

CALIFORNIA PHI BETA LAMBDA PRESENTS



**STATE  
FALL  
BUSINESS  
LEADERSHIP  
CONFERENCE**

**UC BERKELEY  
NOVEMBER 7**

*2009 Informative Registration Packet*

**Haas School of Business, University of California, Berkeley**

**Early Registration Deadline: Wednesday, October 21**

**Regular Registration Deadline: Wednesday, October 28**



## **THE 2009 STATE FALL BUSINESS LEADERSHIP CONFERENCE IS HERE!**

California Phi Beta Lambda invites all members, advisers, and prospective chapters to the 2009 State Fall Business Leadership Conference at the Haas School of Business of the University of California, Berkeley on Saturday, November 7, 2009. The State Fall Business Leadership Conference is the premier fall event for California Phi Beta Lambda and a great opportunity for professional development and networking.

### **CONFERENCE LOCATION**

This year marks a time of remarkable change and success. To start off with, we greatly appreciate UC Berkeley for hosting the conference at the Haas School of Business. The conference will be held at Anderson Auditorium at the Haas School of Business in UC Berkeley. Campus directions and a map to Anderson Auditorium can be found here:

<http://berkeley.edu/map/maps/CD67.html>.



### **CONFERENCE HOTEL**

Conference attendees are highly encouraged to stay at La Quinta Inn, Berkeley. This is the safest and closest hotel to campus. Conference attendees can stay at the hotel for a discounted price of \$79/night (plus tax) for 2 double beds, free high-speed internet, and free continental breakfast. In order to obtain the \$50 discounted rate (originally \$129/night), be sure to mention that you are members of Future Business Leaders of America- Phi Beta Lambda and here to attend the State Fall Business Leadership Conference. Chapters will be responsible for reserving hotel rooms for their members. Don't wait - reserve your rooms as soon as possible!

*La Quinta Inn, Berkeley*  
920 University Ave  
Berkeley, CA 94710-2023  
(510) 849-1121



## **TENTATIVE SFBLC 2009 SCHEDULE**

Saturday, November 7

8:00 AM - 9:00 AM	Registration and Breakfast
9:00 AM - 10:30 AM	Opening Session Mr. PBL: Contestants Introduced
10:30 AM - 11:15 AM	Workshop Session I
11:15 AM - 12:15 PM	Lunch Mr. PBL: Business Attire Enterprise
12:15 PM - 1:00 PM	Networking Session
1:00 PM - 1:45 PM	Workshop Session II
1:45 PM - 3:30 PM	Case Competition Presentations ICR Meeting [3:00 PM - 3:30 PM]
3:30 PM - 4:30 PM	Mr. PBL
4:30 PM - 5:30 PM	Closing Session

*\*Preliminary schedule, subject to change*

## **CASE COMPETITION**

Groups of PBL members may participate in the case study and will be presenting their case to a panel of judges. This is an excellent career preparation opportunity as well as good practice for competing at the State Business Leadership Conference! Stay tuned for more details about the case and competition guidelines prior to the conference!

## **MR. PHI BETA LAMBDA**

Marking a new beginning of change and exhilaration for California PBL, Mr. Phi Beta Lambda is an exciting opportunity for the gentlemen of the nation's most elite business organization to take a step forward and showcase their expert business skills during the State Fall Business Leadership Conference. More details can be found on the application packet on our website! It's not too late to apply; deadlines have been extended to October 21, 2009!



## **REGISTRATION DEADLINES**

Early Bird Registration by **Wednesday, October 21:**

\$25 per PBL member  
\$30 per non-member

Regular Registration by **Wednesday, October 28:**

\$30 per member  
\$35 per non-member

Late Registration after Wednesday, October 28:

\$35 per member  
\$40 per non member

Adviser registration is complimentary

## **HOW DO I REGISTER?**

1. Download the Official Registration Form (an excel sheet) from [capbl.org](http://capbl.org)
2. Complete the form with chapter and member information
3. Email the form to [registration@capbl.org](mailto:registration@capbl.org)
4. Pay registration fees via Google Checkout on the website (preferred method) or Check made payable to California Phi Beta Lambda mailed to:

Danielle Tolentino Tuason  
California Phi Beta Lambda  
P.O. Box 4601  
Santa Fe Springs, CA 90670

**Substitutions:** Substitutions are accepted and encouraged. **No refunds permitted.** Submit all changes and additions via e-mail to [registration@capbl.org](mailto:registration@capbl.org).

**Questions or concerns:** Please email [registration@capbl.org](mailto:registration@capbl.org)



## OFFICIAL FBLA-PBL DRESS CODE

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 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

#### 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

### BUSINESS CASUAL ATTIRE

#### 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

#### 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

### 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, skorts, 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.

**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.