

THE CALIFORNIAN

A decorative banner with a green top section and a purple bottom section, both with wavy edges. The green section contains illustrations of a bee, a snail, a ladybug, and various flowers. The purple section contains illustrations of white flowers with red centers. The background of the entire page is a repeating pattern of light gray flowers and leaves.

APRIL 2023

SPRING EDITION



President's Corner

Hello Members!

Welcome to our last and final edition of the Californian for this year! I wanted to extend warm congratulations to all of you who placed at your section conferences, and hope that you had an amazing time.

The California FBLA State Leadership Conference is coming up from April 27th-April 30th in Sacramento. I look forward to seeing you all there and hope you are ready for an amazing conference.

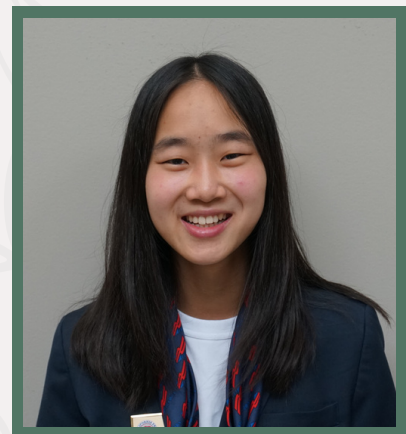
As you prepare for SLC don't forget to practice and study hard for your competitions. I am excited for the workshops, socials, and various events we have planned and the opportunities you will get to network with members from all over California. I wish you all the best of luck and hope that we have many members representing us at our National Leadership Conference in Atlanta this summer.

It has been an honor and pleasure serving CA FBLA for the past year, and while I am sad that this will be our last SLC together, I am sure we will be able to look back on the lasting memories we have made. Thank you for giving me the chance to lead you all and hope you will have a memorable year.

Annette Woo

See you in Sacramento!

Annette Woo, CA FBLA President 2022-2023

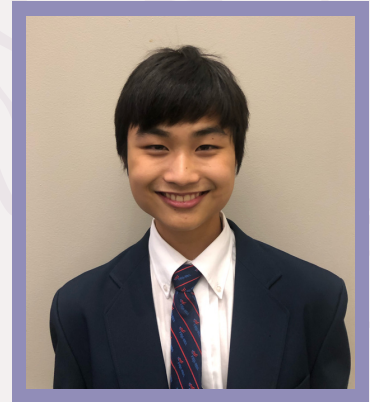


Section Updates

BAY SECTION RECAP

Message from Bay Section President, Alan Jian

Hello Bay Section! It was great seeing you all at the Bay Section Leadership Conference at Lynbrook back in February. We had a ton of fun together competing, playing giant connect 4, attending workshops, taking photo booth pictures, and beyond. I appreciate all of your active participation, excitement, and energy. Moreover, thanks to all of you, we raised over \$200 for March of Dimes in our fundraiser in partnership with Ceremony Tea. Regardless of how you placed at Bay,



I want to thank you for dedicating time and effort to your competition. Finally, for those of you attending SLC, I look forward to seeing you in Sacramento!

Incoming Bay Section Team 2023-24



Anshul Singh
President



Esha Wanzakhade
VP of Activities



**Samhitha
Varanasi**
VP of Outreach



**Bhavya
Krishnan**
Public Relations



Sanghyuk Ko
Parliamentarian

**Bay Section Secretary/Treasurer to be decided at the State Leadership Conference*

Message from Upcoming Bay Section President Anshul Singh

"I'm excited about serving not only the Bay Section but the entirety of CA FBLA. I plan on improving competitor opportunities and working more closely with individual chapters in order to improve the CA FBLA experience."

Anshul Singh

Section Updates

CENTRAL SECTION RECAP

Message from Central Section President, Jacob Hutchison

Hello Central Section members and thank you for our amazing Central Section Leadership Conference this year! The officer team worked very hard to put together the conference and couldn't have had a better result without you guys. With 477 total members and advisers, and outstanding performance in competitive events and campaigns, 2023 will be a year to remember. The 2023-24 Central Section officer team was elected, and I am glad to see everyone who came out to campaign! Our new team is:



Incoming Central Section Team 2023-24



Edgar Guzman
President



Adam Hacker
Vice President



Lucy Ponce-Esquivel
Secretary



Diya Rajini
Treasurer



Afnan Hashmi
Public Relations



Abigail Yancey
Historian + Parliamentarian

Congratulations to those elected! And a huge thanks to the National FBLA President, Aarav Dagar, for attending our conference! It was a great experience for you to come to our conference and we were so glad to have you.

Message from Incoming Central Section President, Edgar Guzman

"I am excited to work alongside the members of the state officer team, and implement the goals that I campaigned for, which are in the areas of improved communication and providing more effective resources for members. Overall, I cannot wait to see what the State and Central Section officer team accomplish in the upcoming year!"

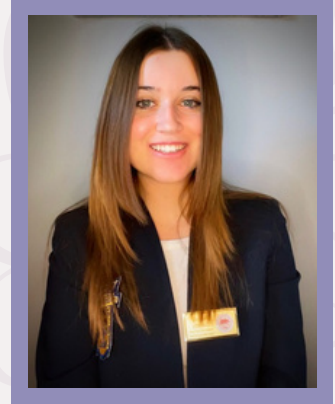
Edgar Guzman

Section Updates

GOLD COAST SECTION RECAP

Message from Gold Coast Section President, Hayley Gadsby

Hello Gold Coast Section! I am so excited to say that our section conference for 2023 is already on the books. Thank you to Westlake High School for hosting another amazing event. We had over 600 attendees, with over 9 professional workshops going on. We are so excited for everyone who placed in their events and who is moving on to their event at state! Our March of Dimes fundraiser was a success where we had local students sell their homemade crafts and gave a portion of their proceeds to the organization. Thank you Gold Coast for a great section conference and your new section team looks forward to seeing you all in Sacramento.



Incoming Gold Coast Section Team 2023-24



Caitlyn Park
President



Kristine Sy
VP of Membership



Ethan Kang
Secretary



Sriya Sthothrabhashyam
Leadership Associate



Alexander Black
VP of Activities

Message from Incoming Gold Coast Section President, Caitlyn Park

"I am so excited to serve Gold Coast as the 2023-2024 President and represent this incredible section at State! I look forward to developing more one-on-one connections with chapter members and officers, and can't wait to be a part of their growth throughout their FBLA journey. OAT Day, LDI, GCSLC... it's going to be awesome!"

Caitlyn Park

Section Updates

INLAND SECTION RECAP

Message from Inland Section President, Lorelei Tang

Hey Inland Section, 2023 has already been off to a great start! With over 450 attendees, 11 schools, and 15 guest presenters, our Inland Section Leadership Conference was a huge success. I can confidently speak on behalf of the section team when I say that we are proud of our members for taking full advantage of the different networking and leadership development opportunities we had to offer. Special thanks go out to Mr. Lara, our section director, for his extraordinary commitment and support, and to Los Osos High School, our host, for generously offering their campus and resources. I'd also like to extend thanks to our chapter advisers, Inland Section Council, and my fellow board members for their efforts and dedication to our section. Finally, I'd like to congratulate the incoming 2023-2024 Section Board! Thank you to all of our members for a great year so far, and I can't wait to see you all at State!



Incoming Inland Section Team 2023-24



Emily Wang
President



Alena Talreja
VP of Programs



Clara Nguyen
Secretary



Allison Diep
Historian

**Inland Section VP of Communications to be decided at the State Leadership Conference*

Message from Incoming Inland Section President, Emily Wang

"In this next year, I can't wait to grow my experiences and work with incredible teams of people!"

Emily Wang

Section Updates

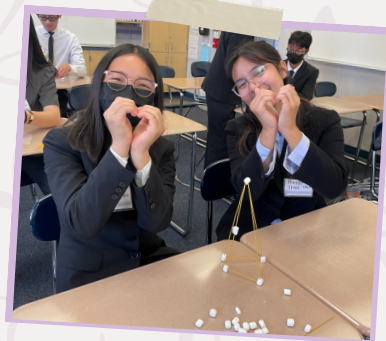
SOUTHERN SECTION RECAP

Message from Southern Section President, Daeuni Lee

Hello Southern Section! Thank you for your amazing participation at the Southern Section Leadership Conference. From workshops to competitive events to even our scavenger hunt, there was so much enthusiasm and dedication all around. It was especially amazing to see everyone cheer for one another during the award ceremony! In total, we had over 500 attendees from all over our section, and while the preparation was tough, the officers and I had a great time hosting. Special thanks to Valencia High School for allowing us to use their campus, as well as to Mrs. Millam and Dr. Ramirez, our section directors, for their endless support! Finally, as announced at SSLC, the election for the 2023-2024 Southern Section Board will take place at our section meeting at SLC. Please be prepared to hear from the candidates and vote for the next leaders of our section. Thank you again, Southern Section!



**Incoming Southern Section Team (2023-24) to be decided at SLC Section Meeting*



Section Updates

NORTHERN SECTION RECAP

Message from Northern Section President, Chiamaka Ihejirika

Greetings Northern Section! Thank you for helping to create an amazing 2023 Northern Section Leadership Conference this year, and an even bigger thank you to Wheatland High School for hosting. Your section officer team put a lot of time and energy into creating an environment for you to succeed. Success can be seen in our March of Dimes which raised \$187.50, as well as the number of Northern Section members moving forward to the State Leadership Conference in Sacramento. The Northern Section officer team looks forward to seeing you all at the SLC Northern Section meeting!



**Incoming Northern Section Team (2023-24) to be elected at SLC Section Meeting*



Committee Updates



MEMBERSHIP ORGANIZATION & SUPPORT

Toolkit: A second resource toolkit is being sent out that focuses on the upcoming State Leadership Conference. With information pertaining to competition scoring and the CA FBLA Californian newsletter, be sure to take a look at it through the linktr.ee on the CA FBLA Instagram.

Remind: To all chapter advisers and presidents: Make sure to keep an eye out for updates at the State Leadership Conference by joining the CA FBLA Remind! Furthermore, this channel of communication will remain open from now until the end of the State Leadership Conference, so feel free to reach out with any questions or inquiries.

Website: The NEW CA FBLA website is NOW LIVE!! Make sure to check out the new website and familiarize yourself with the different features. If you have any questions about how to navigate the website or feedback about the format or design, please reach out to daniellee@cafbla.org.



MEMBERSHIP DEVELOPMENT & RETENTION

The membership development and retention committee is working to wrap up our three initiatives: Digital Anonymous Suggestion Box, Connection Form, and Middle School involvement. Be sure to ask any questions you may have regarding SLC or questions you have for this year's officer team before they sign off. Also, look out for an email regarding your response from our Connection Form. Finally, this committee looks forward to hosting our SLC Q&A session on April 25th. Here, members will be able to ask any last-minute questions regarding SLC while our officers give a brief presentation consisting of reminders and tips to note. (Check our linktr.ee for the link to the webinar!)

Committee Updates (cont.)



COMMUNITY ALUMNI & ENGAGEMENT

The Community and Alumni Engagement Committee is currently planning a Business Showcase for SLC so that students have the opportunity to learn more about businesses and colleges that they can pursue in the future. Additionally, the Alumni Outreach Form is now available under the 'Alumni' tab on the CA FBLA website! Graduating seniors are encouraged to fill it out so that they can stay connected with our organization in the future. The committee hosted one final alumni webinar on Saturday, April 1st. This webinar focused on preparing for SLC and feature alumni who placed in competitive events last year. Thank you to everyone who attended.

State Leadership Conference

California FBLA!! It's the time we've all been waiting for... the STATE LEADERSHIP CONFERENCE! It's time to network, compete, and enjoy the SLC experience and all it has to offer. We encourage all of you to make the most of this opportunity, and we can't witness all that you achieve both at SLC and beyond. The State Executive Board has worked tirelessly over the last couple of months to plan this conference for all of you, and we're super excited to bring you the best conference possible.

This year, the State Executive Board has planned three events:

1. *General Social*
2. *Senior Social*
3. *March of Dimes Walk*

General Social

 **Friday (4/29) from 8:45 PM to 10:30 PM**

The Friday Night Social is a chance for FBLA members to get to connect and build friendships with each other. It will be a night full of music, games, and friendly competition, so be sure your chapter stops by to participate in all the fun and memory-making! Some of the activities we'll be having are: **Karaoke, DIY bracelet making, FBLA Jeopardy, board games + more!**

Senior Social

 **Saturday (4/29) from 9:30 AM to 10:30 AM**

The Senior Social will be an opportunity for all graduating seniors to network and connect with one another at SLC. All seniors are welcome to join! There will be a variety of fun activities to partake in, such as post-it murals where seniors can add their favorite FBLA memories or advice for underclassmen. Come to connect with other seniors and make your last SLC even more memorable!

March of Dimes Walk

 **Saturday (4/29) from 11:00 AM to 12:00 PM**

On Saturday morning, the state officers will be hosting a walk to support our national partner, the March of Dimes. We will have fun merch to wear and do a quick presentation about the organization and what it stands for. Be sure to come out and join us for a Walk for Babies around the park!

Important Information for SLC



SLC Conference Guide

The conference guide has all the general information that you need for SLC! Scan the QR code below or click the link to access the conference guide. Find everything from the conference schedule to competitive events and dress codes.



[\(Click Here!\)](#)

Competition Schedules

These two QR codes provide the information you need for competition schedules. The first (left side) pertains to objective tests, while the second (right side) is a general competitive events schedule. Keep in mind, more specific times will be provided at a later time before the conference.



[\(Click Here!\)](#)



[\(Click Here!\)](#)

Dress Code

Business attire is required for most of the conference, whether that be the opening & award sessions, competitive events, or workshops. The QR code/link on the right provides more information on the dress code.



[\(Click Here!\)](#)

Performance Competition Finalists

Finalists for performance competitions are now live! Make sure that you check finalists for performance competitions to see if you will be competing at SLC.



[\(Click Here!\)](#)

Section Officer Spotlight

MEET EMMA LIU!



1. What is the most impactful lesson you have learned through FBLA?

The most impactful lesson I learned through FBLA is to not be afraid of failure, as we can always bounce back from it. Don't let setbacks stop us from achieving our ultimate goal, as setbacks are what allow us to grow and improve.

2. Why did you apply for a Section officer position?

I chose to apply for a Section officer position as I wanted to be more involved in FBLA. FBLA has allowed me to thrive as an individual, and I wanted to make my contribution back to FBLA through this position of influence.



3. What is your favorite FBLA memory?

My favorite memory in FBLA was OAT day. It was definitely a remarkable experience as it was my first time leading a big group of leaders. I was also able to meet many like-minded individuals who were equally passionate in business.



4. If you could return to the beginning of your FBLA journey, what advice would you give yourself?

Don't wait for opportunities to come to you. Be proactive and look for opportunities.



SLC Word Search!



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

ADVISER
ASSOCIATION
AWARDS
BAY
BLUEPANDA
BOARD
CALIFORNIA
CENTRAL

CLOSING
COMPETITION
CONFERENCE
DRESSCODE
EXECUTIVE
GOLDCOAST
INLAND
INTERVIEW

JUDGE
LEADERSHIP
MARCHOFDIMES
NORTHERN
OBJECTIVE
OPENING
SACRAMENTO
SCHEDULE

SENIORSOCIAL
SOUTHERN
SPEAKING
STATE
TESTING
WORKSHOP