

THE CALIFORNIAN

JANUARY 2023

WINTER EDITION

President's Corner

Dear California FBLA Members,

On behalf of the Student State Executive Board I would like to wish you a Happy New Year! I hope the first semester of school has treated you well and those of you who could attend, had fun at our Leadership Development Institute.

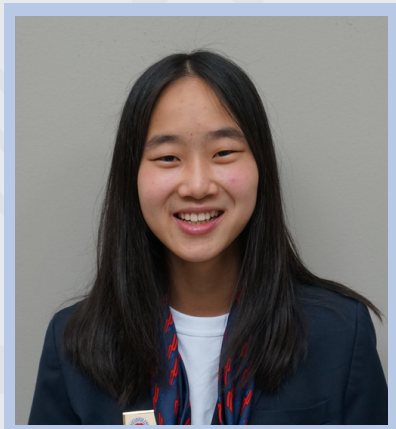
Your Student State Executive Board has been hard at work carrying out committee goals and beginning preparation for their respective section conferences. Section conference is a great way for you to participate in our various competitive events to advance your business knowledge. I urge you to check out the many resources we have on our CA FBLA website to help you best prepare.

The state officers are looking forward to our State Leadership Conference which will be held in Sacramento this year! We cannot wait to see you all in person again and provide you with this incredible opportunity filled with fun and excitement.

As always, if you have any questions please feel free to contact me at awoo@cafbla.org or any of the other officers. If you have any questions or recommendations for the state team make sure to check out our digital anonymous suggestion box which can be found on our CA FBLA website under the state officers tab. I look forward to seeing you all soon!

Annette Woo

2022-2023 California FBLA State President



Section Updates



The Bay Section Office-Adviser Training Day took place on October 8 at Homestead High School. We had a lot of fun together in skill-development workshops, ice breaker activities, and beyond! It was great seeing students from different chapters network with one another as we looked ahead to the rest of our year. At LDI, despite being the least represented section, Bay Section won the Battle of the Section! We cannot wait to continue striving for excellence and as we march forward as a connected community.



It was so amazing to see the Northern Section officers at work, learning how to navigate their chapters this FBLA year at OAT Day! Now that OAT and LDI have passed, we're getting ready for the 2023 NS Leadership Conference. With a name badge competition, Section shirt design competition, and fun chapter battles, the Section team is working on hosting an engaging fully in-person event this year! Make sure that you turn in your Section officer applications if you want to play a part in planning and leading collaborative events like this next year!



Hello everyone! The Central Section is having a great year so far! OAT Day, run by your amazing section officers, was super successful! Officers, members, and advisers got to have a great leadership experience and learn a lot through fun and engaging workshops. I was very glad to see that the Central Section was very well represented at the Leadership Development Institute! Keep up that FBLA spirit through the holidays! I am super excited to see how the rest of the year pans out!

Section Updates (cont.)



The Inland Section team has been hard at work so far this year to offer our members the best FBLA experience possible! Back in October, we had our first in-person OAT Day in nearly two years, at Eleanor Roosevelt High School, with 10 amazing schools' officer teams attending, 2 of which were newly registered middle-level chapters! Through a fun inter-project skit, workshops, and a guest presentation from Altura Credit Union, Inland Section chapter teams participated in an engaging officer training day to help prepare them to run their own chapters. Up next: ISLC!



The Gold Coast OAT day was a success at Westlake High School in September, and we had great Gold Coast representation at LDI this past October. The Gold Coast officer team recently hosted a holiday social at the end 2022, and we are looking forward to an exciting 2023 with innovative webinars, business tours, and our in-person Section Conference on February 11 at Santa Susana High School. Happy holidays CA FBLA!



The Southern Section has had a great start to the 22-23 FBLA year, so let's continue strong as we head into competition season! Thank you to all who participated in OAT Day and LDI. It was incredible seeing so many members from our section together, especially since these were our first in-person events after the pandemic. The Southern Section Officers are also working hard to prepare for SSLC in February, which will include fun socials, workshops, and more. Keep studying hard, and we'll see you at Sectionals!

Committee Updates



MEMBERSHIP ORGANIZATION & SUPPORT

The new, revamped CA FBLA website will soon be launched. Over the last couple of months, our committee has been working closely with CA FBLA state staff to ensure that the new website will abide by the new FBLA branding guidelines and also have a more sleek design that makes it easier for all to navigate! The website will be up and live very soon, so be sure to look out for that! We also have another resource toolkit coming soon, where you can find easy-to-access links about upcoming events, competitions, and more. Additionally, if you are a chapter president or adviser, make sure to join the Statewide Remind! The code is @cafbla2223, and you must enter your name, chapter, section, and position to be approved.



MEMBERSHIP DEVELOPMENT & RETENTION

The Membership Development & Retention Committee is currently working on our Program of Work goals for the year. State officers have been making an effort to build and develop middle-level chapters across the state! Your state officer team also finalized two different initiatives focused on improving communication within the state! The digital anonymous suggestion box is up and running and can be found [here](#). This digital anonymous suggestion box allows members to have a direct line of communication with the state executive board! Your state officers have also created a Connectivity and Collaboration survey for California members! Filling out this survey allows members to connect with other members who have similar interests! This survey allows members to make friends from all across the state!

Committee Updates (cont.)



COMMUNITY ALUMNI & ENGAGEMENT

The Community & Alumni Engagement Committee is currently planning an CA FBLA Alumni Panelist Event, which will take place in January. Attendees will have the chance to hear from alumni on how their FBLA experience helped them reach their current positions today. Additionally, we are also working on a Alumni Outreach Form, which will be incorporated into the new CA FBLA website. We hope that this will increase alumni engagement and maintain a strong connection with them.

LDI 2022 Updates

CA FBLA had a very successful 2022 Leadership Development Institute! From October 21 to 23, chapters from all across California came together in Anaheim to engage in a number of guest speaker events, socials, and other activities to grow business knowledge and network with one another! LDI 2022, themed, "Imagine," encouraged members to allow their creativity take the helm; by doing so, the possibilities are truly endless. For months, the CA FBLA Executive Board has been giving it their all to provide all of our members the best experience possible! Through three officer-led workshops titled, *Imagine the Possibilities*, *Imagine the Other Side*, and *FBLAst Off!* members had a variety of opportunities to engage in fun activities while learning important leadership lessons.



CA FBLA Executive Board @ LDI!

LDI 2022 Updates (cont.)

We hope all of you enjoyed your time at LDI! Whether it was your first or last, hopefully, all of you took away something important from the conference and perhaps made a friend or two along the way! We can't wait to see you all at your section conferences and then at our State Leadership Conference during late April! Best of luck on all of your competitive events.



Adviser Spotlight - Mrs. Moore/Eleanor Roosevelt

Why did you choose to become an FBLA adviser?

Becoming an FBLA adviser is about the opportunities, enrichments, and challenges it provides for students. I never really look at anything except for whether or not it is the right thing to do. Thus, to me it was not a choice since it is right for my students. I do not believe there is a single adviser out there who advises FBLA because they "love it." Advisers advise because it helps our students grow positively into not only productive citizens but productive leaders of our world.

What is a message you have for students in FBLA?

FBLA changes students for the better. By instilling work ethics, creating bonds with students from all over, bringing their education to life. Sometimes you need to work harder, sometimes you receive constructive criticism, sometimes you fail, sometimes you succeed. But no matter what, through FBLA, your life is changed forever - if you maximize the opportunity. Opportunities come and go, do not miss out on this one.

Adviser Spotlight (cont.)

What is your favorite FBLA memory?

My favorite memory. There are so many brilliant students I have worked with and memorable events. I think my first overnight trip, to Athens GA, is up there. Neal Anthony, Tommy Carroll, Chase Johnson, Mark Torre, my sons Matthew, and Thomas. (And others) Watching them compete in monopoly, listen to Byron Garrett, posing on the famed arch entrance to UGA, eating and drinking (the famed orange dream milkshake) at the Varsity. It was all about the camaraderie, laughing and enjoying the FBLA leadership life.

Then here at ERHS, state a few years back in Sac. Manal Ali, Sai Gorijavolu, Maham Mobin led a dance fest in my room with almost all of the competitors we took! Sai and I went for a run hours before her event - Sales Presentation - discussing her presentation and fine tuning it. Peter Cheng, Thomas Rife, Allen Chen had bed bugs in their room. That was a MESS and I had no idea what to do when they showed up at my door with a bug on a cup lid! All right before the awards ceremony - the hotel took all their clothes, luggage, etc. Then they walked away with our school's first state 1st place! Sai placed 1st also.

Lastly, this year's LDI, while waiting for our bus, my officers were running around interviewing anyone still around regarding their favorite LDI experience. It was so awesome to watch them demonstrate leadership and continue to engage.

Describe FBLA in 3 words.

- 1. Enrichment**
- 2. Opportunity**
- 3. Life-Changing**



**NLC 2022
Chicago**

Ms. Moore (center) with one of her students and Dr. Looker at NLC 2022

Competitive Events Word Search!

Do you know which competitive events you want to take a try out this year? Complete the word search below for an idea of what competitions FBLA provides! Scan the QR shown on the right to find more resources about each competition provided by FBLA. Good luck!



M S L K P S P R U T P M O R P M I I N Z I C W
W J P H D E C U G J P A R L I P R O H K N G B
C E O R R A R A B C V E D R Z U W N T S T Z I
L Y B U E M T S C L B B C V F D H Y S E E E N
I T B S R A A A O C I M U O E P H G U D R R T
E I U R I N D N A N O C A S N R X W Q P N P R
N R S Q D T A S A N A U S R I O T B I L A S O
T U I B P J E L H G A L N P K N M I V E T E T
S C N F O C B D I E E L F T E E E I S H I L O
E E E S J T X L E S E M Y I I A T S C I O A F
R S S Q S J W R E S M T E S N N K I S S N S B
V R S S C I H T E Z I B A N I A G I N P A G L
I E L E Z C Z B S C X G Y P T S N N N G L B A
C B A O Z U X D E S I G N K P U T C W G B A X
E Y W B J N G I S E D C I H P A R G E A I X N
Q C R Y J O B I N T E R V I E W Q K A H Z Z A

Find the following words in the puzzle.
Words are hidden and .

ACCOUNTING
ADVERTISING
BIZ ETHICS
BUSINESS LAW
BUSINESS PLAN
CLIENT SERVICE
CYBER SECURITY
DATA ANALYSIS

ECONOMICS
GRAPHIC DESIGN
HELP DESK
HR MANAGEMENT
IMPROMPTU
INTERNATIONAL BIZ
INTRO TO FBLA
JOB INTERVIEW

JOURNALISM
MARKETING
PARLI PRO
PERSONAL FINANCE
PUBLIC SPEAKING
SALES PREZ
SPREADSHEET APP
UX DESIGN

WEBSITE DESIGN