



1. Nametags must be worn by conference attendees at all conference functions.
2. The hotel will provide a safe area to keep valuables upon request.
3. Do not allow unknown persons in your hotel room. Do not prop your door open. Keep your door closed and do not leave the room open & unattended.
4. When leaving the hotel, remove your name badge, as not to bring attention to yourself as a visitor to the city.
5. Conference attendees are encouraged to attend all sessions, seminars and activities provided at the conference.
6. Sleeping room areas should be quiet at 1:00 a.m. in respect for other hotel guests not with the conference.
7. The conference is an approved school function and under no circumstances will the organization approve the use, possession of, or serving of alcoholic beverages at any function of the Conference. Possession includes having knowledge of use or possession of unallowed substances. Violators are subject to removal from the conference.
8. The organization will under no circumstances approve the use, possession of, or distribution of non-prescription drugs, illegal drugs, or controlled substances at any time or in any place. Violators are subject to removal from the conference and possible legal prosecution.
9. Smoking or use of tobacco is prohibited.
10. Proper business attire is required at all sessions and contests.
11. Violations of conference rules or Code of Conduct can result in immediate dismissal from the conference and appropriate action. Any action that damages hotel property or persons could result in appropriate legal action and will result in immediate dismissal from the conference. The State Staff reserves the right to determine clarifications of conference agendas and notices.

# 2011 FALL LEADERSHIP CONFERENCE



Today's students.  
Tomorrow's business professionals.

**MN Business Professionals of America  
Secondary Division**



Ericka Fernandez, Nhat Nguyen, Simpson Fongthian, Priya Vasireddi, Brittany Wheelock, Claire Schiller

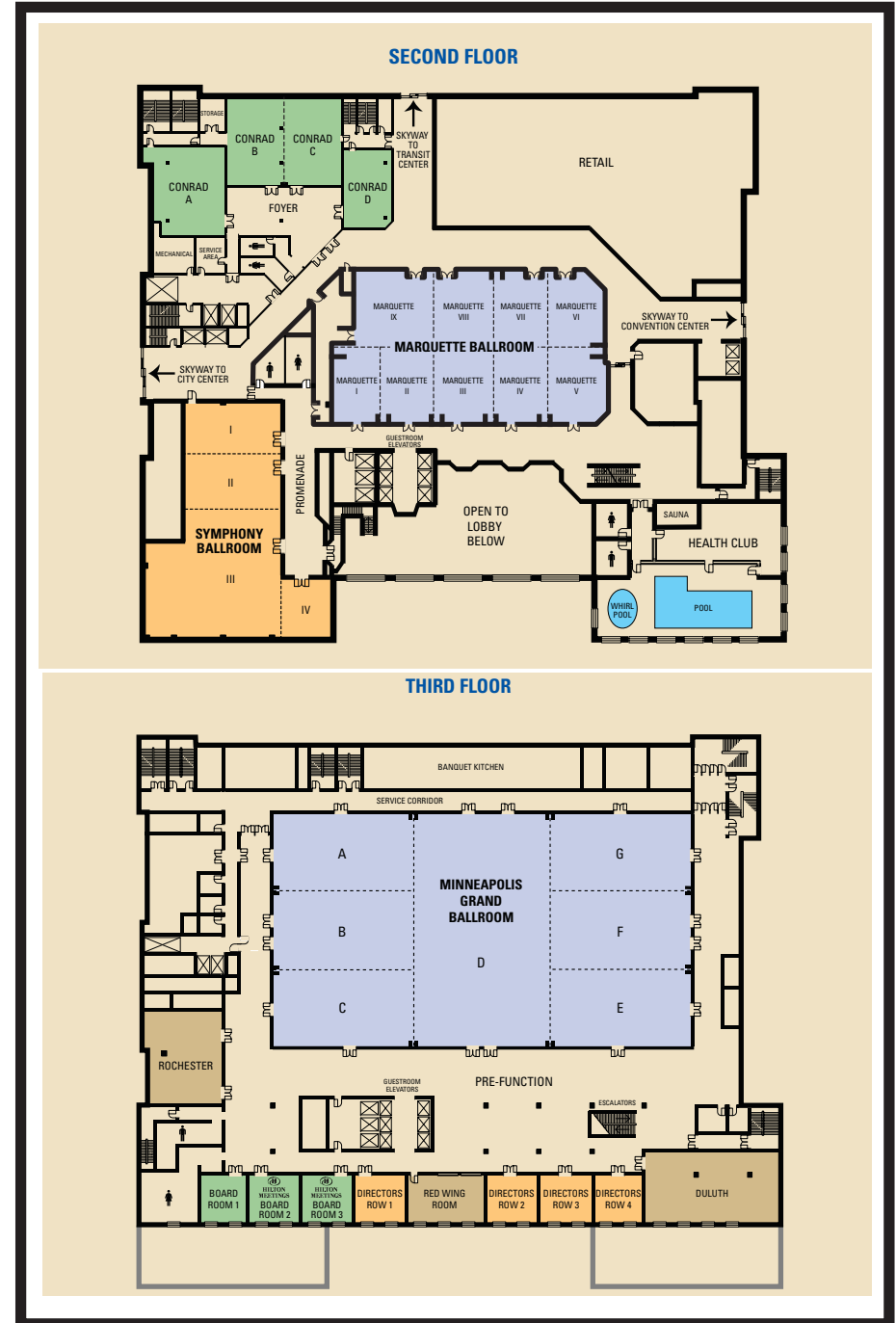
## MINNESOTA STATE EXECUTIVE COUNCIL

### OUTGOING 2010-2011 STATE OFFICERS

PRESIDENT .....	Simpson Fongthian
VICE PRESIDENT .....	Nhat Phuong Nguyen
SECRETARY .....	Claire Schiller
TREASURER .....	Erika Ceron Fernandez
HISTORIAN .....	Priya Vasireddi
PARLIAMENTARIAN .....	Brittany Wheelock

### 2011-2012 REGION PRESIDENTS

REGION 1 .....	Taylor Bergquist, Watertown-Mayer HS
REGION 2 .....	Vaibhav Sharma, Eagan HS
REGION 3 .....	Vacant, Reassigned for 2011-2012
REGION 4 .....	Nhat Nguyen, Anoka HS
REGION 5 .....	Sarah Chute, Aitkin HS
REGION 6 .....	Nick LeTourneau, New York Mills HS
REGION 7 .....	Kelly Reller, BBE HS
REGION 8 .....	Felicia Pineda, Madelia HS
REGION 9 .....	Brianne Bernard, Owatonna HS





**Tim Mahoney**

Tim Mahoney is the definition of a successful singer/songwriter. Having built a massive, loyal, fan-base in the Midwest, Tim is a consistent concert draw largely in part to his well-crafted sound and the radio success of his first single, "Talk To Me." While selling over 75,000 copies of his three studio albums and the "Tim Mahoney - Live" album, Tim's album, "3 Different Views", was recorded with ace

players including drummer Kenny Aronoff (John Mellencamp, Smashing Pumpkins, John Fogerty, Melissa Etheridge), guitarist David Grisson (John Mellencamp), and keyboardist Luis Resto (Was). Tim's new album, "Full Circle" showcases exactly what he is doing right now: performing perfectly crafted songs acoustically, for attentive, enthusiastic audiences. Tim was selected to showcase for the 2004 NACA Mid-Atlantic Regional and 2005 National Conference and is currently working on recording his next incredible record.

Tim Mahoney is the definition of a successful singer/songwriter. Mahoney wins songwriting competitions regularly, and recently finished third in the Top 40 category of the International Songwriting Competition and won the Grand Prize in the Great American Song Contest for "Theme Song", which he co-wrote with Kevin Kadish. Mahoney was also selected this past spring as one of the Twin Cities' 40 Under 40 by the Minneapolis/St. Paul Business Journal and has had songs licensed for eight TV shows last fall including MTV's "The Hills" and "Life of Ryan", and E!'s "Keeping up with the Kardashians" and "Living Lohan". In 2008, Mahoney won the Ray-Ban Never Hide Music Contest, which landed him in a two page spread in Rolling Stone Magazine's 40<sup>th</sup> anniversary issue. Mahoney was also selected by Target as part of its Emerging Artists Program, landing it on the end caps in music sections of 500 Target stores in the Midwest, and was seen on the 1<sup>st</sup> season of NBC's "The Voice".



## MINNESOTA SECONDARY BUSINESS PROFESSIONALS OF AMERICA

- |   |                                 |
|---|---------------------------------|
| Executive Director                                      | Jackie Schiller                 |
| Board Chairperson                                       | Peggy Ehler, Duluth Tech Center |
| Board Vice President                                    | Lynn O'Driscoll, Woodbury HS    |
| Board Secretary   | Ruth Stuckmayer, Pierz HS       |
| WSAP Representative                                     | Shelly Streich, Eden Prairie HS |
| MN Foundation for Student Organizations Representatives | Joan Sprengeler & Steve Weber   |
| Conference Staff  | Sandy Bain                      |
|   | Suzy Buchholz                   |
|   | Bob Foley                       |
|   | Sean Hayes                      |
|   | Nancy McAfee                    |
|   | Ben Oberle                      |
|   | Jeanne Oberle                   |
|   | Maddy Schiller                  |
|   | Mike Schroeder                  |
|   | Danny Spors                     |
|   | Melissa Weber                   |
|   | Steve Weber                     |

### **BOARD OF DIRECTORS - REGION REPRESENTATIVES**

- |          |                                   |
|----------|-----------------------------------|
| REGION 1 | Brenda Diekman, Buffalo HS        |
| REGION 2 | Lynn O'Driscoll, Woodbury HS      |
| REGION 3 | Vacant                            |
| REGION 4 | Kari Hable, Champlin Park HS      |
| REGION 5 | Diane Rutherford, Grand Rapids HS |
| REGION 6 | Mike Heino, Sebeka HS             |
| REGION 7 | Ruth Stuckmayer, Pierz HS         |
| REGION 8 | Brenda Kellen, Marshall HS        |
| REGION 9 | Barb Kunz, Waseca HS              |

### **REGION CHAIRS**

- |          |   |
|----------|---|
| REGION 1 | Jill Wrobbel, Annandale HS                |
| REGION 2 | Lynn Stoltz, Chisago Lakes HS             |
| REGION 3 | Vacant                                    |
| REGION 4 | Laura Bement, Anoka HS                    |
| REGION 5 | Peggy Ehler, Duluth Secondary Tech Center |
| REGION 6 | Angie Kuehn, Park Rapids HS               |
| REGION 7 | Peggy Bausman, Benson HS                  |
| REGION 8 | Laura Ombaye, Springfield HS              |
| REGION 9 | Barb Kunz, Waseca HS                      |

# Agenda



## SUNDAY, OCTOBER 30, 2011

8:00 a.m. - throughout	Conference Headquarters	Red Wing
12:30 – 1:00 p.m.	State Officer Candidate Testing	Directors 3
12:30 – 1:00 p.m.	Voting Delegate Orientation	Duluth
1:30 – 2:45 p.m.	<b>START YOUR ENGINES</b> Opening Session Judson Laipply, Keynote Speaker	Grand Ballroom
3:00 - 6:00 p.m.	<b>ZOOM - ACCELERATE YOUR LEADERSHIP LAPS 1 &amp; 2</b> See grid for sessions offered and locations.	
4:00 - 5:00 p.m.	Advisor Session Judson Laipply, Presenter	Duluth
6:00 p.m.	<b>PIT STOP</b> - Dinner On Your Own	
7:30 – 8:15 p.m.	<b>ZOOM - LAP 3</b> See grid for sessions offered and locations.	
8:30 – 9:30 p.m.	<b>OFFICER CANDIDATE SPEECHES</b> All required to attend.	Symphony
9:30 – 10:15 p.m.	Officer Candidate Campaign Booths	Conrad D
10:00 – 11:00 p.m.	<b>PIT ROW</b> - Concert by Tim Mahoney	Ballroom
10:30 - 11:00 p.m.	Primary Voting	Red Wing
12:00 Midnight	CURFEW	

## MONDAY, OCTOBER 31, 2011

6:00 a.m.	Conference Headquarters	Red Wing
6:00 a.m.	Luggage Storage	To Be Announced
7:45 – 8:30 a.m.	<b>MEET THE CANDIDATES - QUESTION &amp; ANSWER SESSION and VOTING</b> Voting Delegates are required to attend and must be seated by 7:45 a.m.	Ballroom EFG
8:30 - 11:45 a.m.	<b>ZOOM - LAPS 4-6</b> See grid for sessions offered and locations.	
9:00 - 11:00 a.m.	Advisor Session	Board Room 1
12:00 – 1:00 pm	<b>VICTORY LANE</b> Closing General Session Installation of State Officers	Ballroom EFG
1:00-4:00 p.m.	New Officer Orientation	Directors 2

# Workshop Descriptions



## BUSINESS

### Tech Talk

Never before have so many tools been so affordable and available to help you succeed and reach leadership awesomeness. In this session you'll learn about exciting tech tools and learn tips on how to use them effectively. Bring your favorite tech tools, apps, and sites and be ready to learn new ones!

### Business Plan

If you fail to plan you are planning to fail! Creating a thoughtful business plan is the first step in setting yourself up for success in business! This session will teach you the essentials of developing the business plan. Whether you are a startup or building an existing business—this session is for those who plan for huge success.

### BizBow!

So you want to zoom out in front as the best in business? Well come test your talents and see if you have what it takes to be a leader in business? Test your knowledge in this energetic, fun, and competitive session!

## MARKETING

### Sensational Service

Ever experienced poor customer service? Studies show you'll tell 12-15 other people about it. Ever have an awesome service experience? Studies show you'll only tell 4-6 people about it. In this session you'll discover how great companies provide service, how it impacts their marketing efforts, and key techniques for delivering a WOW experience for those you serve.

### Branding Blitz

In this session you'll compete in teams to determine the hottest global brands and just what it takes to become a highly valued brand and business. Learn the four promises of marketing that determines whether you sink or swim.

### What Would Steve Do?

Steve Jobs built the world's most valuable company—all with an Apple. Learn the management, marketing, and innovation insights from one of the century's most talented and successful business leaders.

## CAREER SUCCESS

### Report from the Future

What does the future look like? In this session you'll get to see a forecast of what the future has in store so you can make your best decisions to move toward opportunity and away from the pitfalls many others will unfortunately experience. This super session will leave you with some clear steps you can start taking today that will lead to the goals and dreams you have in the future.

### Your Life in One Page

Your resume is the first impression you make and can lead you to your first day on the job. What does this one piece of paper say about you? Come discover some tips and techniques that will turn your goals and accomplishments into one page that speaks volumes!

### Straight Talk on Getting and Keeping a Job

Learn from a career intelligence expert what it takes to land and keep that dream job. This session will concentrate on the interview process and how to turn that job into the launching platform to achieve your career objectives.

## MANAGEMENT

### Titan Talk

America has been blessed with truly outstanding business leaders and corporate visionaries. If they could talk to you, here's what some of the most successful business leaders of all time have to share in this enlightening session!

### From Intern to CEO

An internship gets your foot in the door, but then you've got to put your foot on the bottom rung of the ladder and climb up! Find out how to position yourself, your work, and your results to advance and move up!

### PBJ Management

Being a good manager requires skill and practice. Learn the essentials of management in this surprising session featuring the childhood favorite PB&J! (Note for members with a peanut allergy: this session will involve peanut butter! Beware!)

# Workshop Descriptions



## CHAPTER MANAGEMENT

### Racing School: 5-4-3-2-1 POW

A program of work is simply a strategic plan or business plan, but designed for local BPA chapters to use in planning their year. Come discover how the best chapters take flight to organize and strategize and build a year of great opportunities for members!

### Racing School: Max Membership

Have blast learning the techniques to build your chapter's membership. The BPA opportunities are for everyone. But, it takes planning, strategy and great ideas to appeal to diverse groups of students.

### The Journey

You've joined America's top organization preparing today's students to be tomorrow's business professional. Now it's time to order your steps, plan your journey, and get all you can out of membership.

## NEW BPA MEMBERS

### Racing School: All About BPA

Congratulations – you've joined BPA! Now what? Learn the history, goals, benefits, and other ins and outs of this exciting organization in this session.

### Racing School: Running for Chapter Office

Have you ever thought about running for an officer position in BPA? In this workshop you will have the opportunity to gain great insight into the work and perks that go with serving as a chapter officer. Any and all members are welcome to attend, no current officer position necessary!

### Racing School: BPA Social Media

Get ready to expand your knowledge of social media tools and tips in this energetic session led by a Minnesota BPA teacher and advisor as you learn about social media BPA-style!

## BPA SESSIONS

### BPA Cares Service Learning and Recognition

Discover the service learning opportunities available to you in BPA! There's something for everyone in BPA Cares.

### Quality Chapter Distinction

Does your chapter have what it takes to earn BPA's Quality Chapter Distinction? This workshop will take you one step closer to achieving this honor by giving you the tools you need for chapter success!

### BPA Competition Central

With more than 50 competitive events to choose from, there's an event in BPA for you! Sharpen your competition skills and learn the tips and tricks you need to make it to nationals in this informative session.

### Fast Ideas

BPA brings opportunity, but what makes us great is the IDEAS that our leaders bring to the chapter. During this engaging session you'll hear awesome ideas for fundraising, meetings, activities, and ways to make your chapter zoom to the top.

## LEADERSHIP

### Truths About Leadership

Learn the essentials to becoming a great leader from TeamTRI's Amy Gallimore. Once you discover the truths about leadership, there's no limit to what you can accomplish!

### The View from the Top

The view is different depending on which mountain top you are standing on! The same is true with leadership. In this session emerging leaders will explore their personal leadership viewpoint and discover the styles of the other leaders in their world.

### Powerful Professionalism

From what you wear to what you say, this session will help you discover how to be a pressed, polished, and professional leader!

# Keynote Speakers



## The Original "Evolution of Dance" Judson Laipply

After graduating with a Master's degree from Bowling Green State University, Judson Laipply burst onto the speaking scene and has quickly become a breath of fresh air in a sometimes-suffocating world. Combining an amazing ability to make people laugh and think, his presentations are down to earth and highly motivational, creative and appealing, humorous and thought provoking, lively and enriching. Drawing from his vast array of experiences that include: working on a cruise ship, working at a camp in Colorado, being a certified Aerobics instructor, teaching college courses, being a published poet, part-time auctioneer, and weekly columnist; he can relate to almost any audience. Whether a specific program or a program designed to meet your specific needs, you can be sure you will be satisfied. Here are a few words from Judson: "I always tell people how much I love what I do for two simple reasons. One, because I get to meet and work with great people all over the country and am always amazed with the people I meet. And two, for the concept that I might just help to make someone else's life a little bit better. For me there is no greater reward."

Judson offers a variety of programs including his most popular program, titled, "Inspirational Comedy." Combining his thoughts about life and change with humor, his presentation will have your audience inspired and laughing at the same time. His finale "The Evolution of Dance" is requested by his audiences everywhere he goes.



## Amy Gallimore

What do you get one you cross Southern charm and amazing leadership expertise? You get a witty and hilarious speaker and trainer ready to lift your spirits, enlighten your mind, and raise your organization's leadership to new heights. You get the dynamic and engaging Amy Gallimore the Director of Leadership from TeamTRI!

Amy hails from Volunteer State of Tennessee where her high impact training highlights the powerful health benefits of humor and the many ways laughter contributes to positive leadership. Amy's presentation style engages the hearts and the minds of the audience. She has worked with professional organizations, faith-based institutions, corporations, high school associations, and college campuses. Drawing from her Southern roots, her experience traveling nationwide as a business leader, and her background in education, Amy's message appeals to folks from all walks of life.

In addition to her speaking and leadership development expertise, Amy is also an organizational specialist and event planner. She received her bachelor's degree in Speech Communications from the University of Tennessee-Knoxville and her master's degree in College Student Personnel Administration from the University of Georgia.

As a proud "Volunteer," Amy continues to actively volunteer in her community and works to empower youths and adults to make a difference in everything they do.



**ZOOM! Acceleræ Your Leadership**  
**Sunday, October 30, 2011**

	Select and atnd one session during each of the Laps (breakout sessions).						
Room Locatio	Chapter Mgt	New BPA	BPA Sessis	Leadership	Business	Marketing	Career Success
	Marquette VIII	Marquette V	MarquettIV	Symphony III	Marquette III	Symphony I	Marquette II
<b>3:00 - 4:00 pm</b> Interactive Session Attend Any Location	<b>Groove Speedway Sessions</b>	<b>Groove Speedway Sessions</b>	<b>Groove Speedwr Session</b>	<b>Groove Speedway Sessions</b>	<b>Groove Speedway Sessions</b>	<b>Groove Speedway Sessions</b>	<b>Groove Speedway Sessions</b>
<b>4:15-5:00 (Lap 1)</b>	Racing School: 5-4-3-2-1 POW	Racing School: All About BPA	BPA Car Service Learnng & Recognith	Truths About Leadership	Tech Talk	Sensational Service	Report from the Future
<b>5:15 - 6:00 (Lap 2)</b>	Racing School: 100%	Racing School: Running for Chapter Office	Quality Chcter Distinctic	The View from the Top	Business Plans	Branding Blitz	Your Life in One Page
<b>7:30-8:15 (Lap 3)</b>	Racing School: Max Membership	Racing School: Torch Awards	BPA & Soal Media	Powerful Professionalism	BizBowl	What Would Steve Do?	Straight Talk on Getting and Keeping a Job

**Monday, Ocber 31, 2011**

	Start with a Tune Up!						
	Select and atnd one session during each of the Laps (breakout sessions).						
Room Location	Racing School	Racing School	BPA Sessis	Leadership	Business	Communication	Career Success
	Marquette VIII	Duluth	Conrad	Symphony III	Symphony II	Symphony I	Conrad A
<b>8:30 - 9:45 (Lap 4)</b>	Racing School: 5-4-3-2-1 POW	Racing School: All About BPA	BPA Car Service Learnng & Recognith	Truths About Leadership	Tech Talk	Sensational Service	Report from the Future
<b>10:00 - 10:45 (Lap 5)</b>	Racing School: 100%	Racing School: Running for Chapter Office	Quality Chcter Distinctic	The View from the Top	Business Plans	Branding Blitz	Your Life in One Page
<b>11:00 - 11:45 (Lap 6)</b>	Racing School: Max Membership	Racing School: The Journey	BPA Fast lcas	Powerful Professionalism	BizBowl	What Would Steve Do?	Straight Talk on Getting and Keeping a Job