

# President's Corner



Hello California FBLA,

This year we have worked together to Transform Tomorrow and it has led to fantastic results!

Thank you and congratulations to everyone who participated in our new state project, Leaders in Action. Leadership through service is imperative; those members who participated should have a new perspective on the world so that they are more informed, compassionate people—leaders who will soon hold the reins of business and industry. Additionally, inter-chapter communication has blossomed with the creation of chapter-liaison projects within all six sections. As a state chapter, we

have reached record-high attendance levels at all conferences and have continued actively contributing to the March of Dimes.

California members, I thank you for all of the enthusiasm and passion you have shown this year. It has been my pleasure to serve you and I cannot wait to see the excitement that you all have at the 2012 State Leadership Conference.

Sincerely,

*Shelina Noorali*

Shelina Noorali

## Table of Contents

### Page 2

L. Byram Bates Memorial Scholarship  
March of Dimes  
Professional Membership Highlights

### Page 3

Monta Vista FBLA  
Troy FBLA's Snack Sale  
Sutter Union's Career Fair

### Page 4

Los Altos FBLA  
Walnut's Golden Victory  
Ventura County Social

### Page 5

Outstanding Chapter Spotlight  
Outstanding Middle Spotlight  
Outstanding Member Spotlight

### Page 6

12 months ago...  
Recruiting Members  
Ambassadorship

### Page 7

National Leadership Conference!  
State Leadership Conference!

Vice-President of Northern:  
Ben Bogert

Vice-President of Bay:  
Minolee Vora

Vice-President of Central:  
Madisen Keavy

Vice-President of Inland:  
Cameron Khansarinia

Vice-President of Gold Coast:  
Lavanya Jawaharlal

Vice-President of Southern:  
Tammy Cho

Secretary-Treasurer:  
Nikitas Kanellakopoulos

Public Relations Officer:  
Haroon SherJan

Parliamentarian:  
Roopa Shankar

State President: Shelina Noorali

## L. Byram Bates Memorial Scholarship

Did you know that California FBLA not only prepares for you for your educational experiences in college, but also offers a way to help you finance them? The L. Byram Bates Memorial Scholarship is for involved FBLA members, who demonstrate leadership qualities above and beyond the average leader. Named for teacher, administrator, and California Business Manager, Byram Bates, it honors his thirty years of dedication to this organization. Seniors, with at least two years of paid membership intending to enroll in postsecondary education are eligible to apply.

So, yes, you read correctly, CA FBLA gives you the opportunity for a scholarship just for being involved. It gets even better; the application process is outlined step by step on the scholarship event rules found on [cafbla.org](http://cafbla.org), under Competitions. Applicants must submit an application form, official transcript, essay, resume, and two recommendation letters. Finalists are then chosen by the scholarship committee and the number of scholarships are determined on a yearly basis. The rest is up to you!

Application and application parts are screened, and finalists are narrowed. At the State Leadership Conference (SLC) finalists have an interview component. Winners are announced at SLC.

What are you waiting for? This is your chance to showcase what you've learned through this organization and be recognized for it! Don't hesitate to apply today!

By: Madisen Keavy

## March of Dimes



The March of Dimes is a nonprofit organization that strives to improve the health of mothers and premature babies. It has been partnered with FBLA-PBL inc for nearly 40 years. Over the span of this partnership, FBLA has raised over fifteen million dollars for the March of Dimes. Through this partnership, FBLA members can

become extremely active in raising money for the March of Dimes and have a good incentive to do so. Holding a March of Dimes fundraiser or participating in March of Dimes events in your section not only donates money to help premature babies live, but gains recognition for your chapter. The March of Dimes State Project is a California FBLA project for CAFBLA chapters to complete. Each year many chapters answer the call and help donate money to this wonderful organization. In doing so, they gain prestige for their members and themselves. It even helps your chapter towards completing the Gold Seal Merit Award. It's as easy as holding a fundraiser and donating the funds to the March of Dimes. Get involved today!

By: Nikitas Kanellakopoulos

## Professional Membership Highlights

California FBLA is the strongest state chapter in the nation, and this is due to the infinite amount of resources used to strengthen programs on the local, section, and state levels of the organization. In particular, professional members (former members, employers, educators, FBLA-PBL advisers, parents, business people, and community supporters) help significantly enrich FBLA members' experiences in several ways.

Highlights of professional division membership include:

- **Receiving "The Professional Edge,"** an exclusive publication for professional members
- **Receiving other national publications,** such as "Tomorrow's Business Leader"
- **Discounts at:** Alamo, Amazon, Brainbench, Fast Company, Franklin Covey, and select hotels
- **Supporting California FBLA's** very own scholarship program: the L. Byram Bates Scholarship Award
- **Serving** as local chapter volunteers
- **Providing training** and workshops during school, regional, and state conferences
- **Coaching members** in competitive events

Do you have someone in mind who would love the opportunity to become a professional member? Direct them to the Professional Division Membership Project document in the File Library on the California FBLA website at [cafbla.org](http://cafbla.org) today!

By: Roopa Shankarr

## Monta Vista FBLA



Guest speakers at Monta Vista FBLA.

Monta Vista FBLA has been extremely active since winter. Monta Vista FBLA has sought out opportunities to enrich the community and educate their members. Their Partnership with Business project is working with 7th Generation Recycling to promote clothing recycling. Furthermore, their American Enterprise project, focused on technology entrepreneurship, recently ran a career fair in conjunction with the school's Career Center, with more than 400 attendees and speakers from companies like Google and Netflix.

To remain on the cutting edge of business, Monta Vista hosted guest speakers, including former Mayor Orrin Mahoney of Cupertino and attended tours of top Silicon Valley companies, including EA Games, Adobe, and Dropbox. To provide entertainment for members who also enjoy having fun, Monta Vista FBLA hosted socials at Vallco, Laser Quest, and Santana Row, among others.

By: Tammy Cho

## Troy FBLA

Every year, eighth grade students participate in a three-session test to enter the Troy Tech program at Troy High School. Troy High School's Future Business Leaders of America program held their annual Troy Tech Testing Snack Sales on January 28th. They had approximately twenty-four volunteers help sell snacks and drinks, in between the breaks at testing sessions, making over \$350 in profits. This was also a great bonding experience for newer underclassmen members to network with existing board members outside of general Troy FBLA meetings.

By: Tammy Cho



The annual Troy Tech Testing Snack Sale.

## Sutter Union's Career Fair

On January 25, 2012 Sutter Union High School's Future Business Leaders of America program hosted our first ever career fair. The entire school was on a minimum day schedule so the periods only lasted thirty minutes, just enough time for a presentation. Two months prior to this date, every student at Sutter Union High School was surveyed to choose his or her top three career path choices. Based on the choices the students made, Adviser Laurie Gidel, officer Kyle Schuster, and members Nathaniel Atkins, and Lexi Olivera personally matched the students with presentations on their top three choices, along with four other related career fields. Every classroom and even gymnasium at Sutter Union High School was filled with presenters and students from 8:00 A.M to 12:35 P.M. Seventy-four presenters filled classrooms to speak about their professions ranging from Heavy Equipment Operation to Cardiology. Overall our first ever Career Fair was a success as many students left with knowledge preparing them for their futures. Although there were countless hours of tedious work put into making this day, the payoff in the end was completely worth the effort.



Sutter Union's career fair.

By Weston Childers, Sutter Union Public Relations Officer

## Los Altos FBLA

As a rapidly growing chapter, Los Altos High School FBLA wanted to take an active role in launching interactive new projects with the community. A partnership with March of Dimes, through the Mission Lift project, thus seemed perfectly aligned with our interests. Because this was our first time, we wanted something creative, something exciting, that would captivate our members' interests and ensure a partnership through subsequent years.

We thus planned and launched a March of Dimes benefit concert in our school cafeteria. The three steps to success were simple yet effective: good food, good music, and low prices. One of our members brilliantly secured delicious Chinese food from a local restaurant at a heavy discount. We invited legit local groups, such as The Ritards and Fontaine Quartet, as well as offered voluntary signups to attract eager people from our own school. All of this was packaged at an unbeatable low price of \$5.

The concert was a reasonable success, with many of our audience members from other schools. It was just what we wanted it to be: a casual open mic. In the end we made over \$100 in profit. It has secured a solid foothold for us to think even more creatively, dream bigger, and aim for higher goals next year.



Los Altos' concert was a big success.

By: Los Altos FBLA

## Walnut's Golden Victory

This year, the Walnut Future Business Leaders of America chapter worked extremely hard to prepare for intense competition at the 2012 Gold Coast Section Conference. We currently have the largest member base in the section, having hit a record grand total of 220 members. With such a large number of dedicated members this year, the executive officers have been working even harder to ensure that every competitor is provided with the skills and information necessary to guarantee victory during competition. At the annual Gold Coast Sectional Conference held in West Ranch High School, each member of the Walnut chapter was able to utilize the knowledge and comprehension obtained through effective studying and preparing.



A total of 111 members attended the conference this year, allowing the Walnut Chapter to participate and place in almost every event. On March 3, 2012, Walnut High School made history by winning the First Place Sweepstakes Award, breaking Moorpark High School's 20-year streak as the elite chapter in the Gold Coast section. Even more remarkable was the 87-point gap that set Walnut apart. Walnut's triumph at the Gold Coast Section Conference has not only given the chapter a sense of accomplishment, but also motivated the State Conference qualifiers to work and study even harder to achieve similar success in April. All qualifying members who are attending State have already begun preparing for their respective events, and everyone is putting in the time necessary to succeed. We hope to make another mark in history and transform tomorrow coming April at the State Leadership Conference.

By: Walnut FBLA

## Ventura County Social

Part of being an FBLA member is using your networking skills, and that is exactly what Newbury Park High School FBLA, Moorpark High School FBLA, and Westlake High School FBLA did on March 20, 2012 and March 22, 2012.

Over 40 members from these 3 Gold Coast chapters got together for a friendly battle at Laser Tag on Tuesday, March 20, 2012. On Thursday, March 22, 2012 these 3 chapters got together again and managed to watch Hunger Games the day before it premiered in theaters.

These get-togethers allowed officers and members to get to know each other better while discussing ways to improve their chapters. Overall, these events showed Gold Coast members that FBLA is more proving your test-taking skills.

Some officers say that it is better to have 15 dedicated members than 40 members who do not care about FBLA. Newbury Park High School FBLA believes that it is much better to have over 100 dedicated members, and this can be achieved through social events and networking!

By: Newbury Park FBLA

## Outstanding Chapter Spotlight

On February 10, Lynbrook High School's FBLA hosted its very own mock Bay Section Leadership Conference, titled Competitions Day. All Lynbrook FBLA competitors gathered after school to challenge their event knowledge and abilities in a realistic testing environment. Written competitors completed an online, 40-question exam designed to simulate official tests as closely as possible in order to accurately gauge competitors' knowledge. Oral and Team event competitors presented full length case studies, speeches, and interactive role plays in front of a panel of officers who contributed valuable, personalized feedback. Regardless of the event or amount of experience, each and every member profited from Competitions Day in multifarious aspects of business, presentation, and personal prowess!

By: Ben Bogert



Lynbrook FBLA at Competitions Day.

## Outstanding Middle Spotlight

The Gold Coast Section has the largest amount of chapters and members of all six sections, but this does not keep a middle level chapter from shining. Jefferson Middle School is one of only a few middle level chapters in the Gold Coast Section. With 70 members, it is not small chapter. In fact, Jefferson Middle School continues to be one of the strongest chapters, as it sends many of its members to the Section Leadership Conference. Open to 7th and 8th graders, students study and prepare for the FBLA events held at West Ranch High School. Jefferson Middle School's students have a great time networking with students from many high schools and enjoy their time at Six Flags Magic Mountains. It takes a large amount of dedication to be a strong FBLA member. From the four Gold Coast Section Leadership Conferences that I have attended, I have constantly been impressed with Jefferson Middle School students. Whether it is first session, second session, or a workshop, there is always a Jefferson Middle School member excited to be a part of FBLA. They are truly the bright light of Gold Coast, and the future of California FBLA. Keep it up Jefferson Middle School!

By: Lavanya Jawaharlal

## Outstanding Member Spotlight

Allison Costa, a junior at Maxwell High School, has been an active member of Future Business Leaders of America (FBLA) since her freshman year. Currently she serves as the Public Relations Officer of the FBLA Chapter at Maxwell High School, located in the Northern Section. Over the past three years, Costa has been heavily involved in FBLA by attending Northern Section Officer and Adviser Training Day, Leadership Development Institute-North, Northern Section Leadership Conference, and the State Leadership Conference. In addition to attending many of California FBLA's conference, Allison has earned her Future and Business Degree along with completing the Government Awareness Project and serving as Chairperson of the following: American Free Enterprise Day, Breast Cancer Awareness Day, Community Service Project, "Dash for Cash", Go Green Project, and her chapter's Scholarship Fundraiser Dinner. Allison's work as Public Relations Officer has not gone unnoticed as she has had six of her articles published in The North Star, The Californian, Tomorrow's Business Leader, and her local newspaper. Upon completion of another year of an active membership of FBLA and high school, Allison plans to attend Hawaii Pacific University to obtain a degree in the medical field or psychology.

By: Ben Bogert



Allison Costa posing for a photo.

## 12 months ago...

This year has been a year of surpassing expectations, developing opportunities, and building upon the foundations of our organization. None of these achievements however, could have been possible without the dedication and support of the members and advisers of California Future Business Leaders of America. Our organization is truly based and centered the growth and success of our membership, which is why this year has been so extraordinary. This year our members surpassed all expectations, posting record attendance and participation at the Leadership Development Institutes, Officer and Adviser Training days, and other events. This massive participation is evident in the renewed dedication and vitality of our new and returning members. Additionally, this year, California FBLA has developed new opportunities for project completion and community service to its members. The new Leaders in Action Project allowed for a broader range of participation in community service events and volunteer organizations for members. Finally, we have built upon the foundations of our State chapter by revamping state projects to allow easier access for members, an updated website and more chapter outreach. This year the Liaison system worked to connect chapters across California to each other and their respective section officer teams. With all of the achievements we have completed as a state chapter this year, we should truly be proud of our accomplishments. From members to advisers to officers, everyone has contributed to our progress in what has been undoubtedly the most successful year in California FBLA history, this year, we truly Transformed Tomorrow.

By: Cameron Khansarinia

## Ambassadorship

When people hear about FBLA, they often link the organization to a professional business. Why, because every FBLA member embodies ambassadorship. And every member is a professional. At the upcoming Section and State Leadership Conferences, take a moment to look around you and observe your surroundings. There are students, advisers, and officers alike, all dressed to be the best.

To be an ambassador is no small thing, in fact to be an ambassador is an opportunity that should be capitalized on - this is what every FBLA member has done, just through attending and participating in conferences/projects. Each Section/State project enables students to go out into their cities, meet city officials, and represent California FBLA. Through every event, FBLA members become better leaders. Conferences serve as the epitome of professionalism. Every member dresses up in business clothes and truly brings out the professional side of FBLA.

California FBLA members, you have been a part of FBLA and you have experienced FBLA. Remember, that no matter where you are, whether it is colleges across the nation or jobs around the world, be an ambassador. Be a professional. Be a part of FBLA's legendary history.

By: Lavanya Jawaharlal

## Recruiting Members

As the time of year for recruiting new members rolls around, a common question might be, "What sets FBLA apart from the other organizations on campus?" After all, there are plenty of community service organizations, such as, Key Club, and other public speaking and leadership organizations, such as, HOSA and DECA. Thus, here are some tips on how to address this question and recruit both new members and retain existing ones.

First, you must address the misconceptions that many students at your school may have about FBLA. One of these misconceptions is that FBLA is an organization that is only acceptable for students pursuing a field in business. However, this is not the case. Although FBLA may be the largest student-run business organization in the nation, it still promotes all the qualities necessary in becoming a strong future leader.

As the FBLA motto states, this organization focuses on promoting a combination of three key aspects of leadership: Service, Education, and Progress. As a result of this mission, members in FBLA can undertake a holistic experience and realize their potential through networking and leadership opportunities with other ambitious peers.

Remind students at your school of all the different activities that FBLA offers in effort to embody this motto. FBLA partners annually with nonprofit organizations, such as, March of Dimes. FBLA offers scholarships for high-achieving students. FBLA encourages students to build connections with other ambitious and inspiring students through large conferences across the nation.

Secondly, stress your own passion for FBLA. Think back to the traits that attracted you to the organization and the reasons why you have stayed. Was it for the networking opportunities? Was it for the competition? Did it help you break out of your shell? Regardless, members want to see your genuine involvement in the organization. Stress the points that attracted you to this organization and the journey you have taken with the organization.

Publicize these qualities of FBLA through talking with your friends, holding speeches in classrooms, airing video announcements, or distributing informational brochure. As the season for new membership recruitment rolls by, share the root of FBLA's mission and your passion for FBLA with prospective members; both high school and professional prospective members will be inspired. Also, do not forget that [cafbla.org](http://cafbla.org) is always available with more ideas for membership recruitment for your reference!

By: Tammy Cho

## National Leadership Conference!

Get ready for this year's National Leadership Conference in San Antonio, Texas! Held during the summer from June 29 – July 2, this conference will be a once in a lifetime experience. If you want to experience all FBLA has to offer, then make sure to study hard and come ready to beast out your competitions. Come represent California, and let's transform FBLA together.

The National Leadership Conference is not only filled with 3 days of competitive competition but with a cornucopia of networking, leadership, and educational opportunities. Simultaneously, go crazy and see all of what San Antonio has to offer. You will get opportunities to visit the Alamo, River Walk, Nationally famous Museums, the wildlife ranch and so much more!

Along with Nationals, there is a two-day Institute for Leaders program, which will be held on June 28 – 29 in conjunction. This conference invites business leaders around the country to present informative workshops on enterprise and leadership. What are you waiting for? Book your tickets and we'll see you all there!

By: Nikitas Kanellakopoulos

San Antonio



## State Leadership Conference!

The California State Leadership Conference is the premier event for California FBLA, where the crème de la crème of members join to network, compete, and take the next step to compete at a national level. SLC is where dreams are made, friends are met, and champions are decided. Are you ready to Transform Tomorrow with FBLA members throughout the state? There is only one way to find out. Join us April 19-22 in Irvine to put your leadership skills to the test. Immerse yourself in the atmosphere of the conference, four days filled with leadership workshops, competitive events, and even a March of Dimes Blue Jeans for Babies dance. These are just the tip of the iceberg on the activities available to you at SLC. In your free time you'll be able to experience Disneyland, Southern California Shopping, and more! What's stopping you? This is your chance to become the best FBLA member and leader you can be! SLC is your opportunity to start Transforming Tomorrow!

By: Madisen Keavy



Irvine



# THE Bay Breeze

The Official Newsletter of the Bay Section FBLA Chapter

## President's Corner

Hello Bay Section FBLA!

I hope you are preparing well for your competitions at BSLC. I am extremely excited to see everyone at Bay Section in less than 2 weeks. I wish everyone good luck from the bottom of my heart. I hope to see everyone at State, representing Bay Section.

Just a couple of final words to wrap up the year: This year, we let Bay Section be the *Key to our Success*. We will continue to strive to be the best business leaders we can. I have high aspirations for all of you, and I know everyone will be successful no matter what happens or where we end up. Each and every one of you is a bright individual; being a member of FBLA alone is an achievement. Good luck this competition session, and I encourage each of you to continue being the amazing leaders you are!

Sincerely,  
Minolee Vora

## Lynbrook Transforms Energy

by **Nina Kamath** from Lynbrook HS



Lynbrook FBLA Community Service Project officers pose with two representatives from Chevron.

Lynbrook High School FBLA has taken the pledge to advocate career technical education by developing student-made energy career pathways curriculum materials in partnership with Chevron Energy Solutions, a branch of Chevron Corporation that deals with energy efficient solutions. The "Energy Career Pathways Toolkit" made by students can be presented to the entire education spectrum of students. The Toolkit includes a children's story for the younger audience; a slide presentation and classroom posters for older students; and fact sheets and speaker notes for educators and government officials. Lynbrook FBLA has already brought these materials to the heart of their local community, presenting in libraries, high schools, and colleges across the neighborhood. Field tests of the presentation to over 1,000 students in the Bay Area show that students are often "surprised about the number of energy-related careers." Throughout the curriculum development process, Lynbrook FBLA members demonstrated extraordinary creativity and commitment and have taken special pride in not only making a positive impact on their community but also in helping to hone the speaking, critical thinking, and innovation skills of their peers.

## Effective Partnership with Business

by **Diana Zhou and Soumita Bose** from Homestead HS

This year, the Homestead High School Partnership with Business Project (PwB) was given the opportunity to work with General Motors, a multinational automotive company. The project was split up into three phases: Research, Design and Promotion, and Culmination. During the Research Phase, members were able to work in groups to create

presentations about different aspects of automotive environmentalism. To conclude this phase, members attended the San Francisco International Auto Show of 2011 and were able to see various new car models. During the Design and Promotion Phase, members used their knowledge to compile a market study to design the "Future Car of America" and to market the General

Motors new hybrid technology called the eAssist at multiple venues. The PwB project has now entered its final phase, culmination, and they will be able to exhibit their year-long efforts in a public event. Through the project, members have been able to educate themselves and the community in their efforts to address the needs of mobility in future generations and beyond.



## Chapter Updates

### Mountain View High School - Ariel Rao & Charlie Wang

Mountain View FBLA has recently submitted its charter and is currently working on expanding its network as well as completing two group projects before the end of the year. We have also been developing a website to help organize club meetings and events.

### Piedmont High School - Daniel Jin

We're currently doing a Wall Street Survivor Challenge where we and our members compete within a closed stock market simulation to see who can rack up the most amount of money and the most successful investments. In conjunction with this month-long activity, we're giving workshops every other week on basic stock-trading knowledge and methods.

### Hyde Middle School -

Hyde MS FBLA has had many events to help middle school members learn more about business. Members played games such as slogan wars and logo wars. We also interact with members from Cupertino High School in socials and community service events, which helps better the knowledge of middle school members.

### Archbishop Mitty High School - Chitra Marti

To celebrate American Enterprise Day, members made and sold cake pops to raise awareness about FBLA and American Enterprise. The sale was a success, and we sold over 200 cake pops on the first day — selling out. This semester, we are preparing for competitions and ready to make our mark

### Elizabeth Coh - Vanden High School

Our monthly campus cleanups have continued to be a success. We even had students outside of our FBLA chapter participating. We also plan to attend BSLC, and in March, we have a job shadow event at AT&T.

### Lowell High School - Wentao Xu

Lowell FBLA is working hard to prepare for this year's Bay Area Leadership Conference. We are all looking forward to see everyone at the competition.

### Petaluma High School - Guadalupe Garcia

Although not as active as we were last year, Petaluma FBLA has had a successful business tour at Viva Cocolat. We will also be attending BSLC on March 3.

## Fundraising 101

by Jia Soon from Independence HS



Independence FBLA sold light-up octopus phone charms, which proved to be an extremely successful fundraising item overall.

Want to know the secret to good fundraising? Emphasize on FREE! You can do one very simple tweak to your fundraiser's product, slap the word "Free" in your marketing technique, and get more customers. Independence FBLA had an octopus phone charm fundraiser in which we provided "free" gift-wrapping for the charms. Whatever saves them more time and energy means more business for us! So just remember that whenever a customer feels like they're getting more for their money, they are more willing to buy more products from you.

## Westmoor's Service to Technology

by Edric Kyauk from Westmoor HS



Westmoor FBLA member, Edric Kyauk, moves old computers and hardware in order to make room for the newer technology.

On December 20, nine Westmoor FBLA members helped Westmoor High School's business department by updating the computer labs for the new semester. The members had a chance to learn just how heavy computers can be as they had to constantly lift and move the old computers and install the new ones. With the old computers out of the way, the members also cleaned the computer lab floors and tables. After almost four hours of tireless cleaning and installing, the members took a look at the lab and saw with satisfaction the difference they had made.



Upcoming Dates  
**State Leadership Conference**  
(April 19-22)



Central Section Officers

## March of Dimes

Central Section wasn't only rewarding plaques at the 2012 Central Section Leadership Conference; an assortment of prizes was given to the winners of the March of Dimes Drawing. There were blankets, board games, coffee makers, and so much more. Despite all those great prizes, everyone hoped their ticket would get picked to win the grand prize. The lucky winner of the iPad 2 was Mrs. Tamara Hill from Los Banos!

Over 4,000 tickets were made for the drawing and sixteen schools from Central Section helped sell those tickets. The schools that participated in raising money for March of Dimes include: Cesar E. Chaves, Chowchilla, Corcoran, Delhi, Golden Valley, Grace M. Davis, Gregori, James Enochs, John Pitman, Lindsay, Los Banos, Madera, Madera South, Monache, Redwood, and Sunny Side High School. The school that raised the most money was Lindsay High School who sold \$700 worth of tickets and raised an extra \$31. Central Section FBLA would like to thank all the schools who help raised money for the March of Dimes Foundation. Your donation will assist with helping premature babies everywhere. You have made a difference and are on your way to Transforming Tomorrow!

-Raquel Uy

# Central Section

Spring 2012

### President's Corner

I want to commend each and every Central Section Member who competed at the Central Section Leadership Conference in February. I hope you took advantage of the networking opportunities with your fellow members, as well as the competitive events! It is always rewarding to recognize outstanding members in this section and CSLC was no exception. Competitors and attendees alike, you set the bar very high, your energy was contagious and the day was filled with memories that will be hard to forget.

Now, our sights are set on the State Leadership Conference held in Irvine April 19-22. Here, the premier members of CA FBLA will come together to network, compete to continue to the National Leadership Conference this summer. Whether you are competing, attending, or looking to network I challenge you to immerse yourself in the atmosphere at SLC. This is your chance to interact with members from throughout the state and I am confident that the Central Section will lead the way in making this conference the best it can be!

-Madisen Keavy

Let's Transform Tomorrow!!

## CSLC RECAP AND SWEEPSTAKES

### "Let's Give It Our All"

The fresh faces, nervous hands, and the smiles made CSLC successful. It was a day that brought all members from the Central Section together for the start of a new competitive season. Held at the dynamic campus of Redwood High School, it was a day to let individuals test their knowledge of business related subjects against other competitors. It started off with a caucus for those who ran for a Central Section office. Congratulations to Gilbert Falcon, Jazzlyn Sandoval, and Blanca Escobedo for being elected! Throughout the day, members participated in numerous memorable events including, the March of Dimes drawing, where fortunate ones received a variety of prizes. Members were able to release their energy with engaging activities. The interactive activities allowed FBLA members from different chapters to mingle and make new friends. To conclude the day, many plaques were given to the most knowledgeable members, CSLC 2012 was very competitive. Sweepstakes was a close call, but Redwood High School pulled through and took it for the 12<sup>th</sup> time! The top five place winners from each event will advance to the State Leadership Conference in Irvine, CA. Central Section, let's see if we can represent at Nationals.

-Karah Gong, Executive Secretary

Page 2 of 2

Congratulations to our new Middle Level Chapters I from the Towns of Madera & Concoran (Making History)

Remember Lunch??



Lunchtime! Madera High School enjoys their food as they listen to music and anticipate the afternoon activities.

## Flash Back of the Conference!!



*"The conference has been awesome so far! Everyone here has been friendly, and we can't wait for the rest of the day."*



Blanca Escobedo and others from Lindsey High School, getting ready to campaign.

## The Next Generation...

As the 2011-2012 officers era is closely coming to an end, the next generation of leaders step up their game. At the Central Section Leadership Conference, 3 new officers were elected to represent the Central Section the upcoming year. Blanca Escobedo used her good public speaking skills to share her future ideas for the organization and won over the crowd, getting the votes to become the 2012-2013 Historian Parliamentarian. Jazzlyn Sandoval, a 1st year member, had the courage to go in front of a big crowd and pitch her ideas for next year, winning her the position for Recording Secretary. Last but not least, Gilbert Falcon expressed to the members his many leadership experiences that would make him the right one for the job, which gained him votes and won him the position of Vice President. Without a doubt, it is evident that the Central Section is going to continue to be in good hands. But, as you may have noticed, there are still open spots available for the positions of President, Treasurer, and Public Relations. I encourage you greatly to take the next big step in exemplifying your experience of FBLA by partaking the position if you think you have the skill.

## Most Memorable

The year cannot cease without leaving a little footprint in our memory. FBLA Central Section 2011-2012 linked schools, connected friendships, broke records and even shared some laughs. All this began since Officer and Advisers Training DAY (OAT DAY). The day in which everyone fully paid attention to Go Green Project since the one and only, Mr. Franklin, jumped out of a recycling bin, and went green, LITERALLY! Furthermore, this year was the year that FBLA broke the record with 900 member attendees at the Leadership Development Institute (LDI). Yes, this meant overcrowded workshops, and a hotel commotion, but it unquestionably meant that the interest in the future of business was increasing; we were doing something right. In addition a middle level chapter was included in our Central Section: John Muir. Besides all the successful workshops, and project awareness, we even excelled in an outstanding Blue Jeans for Babies dance! However, do not think this is the end. We still need to show California FBLA by whom is the Central Section composed of by getting more member, more leaders up on stage at the California State Leadership Conference!

**-Martha Santoyo**

The 2012 State Leadership Conference (SLC) is right around the corner. This year's SLC is going to be held from April 19-22 in the Hyatt Hotel in the beautiful city of Irvine. SLC is a conference where all sections in California come together to network, sit in workshops, listen to speakers, and compete to place in the National Leadership Conference (NLC) which will be held this year in Texas. SLC provides activities which members should not miss like experiences in campaigning, networking, and leadership skills. Members should also anticipate the two dances which its earnings go to the cost for the March of Babies on the Blue Jeans Dance. SLC starts with the opening and closing session which introduce guest speakers which will both amaze and enlighten you for the rest of your SLC experience. In addition various workshops will be present for members to indulge in while waiting for respective competitions to start. Members can also enjoy the wonderful hotel facilities such as the pool, food, and rooms. Come and enjoy the fun as you meet members from all around California! - Laura Reyes

## The Gold Post

### President's Corner



Dear Gold Coast,

Serving as your Gold Coast President for 2011-2012 has been one of the greatest moments in my life. I couldn't have asked for anything more. Over the past few years I have had the opportunity to meet so many of you and work with numerous chapters. Even though my term is coming to an end I know my dedication to FBLA will only grow stronger.

Congratulations to all Section Conference attendees. Whether you qualified for the State Leadership Conference (SLC) or not, all of you are winners. I cannot wait to see everyone at the Hyatt Regency from April 19th-22nd for SLC. Remember to study and prepare for your events! Once you are at SLC please support all Gold Coast chapters. It's not about the individual chapter, but the section as a whole. Let's continue to be the best and brightest section in California! This is my last article for the President's Corner, but as sad as I may be, I couldn't be happier to have been the Gold Coast President. Thank you, and I love everyone!

By: Lavanya Jawaharlal  
Section President

### Section Calender

#### **March 23**

Local Chapter Annual Business Report, Gold Seal Award of Merit entries, and completed school-site tests POSTMARKED. Final POW Progress form e-mailed by advisers RECEIVED. SLC Online Regular Registration Closes.

#### **March 25**

SLC hotel reservations (Hyatt Regency, Irvine) RECEIVED.

#### **March 26**

SLC online late registration closes; last day to change event.

#### **April 3**

All Money for SLC RECEIVED.

#### **April 10**

BAA Chapter POW Form due (for previous month)

#### **April 19-22**

State Leadership Conference @ Irvine

### Section Conference Recap

The 2012 Gold Coast Section Conference was held at West Ranch High School on March 3rd. The Gold Coast Section grows bigger and bigger each year, and at the Section Conference, a record breaking (number of attendees) attended the conference.

This year's section conference was filled, as always, with exciting content. Even though there was a slight setback during the opening ceremony, it was still very successful and exciting. The candidates for next year's Section office team presented their speeches in front of the members, and the officer team announced important information about the conference.

After the ceremony, the members proceeded to take their events that range from technology concepts to public speaking. After two sessions of events and the caucus, section attendees went to relax and have fun at Six Flags Magic Mountain amusement park.

As 6pm approached, the screams from the roller coaster rides diminished as the attendees went to the Golden Bear theatre inside Magic Mountain to attend the closing ceremony. At the closing ceremony, each event's placements were announced and plaques were given to the top ten winners of each event. Haroon Sherjan, the Public Relations officer of the Gold Coast Section team, had to perform "I'm a Little Teapot" in front of the whole audience at the closing ceremony.

### Sweepstake Winners

- |                |                    |
|----------------|--------------------|
| 1. Walnut      | 6. Newbury Park    |
| 2. Moorpark    | 7. Mark Keppel     |
| 3. Gabrielino  | 8. Westlake        |
| 4. Arcadia     | 9. Calabasas       |
| 5. Diamond Bar | 10. South El Monte |

By: Arthur Teng  
Section Vice-President of Membership

## Welcome your new Section team!

The annual Gold Coast Section Leadership Conference held at West Ranch High School on March 3, 2012, brought together members from all over Los Angeles, Santa Barbara, and Ventura counties. At this event, two voting delegates from each chapter elected the 2012-2013 section leadership team.

A total of thirteen candidates ran for next year's section leadership team. The newly elected team currently consists of 4 individuals. Junior Yadanar Oo from San Gabriel High School was elected to be next year's Public Relations officer. Representing Diamond Bar High School, sophomore Gregory Gunadi was chosen as Secretary-Treasurer. Also from Diamond Bar High School, junior Sara Pak took the position of Vice President of Membership. Lastly, from Westlake High School, junior Jane Chen was elected to be Vice President of Activities. The position of President was vacant and will therefore be elected at the State Leadership Conference.

At the beginning of the conference, these candidates passed out flyers, candy, and other campaign materials at their respective campaign booths. They then made a three minute speech in front of all the members listing their qualities and why they should be elected. A caucus session was held later on in the day in which the voting delegates were given an opportunity to ask each candidate questions. The voting session continued until a majority vote was reached for each officer position. The officers were announced at the Awards of Excellence Ceremony at the end of the day.

By: Yadanar Oo  
Leadership Associate

## Get ready for state!

Now that the Section Leadership Conference has just passed, now state qualifiers must prepare for the upcoming State Leadership Conference in Irvine, on April 19-22. Now many people do not realize that there is more to preparing for State than meets the eye. Not only must one study for their respective events, but also must pack intelligently to maximize their positive experience at the State Leadership Conference. Remember to pack all the necessary clothing like any other FBLA events, some snacks to keep yourself occupied while studying in your hotel room, any necessary electronics and electronic chargers, and most importantly some studying materials. Although these are only some of the essential items, items may differ between people. But likewise, remember to pack early for State and to study as much as possible. Good luck to everyone at the State Leadership Conference!

By: Calvin Ho  
Leadership Associate

MARCH 2012 | INLAND SECTION

# The Inland Insider

## President's Corner

- Cameron Khansarinia

Dear Members,

This year we have gone above and beyond, and truly transformed Tomorrow. Our success has been exhibited by participation at LDI, GAT day and registration for the section conference. This year as a section we have accomplished so much from revamped section projects to successful conferences and so much more. We have worked together, and bonded as a section in ways we never have before. Your section team and I thank you for all that you have done for Inland Section FBIA, and for your dedication to our organization. It is truly remarka-

ble. I can't wait to see the high caliber students who succeed at the Section Conference. As the year draws to a close, I am truly honored to have worked with all of you, and I look forward to more success for California FBIA, Inland Section, and all of our chapters.

Cameron Khansarinia



FBLA Members at a Cosmic Bowling Social



Members at the 2012 Inland Section Conference

### Calendar

Inland Section Conference  
February 25

State Leadership  
Conference  
April 19 - 22

National Leadership  
Conference  
June 29 - July 2

## Why FBLA Matters - Dylan Cheng

Future Business Leaders of America (FBLA), why does it matter? Why do people take part in extracurricular events? Well, FBLA, the most active student-led business organization in the world, is one of the largest activities that a student can take part in. FBLA offers many different opportunities for over a quarter of a million members! FBLA can offer opportunities to many different people because no matter

which career one chooses, it all has something to do with business. This organization offers members to have the chance to compete with other members all around the country for skills that will eventually help them in the future. FBLA offers competitions at three levels: section, state, and eventually nationals. Nationals is one of the largest conferences that are held annually. The best part is that it allows members to travel

all over the country. At these conferences, members have the opportunity to meet students from around the country who have similar interests. It is not only a great networking experience, but allows students to learn business skills and compete in different events. FBLA is a great way for students to gain new abilities and talents, while traveling, competing, and networking with members from all around the country.

## Alumni Spotlight— Sarah Shin

The lengths to which FBLA influences the decision making process varies from member to member. For some, the experience members gain throughout high school stops just there, but for others, like Charlene Angel, these experiences become a prevailing factor in shaping one's goals and dream. A four year member of FBLA from Eisenhower High School, Angel climbed the ranks as she was elected the position of Vice President her sophomore year, and then President her junior and senior year. Having been highly involved during high school, Angel went on to joining PBL at the University of California Los Angeles. Her leadership skills were highlighted when she became Internal Vice President. Angel had attended the State Business Leadership Conference in 2010 and 2011 in Pasadena. In her final year at UCLA, Angel decided

to take a year off from PBL, but plans on becoming a Professional Member. An attendee of the 2007 National Leadership Conference in Chicago, Angel experienced her passion for FBLA as she networked with members from across the nation. She was surprised as she "... went from talking to members from New York in a workshop to playing card games with members from Houston in the lobby." Angel said, "During my time in FBLA, I learned a lot about professionalism, networking, and useful communication skills. I went into college undecided on my major. ... Now, 4 years later, I will be graduating with a Business Economics major and will start working full-time at a large accounting firm [PricewaterhouseCoopers]." It is evident that the impact that FBLA has had on Angel was affected by the skills and knowledge that she had gained from FBLA.

## Chapter Spotlight —Yvonne Lee

Eisenhower High School is one of the oldest and largest chapters in the Inland Section FBLA. They were first chartered in 1968 and advised by Mrs. Sharon Aaberg, and inducted 22 members at their very first ceremony. After several years of success, their chapter experienced a time of inactivity from 1976 to 1984. This is a testament to their resilience as Mrs. Carmen Dominguez, a business teacher, reinstated their chapter in 1984, and three years later, Ms. Janet Cunningham became the current adviser. It is now their 34th year as an active chapter. Inside their chapter's FBLA, they not only learn about business, but make a difference in their community as they participate in trash pick ups and sending valentine grams to kids. They also were able to see

firsthand how a business worked when they visited their local PetCo. Their FBLA success can best be summed up by one of their chapter officers, Jonathan Cruz who says that because of FBLA, their "members have acquired beneficial networking skills that they wouldn't be able to get anywhere else. They have also obtained life and business skills essential in any work place. FBLA, in all, has prepared us for the challenges that lay ahead and has made us better individuals."



## Section Conference Overview — Adrienne Denges

Yet another incredible Inland Section Conference has taken place! On February 25, nearly 500 members from the Inland Section met at Santiago High School bright an early for a busy day of competition and networking. The hallways of the school were filled with eye-catching campaign posters, smiling faces, and sharply dressed students. The conference started off with a welcome from Santiago's principal and salute from its color guard. Inland's own Parliamentarian, Danielle James, wowed the audience with a fantastic performance of the National Anthem. Mem-

bers then heard a wonderful speech from ex-Marine and Corona City Treasurer, Dick Haley. Twelve hopeful candidates for Inland Section Office gave their speeches, and the voting took place. Members then dispersed for the testing sessions. Free sessions were filled with outstanding workshops from Phi Beta Lambda members. Sticking with tradition, members enjoyed a tasty In-n-Out Burger for lunch as they networked with members from other chapters. Some schools even spent time at the Corona Crossings, an outdoor shopping mall near

the school. That night, anxious competitors filed into Santiago's theater for the awards ceremony. Cheers from excited schools filled the auditorium as their members were called as finalists, and qualified for the State Leadership Conference in April. At the end of the night, the new officers were announced, preparing the section for yet another great year. Congratulations to everyone on their participation and success!



### Inland Section Officers

Cameron Khansarinia — President  
Adrienne Denges — VP Communications  
Dylan Cheng — VP Programs  
Sarah Shin — Secretary  
Danielle James — Parliamentarian  
Yvonne Lee — Historian  
Allison Fong — Partner with Leaders  
Jasmine Hong — Partner with Leaders

### Newly Elected Inland Section Officers

Yvonne Lee — President  
Adrienne Denges — VP Communications  
Allison Fong — VP Programs  
Crystal Sun — Secretary  
Josephine Cheng — Historian

## SLC Energizer

- Danielle James

It's that time of year again! Competition season! The 2012 State Leadership Conference is fast approaching, and it is more important than ever to study, study, study! Do well at your Section Leadership Conference, because you will not want to miss out on any of the fun this year's SLC has to offer! SLC will be held from April 19-22, 2012 at the Hyatt Regency in Irvine. The hotel is within walking distance of several strip malls with yummy restaurants, close to the University of California Irvine campus, and a short drive away from the Irvine Spectrum, an outdoor mall with hundreds of stores and a Ferris wheel! When you are not in your competitive events, testing session or attending one of the exciting workshops given by prestigious business leaders, relax at the hotel's pool, play tennis with other chapters, or take a breather in the hotel's cafe that serves Starbucks coffee. At the end of this exciting conference, bask in all your glory at the Awards of Excellence ceremony, held in the hotel's glorious grand ballroom. So study hard, and prepared for a great time. We hope to see you all in Irvine!



—BE INFORMED ABOUT THE LATEST AND GREATEST  
—KEEP UP TO DATE WITH EVENTS AND CONFERENCES  
—STAY CONNECTED WITH THE FBLA NORTHERN CALIFORNIA SECTION

## Issue 3 | Spring 2012



Issue 3 Compiled by:

Alex Mendoza/amendoza@cafbla.org

### IMPORTANT DATES:

- State Leadership Conference (Hyatt Regency Irvine)...  
April 19- 22, 2012
- State Projects Recognition Form Postmarked...  
March 16, 2012
- Visit [cafbla.org](http://cafbla.org) for more information about events in the Northern Section.



Hello Northern Section Members and Advisers:

On behalf of the Northern Section Officer Team and Executive Council, I would like to congratulate everyone for their success at the 61<sup>st</sup> Northern Section Leadership Conference! This past year has been, by far, the most extraordinary one that Northern Section FBLA has seen. It is all thanks to you, the members, for all your hard work and dedication to this organization. I feel strongly that the members of the Northern Section will be "Transforming Tomorrow" with the knowledge they've taken from their FBLA experiences.

It was a bonding experience to bring all the graduating seniors on stage at the Northern Section Leadership Conference to recognize and commemorate their last year as participants in Section competition through our new Senior Recognition project.

I look forward to seeing many of you at this year's State Leadership Conference (SLC) in April in the beautiful city of Irvine. The State Officer Team has been working diligently to ensure it will be a conference you will never forget. As the SLC approaches, remember to check [www.cafbla.org](http://www.cafbla.org) frequently for important reminders about dates and updates for the conference. I have enjoyed serving the Northern Section as your President and will always remember each and every one of you and how you all have become influential leaders across your school campuses. Again, this has been an incredible year and I hope you all succeed in all your life goals. If you have any questions or need assistance in these last few months, feel free to contact me at [bbogert@cafbla.org](mailto:bbogert@cafbla.org).

Sincerely,

### Government Awareness Project

On January 25, 2012, the Northern Section Officer Team traveled to Sacramento to tour the California State Capitol. During their visit, the Northern Section Officers had the opportunity to meet with several government officials while informing them about the importance of the Carl D. Perkins Act that funds Career and Technical Student Organizations (CTSOs), such as FBLA. All officers also delivered their Government Awareness Project (GAP) letters and received hand-written thank you notes from the politicians.



**G** **V**  
**A** **I**  
**P** **S**  
**I**  
**T**





## Chapter Updates



Maxwell High School

During FBLA week, on Wednesday, February 8, members of Maxwell FBLA celebrated Adviser Appreciation Day. The officer team surprised Mrs. Wright in the morning in her room with a vase of flowers and a gift. The Maxwell Chapter and Officers appreciate Mrs. Wright's commitment and dedication to FBLA!



Colusa High School

The Colusa High School FBLA chapter was very enthusiastic to celebrate FBLA week, this year! Throughout the week we did things to show how much we not only appreciated FBLA, but all of the teachers around campus who support the members. To thank the staff at Colusa High School members gave out candy bars with a little message thanking them for everything they do. To end the week on Friday the Chapter had an FBLA social for all of the members and a school wide professional dress day. Every student at Colusa High School was encouraged to participate and had the chance to be given extra credit by many teachers if they did. Our Chapter had a fun time while celebrating the strength of our amazing organization.

2012 FBLA Week  
Activities

Williams High School

On Wednesday, February 8, the Williams Chapter of FBLA took action for Adviser Appreciation Day. To celebrate and thank Mrs. Stalley for everything she's done for us, our Chapter got together beforehand and arranged a surprise party for lunch. On Adviser Appreciation Day, we went to her classroom at lunchtime and thanked, as well as surprised, Mrs. Stalley. We all signed an oversized greeting card, brought home-baked goods and enjoyed some special time with our amazing adviser. Our chapter presidents Ben Mayes and Ely Puentes coordinated and organized this event. Mrs. Stalley was very touched and appreciated the appreciation!



Pierce High School

For FBLA Week, Pierce High School Future Business Leaders of America celebrated by making posters and getting the entire school involved. On Adviser Appreciation Day, the PHS FBLA officer team presented Mr. Frantz with a "Thank You cake" in recognition for the astonishing things that he does for the chapter. On Wrap-Up Day, the entire chapter organized a water balloon toss. Students could pay twenty cents per water balloon and throw them at Mr. Frantz. All of the proceeds went to benefit the March of Dimes.



Sutter Union High School

On Tuesday, January 31, 2012 the Sutter Union High School chapter of Future Business Leaders of America Chapter went to Meridian Elementary School to deliver Kindles and bookshelves in an effort to modernize their library. Members and officers wore FBLA t-shirts to show their enthusiasm for this project. Superintendent of Meridian Elementary, Wayne Gadberrry, was in attendance to receive the Kindles and to supervise the installation of the new bookshelves.