PBL Creed

I believe education is the right of every person.

I believe the future depends on mutual understanding and cooperation among business, industry, labor, religious, family and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.

I believe every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.

I believe every person should actively work toward improving social, political, community and family life.

I believe every person has the right to earn a living at a useful occupation and that this right should not be denied because of race, color, creed, sex or handicap.

I believe every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school and community.

I believe I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

Mission Statement

FBLA-PBL’s mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs.

PBL Pledge

I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America-Phi Beta Lambda. And as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.
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WELCOME!

Welcome to the 50th Annual Pennsylvania Phi Beta Lambda State Leadership Conference. This conference promises to be a great event, filled with plenty of opportunities to network, participate in competitive events and workshops, and develop your leadership skills. The State Executive Council has worked very hard all year to make this year’s conference an exceptional event.

Please follow the dress code for all official sessions and meals, and adhere to the code of conduct at all times. Also, please remember to turn off all cell phones and electronic devices during workshops, competitive events and presentations.

If you have any questions or concerns, please ask any member of the State Executive Council or visit the Help Desk Zoom Room.

ENJOY THE CONFERENCE!

Conference Zoom Link: https://us02web.zoom.us/j/84799020172?pwd=TkpPL1ZPdXIWaytlcENWbkqxRkRqdz09

Meeting ID: 847 9902 0172 | Passcode: PAPBL
2021-2022
State Executive Council

State President
Edwin Bodoni - University of Pennsylvania

State Vice-President
Evelyn Bodoni - University of Pennsylvania

State Treasurer
Tegan Pentek - Alvernia University

State Secretary
Peter Amicucci - University of Scranton

State Reporter
Kimberly Specce - Bloomsburg University of Pennsylvania

State Chairperson & Financial Advisor
Robert Kollar - Duquesne University

State Testing Coordinators
Felicia Daniel - Indiana University of Pennsylvania
Jennifer Emond - Webpage FX

State Advisors
Nicole McCartan - Harrisburg Area Community College
Beverly O’Hora - Lackawanna College
Dr. Edward Pitingolo - Shippensburg University

CONFERENCE INFORMATION

Professionalism
All members are reminded to conduct themselves in a professional manner throughout the entire weekend.

Competitive Event Testing
All contestants must arrive for testing at their scheduled times. Dress code MUST be followed at all times. Contestants must provide the necessary materials for their events.

National Leadership Conference
If any members are planning on attending the National Leadership Conference, information will be provided during the Awards Ceremony on Saturday, April 2.

Virtual Help Desk
The virtual conference Help Desk can be accessed through the Zoom link provided below. Please contact us if you have trouble with the Zoom links or breakout rooms, or have any questions throughout the conference.

https://upenn.zoom.us/j/95383721536

Meeting ID: 953 8372 1536
No password needed

Social Media
Follow PA - PBL on Facebook, Instagram (@papbl), and Twitter (@PA_PBL)! Use #PAPBLSLC22 to share your SLC experience!
IMPORTANT INFORMATION FOR VOTING DELEGATES

All voting delegates must be confirmed and must attend a mandatory meeting immediately following the First General Session Friday night via Zoom. This allows each voting delegate the complete opportunity to meet the candidates and make a conscious decision regarding the election of the new State Officer Team.

Non-voting delegates are invited to attend the campaign caucus. However, since your chapter has designated representatives from your chapter to act as voting delegates, the voting delegates are the only people permitted to participate in the caucus question-and-answer sessions. This avoids confusion and interruptions during the time allotted for voting delegates to ask state officer candidates questions. You are encouraged to give your voting delegates a list of questions that you wish to be asked of the candidates.

There will be a roll call at the voting session. Any voting delegates not present at roll call will lose their right to vote.

As a voting delegate, your vote on behalf of your chapter will decide the next officer team, which is the driving force behind all state events and activities. We strongly encourage you to take your role as a voting delegate seriously.

DRESS CODE FOR SLC ATTENDEES

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. Appropriate FBLA-PBL attire is required for all attendees, advisors, members and guests at all general sessions, competitive events, regional meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name tags are part of the dress code and must be worn at all times.

MALES
- Business suit with collared dress shirt, & necktie or bowtie or
- Blazer with dress pants, collared shirt, & necktie or bowtie
- Dress shoes or dress boots, and socks

FEMALES
- Business suit with blouse or
- Dress pants or skirt with blouse or
- Business dress or
- Blazer with dress pants and blouse
- Dress shoes

* No visible tattoos or body piercings, other than ears, on men or women *
*Business attire must be worn at the Awards Program *
CONFERENCE SCHEDULE

Friday, April 1, 2022

5:30-8:00 PM  Conference Help Desk Opens
6:00-7:30 PM  General Session
7:30-8:00 PM  Campaign Caucus

Saturday, April 2, 2022

8:30 -12:30 PM  Performance Events
12:00 -1:00 PM  President’s Virtual Lunch
12:30 -1:00 PM  Advisor’s Virtual Lunch
1:15 - 1:30 PM  State Candidate Voting Session
1:35 - 2:00 PM  Workshop: DISC Personality Assessment
2:00-3:05 PM  Workshop: Resume Review & Developing Your Personal Brand
2:30 - 3:05 PM  Workshop: Mock Interview
3:20 - 4:20 PM  Workshop: Career Development & Readiness Panel
4:20-4:50 PM  Kahoot
6:00-7:30 PM  Awards Ceremony

KEYNOTE SPEAKER

Brent Comstock is an entrepreneur, rural advocate, and venture capitalist who grew up in rural Southeast Nebraska. As the CEO of BCom, a leading marketing and communications agency based in Lincoln, Nebraska Brent leads a national team based in four time zones who uses their digital expertise to help campaigns, companies, and causes succeed.

In just under a decade, BCom has become a national leader using digital strategy to help nonprofits raise millions of dollars, corporations to refine their online reputations and candidates get elected from to political office ranging from local campaigns to presidential races.

In 2021 and 2022, BCom was ranked one of the fastest growing companies in the Midwest by Inc. Magazine. To date, BCom has served customers in 38 states and multiple countries. Under Brent’s leadership, the company has been featured in Forbes, Inc. Magazine, national TV outlets and TEDx.com.

In 2016, Brent became one of the youngest people in the country to be awarded a Congressional Honor by the U.S. House of Representatives for economic development and job creation in rural Nebraska.

Brent is a graduate of both the University of North Carolina - Chapel Hill and Duke University. Just as important as the company’s honors and accolades, though, Brent is equally proud of his family, his addiction to UNC basketball and his ability to use right-handed scissors as a left-handed person.
WORKSHOPS

12:00 PM - 1:00 PM: Presidents’ Virtual Lunch, *Edwin Bodoni - PA PBL State President*
This lunch will provide an opportunity for current local chapter presidents to network, share ideas, and exchange contact information.

12:30 PM - 12:00 PM: Advisors’ Virtual Lunch, *Bob Kollar - PA PBL State Chairperson*
Join your fellow chapter advisors for a brief meeting to discuss PBL chapter activities and registration for the upcoming National Leadership Conference in June 2021.

1:35 PM - 2:00 PM: DISC Personality Assessment, *Rob Hagstrom*
Personalities are an important part when deciding on a career path. DISC assessments are behavior self-assessment tools based on the 1928 DISC emotional and behavioral theory of psychologist William Moulton Marston. The tools are designed to help in job performance.

2:00 PM - 2:30 PM: Resume Review & Developing Your Personal Brand, *MaryBeth Allen*
Want to learn how to present yourself to potential employers? Come join us as our speaker, MaryBeth Allen guides us through creating a resume and exploring ways to for you to stand out from the other job candidates using your own personal brand.

2:30 PM - 3:05 PM: Mock Interview, *MaryBeth Allen, Jane Nini*
Sometimes interviewing for a job can seem quite daunting. Have no fear! Jane Nini and MaryBeth Allen will demonstrate best interviewing practices with your State Officers answering some common interview questions.

3:20 PM - 4:20PM: Career Development and Readiness Panel, *David Karr, Jerry Maginnes, Sarah Schrank, Christopher VonAhnan, Adam Wychowanec*
Not sure what direction you want to go after college? Hear from a variety of experienced professionals working in different professions about how they got to where they are today as well as trends and opportunities in their fields.

4:20 PM - 4:50 PM: Kahoot, *State Officer Team*
Join the State Officer Team for a fun Kahoot quiz to wrap up our afternoon of workshops. Questions will cover Pennsylvania and National PBL trivia as well as general business knowledge. Make sure to pay close attention throughout the day as questions will also draw on information from workshops. The top 15 winners will receive a gift card prize!

WORKSHOP SPEAKERS

**MaryBeth Allen**
MaryBeth Allen is a member of EY’s Talent Attraction & Acquisition Team. For the past 10 years, she has served as a Campus Recruiter. Her responsibilities include developing overall campus strategy, leading sourcing and recruiting activity for key schools, and working closely with firm partners to develop strategic plans and achieve recruitment and diversity goals. In addition to identifying and attracting top talent into the firm, she manages the winter and summer internship programs and serves as the Talent Liaison for the Pittsburgh office. Most recently, MaryBeth’s role expanded into Ohio and she now serves as the lead recruiter for our target schools within Pittsburgh, Charleston (WV) and Northeast Ohio. Campus recruiting is her passion. She thoroughly enjoys building and maintaining relationships with university stakeholders, career services staff and students. You will often find her on campus presenting to a student group, or volunteering for resume workshops and mock interviews. During her 24-year tenure at EY, she has extensive experience within recruitment, onboarding and orientation, sourcing strategies and event planning. MaryBeth received her Bachelor of Science degree in Journalism-Public Relations from Northern Illinois University. She began her public relations career after graduation and served as an Account Executive for a PR/Marketing firm in Chicago. MaryBeth eventually relocated to Pittsburgh to be closer to family. She currently resides in Mt. Lebanon with her son Michael and daughter Bethany.

**Rob Hagstrom**
Rob has a passion for people and believes they are the most worthy investment of our time and resources. In 2016 Rob got his start in education as a Transition Instructor helping students with developmental disabilities prepare for the job field. In 2020 he joined HACC as Assistant Director, Career Outcomes and is focusing on quantitative and qualitative data collection of HACC Graduates’ first-destination information.

**David Karr**
Mr. Karr grew up in Throop PA. An Eagle Scout who graduated Lackawanna College with an Associates degree in Computer Information Systems in 2004. After graduating from Lackawanna College, he went on to receive a Bachelors Degree in Information Technology from Keystone College in 2007. In November of 2008 Dave began his career at Lackawanna College as Instructional Design Specialist focusing on Web and Graphic Design, and Educational Technology and he is currently employed as the Manager of Technology Services at Lackawanna College. His responsibilities include maintaining the College Network and computer systems at the Scranton Campus as well as the 6 Satellite locations. Mr. Karr is an avid runner, assistant scoutmaster, youth sports coach and 3D printing enthusiast.
WORKSHOP SPEAKERS

Jerry Maginnes

Mr. Maginnes serves as an Independent Director and the Chair of the Audit Committee for the Cohen & Steers Mutual Fund Complex. He is also a board member and Chairs the Audit Committee of i|TEST Corporation (INTT; NYSE), a publicly traded technology company. Jerry also serves as the Senior Advisor, Strategy and Growth to the CEO and leadership team of Centri Consulting LLC, a professional services firm. The Firm specializes in providing financial reporting, internal controls, valuation, technical accounting research and CFO advisory services to clients in a variety of industries. He is also an Executive in Residence at Rowan University, supporting the accounting program and coaching and mentoring students as they transition from academia to the business world. Jerry spent 36 years with KPMG where he was an audit partner serving a variety of clients and specializing in emerging growth companies. He led KPMG’s audit practice in Pennsylvania for five years and served as the Firm’s Philadelphia Office Managing Partner for the last eight years of his career. Jerry is the author of “Advice for a Successful Career in the Accounting Profession, How to Make Your Assets Greatly Exceed Your Liabilities” published by Wiley and released nationally in October of 2021. The book is a resource for college and university students studying accounting, early career professionals and accountants of all ages. The book is also a helpful tool for accounting educators, state CPA societies and others focused on ensuring a strong pipeline of talent into the Accounting Profession. Jerry previously served as the President of the Pennsylvania Institute of Certified Public Accountants (PICPA), a member of the Council of the American Institute of Certified Public Accountants (AICPA), a member of the Board and Treasurer of the AICPA Foundation and the Chairman of the PICPA Foundation. He is also a past chair of the Rowan University Accounting Advisory Board. He served as a board member of Gwynedd-Mercy University, Saint Joseph’s Preparatory School and the Union League of Philadelphia and currently serves on the Board of the Faith in the Future Foundation, a non-profit organization focused on preserving Catholic education at the secondary level in the Philadelphia region.

Jane Nini

Through her role as Director of Career Services at Elizabethtown College, Jane Nini enjoys the opportunity to use her skills in assisting students with career decisions and developing the skills needed to search for employment or internships or applying to graduate school. For approximately 30 years, Jane has worked in various capacities in the field of career development. Her employment has included positions in vocational rehabilitation, a not-for-profit center, three post-secondary institutions, and outplacement projects with employees who were downsized from manufacturing or federal positions. Jane holds a M.A. from Towson University in Counseling Psychology, with an emphasis on Career Development. As an undergraduate, Jane completed majors in Psychology and Sociology.

WORKSHOP SPEAKERS

Sarah Shrank

Sarah’s desire is to see individuals and organizations knowing who they are and standing confidently and comfortably in that identity. Her career as a strategic marketing professional embraces the steady flow of leaning in to listen, designing strategies for growth, and staying close to clients and projects to navigate and repeat. She believes in the power of taking a purposeful pause. Sarah’s work has proven time and time again that we are always more equipped to face life’s challenges when we set apart time to focus on strengthening our self, and our organization, from the inside out. Sarah’s marketing career began in 2010 when she was trained as a Media Buyer and learned the ins and outs of building fresh and cost-effective strategic media plans. Through the agency she worked for, Sarah led the media strategy for local, regional and national clients with budgets ranging from $50K to $7MM. After nearly a decade of living and breathing Television, Radio, Outdoor, Digital, Out-of-Home, Print and other emerging media channels, Sarah had the opportunity to explore the internal marketing and communications aspects of organizations through studying cultural challenges, individual development coaching, and how teams can better reflect their brand on the inside to match the messaging to the outside world. Sarah loves nothing more than facilitating strategy sessions and asking the right questions to get to the heart of an issue. Outside of the office, Sarah is a Pilates instructor and obsessive reader. She loves a good podcast and is currently working on her MBA.

Christopher von Ahnen

Chris von Ahnen currently serves as the Director of Employment Services for Goodwill of Northeast PA. He manages multiple programs designed to provide vocational training and job placement services for individuals with disabilities and other barriers to employment. His re-entry program in Lackawanna County’s Drug and Alcohol treatment court boasts over an 80% placement rate. Chris has over twenty years of experience in workforce and business development, labor negotiations, and has written numerous Federal, State, and local workforce development grants. Additionally, he is an adjunct Economics instructor at Lackawanna College. He is a graduate of Johnson College and Penn State University. In his spare time he enjoys spending time with his wife and three children and is an avid cyclist.
WORKSHOP SPEAKERS

Adam Wychowanec

Adam Wychowanec graduated in 2016 from Wilkes University with a Bachelor’s degree in Business Administration in Management and Marketing with a minor in Leadership. He went on to attain his MBA from Wilkes graduating in 2018. Upon entering the workforce, he started at Tobyhanna Army Depot as a Management Analyst. Adam transitioned to Phillips Pet Food and Supply where he took on the position of Strategic Planner and Analyst. This role led him to gain significant knowledge on Excel formulas, Power BI, multi-warehouse management, inventory parameters, and much more in the supply chain field. Currently, he is now focused on the E-Commerce portion of the business and concentrating on forecasting inventory, vendor fill rate and ordering parameters. Adam a former Chapter Vice President, Chapter President, State Secretary and State Vice President of Pennsylvania PBL. Upon graduating from Wilkes in 2016, Adam took on the interim role of Chapter Advisor for PBL while a new advisor was chosen. He is a lifetime Professional Division member of PBL and is always looking at opportunities to give back to such a great organization.

MEMBERSHIP NUMBERS

Pennsylvania PBL celebrates all of the recruiting efforts of our fantastic chapters!

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<th>Year</th>
<th>Membership</th>
<th>Chapters</th>
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<td>2019-2020</td>
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<td>2020-2021</td>
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<tr>
<td>2021-2022</td>
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THANK YOU!

BRENDT COMSTOCK
STATE OFFICERS
STATE ADVISORS
PROFESSIONAL MEMBERS
PA-PBL MEMBERS
LOCAL CHAPTER ADVISORS
JUDGES
WORKSHOP PRESENTERS
CERTIFICATE SPONSORS
HARRISBURG HILTON
CORPORATE PARTNERS
Past Pennsylvania PBL Presidents

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<th>Year</th>
<th>Name</th>
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<tr>
<td>1991-92</td>
<td>Lori A. Whiteman</td>
<td>Bloomsburg University</td>
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<td>1992-93</td>
<td>Jodi Schock</td>
<td>Penn State University</td>
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<tr>
<td>1993-94</td>
<td>Laura Wasekanes</td>
<td>Shippensburg University</td>
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<td>Jacob Brown</td>
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<td>1995-96</td>
<td>John Hettinger</td>
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<td>1996-97</td>
<td>Sondra Wright</td>
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<td>1997-98</td>
<td>Steven M. Thompson</td>
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<td>1998-99</td>
<td>Denise Holbrook</td>
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<td>Robert Pipich</td>
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<td>2000-01</td>
<td>Nicholas James Seier</td>
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<td>2001-02</td>
<td>Deborah Eichenlaub</td>
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<td>Alissa Mathis</td>
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<td>2003-04</td>
<td>Kory Campbell</td>
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<td>Alexander Kantor</td>
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<td>Lori Korcho</td>
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<td>Josh Wolfe</td>
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<td>Diana Trench</td>
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<td>Alex Gilbert</td>
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<td>2021-22</td>
<td>Edwin Bodoni</td>
<td>University of Pennsylvania</td>
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Feedback Survey

The State Executive Council wants to serve you better!

Please take a moment to complete the feedback survey below and help us grow. We would love to hear about your virtual conference experience. Click the link or scan the QR code below to access the form.

https://forms.gle/eCW692ANSP3CWUs69
National Leadership Conference
June 24-27, 2022
Chicago, IL

Check your email, social media, and the National Website for more information.

www.fbla-nlc.org

Graduating soon? Follow this QR code to stay connected with us!

Join the Professional Division!
www.fbla-pbl.org/pd/