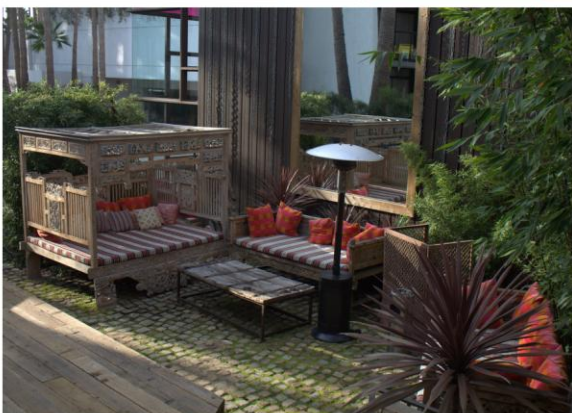


# CALIFORNIA PHI BETA LAMBDA

## 2011 STATE BUSINESS LEADERSHIP CONFERENCE



## Registration Packet

Hotel Maya in Long Beach

Friday, March 25, 2011 – Saturday, March 26, 2011

Early-Bird Registration Deadline: **Monday, February 28, 2011**

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## **THE 2011 STATE BUSINESS LEADERSHIP CONFERENCE IS HERE!**

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California Phi Beta Lambda invites all members, advisers, and prospective chapters to the 2011 State Business Leadership Conference (SBLC) at the Hotel Maya in Long Beach, California. The conference will take place from **Friday, March 25<sup>th</sup>, 2011 – Saturday, March 26<sup>th</sup>, 2011.**

The State Business Leadership Conference is the premier event for California Phi Beta Lambda and the first level of the national business competition program. You won't want to miss the exciting opportunities to:

- Compete in more than 60 business and career preparation competitions!
- Run for a Phi Beta Lambda state officer position!
- Participate in informative and interactive leadership and personal development workshops!
- Be a voting delegate and elect the leaders of California Phi Beta Lambda!
- Attend the Second Annual Miss Phi Beta Lambda contest!
- Network with fellow FBLA-PBL members from across the state, as well as with national leaders!

## **WELCOME MESSAGE**

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Welcome to Downtown Long Beach. Easier than you think, better than you remember. Downtown Long Beach is one of Southern California's most unique waterfront urban destinations to live, work, and play. As California's fifth largest city, Downtown Long Beach is centrally located and a mere 20 minutes from both Los Angeles and central Orange County. With an efficient mass transportation system in place, people are easily connected to and from the major Southern California attractions and sightseeing destinations. For further information on the picturesque sights and sounds of Long Beach click [here](#).

## **CONFERENCE LOCATION**

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We greatly appreciate the wonderful staff at the beautiful Hotel Maya who have been working with us to accommodate all attending members. The Hotel Maya is ideally located a quick complimentary shuttle ride away from the abundant shopping, dining, and entertainment options in Downtown Long Beach. Take this opportunity to explore the city's historic landmarks and attractions such as the Queen Mary, the Aquarium of the Pacific, The Long Beach Museum of Art, and the vibrant nightlife — guests will be able to experience the best of Southern California. Chapters will receive a more detailed schedule with exact locations prior to the conference.



Check out the beautiful environment of Hotel Maya in depth at the Hotel Maya [Photo Gallery](#). For more information about Hotel Maya visit: [www.capbl.org/sbhc2011/hotelmaya](http://www.capbl.org/sbhc2011/hotelmaya)

## **DRESS TO IMPRESS: INSPIRED BY PARADISE!**

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This year California PBL is making waves by having a paradise inspired Opening Session\*. Immerse yourself with the surroundings by dressing up in “Dress to Impress Paradise Inspired” attire. For example, men can wear a plaid Hawaiian shirt, khaki shorts, and beach sandals while women sport vibrant spring dresses. Come and lavish in the relaxing environment of Opening Session.

**\*NOTE: Dress to Impress Paradise Inspired attire is only for the Opening Session. The official FBLA-PBL dress code is required for all competitive events and awards ceremony. Formal attire is acceptable at the awards ceremony.**



## **RUN FOR STATE OFFICE!**

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Want to be a part of the California PBL State Officer Team? Serving as a state officer is an excellent opportunity to learn more about Phi Beta Lambda, develop your talents, and reach out to members across the state. Visit [CAPBL Resources](#) for more information and download the State Officer Candidate Guide. Applications are due **Monday, March 21<sup>st</sup>, 2011** and must be sent to [statecandidate@capbl.org](mailto:statecandidate@capbl.org).

## **COMPETE AGAINST MEMBERS FROM ACROSS THE STATE**

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One of the highlights of being a member of PBL is the opportunity to compete against members from across the state for a chance to represent California at the National Leadership Conference, which will be held in Orlando, FL this year! *ARE YOU READY TO MAKE WAVES?* For more information and a list of events and guidelines, download the **California PBL Awards Program** at [CAPBL Awards Programs](#). Which chapter will take the Sweepstakes award this year? For practice tests, please email [info@capbl.org](mailto:info@capbl.org).

## **NAMETAG EVENT**

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Chapters are required to design their own nametags as a part of the Nametag Event. California PBL will not provide nametags for any chapter with the exception of any Virtual Chapter members. **Please refer to the California Awards Program for guidelines. Two copies of the chapter nametag are due upon conference registration to be considered for the Nametag competitive event.**

## **REGISTRATION EXCEL FILE**

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Download a copy of the official SBLC registration excel file. There are 6 workbooks within this file.

1. **Submission Instructions** – detailing how to fill out and submit the registration form
2. **Summary & Participant Info** – chapter and delegate information
3. **Competitive Event Registration** – register individuals and teams for events
4. **Event Grid** – check out an overview of your chapter's participation in competitive events
5. **Hotel Rooming** – coordinate rooming structure, max number of students per room is four
6. **Who's Who Form**- Fill out accordingly to nominate an outstanding member

The file is intuitive, so if you enter too many participants, forget to fill out an important section, etc, it will send error warnings or cells will be highlighted to notify you of any mistakes. If you have any questions about filling out this registration file or submission, send your questions to [registration@capbl.org](mailto:registration@capbl.org).

## **ROOMING SITUATION**

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Chapters are to input member information into rooming assignment form in the SBLC registration excel file, which is due on **Tuesday, March 1<sup>st</sup>, 2011**. In accordance with hotel regulation there is a **maximum** of four students per room. If there are members who have registered for a quad room and there are less than 4 occupants in a room, members from other chapters will be placed in that room to meet the 4 person occupancy. If you have any further questions feel free to contact your state team at [info@capbl.org](mailto:info@capbl.org).

## **FOOD PREFERENCES**

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If any of your members have a special food preference (i.e. allergic to peanuts or vegetarian), please specify in the SBLC registration excel file.

## REGISTRATION DEADLINES

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Early-Bird Registration<sup>1</sup>: **Ends Monday, February 28, 2011**

**Payment Due: Monday, February 28, 2011**

<b>Members Registration</b>	
Quad Occupancy	\$179/person
Double Occupancy	\$256/person
Single Occupancy	\$400/person
<b>Adviser Registration</b>	
Adviser	\$229/person
<b>Guest</b>	
Award Ceremony	\$25/person

Regular Registration<sup>1\*</sup>: **Tuesday, March 1, 2011 – Monday, March 7, 2011**

**Payment Due: Monday, March 7, 2011**

<b>Members Registration</b>	
Quad Occupancy	\$189/person
Double Occupancy	\$266/person
Single Occupancy	\$410/person
<b>Adviser Registration</b>	
Adviser	\$239/person
<b>Guest</b>	
Award Ceremony	\$35/person

Late Registration<sup>1\*</sup>: **Tuesday, March 8, 2011 – Monday, March 21, 2011.** Registration after **March 21, 2011** will be handled on a case by case basis. If you would like to register for the conference, please contact your state team at [info@capbl.org](mailto:info@capbl.org).

<b>Members Registration</b>	
Quad Occupancy	\$209/person
Double Occupancy	\$286/person
Single Occupancy	\$430/person
<b>Adviser Registration</b>	
Adviser	\$259/person
<b>Guest</b>	
Award Ceremony	\$55/person

Any substitutions, drops, etc. will be accepted until **Monday, March 14, 2011**, however refunds will not be accepted. If you have any further questions please contact your state officer team at [info@capbl.org](mailto:info@capbl.org)

<sup>1</sup>Price includes Conference Registration, Hotel Stay, and Awards Banquet

\*Room conference rate cannot be guaranteed after Tuesday, March 4, 2011. An invoice will be sent to chapters of the difference.

## CONFERENCE ORIENTATION

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New to this year, conference orientation is replacing conference registration. During this time, advisers and/or presidents attendance is mandatory at 4:00PM. Conference material will be handed out and a briefing of the conference will occur.

## ONLINE COMPETITIVE EVENT TESTING

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Production tests for Skill Events will begin on **Wednesday, March 9, 2011** and end on **Wednesday, March 16, 2011**. The online knowledge event objective testing window will begin on **Wednesday, March 16, 2011** and end on **Wednesday, March 23, 2011**. Chapter presidents and advisers will receive each member's login and password information prior to the testing window. It is the responsibility of the chapter to distribute this information to its members.

If a chapter does not receive a member's login information by Wednesday, March 10, 2011 for skill events and Wednesday, March 17, 2011, for objective testing send an email immediately to [info@capbl.org](mailto:info@capbl.org). If a member does not have access to any of the tests they were registered for, send an email immediately to [info@capbl.org](mailto:info@capbl.org).

## PAYMENT

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Payment is due in full to California PBL prior to the conference. All payments must be **RECEIVED** by **Monday, February 28, 2011** for **Early-Bird Registration**, **Tuesday, March 14, 2011** for **Regular Registration**, or **Wednesday, March 23, 2011** via Google Checkout or by check payable to: **California Phi Beta Lambda** and mailed to:

Danielle Tolentino Tuason  
California Phi Beta Lambda  
PO Box 4061  
Santa Fe Springs, CA 90670

To arrange payment via Google Checkout, please contact State President, Bryan Lim at [Bryan@capbl.org](mailto:Bryan@capbl.org) for further details.

## **WHO'S WHO AWARD & MEMBERS OF THE MONTH**

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Chapters should nominate a chapter Who's Who that will be recognized on stage during the Awards & Recognition Ceremony. Please email Who's Who forms to [yvonne@capbl.org](mailto:yvonne@capbl.org) by **Monday, March 21, 2011**. Additionally, all chapter Members of the Month will be recognized.

California Phi Beta Lambda wants to help your chapter honor the most outstanding member and leader who has made a difference in your local program. We will help you by:

- Honoring them at the Awards of Excellence Banquet session
- Presenting a custom Who's Who in California Phi Beta Lambda award

Additionally, one honoree from the state chapter will be selected for national recognition! Simply complete the information form in the SBLC Registration Excel File.

## **SBLC 2011 SCHOLARSHIP**

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California Phi Beta Lambda is proud to bring you the 2011 SBLC Scholarship. This scholarship recognizes outstanding members of California PBL who have demonstrated a passion for the organization's motto of "Service, Education, and Progress." The State Business Leadership Conference is the highlight of the PBL year, bringing together members from all over the state to compete, network, and gain knowledge from top business professionals.

This is the third year California PBL has had the privilege of offering the SBLC Scholarship. The Scholarship will grant winners the full registration package of conference registration and lodging. California PBL is pleased at the opportunity to recognize our leaders who have taken the initiative to better themselves through the organization. Complete the application available on our website and be sure to include a copy of your resume and a short letter of recommendation from your chapter president or adviser. The applications should be emailed to [info@capbl.org](mailto:info@capbl.org) by **Monday, March 21, 2011**. Best of luck! See you at the conference!

## **MISS PHI BETA LAMBDA**

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Miss Phi Beta Lambda is a competition unlike anything you've experienced before! This competition marks a new beginning of change and exhilaration. Miss Phi Beta Lambda is an exciting opportunity for the ladies of the nation's most elite business organization to take a step forward and showcase their expert business skills during the State Business Leadership Conference. The chosen Miss Phi Beta Lambda 2011 will be a businesswoman that truly represents California Phi Beta Lambda and our drive to unite chapters from all over the state.

Application Due: **March 14, 2011**. Download the application [here](#).

## **SBLC 2011 TENTATIVE SCHEDULE**

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### **FRIDAY, MARCH 25, 2011\***

2:30PM – 4:00PM	Candidate Interviews
3:00PM	Hotel Registration
4:00PM	Conference Orientation
	(NEW: See Conference Orientation section for more information)
6:30PM – 7:15PM	Garden Reception
7:30PM – 9:00PM	Waterfront Opening Session
9:15PM – 10:30PM	Member Mixer and Miss PBL Competition

### **SATURDAY, MARCH 26, 2011\***

8:30AM – 5:30PM	Performance Events
8:30AM – 9:15AM	Workshop Session 1A & 1B
10:00AM – 10:45PM	Workshop Session 2A & 2B
11:30PM – 12:15PM	Workshop Session 3A & 3B
5:30PM – 7:30PM	Dinner Break (on your own)
7:30PM – 8:30PM	Garden Reception
8:30PM – 10:00PM	Awards & Recognition Ceremony

\*subject to change

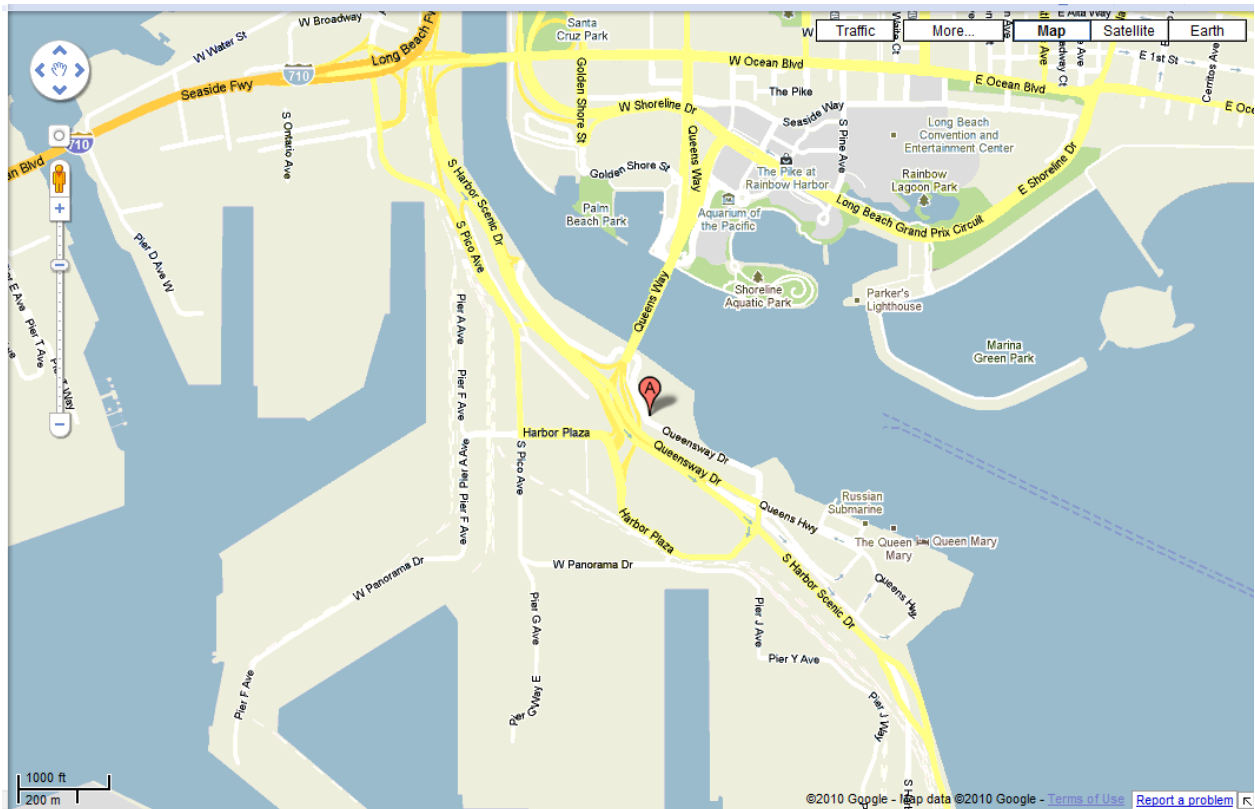
## DIRECTIONS & PARKING

Hotel Maya is extending a discounted parking rate of \$10.00 per day, with unlimited in and out privileges. Parking must be paid at check-in.

**Hotel Maya**  
**700 Queensway Drive**  
**Long Beach, CA 90802**  
**(562) 435-7676**

### Directions (from the 710 South):

Merge onto the 710 Freeway and Proceed SOUTH for 4 miles on the 710 Long Beach Freeway. Stay in the left lane heading towards “Downtown” after the Anaheim Street exits. Exit on Broadway. Make a Right on Magnolia heading towards the Queensway Bridge. Stay to the RIGHT and take the Off-Ramp that says Pier H, Queensway Drive. It will appear that you are entering the 710 Freeway, but you are looping around a waterfront access road. Turn Right onto this waterfront access road which is Queensway Drive - making a U turn. Go approximately ½ mile, passing the Marriott Residence Inn, go under the Bridge and the Hotel Maya will be on the left hand side.



## 2011 STATE BUSINESS LEADERSHIP CONFERENCE TIMELINE

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- NOW!** Recruit members and SBLC participants  
Share conference information with chapter officers and members  
Determine who will compete in each competitive event  
Make appropriate travel arrangements
- February 28** **REQUEST** deadline for skill events
- February 28** **DEADLINE for Early Bird Registration!**
- Hotel Room Assignment
  - Summary & Participant Info
  - Competitive Event Registration
  - Project Events Roster
  - Conference Payment
- March 1 Office** **RECEIVED BY** deadline for submitting **CMAP entries\*** to the **National Office**
- \*CMAP forms are in the Chapter Management Handbook*
- March 9** **Skill Events Production Testing until March 16**
- March 21** **RECEIVED BY** deadline for SBLC Scholarship, Who's Who, Skill Testing, Project, and Interview materials for:
- Email SBLC Scholarship to [info@capbl.org](mailto:info@capbl.org) (application found on capbl.org)
  - Email Who's Who form to [info@capbl.org](mailto:info@capbl.org)
  - Computer Applications, Accounting for Professionals, Database Design & Applications, Desktop Publishing, Word Processing, Computer Game Simulation Programming, Digital Video Production, Small Business Management Plan, Web Site Development
  - Resumes for Job Interview and Future Business Executive
  - All Skill Testing materials must be e-mailed to: [skillevents@capbl.org](mailto:skillevents@capbl.org)
- March 14** **DEADLINE for Regular Registration!**
- March 16-23** **SBLC Online Testing**
- March 21** **FINAL Receipt** deadline for the following:
- Next Top Chapter (NTC) & Next New Top Chapter (NNTC). E-mail forms and documentation to: [ntc@capbl.org](mailto:ntc@capbl.org) or [nntc@capbl.org](mailto:nntc@capbl.org).
  - Fresh Start Applications Due email to: [yvonne@capbl.org](mailto:yvonne@capbl.org)
  - Competitor substitutions, adds, drops
- March 21** **DEADLINE** for State Officer Applications email to: [statecandidate@capbl.org](mailto:statecandidate@capbl.org)  
**DEADLINE** Membership dues.
- March 25-26:** **State Business Leadership Conference, See you there!**

## **OFFICIAL FBLA-PBL DRESS CODE**

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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. Professional attire is required for all attendees at all general sessions, competitive events, section meetings, workshops, and other activities unless stated otherwise in the conference program. Conference nametags are part of the dress code and must be worn at all times while participating in conference activities.

The purpose of the FBLA-PBL Dress Code Policy is to describe in detail and spirit the professional and polished look of members and advisers. While the policy may not cover every fashion trend and detail, FBLA-PBL reserves the right to determine dress code eventualities and interpretations.

### **PROFESSIONAL ATTIRE**

#### **Appropriate male attire.**

- Business suit with collared dress shirt, and necktie; or a Sport coat, dress slacks, collared shirt, and necktie; or Dress slacks, collared shirt, and necktie.
- Banded collared shirt may be worn only if sport coat or business suit is worn.
- Dress shoes and socks are required.

#### **Appropriate female attire.**

- Business suit; or a Business pantsuit; or a Skirt or dress slacks with blouse or sweater; or a Business dress.
- Dress shoes and nylons are required.

### **BUSINESS CASUAL ATTIRE**

#### **Appropriate male attire:**

- Polo or collared shirt
- Casual slacks (e.g. Dockers; no denim or shorts)
- Leather loafers or dressy slip-ons (no athletic shoes, flip flops, or canvas shoes)
- Patterned or solid-colored socks

#### **Appropriate female attire:**

- Polo or collared shirt or sweater
- Casual slacks (e.g. Dockers; no denim or shorts), or a skirt
- Sandals, slides, boots, flats, or mid-heel shoes

### **INAPPROPRIATE ATTIRE**

#### **For both men and women:**

- Jewelry in visible body piercing, other than ears
- Denim or chambray fabric clothing of any kind, e.g. 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.
- 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.

**CASUAL ATTIRE** may be worn for specified conference events. Cut-off jeans, spandex or Lycra garments, midriff tops, and bathing suits are not appropriate casual attire. Shoes and shirts must be worn at all times.

For the **Awards Session**, it is appropriate to wear either the regular conference attire, or semi-formal or formal wear.

**Fashion note:** Many new fashions are not appropriate conference attire. Use common sense and be conservative rather than cutting-edge. If you have any doubt about the appropriateness of your attire, find something else to wear.