

FUTURE BUSINESS LEADERS OF AMERICA **CALIFORNIA** PHI BETA LAMBDA

Virtual State Fall Business Leadership Conference

Friday, November 13, – Sunday, November 15, 2016

~The Online Business Experience~

info@capbl.org
State Website:
www.capbl.org
National Website:
www.fbld-pbl.org

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California Phi Beta Lambda invites all members, advisers, and prospective chapters to the 2020 Virtual State Fall Business Leadership Conference. This Statewide leadership development experience and the most anticipated California PBL event in the Fall!

The 2020 CAPBL Conference is going to the online as the **Virtual State Fall Business Leadership Conference (VSFBLC)**. We can no longer wait for the future and as the leaders of the today, we must bring technology forward for a time like this! We invite you to watch, compete, and enjoy the SCI-FI themed VSFBLC, all from the luxury of your own home with a favorite snack!

Participate for wide variety of Networking and Business Development skills

- Get to know more about our entire organization
- Accesses to a variety of Business Tracks and Exclusive Training videos
- Compete in a real-world case competition
- Participate to win in a Speech competition regarding leadership
- Network with other individuals from other campuses



Virtual SFBLC FAQ

What is a Virtual SBLC?

California PBL's Virtual SFBLC is our response to the challenges associated with the COVID-19 pandemic. While we were unable to gather in person, we wanted to ensure that our members had maximum opportunity to validate their knowledge and skills, hear from business professionals, and all of the other elements of a traditional conference. Virtual SFBLC is our plan to deliver a unique and rewarding experience.

Who can participate?

Any member of California PBL can participate in the Virtual SFBLC! However this year, we would like to welcome all individuals to participate in our Fall Conference and hopefully you can stick around since we will still be offering our bulk of 50+ Competitive events for the next year as well!

How much does it cost?

The California PBL Virtual SBLC registration fee is \$40 per member! Advisers will not have to pay a fee to participate in the conference.

If I win, what happens next?

Awards, Merch, and certificates will be mailed to locations that you put onto your address for the registration form. Make sure you have the right address put down, and that address can be yours, your chapters, or your chapter officers!

What resources do I need to have to participate fully in the virtual experience?

The Learn and Explore Segment of the Virtual SBLC will be delivered through the CAPBL website, social media sites, and video conferencing services. In order to access this content, you'll need an internet connected device.

You will need to be able to access Zoom and for our social, you'll want to have Among Us, the game download on either your computer or Smartphone (Free on Smartphone).

VSFBLC TENTATIVE SCHEDULE

People will be given access to the virtual Platform as soon as **November 11th**! Use it to explore and get a head start on those Video Tracks we have available!

Friday, November 13, 2020

6:00PM – 7:00PM Opening Session Opens: Conference Starts!

7:00PM – 8:00PM Live Social: Among Us

Saturday, November 14, 2020

11:00AM – 12:00PM Prerecorded Message: Saturday Opening Meeting

3:50 – 4:00 PM Prerecorded Message: STRIIVE

4:00 – 5:00 PM Live Competition: STRIIVE

7:50 – 8:00 PM Prerecorded Message: Incubator Event

8:00 – 9:00 PM Live Event: Incubator Event

Sunday, November 15, 2020

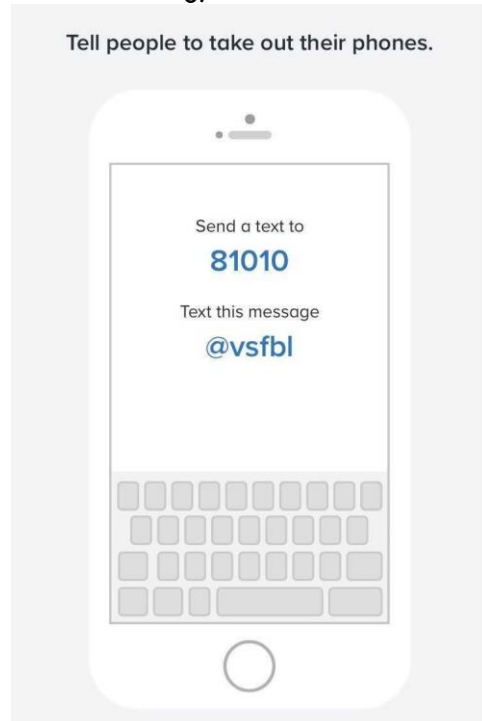
1:00 – 1:30 PM Closing Session

1:30 – 2:30 PM Awards Ceremony

**Preliminary schedule, subject to change*

HOW TO GET UPDATED ON CONFERENCE

Join our Remind by following the instructions on the image below. We'll update you when sessions will be starting, as well as the content for that session.



Follow Us on Instagram: www.instagram.com/capbl
Like Us on Facebook: www.facebook.com/capbl
Join Us on LinkedIn: www.linkedin.com/company/capbl

CAPBL INTERNSHIP FOR SPRING

This is the third year of the CAPBL Internship Program. This year will be a project-based internship program in which interns will learn a large amount about the functions of State and the various programs we run throughout the year.

Interns will gain a behind the scenes look at what it means to be a State Officer, and a chance to get to know the State Management Team (State Officers and Advisors Board).

There are several different areas that an intern can apply to in the application. You will work with one state officer whom you are interested in working with. Deadline: 11/18th 11:59pm

Application: <https://bit.ly/CAPBLInternship>

Find more information at: <http://www.capbl.org/programs/>

OPENING SPEAKER



Opening Speaker

Linda Yvette Chávez

Linda Yvette Chávez is an award-winning Xicana screenwriter and producer who created Netflix's hit series *GENTEFIED* with Marvin Lemus. A TV series executive produced by America Ferrera and MACRO Studios, *GENTEFIED* was at the center of a multiple network bidding war that found its home with the good people of Netflix. She also spent time in the writer's room of Nickelodeon's Emmy award-winning series *The Loud House* where she wrote an adorable episode featuring the Casagrandes.



B.A., Comparative Studies
in Race and Ethnicity



M.F.A., Writing for
Cinema & Television



A screen writer and producer
created who created Netflix's hit
series *GENTEFIED*

BUSINESS TRACKS & EDUCATIONAL CERTIFICATES

This year we are focusing on furthering education for aspiring business leaders. So, we have put together a full list of different types videos that you can watch to get some exposure on what professionals have to say about business! You can find all these Tracks on our Virtual Platform.

Entrepreneurship

- Entrepreneurship
- Tell Your Story
- H.A.B.I.T.S.

Human Resources

- Feedback Frenzy
- Building Great Teams
- Boomers to Zoomers
- Managing Difficult Conversations

Business Management

- Productivity Power Tools
- 4 C's of Trusted Leadership
- 5 Laws of Stratospheric Success

Business Executive / Leadership

- 5 Voices Assessment
- 5 Gears Straight Talk on
- Getting & Keeping a Job
- Business Panel | State Forty Eight
- Business Panel | Silicon Valley

Communication

- Leader Coding
- Tool Talk
- Managing Difficult Conversation

****SUBJECT TO CHANGE****

Completing a Track means watching all the way through all the videos that are listed within the Track. Once you complete a track, we will send you an certificate for completing a subject withing our Virtual State Fall Business Leadership Conference!

Complete all of them if you would like or just chose the track(s) that have the most interesting titles to you! These all have great messages, and we hope you take advantage of all their information.

**These will remain open till Early December but if you would like a certificate, please finish one week in advance from when you would like to receive it to give us time to verify and send it to you! Applications for colleges are soon so try to watch them during Conference so you get it on time to put on there!

LIVE SOCIAL: AMONG US

Right after our Opening Session, we will all be jumping on to play some Among Us together! If you don't know what the popular game Among Us or don't have it, feel free to purchase it on computer for \$5 through steam: https://store.steampowered.com/app/945360/Among_Us/

OR! You can get it for free in the apps store of any mobile device!

We will be jumping on a zoom call together, rotating people into groups and making sure that you guys can have an enjoyable time playing with some chapter members.

This will all be in good fun! We would like for you guys to get to know each other and hangout!

ZOOM Link for all interested will be on our virtual platform.

STRIIVE

California Phi Beta Lambda invites you to partake in STRIIVE (Sharing Thoughts Regarding Innovative Ideas, Vision, and Experiences). This public speaking competition is your opportunity to highlight your unique skills in communicating ideas to others! During the State Fall Business Leadership Conference, each participant can shine by sharing a creative idea related to this year's topic: **What Leadership Qualities do you think are most important in a time like this?**

The Top Participant from each chapter will be able to present live! During our Conference Live Event. There, their presentations will be judged on their clarity, delivery, credibility, timing, professionalism, visuals, and popularity. There will be one winner, and one crowd favorite award!

Are you ready to STRIIVE?

All materials (A complete video recording and presentation if used) must be completed and submitted to stateofficers@capbl.org by 11:59 pm on Monday, November 9th, 2020. The Screen process will go until Thursday afternoon, best of luck to you all participating and join to support your chapter!

*ZOOM Link for the Live Competition (both attendees & competitors) will be on our virtual platform

AUTUMN STAR CHAPTER AWARDS

The Star Chapter is an award that will be granted to top-performing chapters by a semester basis. This semester we will be hosting the Autumn Star Chapter.

We will be evaluating the following topics when looking at the contest submissions:

- **Semester Member Recruitment**
 - The question this section answers is: How well is your chapter able to recruit members within the semester?
 - We will need a report of how many members you have at the beginning of the semester, and how many members you have by the time Conference registration is due
 - Google forms to report this information will be sent separately from this membership guide.
- **Overall Member Permanence**
 - The question this section answers is: How well is your chapter able to keep returning members?
 - We will need a report of how many members were in your chapter the previous semester, and how many members at the beginning of the semester
 - Example: if you're submitting this form for the fall Conference, you will report on the member count in the Spring before that semester.
 - Google forms to report this information will be sent separately from this membership guide.
- **Member Satisfaction**
 - Along with preparing your chapter for Conference, they must also fill out a separate form (excluding officers) with questions that scale from 1-10 on the following items
 - Questions that will be asked in the form are as follow::
(How're the meetings? Did your chapter fulfill your expectations of what PBL is? Did your chapter give you the opportunity to put your skills to work?)
 - Google forms to report this information will be sent separately from this membership guide.
- **In conclusion, there will be 2 FORMS to submit**
 - Semester Member Recruitment and Overall Member Permanence
 - Member Satisfaction

- **Awards for the Autumn Star**

Best Growth Certificate with chapter name, conference name, award title
Best Retention Certificate with chapter name, conference name, award title
Most Membership Satisfaction Certificate chapter name, conference name, award title
Most Members Certificate chapter name, conference name, award title
Overall Winner Trophy with chapter name, conference name, award title

CASE COMPETITION

Team members participating in the case study competition will be presenting a solution to a real-world business problem to a panel of judges. This is an excellent career preparation opportunity as well as good practice for competing at the State Business Leadership Conference during the Spring!

There will be Four (4) case competitions where each chapter will be allowed to submit one (1) team per case competition. Each team may have up to four (4) members*.

This year, the case study will be provided to participating groups one week prior to the conference. The teams will have 10 minutes of time to present their case via a recorded video!

The Topics of this year case Study are:

- Financial Analysis
- Marketing
- Leadership & Ethics
- Business Management

Guide for the Case Study: https://bit.ly/VSFBLC_CaseStudyGuide

Case Studies have already been sent out to the teams. If you are a participating team remember to submit your case by November 10th at 11:59pm on this website: <http://www.capbl.org/vsfbhc-2020-submissions>

INCUBATOR EVENT

The Networking opportunity to discuss with other individuals from other chapters about elements within creating a business but in a unique and enjoyable way! This is all about learning and enjoying a conversation with others within conference.

Within this event, you will be creating a product or service that would thrive in your stereotypical sci-fi classic. Think of the sci-fi giants like Back to the Future, The Matrix, Star Wars, Star Trek, Men in Black, etc. In those types of alternative realities, would your business thrive in that climate? What are some of the needs that those individuals may have and how do you plan to get a market across the galaxy!

You will jump into our Zoom link for this Event and will be placed into different rooms with other chapter members that join in. There you guys can discuss your project and the world setting you believe your product/service would be best in. At the very end we will present your guys ideas to each other and enjoy a nice time with each other.

*ZOOM Link For all members interested in the Event can be found our Virtual Platform.

ZOOM VIRTUAL BACKGROUND COMPETITION

We are sad to say that we will not be having our Name Tag Competition, but! In place of that we will be running our own Digital Design Competition for all the chapters. This Zoom Virtual Background is what would like to have as the unifying image of what chapter your member is from! Similar to the Name Tag Competition, we will be giving an award to the Chapter and designer for creating the best Zoom background for their chapter!

Submit the Name of the Designer and the Zoom Design to stateteam@capbl.org by November 13th at 5:59PM

And make sure that all the members attending get the background image as well!

REGISTRATION COSTS AND DEADLINES

For all Chapter Officers! If your members have current signed up, they have either payed using their own credit card or you have notified us that the chapter will be funding the attendees to conference. If there is any need to clarify which option, your chapter had decided to go with. Then please reach out to Stateteam@capbl.org.

- **Regular Registration:**
 - \$40 per member
- **Chapter Adviser Registration:**
 - \$0 per adviser!

If there is any need to clarify which option, your chapter had decided to go with. Then please reach out to Stateteam@capbl.org

Invoices will be sent out to chapters soon. If your chapter is paying by mail, the Address you will sending to is towards:

Glenn Morris
California Phi Beta Lambda
614 S. Broadway
Santa Maria, CA 93454

FBLA-PBL NATIONAL DRESS CODE

FBLA-PBL members and advisers should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world. Appropriate attire is required for all competitive events. Professional attire acceptable for official FBLA-PBL® activities include:

Males

- Business suit with collar dress shirt, and necktie or
- Sport coat, dress slacks, collar shirt, and necktie or
- Dress slacks, collar shirt, and necktie
- Banded collar shirt may be worn only if sport coat or business suit is worn
- Dress shoes and socks

Females

- Business suit with blouse or
- Business pantsuit with blouse or
- Skirt or dress slacks with blouse or sweater or
- Business dress
- Capris or gauchos with coordinating jacket/suit, worn below the knee
- Dress shoes

Inappropriate attire, for both men and women, includes:

- Jewelry in visible body piercing, other than ears
- Denim or chambray fabric clothing of any kind, overalls, shorts, skirts, stretch or stirrup pants, exercise or bike shorts
- Backless, see-through, tight-fitting, spaghetti straps, strapless, extremely short, or low-cut blouses/tops/dresses/skirts
- T-shirts, Lycra™, spandex, midriff tops, tank tops, bathing suits
- Sandals, athletic shoes, industrial work shoes, hiking boots, bare feet, or over-the-knee-boots
- Athletic wear, including sneakers
- Hats or flannel fabric clothing
- Bolo ties
- Visible foundation garments

CLARIFICATION—Many women's two-piece suits are currently designed so that they do not require a blouse. Therefore, this will be accepted. In addition, sling-back shoes, open-toe shoes, and sleeveless dresses are accepted.