

2018 National Leadership Conference ~ Baltimore, MD

Upper Dublin Future Business Leaders of America

FBLA was proud to announce that we surpassed the goal of 250,000 members last year making us the **largest student organization in the world**.

We, as a local chapter, had 16 UD competitors which is the second highest attendance we've had since I became an adviser 10 years ago (falling just short of last year's record breaking 19 competitors). Each year has proven to be very exciting and exhausting for the Upper Dublin group. As an adviser I was able to gain yet another year of experience at the National level of FBLA Competition, helping to run these conferences and understanding why these conferences are so important. I was able to be a mentor/adviser **10 first-time** NLC qualifiers and **6 returning** NLC qualifiers. I also took advantage of a few helpful workshops on adviser collaboration, chapter management, fundraising, and curriculum topics such as branding and consumerism, as well as exploring the educational and fundraising exhibits. And I helped administer the **Community Service Project Presentation** Competitive Event during the Final Round of the competition.

In addition, I found out more information on the student's' certifications (Business Achievement Awards - BAA) through the FBLA program and received information from fellow advisers on curriculum for Business Leadership courses which incorporate the certification programs. I also visited with the Lead to Feed program to see if we could incorporate some of their lessons into monthly meetings or high school enhancement periods. All of this information and experiences were extremely helpful in creating new opportunities for students to embrace the FBLA club experiences and skills. And lastly, we were able to support our fellow UD members and watch some of them compete in their topics while gaining a better understanding of the different event procedures for future conferences and competition opportunities.

Being in the Baltimore area offered many tourism activities which created very busy schedules for us outside of the designated conference hours. We left mid-day on Tuesday morning from UDHS via a chartered bus arriving in Baltimore at 2:30pm. We were able to take advantage of the early arrival on our planned "travel day" to jump right into exploring the surrounding area for testing/meeting locations, food options and take in the Inner Harbor atmosphere. The next day was dubbed "Tourism Day" because they packed 3 different special events into a 16 hour day including a walking tour of Annapolis, a Schooner Boat ride and we finished the sightseeing with a crabfest at Harris Crab House. The PA FBLA group offered many chances to experience the historic culture through all of their planned activities which also included an Orioles Baseball game at Camden Yards later in the week and time to tour the Historical Ships of Baltimore on our own.

In addition to PA FBLA events, we participated in four full days of FBLA events including the Opening Session, Workshops, Competitive Events, Voting Campaigns and Voting Sessions, Professional Exhibitors, the Awards of Excellence Program and more at the Baltimore Convention Center. PA-FBLA had over 500 students, advisors and family members traveling with us. In addition there were over 13,000 people in attendance representing 47 states, Brazil, Cayman Islands, China, Europe, Haiti, Korea, Puerto Rico, and U.S. Virgin Islands.

As mentioned above, we had 16 NLC Qualifiers. I am extremely proud of the students accomplishments in the competition and team camaraderie throughout the entire trip. The group did extremely well and I look forward to working with many of them again next school year since each grade level was represented on this trip (1 Freshman, 1 Sophomores, 11 Juniors, 3 Seniors).

At the Pennsylvania State Meeting, Upper Dublin was recognized as a Gold Seal Chapter for the outstanding accomplishments we've had over the past year. PA FBLA announced that we are the third largest chapter with over 13,500 members and over 300 chapters following just behind Missouri and Georgia. In addition, Eric Hu was recognized

for qualifying for 3 straight National Conferences as well as placing Nationally for both completed competitions so far. There were a total of 4 people in a room of over 400 student competitors who received this recognition. Now that we have the results for this year's competition, we are proud to say he has placed Nationally ALL 3 years. Finally, I was recognized for completing 10 years of services as an FBLA Adviser.

After the Awards Program, we had a total of **9 competitors** who made it onto the National Stage and came home with Top Ten Trophies. It is extremely difficult to place at the national level so we are VERY PROUD of their accomplishments as they made us UD Proud! The list of students and their accomplishments is detailed below.

As the club advisor and chaperone I am very pleased with the outcome. They did a great job representing Upper Dublin and Pennsylvania in a business professional manner in every aspect of the trip. I look forward to future regional, state and national conferences as I strive to make this business club a successful and rewarding part of Upper Dublin's Extra-Curricular Activities. Thank you for all of your continuing support.

Sincerely,

Jessica Sundling

Student Accomplishments

These students were able to network with fellow high school students and make some new connections with FBLA clubs from around the nation. They each attended the Opening Session, Campaign Rallies, Eastern Region Campaign, Vendor Booths, Voting Session and Awards Ceremony at the National Leadership Conference. In addition to their conference attendance, these students were also able to experience all of the local attractions mentioned above with PA-FBLA planned tours and dining experiences.

Below are their National Leadership Conference accomplishments:

NATIONAL STAGE WINNERS

- Juniors **Jason Won** and **Maddie Sanders** completed in Virtual Business Management, placed **1st in the Nation** coming home with a \$1500 team prize. Teammate **Frankie She** acted as Coach as he was unable to attend the NLC, practicing via Facetime / Skype before each round and contributing the only way he could.
- Sophomore **Caleb Cho** & Junior **Kevin Zhu** competed in LifeSmarts, placed **2nd in the Nation** and came home with a \$800 team prize.
- Senior **Eric Hu** competed in Networking Concepts, placed **2nd in the Nation** and came home with a \$200 prize.
- Junior **Joshua Hong** competed in Virtual Business Finance, placed **5th in the Nation** coming home with a \$100 prize.
- Freshman **Eric Zhong** - competed in Introduction to Information Technology, placed **10th in the Nation.**

NATIONAL COMPETITORS

- Senior **Raymond Zhao** and Junior **Jonathon Li** competed in Marketing.
- Senior **Ye Ji (Annie) Han** competed in Personal Finance.
- Junior **Hannah Xiao** and Junior **Connie Liu** competed in Graphic Design
- Junior **Zach Rose** competed in Advertising
- Junior **Rose Listman** - competed in Business Law
- Junior **David Cai** competed in the Cyber Security.
- Junior **Judy Zhong** - competed in Networking Concepts

Competition Details:

- **VBC Management** - These groups are tested on their skills of managing a business in the form of a simulation. Each round consisted of just 20 minutes to set-up, manage, and earn the most profit they could while competing against 5 other teams each round with a large audience watching.
- **VBC Finance** - These groups are tested on their skills of managing their personal finances including paying bills, obtaining a job, basic health maintenance and more. Each round consisted of just 15 minutes to set-up, manage, and earn the most money they could while competing against 5 other teams each round with a large audience watching.
- **LifeSmarts** - Consisted of several rounds of competition including: individual 60 question-quiz for each team member, 50 question team quiz on personal finance, 50 question quiz on consumerism, lightning round questions, and 3 rounds of Game Show Buzzer Style questions to narrow it down to the top 8, The second day of competition included a bracket system of Head-to-head Buzzer Matches to crown a winner.
- **Individual Topics** - consisted of 3 rounds of individual objective testing on designated topic.
Advertising / Business Law / Cyber Security / Intro to Info Tech / Marketing / Networking Concepts
- **Presentation / Project Topics** - consisted of student teams creating a specific project based on the event prompt and presenting their projects to a panel of judges. This year's UD Competitor Topics included: Graphic Design.