

Take a Crazy Chance

Presented By: Ashley Brinton

4-4:45, 5-5:45 | Salon A

Who you are today, doesn't have to be who you are tomorrow; you control that. In this "Take A Crazy Chance" Workshop, we will be hands on with your job application. Working on applying for that "crazy", never thought you would reach, job. Ashley Brinton is a full-time speaker, she doesn't have a "normal job". Although her good looks help, it's her resume that helped her be the success she is today. Ashley knows that a resume and cover letter are the ticket for an interview, the positive first impression of you, a snapshot of who you are. Join Ashley and learn what a cover letter is, why you need a resume, and what style of job application is best for you.

Ready, Set, WIN!

Presented By: Dana Lampe

4-4:45, 5-5:45 | Salon B

Bring your competitive spirit to this session as Iowa FBLA prepares to take over NLC Awards this year. From presentation tips to reading the rubric to places you can get more information to WIN your competition at SLC and the National Conference. Join us for this informational session.



Stand Out (In a Good Way) for Your Next Interview

Presented By: Jeff Sears

5-5:45 | Bennigans

You only get one chance to make a good first impression. In this interactive session we will discuss common types of interview questions, how body language and eye contact can say more than your words, and what you can do before and after the interview to make an impact.

Design for Delight

Presented By: Chris Dzuirck

5-5:45 | Minnesota

Awesome solutions that people will love is the end result of this workshop. Using Intu-it's Design for Delight, you'll learn how to improve the success of new ideas using customer empathy, going broad and going narrow, and rapid experimentation with customers.

Create a Compelling Campaign

Presented By: FBLA State Officers

5-5:45 | Wisconsin

The State Officer Team and State Officer Coach will provide tips and steps to apply to be a future state officer. Even if you are unsure whether running for office is something you see in your future, we encourage that you attend. This workshop will aid you in becoming a state officer and will ultimately enhance your leadership skills altogether. The presenters will talk through the process, give tips, and assist you in building your network. In this time, you will start in the campaign process with the help of current State

Future Conferences

National Fall Leadership Conference (NFLC), Milwaukee, WI	November 19–20, 2021
Sports and Entertainment Experience (SEE), Des Moines	December 14, 2021
District Leadership Conference	January 29, 2022
District 1, Edgewood-Colesburg High School	
District 2, Creston High School	
District 3, Linn-Mar High School	
State Leadership Conference (SLC), Coralville	March 31 – April 2, 2022
National Leadership Conference Prep Day	June 4, 2022
National Leadership Conference, Chicago IL	June 29 – July 2, 2022

2021

IOWA FBLA STATE FALL Leadership Conference



Iowa FBLA 2021
 State Fall Leadership Conference
Sunday, October 3

2:00 – 2:45 **Opening Session & Keynote Speaker** Heartland Ballroom

3:00 – 3:45 **Workshops**

So You Want to be a Champion Chapter?	Salon A
Break the Ice	Salon B
Communicating for Success	Salon C
Resumes that Work... and Get You Work	Bennigans
Think Like a Super Star	Minnesota
Intro to College: Surviving Week 1	Wisconsin

4:00 – 4:45 **Workshops**

Take a Crazy Chance	Salon A
Ready, Set, WIN!	Salon B
Communicating for Success	Salon C
Building a LinkedIn Profile	Bennigans
BAA Reboot	Minnesota
Marketing your Hobbies	Wisconsin
Adviser Meeting	

5:00 – 5:45 **Workshops**

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Creating a Compelling Campaign	Wisconsin

6:30 – 7:30 **Dinner** Heartland Ballroom

9:00 – 11:00 **Social Activities** Heartland Ballroom
 Bingo, Carnival Games, and Community Service Projects

11:30 **Curfew**

Monday, October 4

7:00 – 8:15 **Breakfast** Heartland Ballroom

8:30 – 9:00 **Closing Session** Heartland Ballroom

9:30 Business Tours/Community Service Projects

So You Want to be a Champion Chapter?

*Presented By: Shannon Smith,
 3-3:45 | Salon A*

The National FBLA Center created a new program to increase activity in local chapters. It also provides new ways for your chapter to receive recognition. Find out the details of this four-part program and how it can help give your chapter ideas to keep members involved. By the end of the workshop, you should be able to brainstorm and create 1-2 products to use as evidence for your Champion Chapter submissions. It is highly recommended that local chapter officer teams attend this workshop together. If you have a laptop, please bring it to start creating!

Break the Ice!

*Presented By: FBLA State Officers
 3-3:45 | Salon B*

Learn the importance of icebreakers, networking, and social inclusivity at this interactive and engaging workshop.

Think Like a Super Star

*Presented By: Chris Dzuirck
 3-3:45 | Minnesota*

No one raves about the mundane or screams from the rooftops when a product is exactly as advertised. When the sky's the limit, how would you building a new product or solution? Learn how to improve the everyday through this innovative workshop using Intuit's Superstar Model.

Intro to College: Surviving Week 1

*Presented By: PBL State Officers
 3-3:45 | Wisconsin*

Stepping on a college campus for the first time can be nerve wracking. Getting through your first week of classes? That's a whole other story. Hear from some college students (believe us, we're experts by now!) on how to make your first week on campus a successful one while learning how to juggle class, activities, a social life and more.

Resumes that Work... and Get YOU Work

*Presented By: Jeff Sears
 3-3:45 | Bennigans*

Learn from an FBLA judge and professional who has screened hundreds of resumes for the best candidates. Your resume represents what you bring to the table. The words you use and what information you include can make the difference between getting an initial screening interview or a "thanks for applying, but no thanks" email.

Communicating for Success

*Presented By: Jessi Steward
 3-3:45, 4-4:45 | Salon C*

Attendees will explore a few key components and strategies to keep in mind for successful communication in the business world and beyond.

Building a LinkedIn Profile

*Presented By: Jeff Sears
 4-4:45 | Bennigans*

Learn how to build an effective LinkedIn profile that will catch the attention of potential employers and companies who may be seeking interns. We will discuss best practices, ways to network online, and what things to include (and not include) in your profile.

BAA Reboot

*Presented By: Janelle Larson
 4-4:45 | Minnesota*

In August, the National office rolled out a NEW Business Achievement Awards (BAA) program. Whether you have earned BAA awards before or not, you will want to check out these awards that are designed to better meet the needs and interests of our members. Bring your laptop as you will learn how to log into the new learning platform and will leave the workshop having completed at least one or two requirements towards your first or next BAA award.

Marketing your Hobbies

*Presented By: PBL State Officers
 4-4:45 | Wisconsin*

Yoga can get you a job at a high stake's investment corporation. Yes really. Learn how to market yourself and your favorite hobbies into important soft skills employers are searching for! Adding your hobbies can be the boost your resume needs!

Share your conference experience using #IASFLC21

Make sure to tag Iowa FBLA in your posts!