DeVry University. We were really productive in planning out the year, but my personal favorite memory was from bonding at the movies afterward!"

– Matthew Li, Westmoor Co-President

Membership Recruitment

Boost Your Membership!



By: Simran Grewal, Northern Section State Vice President

As the school year begins, local chapters will begin to arrange events targeted towards membership recruitment. Here are a few ideas to make your efforts successful: Arrange social events (Ice Cream Social, Movie Night, etc.) to draw students into learning more about FBLA as well as how membership can benefit them

1. Recruit students with booths at Freshman Day, Orientations, Parents' Night, etc.
2. Visit classrooms and have officers give presentations about opportunities available in FBLA, and share amazing personal stories of the impact this organization has had on you.
3. Design promotional items for your chapters with interesting/catchy slogans in order to draw the attention of the student body (ex: T-shirts with "Join Us Now, Or Work For Us Later!" It's catchy, and has that edge that makes students want to learn more!)



Photo Courtesy of Wilson Lin



By: Sahil Lamba, Southern Section State Vice President

As future business leaders, it's important for members to keep informed about current trends in business. This month, we look at Google.

Last year, Google bought long time handset and cell phone maker Motorola Mobility for \$12.5 billion. This month, Google is releasing Motorola's first major device since the deal: the Moto X.

The Moto X is essentially Google's attempt to create a smart phone that can compete with Apple's iPhone and Samsung's Galaxy series. There are two primary factors that are supposed to make the Moto X stand out. For one, its X8 computing system allows for "touch-less control," the capacity for the smart phone to understand natural language and the current situation. By simply calling out "Ok, Google now," the Moto X can do anything from placing a call to finding the nearest gas station. The second factor is the customer's ability to customize the colors of the phone itself on Motorola's

website conveniently.

This idea has little to do with technology but does offer the customer much flexibility. But can Google's Moto X compete with Apple's iPhone or Samsung's Galaxy series? Most experts predict that the Moto X, despite its features, will not attract as many people as predicted. First, too many people are stuck in family plans that will not allow any upgrade until later, according to telecom analyst Chetan Gupta. In this situation, only a small portion of customers will flock to the Moto X. Second, Apple and Samsung dominate the market of high-end smart phones, and previous phones that have gotten good reviews, such as the HTC One, have still sold poorly. Similarly, while the Moto X's features are cool, it may not be enough to drive customers away from the familiar interface of the iPhone.

The Moto X will be available for sale in late August/early September.



Community Service Project

Chapter Spotlight: Arcadia High School

By: Michael Ruan, Mission Valley State Vice President

The definition of community service is often oversimplified, as many believe it's simply the act of "doing something good for people or planet." But is it really that simple? While you could buy your friends a (non-alcoholic) drink, the spirit of volunteerism should entail a lot more: a worthy cause, sacrifice, advocacy, and definitely a good time!

Last school year in December, the San Gabriel Valley was afflicted by a furious windstorm that mercilessly downed trees and power lines throughout the area. Jumping into action, Arcadia High School's FBLA chapter integrated its Annual Benefit Concert into a powerful environmental campaign to raise funds for the city's replanting project. Madeline Lee, chapter Community Service Director, said she spearheaded the Sixth Annual Arcadia FBLA Benefit Concert "to help fund the replanting of 400 trees in the city of Arcadia as well as prompt community involvement in actively reducing our carbon footprints."

The project rested upon four teams of motivated members: Service, Sponsorship, Advertisement, and Concert. The Service Committee focused mostly on environmental awareness; for example, it frequented the local middle school to educate students not only on how they could help with the concert, but also participate in efforts to reduce their carbon footprint. Meanwhile, the Sponsorship Committee raised awareness of the project within the local business community. Over the course of several weeks, 75 businesses were contacted for financial support and their cooperation in slashing paper and plastic bag consumption.

The other end of the spectrum focused on throwing the concert, which headlined stars such as the Fung Brothers, Michael Alvarado and Carissa Rae, and the USC Sirens. The Advertisement Committee tirelessly worked to ensure that the talented performers could be enjoyed by as many as possible, utilizing school bulletin announcements, flyers, and social media, in addition to word of mouth. And when the big day came, the Concert Committee pulled its weight, managing stage equipment and directing performers on top of running a dress rehearsal.

"The payoff made all the stress and effort with it," says Lee. The show sold out to a thunderous crowd of nearly 400 people, including California FBLA state president Cameron Khansarinia.

All profits were donated to the city, but the environmental impact on local citizens? Priceless.

"I had the honor of directing the benefit concert last year. It was great to see that the that the tradition is carried on!"

-Isabel Jin, former Arcadia Community Service Director



Photo Courtesy of Wilson Lin

FBLA Super Sweeps

National Fall Leadership Conference



By: The National Officer Team

Your National Officer Team is excited to bring you this membership recognition program, updated from last year's successful September Sweeps, which is designed to help chapters recruit new members and engage existing members in new and creative ways. Chapters can complete activities to earn this award by sponsoring a recruitment committee, conducting a new officers and/or new members installation, recruiting new members, preparing flyers or bulletin boards promoting your local chapter, or many other activities.

All members from chapters that complete the Super Sweeps program and attend one of the three National Fall Leadership Conferences (NFLCs) will receive special conference ribbons to wear on their name badge. Chapters will also receive a certificate of recognition and appear on our Super Sweeps Honor Roll on our National Web site. You can also help your state earn additional honors, NFLC recognition, and top the Super Sweeps Leaderboard on the National Web site.

Check out the online form, beginning on August 1, on our National Web site and start planning for the different activities now. This program runs from August 1 to October 20, 2013.

Good luck, FBLA members and advisers, and together, we will achieve Excellence.



2013 NATIONAL FALL LEADERSHIP CONFERENCE



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