

**2010 FBLA State Leadership Conference**  
**Hunt Valley, Maryland**  
**March 25-27, 2010**

<p><b>SLC Advisor Information–Update #1</b></p> <p><b>General SLC Information</b></p> <p><b>February 7, 2010</b></p>
--

*REVISED FEBRUARY 15, 2010--Some deadlines were changed on February 15, 2010 to allow extra time because of inclement weather experienced after this update was sent. The items that have been revised are highlighted in blue below.*

The Maryland FBLA Board of Directors is looking forward to your attendance at the 2010 FBLA State Leadership Conference. There are a few items we would like to make you aware of prior to the conference. Please take a few minutes to review this document as it contains important information for you and your students.

Additional information will be sent in the coming weeks. This information is the most time sensitive information. The Board is diligently preparing for an exciting and rewarding conference. With your help and dedication, we are going to have another great conference!

**Summary of information included in this document:**

1. Key Deadlines for 2010 Maryland FBLA State Leadership Conference
2. Registration Information
3. Parental Authorization/Medical Form
4. Arrival and Departure Information
5. Dress Code
6. Workshops and keynote speaker
7. Format of Thursday’s Opening Session, keynote speaker, and social event
8. Photos for slideshow during General Sessions
9. Butterflies for Babies

**1. Key Deadlines for 2010 Maryland FBLA State Leadership Conference**

<b>March 3, 2010</b>	<ul style="list-style-type: none"> <li>▪ Written reports and other pre-judged materials due</li> <li>▪ Last day to notify Annette Donawa (MSDE) of eligible students who will be unable to compete at the SLC</li> </ul>
March 1, 2010	<ul style="list-style-type: none"> <li>▪ Last day to submit dues to National FBLA for individuals attending the SLC</li> </ul>
<b>March 10, 2010</b>	<ul style="list-style-type: none"> <li>▪ Last day to register for conference</li> </ul>
March 5, 2010	<ul style="list-style-type: none"> <li>▪ State Officer Candidate applications due</li> <li>▪ Scholarship applications due</li> </ul>
March 10, 2010	<ul style="list-style-type: none"> <li>▪ Photos for use in conference slideshow due (upload to <a href="http://upload.mdfla.org/">http://upload.mdfla.org/</a>)</li> </ul>
<b>March 17, 2010</b>	<ul style="list-style-type: none"> <li>▪ All money due for SLC</li> </ul>
March 25, 2010	<ul style="list-style-type: none"> <li>▪ State Leadership Conference check-in begins at Noon</li> <li>▪ State Officer Candidate mandatory meeting - 1 p.m. at Hunt Valley Marriott (must be attended by anyone running for office)</li> <li>▪ Select competitive events begin at 2 p.m.</li> </ul>

## 2. Registration Information

All participants must register for the conference through the online registration system ([www.regsvr.mdfbla.org/reg](http://www.regsvr.mdfbla.org/reg)) and stay at the hotel. There are no exceptions to this policy. This policy is in place because of risk management and insurance issues. There is no "registration only" participation or single day registration for this conference. Competitive event lists will be verified when events begin and members not fully registered will not be permitted to compete.

Online registration will begin on February 8, 2010. Costs for attending the conference are in the attached document labeled "SLC registration fee and deadlines (2010)."

The fees listed in the attached document cover hotel accommodations and other conference costs. This includes, but is not limited to, two nights' hotel accommodations, two dinners, one dance, motivational speaker/hypnosis presentation, meeting space, workshops, multimedia, conference gift, printing costs, conference participation certificate, awards for competitive events, security, and more.

The fees charged are per person and depend on room type. For example, if you have four students in a quad room, the cost to attend the conference for these students is \$205 per student for a total of \$820 for that room (\$205 x 4 students).

If any of your students are room sharing with students from another chapter and the student(s) from the other chapter cancel or do not complete their registration, your chapter will be responsible for the increased rates for the remaining students in your chapter. In other words, if you have two students sharing a room with one student from another chapter (triple rate) and that other student does not follow through on their registration or cancels their registration prior to the **March 10** deadline, you will be charged the double rate for each of your students instead of the triple rate that you would have been charged if you were room sharing.

Please note that it is likely that each student will be sharing a bed with another student. Rooms with two beds are given in priority order in the following manner: Quads, then triples, then doubles. Booking a double room does not guarantee that there will be two beds in the room. Whether there are two beds or one bed is a function of all chapters' demand for rooms and the hotel's supply of rooms. The only way to guarantee one individual per bed is to book a single room, which is an option for advisors only because of liability and safety reasons. This is consistent with how Maryland FBLA has always operated and how other student organizations operate.

Hotel room reservations will be made for you and your students based on the registration information you submit using the registration system that will be available beginning on February 8. We will make your hotel room reservations based on the information you submit and your room assignments and room keys will be included in the registration packet you pick up from conference headquarters at check in on the first day of the conference.

When you register your attendees (students, advisors, chaperones) you will list the names of the attendees by room and will register them for their competitive events.

The student names you type in the system is exactly how the names will appear on name badges and other conference information. If you misspell a name, it will be misspelled on the name badge. Please take the time to double-check the information you enter prior to submitting it to ensure all names are spelled correctly, that you have not entered a student/advisor/guest more than once, and that you have entered your students in the correct competitive event. As chapter advisor, it is your responsibility to ensure the accuracy of the registration information you submit. **Please do not submit names in the registration system using all capital letters. Please use upper and lower case letters.**

Registration will conclude on **March 10, 2010** at 5:00 p.m. All money for the conference is due by **March 17, 2010**. Please make arrangements with your school's financial secretary now to ensure you will not have a problem getting your chapter's check issued prior to **March 17** so it will be received by Maryland FBLA by **March 17**.

## 3. Parental Authorization/Medical Form

Please ensure that you have completed parental authorization/medical forms (blank form attached) for each student attending the conference. Please have the forms alphabetized by the students' last name. Make a copy of the forms to keep with you during the conference and the originals will be turned in at the time of check-in. These forms will be checked at the time of check-in and any student that does not have a completed form will

not be allowed to participate in the conference. **Please do not use the form that was used last year. The form attached has been updated and is the only form that will be accepted at check-in.**

#### **4. Arrival and Departure Information**

Registration opens at Noon on Thursday, March 25, 2010. Please plan to arrive at that time or after. Arriving before Noon creates a logistical problem for the hotel as we have not contracted with them for chapters to arrive before Noon.

The advisor from each chapter should report to conference registration located on the lower level of the hotel's conference center. Chapter members should remain on the bus until their advisor has completed registration. The advisor will receive the registration packet for their chapter. If you have a large number of students registered and think you will need help carrying the registration packet (conference programs, participation certificates for members, name tags, room keys, etc.), you may bring ONE student with you. The registration area is not large enough to accommodate more than two people from each chapter at one time. After picking up the registration packet, the advisor will return to their bus and distribute room keys to their members. The members may then check in to their rooms if they are available.

**We will be collecting each advisor(s) cell phone number at the time of registration. This will be used to contact you during the conference in case of an emergency or other situation.**

This year there will be certain competitive events beginning promptly at 2 p.m. When the schedule is finalized, the details of which events will occur on Thursday afternoon will be sent to all advisors. As you are planning your transportation to the conference, please plan to arrive as close to Noon as possible to ensure that your students are at the conference in time for the competitive events at 2 p.m. The opening session and dinner will begin promptly at 5:30 p.m.

The conference will conclude by Noon on Saturday, March 29, 2010.

#### **5. Dress Code**

The Board of Directors has a firm policy on the dress code. The conference is a professional meeting for all attendees and should be treated as such. We will be following the dress code published by National FBLA and it is attached to this email. Members appearing for any part of the conference in attire that does not meet the standards outlined in this document will not be allowed to compete or participate in the portion of the conference they are not appropriately dressed for. In the event that the student is not appropriately dressed for a competitive event, they will be sent out of the event to go and correct this situation; however, they lose the time that it takes them to get back to their event. Please review this with your members prior to the conference. The only activities that the members may dress casually for are the evening social events (hypnotist leadership presentation and dance).

#### **6. Workshops and keynote speaker**

We are excited to have Dr. Michael Kirshbaum from Imbus Entertainment Group as our motivational speaker on Thursday. Dr. Mike is a highly regarded hypnotist, and his presentation will combine humor and hypnosis with a message of personal responsibility, accountability, and leadership. Dr. Mike and Imbus Entertainment Group have worked with many student groups and come highly recommended. His presentation will surely not disappoint and will inspire both students and adults alike. Dr. Mike will also host a workshop on Friday. You won't want to miss it!

As part of Dr. Mike's presentation, he will select volunteers from the audience to come on stage and become hypnotized. The hypnotized volunteers are taken through an amazing journey of imagination while they become the true stars of the show! All shows are done in good taste and Dr. Mike specializes in high school presentations. Dr. Mike is a Certified Hypnotist with more than 20 years of experience and has been trained by the most well known entertainers in the country.

As we expect the demand for those students and advisors wanting to be hypnotized will be high, to ensure each chapter receives equal opportunity to participate we will accept two names from each chapter as possible candidates for participation. The participants will be selected from the names each chapter submits. In order to participate, the two students you submit for participation are required to have the permission slip attached to this e-mail completed (signed by the student's parent or legal guardian). You may turn in a maximum of two

permission slips at the registration desk on March 25. If you submit two student names, please submit one male and one female student.

A short video of one of Dr. Mike's presentation can be viewed at:  
<http://www.youtube.com/watch?v=hGeMPOTVblk>

An excellent slate of workshops is also being developed for members and advisors. This schedule will be sent in one of the future mailings that you receive. We will be running four sessions of four workshops each on Friday for all attendees as well as workshops on Thursday afternoon for those students not participating in the competitive events that will occur that afternoon.

### **7. Format of Thursday's Opening Session, keynote speaker, and social event**

Based on feedback received last year, we have moved the keynote speaker's presentation to after the Opening Session. The Opening Session will begin promptly at 5:30 p.m. and dinner will be served immediately following. This will allow for dinner to be served earlier than last year. After dinner, there will be a short break where everyone can change into casual clothes and we will reconvene in the Hunt Valley Ballroom at 9 p.m. for the keynote speaker's hypnosis presentation. The keynote/hypnotist is an extension of the opening session and is a required activity. The presentation will last for approximately 90 minutes. This is the social event for the evening; there will not be a dance on Thursday evening (there will be a dance on Friday evening). We encourage students and advisors to bring their favorite board games and card games. Following the hypnosis presentation on Thursday evening, tables will be set up in the Hunt Valley Ballroom for playing your favorite games for the remainder of the evening.

### **8. Photos for slideshow during General Sessions**

We are compiling photos from all chapters for use in a slideshow that will be shown during the countdown for each general session of the conference (Thursday's opening session, Friday's general session, and Saturday's awards program). This is a great opportunity for your members to have the chance to see themselves on the big screen! The photos can be of your members participating in chapter activities such as chapter meetings, social events, community service projects, regional conferences, etc.

Once your chapter has gathered your photos, please upload them to the following website:  
<http://upload.mdfla.org/>.

**All photos must be submitted by March 10.**

This initiative won't be successful without photos from every chapter, so please start getting your chapter and member photos together now.

### **9. Butterflies for Babies**

We will once again be encouraging local chapters to support the March of Dimes by participating in the Butterflies for Babies campaign. Donations of \$1 or more should be collected for each butterfly distributed. 100% of the money collected is donated to the March of Dimes.

To participate in the Butterflies for Babies campaign:

1. Make copies of the butterfly drawing attached to this e-mail.
2. The butterflies should be sold as a \$1 or more donation, for which all proceeds will benefit the March of Dimes.
3. Each person who purchases a butterfly should color/decorate the butterfly.
4. You may cut the butterfly out or turn in the whole piece of paper.
5. Write the name of the individual and the chapter name on the back of the butterfly.
6. Complete the attached Butterflies for Babies submission form and turn the form in along with all money raised on the first day of the conference at the time of registration. Please submit all money raised in the form of one check or money order.
7. Select the one butterfly you think is the best design and turn it in on the first day of the conference at the time of registration.

Two awards related to the Butterflies for Babies campaign will be given at the State Awards Program on Saturday. One award will be given for best butterfly design. This is awarded to the individual who the judges

decide has colored/decorated their butterfly the best. The second award will be given to the chapter who raises the most money for the March of Dimes through this campaign.

\*\*There are two documents attached to this e-mail related to the Butterflies for Babies campaign. One is a PDF of the butterflies that are to be sold. The second is a Word document that is the submission form which is turned in with the butterflies and money at the conference.

Please note that in past years you have turned in all butterflies sold. **This year, you will only be turning in one butterfly; the one you think is the best design.** You may display the other butterflies in your school or donate them to a local hospital or your local March of Dimes chapter.