



**FUTURE BUSINESS LEADERS OF AMERICA
AREA 5 LEADERSHIP CONFERENCE
JANUARY 21, 2023**

**Cypress Woods High School
13550 Woods Spillane Blvd.
Cypress, TX 77429**

AGENDA

Mapping Out Your Future with Texas FBLA

Area 5 Leadership Conference – January 21, 2023

7:15 am - 8:00 am Adviser Registration and Packet Pickup - Front of Commons (Map Page 6)

- Advisor Check-In
- Find Seating
- Student Snacks/Networking - **BLUE TICKET** NEEDED FOR SNACKS & DOOR PRIZE ENTRY

8:00 am - 9:20 am First General Session - Commons

- Welcome
- Presentation of Colors - Cypress Woods High School AFJROTC
- National Anthem – Manasvi Jonna, Bridgeland High School
- Candidate Speeches (Campaigning During Lunch Next to Commons)

9:25 am - 12:30 pm Competitive Events (Times & Locations on Page 3)

- Please Note that Some Events Have an Earlier Start Time

9:25 am - 10:25 am Session A Workshops (List and Locations on Pages 4-5)

10:35 am - 11:35 am Session B Workshops (List and Locations on Pages 4-5)

- Battle of the Chapters - Teaching Theater Located Directly Above the Commons (Competitors ONLY–NO Observers Allowed)

11:35 am - 12:45 pm Lunch - Commons

- Lunch - Food Pickup grouped by School (Designate 1 - 3 people to pick up)
- Water Station - 1 bottle per person
- Officer Campaigning
- Networking Activity
- Door Prizes Announced - Need **BLUE TICKET** for a door prize

12:30 pm Delegate Voting - Teaching Theater

- Delegates bring electronic device to vote

1:00 pm - 3:00 pm Second General Session - Commons

- Officer Installation
- Awards Ceremony
- Closing



WiFi USERNAME: FBLA
WiFi PASSWORD: 773633

OFFICER ELECTIONS/CAMPAIGNING

- Officer candidates will be allowed to campaign during lunch
- Each candidate will have a booth designated to them outside of the commons
- All campaigning will cease at 12:30 pm

DELEGATE VOTING

- Delegates should arrive to the teaching theater no later than 12:30 pm where they will be checked in
- Delegates will need an electronic device for voting purposes
- Delegate card is needed to enter the voting session (**PURPLE** Cards in Packet)
- Number of delegates per chapter is dependent on the total number of members per chapter

0-49 members 2 delegates
 50-100 members 3 delegates
 > 100 members 4 delegates



AREA V OFFICER CANDIDATES

2023 - 2024

Position	Name	School	Campaign Managers
President	Eesha Agrahar Ana Colin Sofia Esteban Amar Nangia	Tompkins Elsik Seven Lakes Bridgeland	Abhishta Thota Krysten Randon Adhithi Venkatraghavan Rithvik Katikaneni
Vice President	Medha Janga Satvik Kodiyalam Nidhi Rao	Seven Lakes Cypress Ranch Bridgeland	Siri Ramineni Mihir Bhatia Samah Ahmed
Secretary	Melanie Haro-Cortes Sahil Nawal	Morton Ranch Cypress Ranch	Araceli Esparza Mohith Gajjela
Treasurer	Rishabh Chowdhury	Cinco Ranch	Gurpreet Singh
Reporter / Historian	Laasya Goriparti	Cypress Woods	Ryan Georgian
Parliamentarian	Christine Onianwa	Cinco Ranch	N/A

FBLA 2022-23 AREA V COMPETITION ROOM LIST

COMPETITIVE EVENT	ROOM	COMPETITIVE EVENT	ROOM
BANKING & FINANCIAL SYSTEMS <i>Report to Prep Room FIRST - Room 2906</i>	2913	INTRO TO EVENT PLANNING (9TH & 10TH) <i>Report to Prep Room FIRST - Room 2702</i>	2709
BROADCAST JOURNALISM - ROOM 1	2606	INTRO TO PUBLIC SPEAKING (9TH & 10TH)	2711
BROADCAST JOURNALISM - ROOM 2	2608	INTRO TO SOCIAL MEDIA STRATEGIES (9TH & 10TH)	1666
BUSINESS ETHICS - ROOM 1	2517	JOB INTERVIEW - ROOM 1	2718
BUSINESS ETHICS - ROOM 2	2519	JOB INTERVIEW - ROOM 2	2720
BUSINESS MANAGEMENT <i>Report to Prep Room FIRST - Room 2812</i>	2813	MANAGEMENT INFORMATION SYSTEMS <i>Report to Prep Room FIRST - Room 2906</i>	2913
CLIENT SERVICES <i>Report to Prep Room FIRST - Room 2812</i>	2811	MARKETING - ROOM 1 <i>Report to Prep Room FIRST - Room 2906</i>	2908
CODING & PROGRAMING	1605	MARKETING - ROOM 2 <i>Report to Prep Room FIRST - Room 2906</i>	2910
COMPUTER GAME SIMULATION	1602	MOBILE APPLICATION DEVELOPMENT	1604
DATA ANALYSIS	2523	NETWORK DESIGN <i>Report to Prep Room FIRST - Room 2906</i>	2913
DIGITAL ANIMATION	1608	PUBLIC SERVICE ANNOUNCEMENT	2521
DIGITAL VIDEO PRODUCTION - ROOM 1	1607	PUBLIC SPEAKING - ROOM 1	1662
DIGITAL VIDEO PRODUCTION - ROOM 2	1609	PUBLIC SPEAKING - ROOM 2	1664
E-BUSINESS - ROOM 1	1610	PUBLICATION DESIGN	1663
E-BUSINESS - ROOM 2	1612	SALES PRESENTATION - ROOM 1	1657
ELECTRONIC CAREER PORTFOLIO	2515	SALES PRESENTATION - ROOM 2	1659
ENTREPRENEURSHIP <i>Report to Prep Room FIRST - Room 2702</i>	2714	SOCIAL MEDIA STRATEGIES - ROOM 1	1665
FUTURE BUSINESS LEADER	2515	SOCIAL MEDIA STRATEGIES - ROOM 2	1667
GRAPHIC DESIGN - ROOM 1	2806	SPORTS & ENTERTAINMENT MANAGEMENT - ROOM 1 <i>Report to Prep Room FIRST - Room 2812</i>	2807
GRAPHIC DESIGN - ROOM 2	2808	SPORTS & ENTERTAINMENT MANAGEMENT - ROOM 2 <i>Report to Prep Room FIRST - Room 2812</i>	2809
HELP DESK <i>Report to Prep Room FIRST - Room 2812</i>	2814	WEBSITE DESIGN - ROOM 1	1611
HOSPITALITY MANAGEMENT - ROOM 1 <i>Report to Prep Room FIRST - Room 2702</i>	2705	WEBSITE DESIGN - ROOM 2	1613
HOSPITALITY MANAGEMENT - ROOM 2 <i>Report to Prep Room FIRST - Room 2702</i>	2707		
IMPROMPTU SPEAKING <i>Report to Prep Room FIRST - Room 2906</i>	2907		
IMPROMPTU SPEAKING <i>Report to Prep Room FIRST - Room 2906</i>	2909		
INTERNATIONAL BUSIENSS <i>Report to Prep Room FIRST - Room 2702</i>	2716		
INTRO TO BUSINESS PRESENTATION (9TH & 10TH) - ROOM 1	2612		
INTRO TO BUSINESS PRESENTATION (9TH & 10TH) - ROOM 2	2614		

Competitors should arrive approximately 15 minutes before their scheduled event time. DO NOT BE LATE! This could cause a disqualification!

WORKSHOPS LIST

PRESENTER	TOPIC	SESSION DESCRIPTION	ROOM
<p>Michael R. Newman, PhD. <i>Director of Accounting Programs</i></p> <p>University of Houston C. T. Bauer College of Business</p>	<p>Accounting 101: Exploring Different Types and Opportuni- ties in the Field</p>	<p>In this workshop, we will delve into the various types of accounting and the job opportunities available within each field. From public accounting to government accounting, we will explore the different paths a career in accounting can take</p>	2307
<p>Brayden Cruz <i>Founder</i></p> <p>Genesist Labs</p>	<p>Zero to Marketer: How to Master Marketing & Advertising in an Algorithmic World</p>	<p>Students will learn both at a high level and in detail what the current state of marketing/advertising is across a variety of industries as well as gain real insight/ tools from a live media buyer on how to acquire the skills necessary to be successful in helping companies achieve their marketing goals. During this workshop, students will also be able to learn what it takes to build a strong marketing campaign as they work together in teams to develop a campaign of their own.</p>	2315
<p>Cynthia Hougardy <i>Regional Manager/Community Outreach</i></p> <p>FIDM/Fashion Institute of Design & Merchandising</p>	<p>Designing Inside the Box</p>	<p>Learn how companies build a brand image using multiple marketing tools.</p> <p>Social media platforms, visual communications, event planning, entertainment, exhibition and graphic design all matter when a targeting a customer and creating a brand.</p> <p>Students will be led through a series of design and marketing challenges, including creating a window display concept, planning an in-store promotional event, and creating a pop-up shop, for a targeted brand.</p>	2312
<p>Michael Kraten <i>Professor of Accounting</i></p> <p>Houston Baptist University</p>	<p>Financial Careers and the Accounting Profession</p>	<p>Think a career in accounting is boring cubicle work, well think again. In this session, you'll discover the tremendous opportunities in the field of accounting.</p>	2209
<p>Larry W. Brooks <i>Real Estate Broker Entrepreneurship</i></p> <p>Brooks & Davis Real Estate Firm ShopLWB</p>	<p>Building Your Empire: A Workshop on Entrepreneurship, Real Estate, and Branding</p>	<p>Entrepreneurship Real Estate Branding</p>	2316

WORKSHOPS LIST

PRESENTER	TOPIC	SESSION DESCRIPTION	ROOM
Jorge Galicia <i>The Fund for American Studies Outreach Fellow</i> The Dissident Project	Venezuela: My Story Your Future?	This workshop will discuss the dangers of socialism and public overspending in Venezuela, with the objective of informing the attendees about the potential consequences of these policies.	2210
Willy Verbrugghe <i>Chairman</i> SCORE	How to be an Entrepreneur and Start a Business in Texas	Provide attendees with the knowledge and resources they need to successfully launch their own business in the Lone Star State. This workshop is designed to empower attendees to turn their entrepreneurial dreams into a reality.	2214
Beth Newman <i>College Representative</i> FIDM/Fashion Institute of Design & Merchandising	The Future is Now: Social, Digital and New Media Marketing	Students will learn the enormous impact of social media across many industries and the skills required to work in this field. They will learn how tone of voice, word choice, photo choice, helps a company reach their set demographic.	1310
Albert Okagbue <i>Certified Public Accountant</i> TXCPA Houston	From Idea to Launch: A Step-by-Step Guide to Starting Your Own Business	This workshop will provide attendees with the tools and knowledge they need to successfully launch their own business. Attendees will leave the workshop with a solid foundation for turning their business idea into a reality.	1314
Ariel Kinsey <i>College Student</i> Prairie View A&M University	Networking 101: How to Build Connections in Col- lege and in the Business World	Understand how to network in college as well as in the business workplace.	1309
Danna Ceron <i>Program Manager</i> University of Houston - Wolff Center for Entrepreneurship	Entrepreneurial Success: Insights from the #1 Entrepreneurship Program in the Nation	Talk about entrepreneurship and learn about the #1 entrepreneurship program in the nation - Wolff Center for Entrepreneurship	2108
Bryana Gregory <i>Pharmacist</i> Wellness Advocate and Women's Wellness Coach	Managing Overwhelm in a Modern World	This workshop will focus on managing feelings of overwhelm and prioritizing wellbeing in order to live a more balanced and fulfilling life. It will include a 5 step process for achieving this balance.	1373

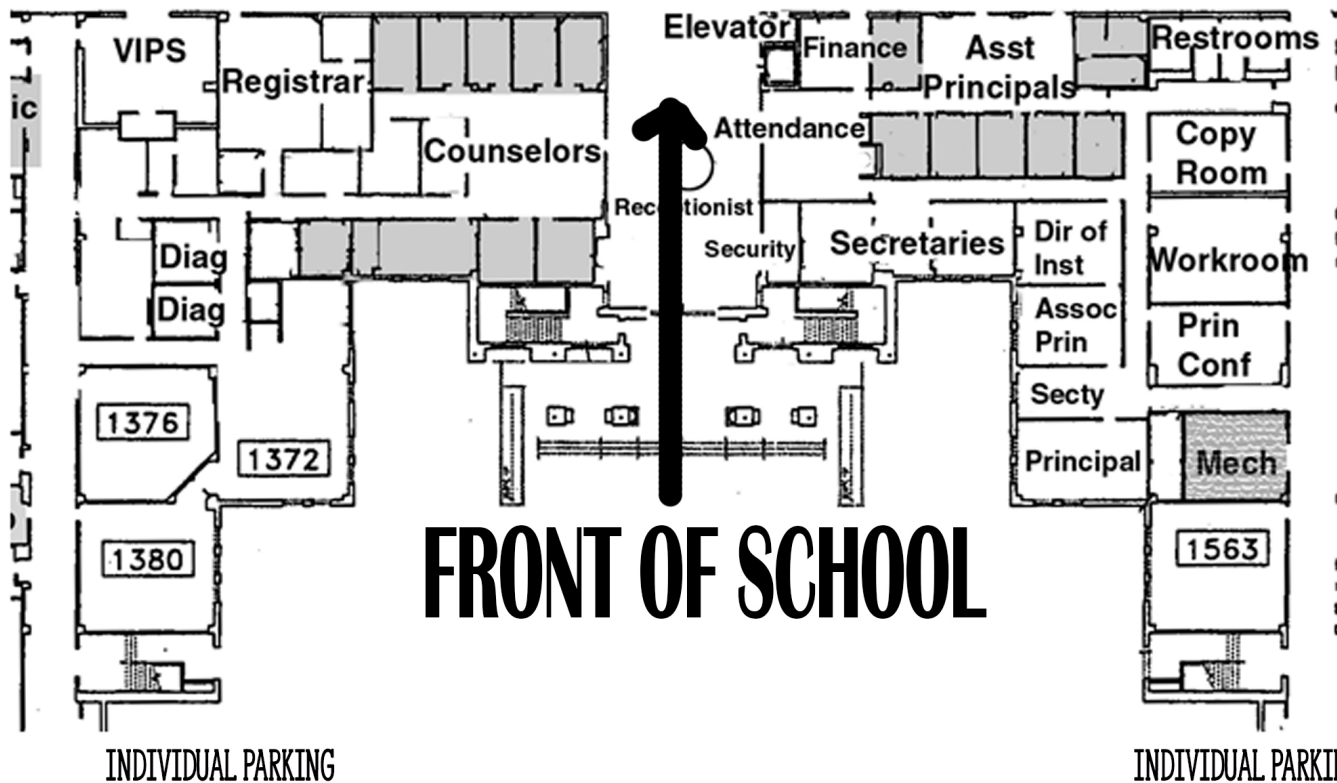
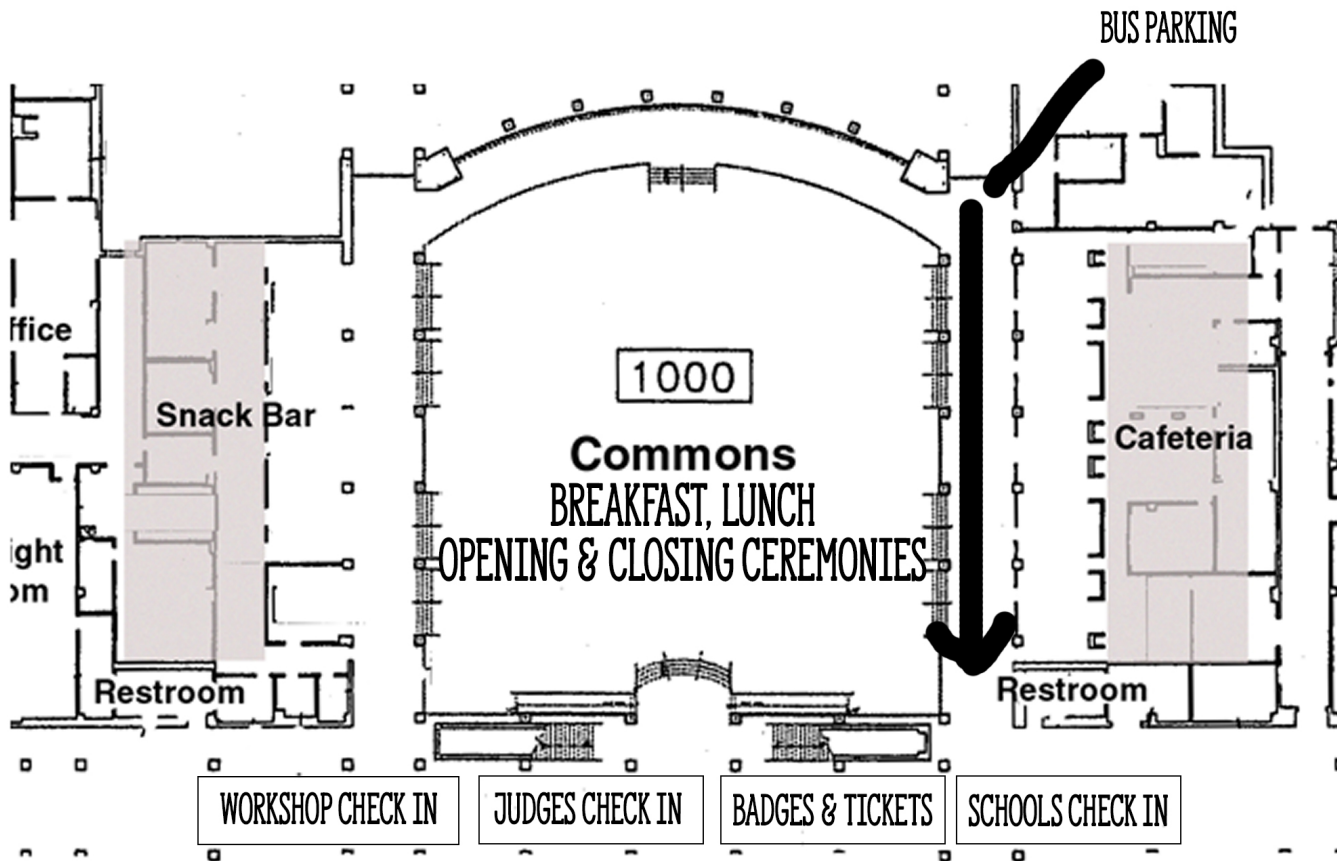
WORKSHOPS LIST

PRESENTER	TOPIC	SESSION DESCRIPTION	ROOM
Seritia Clark <i>Field Manager Human Resources</i> United States Postal Service	Exhibiting Leadership through Interview Skills	Workshop objective is to demonstrate to participants how they can show their leadership skills during an interview.	2109
Shelly Chinnery <i>Founder and Executive Director</i> Mpower YOU (Nonprofit Organization)	Let's Talk Entrepreneurship!	Workshop will define what an entrepreneur is, how entrepreneurship helps our economy and communities grow, types of entrepreneurs, youth entrepreneurship, and how to think like an entrepreneur	1369
Charlie Huang <i>Associate Professor of Management</i> University of Houston-Victoria	Strategic Analysis and Entrepreneurship	An overview of how to analyze industrial and business environment, conduct SWOT analysis, and formulate appropriate business strategy for a new business	2114
Emmanuel Quansah <i>Assistant Professor of Management</i> University of Houston-Victoria	Strategic Leadership	This workshop on strategic leadership in times of high uncertainty is designed to help leaders navigate the challenges of leading in an uncertain and rapidly changing environment.	2213
Cristina Medina <i>Invest in Girls Program Manager</i> Invest in Girls, a Program of the Council for Economic Education	Exploring Careers in Finance - Invest in Girls!	This workshop is designed to introduce high school girls to careers in finance through an interactive activity and to explore other financial literacy and career access opportunities within our program.	1301
Charles Odo and Caroline Adedeji <i>Financial Professional</i> World System Builder	Financial Education	College / University Coaching and Funding and Saving money	1310

WORKSHOPS LIST

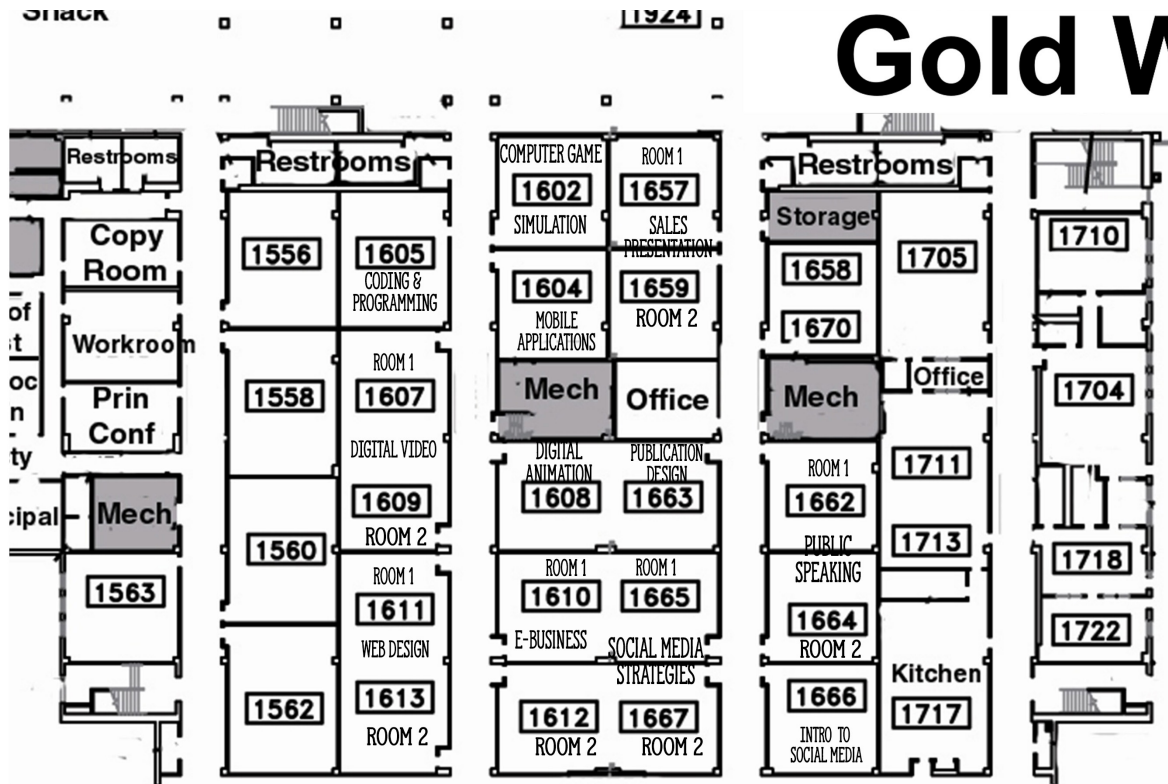
PRESENTER	TOPIC	SESSION DESCRIPTION	ROOM
John W. McKenzie <i>Pastor/Nonprofit Director</i> True Faith Inspirational Baptist Church	Leading A Nonprofit Organization	Winning as a director of a nonprofit organization: skill development, networking, fundraising, results oriented leadership, choosing a winning team and making a difference through service.	2311
Shashank Beri <i>Tax Manager</i> Bailes Bates & Associates	Business and Professionalism	Discussion with students on how to become future leaders and their interest in accounting.	1260
Henry Gaw <i>Chief of Police</i> Katy ISD Police Department	Law Enforcement and Interaction with the Media and Press Conferences	Overview of law enforcement profession and how officers interact with the media and press conferences.	1257
Tavarius Eberhart <i>Video Director</i> MD Anderson	Video Director Career and Success	This workshop is for those interested in a career in video production for hospitals. It will cover the process of creating engaging and informative videos for patients and their families, as well as for staff education and training.	1264
Makesha Miggins <i>Assistant Professor</i> MD Anderson	Journey to Becoming an Oncologist	The workshop will cover topics such as the education and training required to become an oncologist, the different subspecialties within the field of oncology, and the day-to-day responsibilities of an oncologist.	1255

1ST FLOOR CENTER



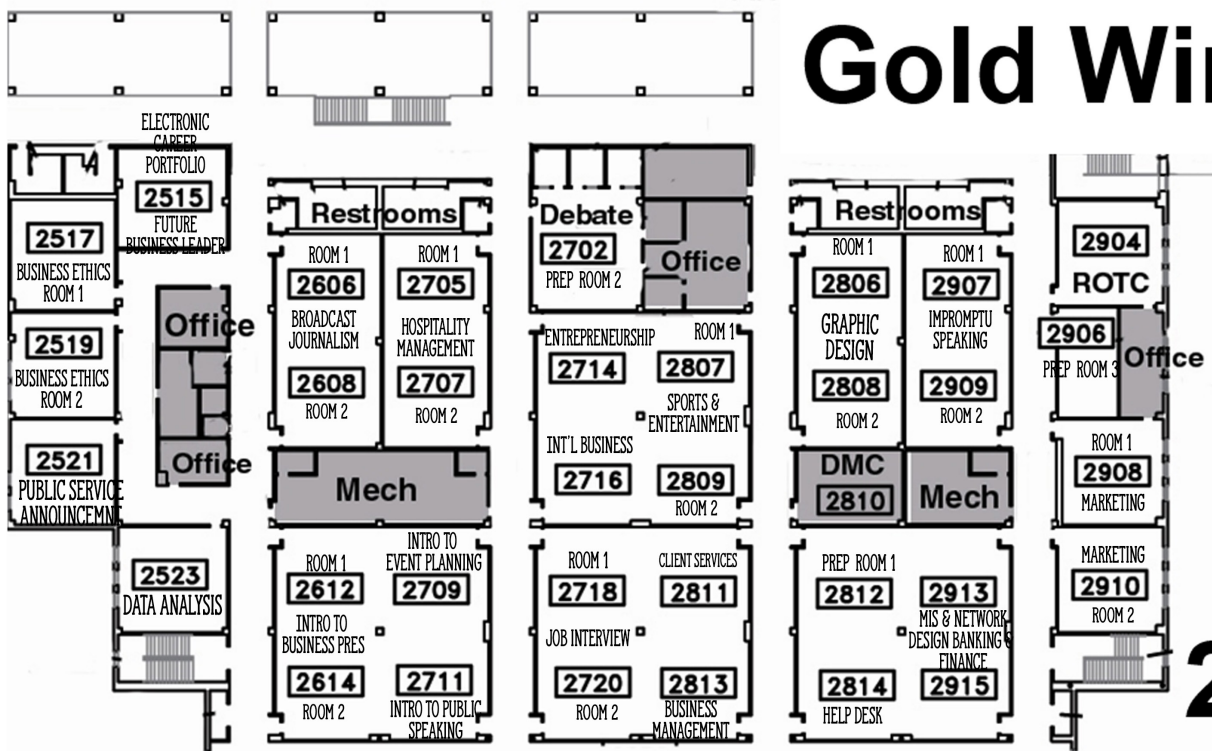
GOLD WING

Gold Wing



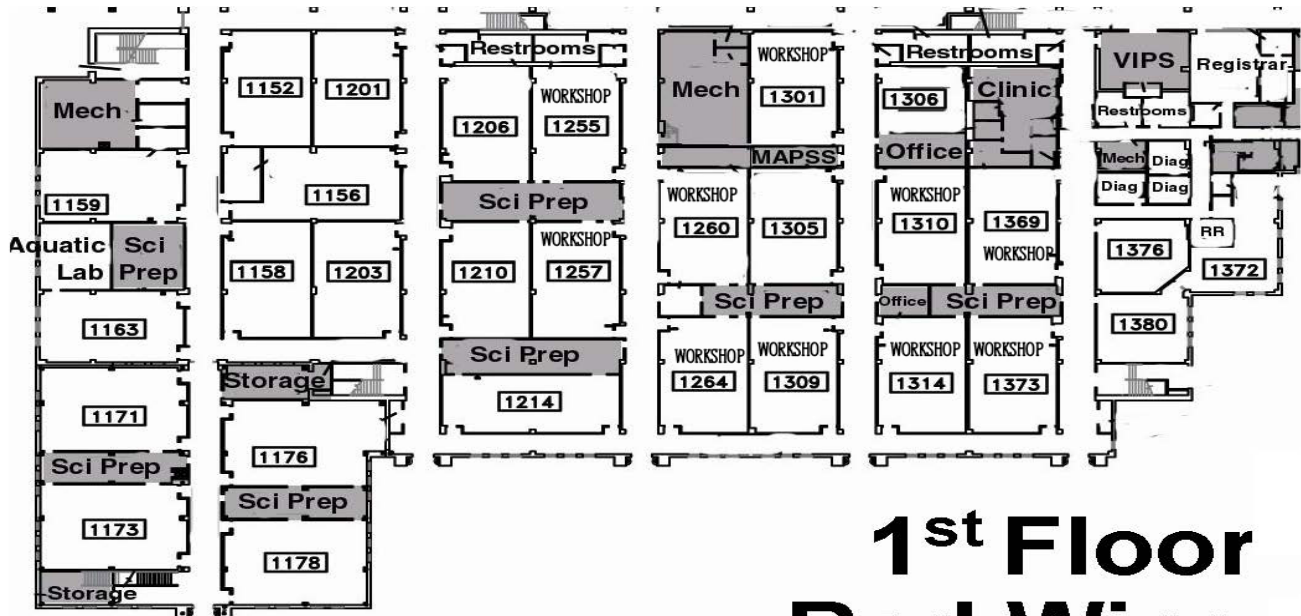
**1st
Floor**

Gold Wing

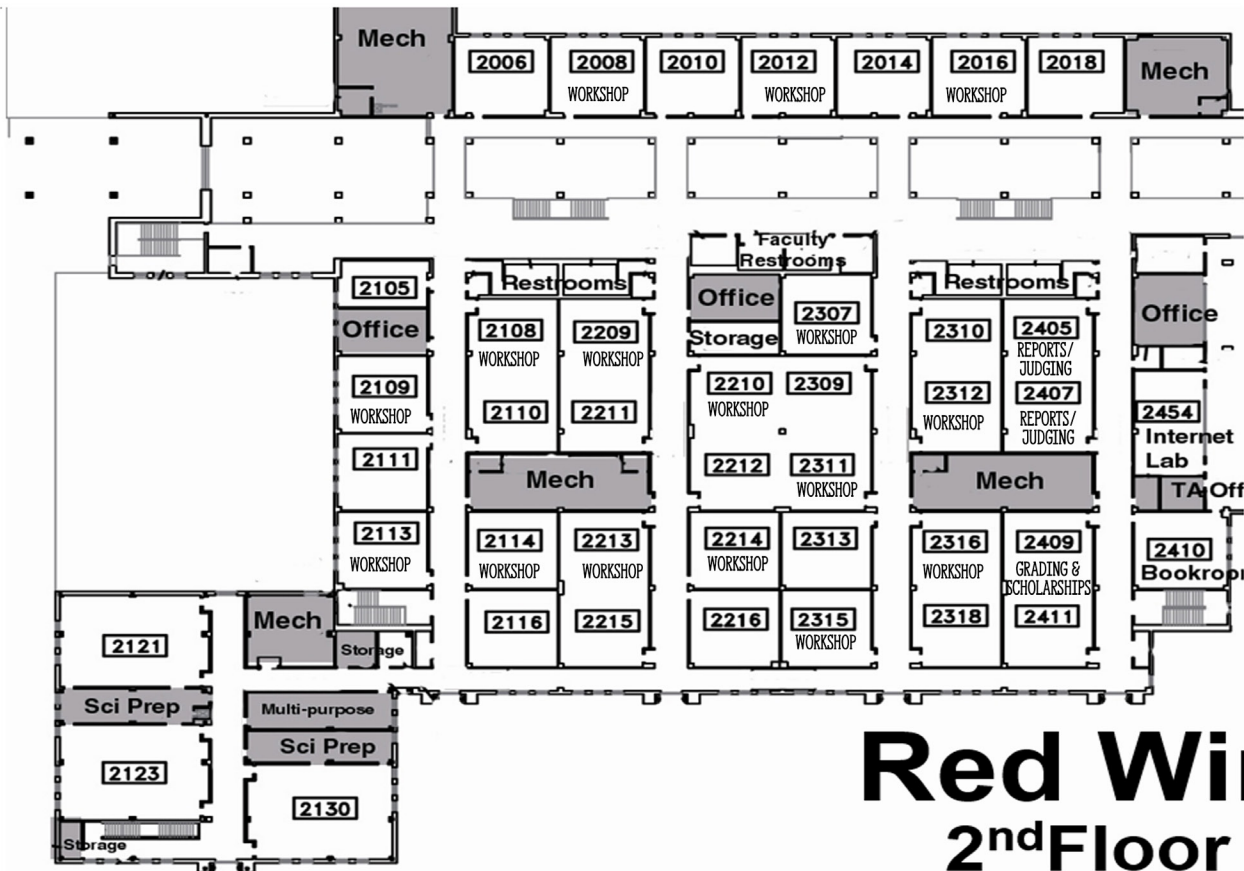


**2nd
Floor**

RED WING



1st Floor Red Wing



Red Wing 2nd Floor

CURRENT AREA V OFFICERS

2022 - 2023

Position	Name	School
President	Kathleen Yu	Seven Lakes
Vice President	Jasmine Benau	Mayde Creek
Secretary	Ryan Georgian	Cypress Woods
Treasurer	Shreyan Katta	Bridgeland
Reporter / Historian	Grace Zhang	Cinco Ranch
Parliamentarian	Sanath Muralidhara	Bridgeland

Special Thanks to.....

Lori Andrade	Area Event Coordinator	Cypress Woods High School
Clark Saunders	Area V Board Member	Seven Lakes High School
John Bryan	Area V Officer Advisor	Cinco Ranch High School
Stacy Hammond	Awards Ceremony	Mayde Creek High School
Ali Gregorcyk	Area V Tresasurer	Morton Ranch High School
Courtney Newberry	Judges Coordinator	Jersey Village High School
Jimica Nelson	Workshop Coordinator	School of Science & Technology



State Leadership Conference

March 22 - March 24
Galveston, TX