

ANDY JIN

STUDENT SPOTLIGHT

Asad Hussain, State Vice President

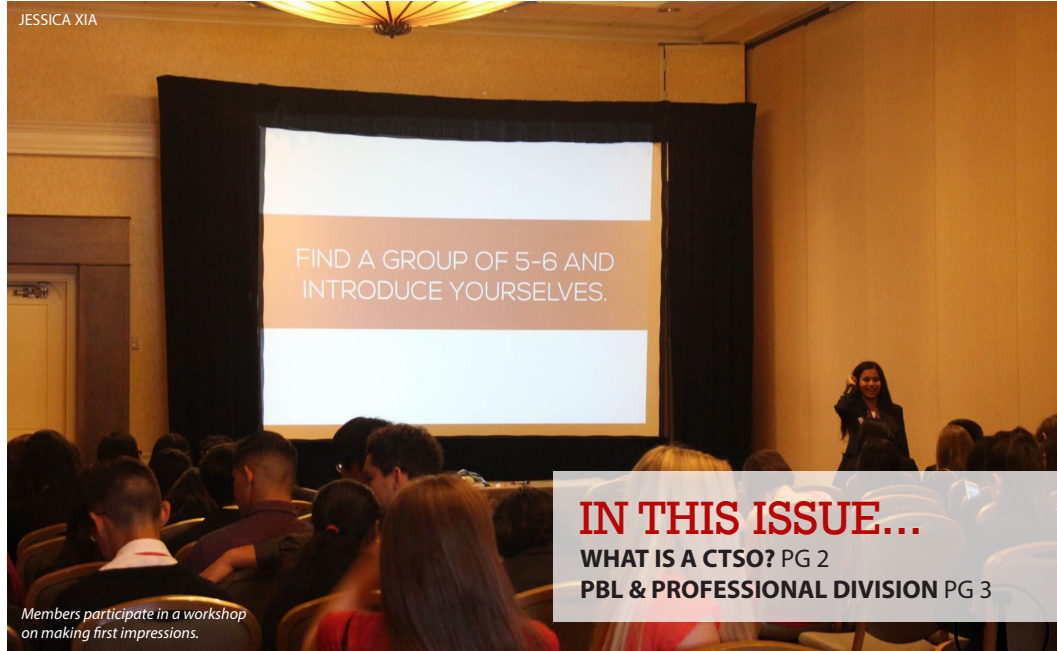
Andy Jin, a sophomore at Westlake High School in the Gold Coast Section, placed first at the 2015 National Leadership Conference (NLC) in Chicago, IL in Insurance and Risk Management. This was his first year at NLC and his first year in FBLA.

When he first started high school, Jin was still exploring different business fields. He first came across insurance when he heard about the Affordable Care Act, or Obamacare debates. The more he learned about insurance, the more he liked it. Jin wanted to explore more and felt that the FBLA competitive event Insurance and Risk Management was a great way to expose himself to the field. He plans to compete in FBLA events as a means of exploring possible future careers and majors.

The 2015 National Leadership Conference was an amazing experience for him. He visited several landmarks, including the John Hancock Center and the Chicago Cloud Gate. He had lunch with his chapter on the 95th Floor Restaurant.

Inspired by the workshops at NLC, Jin started the Hand-in-Hand project for the Community Service Project competition. Jin has worked with local

cont. on pg 2



Members participate in a workshop on making first impressions.

IN THIS ISSUE...

WHAT IS A CTSO? PG 2

PBL & PROFESSIONAL DIVISION PG 3

LEADERSHIP DEVELOPMENT INSTITUTE RECAP

Alyssa Herrera, State Vice President and Karen Sun, State Vice President

California FBLA hosts two Leadership Development Institutes every year—one in Northern California, and one in Southern California.

The 2015 Leadership Development Institute-North (LDI-North) was held in the heart of the Silicon Valley at the Santa Clara Marriott from Oct 23 to 25. The weekend was filled with workshops, testing, and social events, all aimed at allowing members to develop their leadership skills.

This year, a new workshop tier system was implemented. Certain workshops targeted newer members; these included “In the Know, Let’s Go! Competitive Events 101,” presented by Northern Section Executive Secretary Francis Bui. Other workshops, such as “Chapter Projects: A Keystone to Success for Your FBLA Chapter,” presented by State Secretary-Treasurer Naomi Jung, informed returning members of events and projects more suited to their experience.

In addition, a competitive events session was held on Friday, in which members were given the opportunity to take official full-length practice tests in the different written events that FBLA offers.

Stated Peggy Li, a member from Foothill High School’s chapter, “It was good to offer the tests because it provided testing experience for the members.”

Members had the chance to network and have fun throughout the conference and during Zumba on Friday night and the March of Dimes Blue Jeans dance on Saturday night. Through the dance, over \$500 was raised for the March of Dimes, a non-profit organization that works to improve the health of mothers and babies and FBLA’s national partner.

The Leadership Development Institute-South (LDI-South) took place from Nov 14 to 15 in Riverside and was complete with various social activities, workshops, testing, and professional speakers. Besides attending and learning in numerous professional and officer-led workshops, attendees were also able to network at the Saturday night activities, including carnival games, a dance for charity, and video game trucks.

Both conferences were successful, with members developing their leadership skills while taking the opportunity to meet other future leaders from across Northern and Southern California. • *photos on pg 2*

LDI RECAP *cont. from pg 1*



HENRY WANG

Diamond Bar FBLA members pose in front of the Riverside Convention Center.



PHOEBE LIN

At LDI-South's closing session, Walnut FBLA members listen to other members' stories of their best LDI experiences.

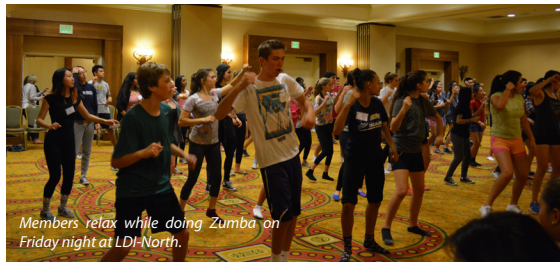


South El Monte High School at LDI-South.

DAVID TAN



Members take practice tests during the competitive events session on Friday night at LDI-North.



Members relax while doing Zumba on Friday night at LDI-North.

STUDENT SPOTLIGHT *cont. from pg 1*

nonprofit organizations such as Support for the Kids, which provides educational enrichment and comprehensive services to underprivileged and foster kids. Since then, he has designed the project curricula, trained the members participating in the project, and conducted outreach to underprivileged students.

This year, he plans on competing in Public Speaking, as he also participates in speech and debate. Jin hopes to incorporate some of his FBLA experiences with the FBLA goals in his speech. Jin has learned a lot from the workshops, community service, competitions, officer campaign, leadership conferences, and the other experiences FBLA has to offer. Stated Jin, "FBLA will definitely be the highlight of his high school career." •



AUSTIN CHOW

Jeremy Xue, State Vice President

California FBLA breeds the best and brightest future business leaders, and Austin Chow, a senior at Westmoor High School in Daly City in the Bay Section, is no exception. An FBLA member since his freshman year, Chow has been heavily involved in the organization and currently serves as his chapter's president.

Said Chow, "I first heard about FBLA through my older sister. She was president of the chapter and really encouraged me to participate and try new things."

One of Chow's first FBLA competitive events was FBLA Principles & Procedures, which focuses on FBLA as an organization. Said Chow, "I prepared for this event by spending a few hours every week learning everything I could, whether it be by studying the FBLA handbook or browsing the national website."

Chow has also competed in the American Enterprise Project, a year-long

cont. on pg 3

WHAT IS A CTSO?

Naomi Jung, State Secretary-Treasurer

CTSO stands for Career and Technical Student Organization, as organizations defined as CTSOs are meant to prepare high school students for careers. FBLA is an official CTSO, along with organizations such as DECA, Skills USA, Future Farmers of America (FFA), and Health Occupations Students of America (HOSA). This means that FBLA is not simply a school club, but rather is a co-curricular program designed to enhance and support a career pathway or curriculum that is taught in school and in Career Technical Education (CTE)-related classes such as Introduction to Business, Marketing, and Accounting.

There are over two million student members that participate in 11 CTSOs nationwide and over 90,000 that are within the state of California. These CTSOs align with the 16 career clusters and 79 career pathways that are recognized by CTE. Most

CTSOs, including FBLA, are non-profit organizations and are integrated into the Department of Education.

CTSOs are extremely beneficial for high school students because they allow students to apply skills they have learned in the classroom in a real-life setting while simultaneously building leadership skills and promoting community involvement. Specifically, in California FBLA, the competitive events program allows students to apply their career and technical knowledge to projects, presentations, and participate in real world business scenarios. Participation in CTSOs have shown to reduce dropout rates, expand students' academic motivation, employability skills, and increase students' GPAs. CTSOs make a definite impact on students' college and career readiness. *For more information on CTSOs, please visit ctsos.org.*

CALIFORNIA PBL

Christopher Lee, State Vice President

Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) is made up of over 250,000 members in four divisions. These include FBLA Middle Level for students in grades 5-8, FBLA for high school students, PBL for college students, and the Professional Division for business professionals and community supporters.

California PBL, founded in 1947 at Fullerton College in Fullerton, California, is the state association executing the mission of FBLA in the state of California. Today, California PBL has over twenty-one chapters at universities across the state, including at UC Berkeley, UCLA, and USC.

California PBL State President Tiffany Perez was a member of FBLA for all 4 years of high school. She has been a member of California State University, Fullerton PBL for 4 years, going on 5.

Stated Perez, “The high school I attended did not have any business courses so FBLA exposed me to business aspects that I would not have learned about elsewhere. When transitioning into PBL, I was able to apply techniques and knowledge I learned in my business courses to running my chapter and to my competitive events.”

Like FBLA, PBL members and advisers have the opportunity to attend conferences throughout the year, compete in annual competitions, and participate in state



FELMER LENIDA

Tiffany Perez, CA PBL State President.

sponsored projects and programs. Some of the major California PBL conferences throughout the year have included the Summer Training Conference, the State Fall Business Leadership Conference, and the State Business Leadership Conference. Additionally, the PBL National Leadership Conference (NLC) is held in the days prior to FBLA NLC and at the same location.

PBL gives college students the opportunity to continue their experiences in FBLA and unite business and education in a positive working relationship. •

PROFESSIONAL DIVISION MEMBERSHIP

Jacob Benowitz, State Vice President

One of the four divisions of Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) is the Professional Division for business professionals and community supporters.

Professional Members benefit FBLA members in many important ways including: sharing real-life experiences at meetings and workshops, arranging tours of businesses, judging at local and state competitions, and even offering scholarships. Many chapters were only able to flourish once they had a local professional member that actively engaged and assisted the chapter.

Professional Division members also gain the opportunity to build their professional network within the community by attending conferences as guests, volunteers, or workshop presenters. The workshops Professional Members give inspire middle school, high school, and college members to pursue their

dreams in business as well as help them prepare for local and state competitions.

National FBLA has partnered with companies to provide hotel discounts, car rental discounts, shopping discounts, and other benefits for professional members. Members also receive copies of The Professional Edge, a newsletter written specifically for professional members, as well as Tomorrow’s Business Leader and PBL Business Leader, two of National FBLA’s publications.

Professional Members are a key part of FBLA—they help stimulate growth in chapters and generate awareness for FBLA within the community. *For more information, visit fbla-pbl.org.* •



California FBLA has the largest Professional Division in the Western Region.

STUDENT SPOTLIGHT *cont. from pg 2*

project that educates the community on different aspects of the American Enterprise system. “My team and I taught local middle school students about business. [It] required lots of research and preparation into different topics, but the work was worth it, as the kids really enjoyed the programs we created,” Chow said.

At the 2015 National Leadership Conference in Chicago, IL, Chow competed and placed first in the Electronic Career Portfolio event, in which Chow created a website that highlighted his vast achievements academically and in FBLA. “I was able to showcase my growth in FBLA through my leadership roles and service to my community. This involved reflection of my time in FBLA and how I could apply that to a future career,” Chow said.

“My favorite FBLA memory is definitely the National Leadership Conference this past summer,” Chow continued. “I cannot imagine what my high school career would have been like without this organization. FBLA has pushed me to step out of my comfort zone and to learn more about myself and who I aspire to be. FBLA has allowed me to grow as a leader, problem solver, and communicator. Through the organization, I’ve also developed a strong work ethic which has transcended to all aspects of my life.”

Chow is one of many members who have taken advantage of the many opportunities offered to him through FBLA. Said Chow, “My plan for the near future is to attend college and start a new chapter in my life. Although my exact future is uncertain, I do know that FBLA has prepared me to face any challenge with a fearless mindset.” •

UPCOMING EVENTS

- 01/30, 02/06:** Section Leadership Conferences
High schools around California
- 02/07-02/13:** FBLA-PBL Week
Local chapters
- 02/10:** FBLA Adviser Appreciation Day
Local chapters
- 03/10-03/11:** State Leadership Team Meeting
Ontario, CA
- 03/11-03/12:** State Management Team Meeting
Ontario, CA
- 04/14-04/17:** State Leadership Conference (SLC)
Ontario Convention Center

for more events, visit www.cafbla.org