



Homestead Horizon

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Homestead FBLA Leads Nation Again



From June 26 to July 3, Homestead FBLA took 84 competitors to the National Leadership Conference in Chicago, Illinois. Sixty-two competitors placed within the top ten at Nationals, and Homestead maintained its dominance at the national level. We are especially proud of the Desktop Publishing team, David Truong and Eileen Gao, and the Entrepreneurship team, Nathan Lee, Cedric Nixon, and Michael McDonald, who placed first in their competitions!

Before the conference began, Homestead FBLA members had the opportunity to visit and tour various locations in Chicago, such as the Museum of Science and Industry, the Art Institute, Millennium Park, the University of Chicago, SkyDeck, and more. Accompanied by chaperones, members explored the beautiful city of Chicago and bonded with their friends.

From staying up late waiting for the finalist lists to be posted to wandering around Magnificent Mile searching for pearl milk tea, Homestead FBLA competitors and advisers alike had an amazing experience at the 2015 National Leadership Conference. We look forward to another great conference in Atlanta, Georgia for the 2016 National Leadership Conference, and hope to see you there as well!

Special thanks to all mentors and advisers who volunteered their time and effort in preparing members for their competitions: Byron Lee, Graeme Logie, Helen Carlson, Gene Longinetti, Bruce Levin, John Shelby, Jim Danz, Mark Sagherian, Visish Srinivasan, Rodney Lee, Sam Lee, Laurie Iwami, Jane Babicz, Rita Allen, Dana Barzilay, Rich Knapp, Garrett Kuramoto, Rohit Ramchandani, Esther Heller, and Daphna Woolfe.

Congratulations to everyone who placed!

ACCOUNTING II

4th Place – Neil Sharma

AGRIBUSINESS

5th Place – David Gallagher

6th Place – Johannes Lee

AMERICAN ENTERPRISE

4th Place – Sabina Anand, Brandon Chen, Andrew Li

BANKING & FINANCIAL SYSTEMS

6th Place – Emily Cai, Emily Gao, Jonathan Mendelson

BUSINESS FINANCIAL PLAN

2nd Place – Aarti Shah, Kai Kan (Japheth) Yeung

BUSINESS LAW

2nd Place – Shaunak Modak

BUSINESS PRESENTATION

3rd Place – Rebecca Cockroft, Danielle Genovese, Angela Wang

COMMUNITY SERVICE

3rd Place – Hannah Goh, Edward Li, Jacob Jiao

COMPUTER PROBLEM SOLVING

8th Place – Simon Deng

DESKTOP PUBLISHING

1st Place – Eileen Gao, David Truong

DIGITAL DESIGN & PROMOTION

2nd Place – Leah Lock, James Zhuang

E-BUSINESS

7th Place – Sherry Luo, Varun Tandon, Ethan Yim

ENTREPRENEURSHIP

1st Place – Nathan Lee, Michael McDonald, Cedric Nixon

GLOBAL BUSINESS

2nd Place – Jessica Chen, Rie Ohta, Yannik Omictin

HOSPITALITY MANAGMENT

5th Place – Yoohyun Choi, Naomi Jung, Austin Song

INSURANCE & RISK MANAGEMENT

3rd Place – Joey Hwang

INTRODUCTION TO BUSINESS

2nd Place – Rachel Hildebrand

LIFESMARTS

5th Place – Peggy Xu, Adela Yang

MANAGEMENT DECISION MAKING

6th Place – Edward Li, Odette Wang, Erik Yang

MANAGEMENT INFORMATION SYSTEMS

5th Place – Justin Li, Cyrus Miremadi, Alexander Yang

MOBILE APPLICATION DEVELOPMENT

5th Place – Ritwik Dixit, Soham Pardeshi, Joshua Zhou

NETWORK DESIGN

6th Place – Scott Cahill, Robert Zhang, Derek Yang

PARLIAMENTARY PROCEDURE

5th Place – Grace Kim, Erin Liu, Helen Rhee, Natalie Tarn, Yvonne Yang

PARTNERSHIP WITH BUSINESS

6th Place – Danielle Collett, Shaunak Modak, Venkata Muriki

SALES PRESENTATION

5th Place – Elizabeth Cook

SECURITIES & INVESTMENTS

6th Place – Po-yu (Bryan) Peng

SOCIAL MEDIA CAMPAIGN

5th Place – Anne He, Tiffany Yeung, Raymond Zhuang

Letter from the President

Dear Homestead FBLA,

Welcome to another amazing year! FBLA is all about giving members opportunities to learn and develop leadership, public speaking, and networking skills and I hope that you are ready and excited for all of the programs that we have to offer this year!

FBLA is unique in that it truly caters to your personal interests. With over sixty competitive events ranging from Sports & Entertainment Management to Business Calculations to Business Ethics, subgroups like Tech Committee and Business Relations Development Committee, business tours at top companies, fun socials, community events, and three incredible year-long projects, there is something in this organization for everyone.

Personally, I joined FBLA as a shy and awkward freshman with a slight fear of public speaking and absolutely no business knowledge. But throughout the years, I have had the chance to be mentored by business professionals, go to conferences and travel across the country to Chicago and Nashville with some of my closest friends, give a speech to over a thousand people, and grow as a person and a leader more than I ever could have imagined.

You don't have to be an aspiring leader or businessperson to join FBLA; the club is designed to transform its members, no matter where they start from, into truly competent and confident individuals through fun times and unique opportunities. We look forward to working together with you to take Homestead FBLA to new heights!

Best regards,
Naomi Jung



Naomi Jung, President

fbla projects

AMERICAN ENTERPRISE

Want to learn valuable life skills while still having fun? Join the American Enterprise Project! AE is all about teaching the community about business. If you join you can improve essential life skills with hands-on activities, business tours, and guest speakers! This year we are focusing on building life skills that are not taught in the ordinary classroom setting. This project is also a great way to network and meet new people. If you are interested, come join us at our next weekly meeting **during tutorial, Wednesday in A207!** See you there!

COMMUNITY SERVICE

The Community Service Project is a year-long project that works to positively impact one specific need in our community. Throughout the year, members will have many opportunities to gain valuable skills such as leadership, public speaking, and networking. We plan on organizing many volunteer outreach events, socials, as well as presentations at elementary and middle schools with the help of our members. Make sure to come to the CS meetings on **Thursdays during tutorial, in A209.** Feel free to join us at any time of the year!

PARTNERSHIP WITH BUSINESS

The Partnership with Business project involves a year-long mutually-beneficial partnership with a company or organization. This year, we will be partnering with Serengetee, a clothing company that uses locally-sourced fabrics to create unique pocket tees and other products, with a portion of each purchase going towards a particular charity. Throughout the year, we will be providing feedback on the website and their marketing, and we will culminate in a massive fashion show! Join us at our meetings on **Fridays, during tutorial, in A207!** GET HYPED!

Alumni Spotlight: Bernie Su



Congratulations to Bernie Su, former Homestead FBLA President in 1995, for his recent Emmy win in Outstanding Original Interactive Program for his web series, *Emma Approved!* Su first received widespread acclaim in 2013 for his web series *The Lizzie Bennet Diaries*, which also won several awards as well as an Emmy for Outstanding Creative Achievement in Interactive Media—Original Interactive Program. Su was head writer for both series, and he is currently the writer and director of the fashion web series *Vanity*. He is also currently one of the Homestead FBLA Hall of Famers. In 2014, he was the keynote speaker at the Bay Section Leadership Conference held here at Homestead. Congratulations Bernie, and we look forward to seeing what you accomplish next!

Behind the Scenes: Officer Retreat

Every year, Homestead FBLA's officer team spends a weekend camping by the beach for **Officer Retreat**. During these few days, the officers plan out the activities and events to happen in the coming year in the Program of Work (POW), which covers the tasks each officer will complete over the course of the year. Besides work, officers can be found cooking their own meals, going down to the beach for some time in the waves, and sitting around a campfire relaxing. Below, adviser Byron Lee answers a few questions about the history of OR.

What is the history of officer retreat?

OR started as a team bonding activity in Fresno, then moved to a beach house, then finally to camping by the beach. According to Lee, the physical walls caused barriers between the team, so camping was decided on as an alternative, and "that was a much more positive year going forward, so we've been doing it ever since."

What usually happens during OR?

For the most part, the officers spend hours planning activities for the upcoming year in the Program of Work. In their free time, they go to the beach and spend some time in the waves. However, once they get there, they must first set up the campsite by unpacking their belongings, putting away the food, and most importantly, assembling the tents, which is done entirely by the students, without any other help.

Who provides the food?

The officers cook all the food, with some help from the advisers. Lee says, "We have shifts, cleanup, and cooking....there's pesto night, then sandwiches, and of course, chicken apple sausage."

How does what gets done at OR impact the rest of the year?

"I think it makes us stronger. We're there to start from scratch and look at things differently," says Lee. Officers bond and become much closer over the course of a weekend. The POW discussed at OR also provides the plan that Homestead FBLA follows during the school year.

What are some traditions that usually happen at OR?

Lee says, "I think we started doing [the officer pyramid] about 7 years ago, ... it used to be kinda everybody [doing it at once]." Currently, officers also make pyramids based on their previous positions, as they go through different roles over the years. "It's cool to see the different connections that go with that."

Students also play pranks on the advisers and vice versa. Advisers will sneak up on students during the night to scare them. In years past, students will also drench advisers in water as a prank, which has been met with retaliation from the adults.

To read more about the pranks, traditions, and history of OR, you can find the entire interview with Mr. Lee online [here](#).



Byron Lee, adviser



no pyramid scheme to see here

UPCOMING EVENTS

OCT 18
7-12AM

ADA STEP UP TO STOP DIABETES RUN

Come join us for the first volunteer event of the year! We will be assisting runners at the Step Up to Stop Diabetes run in San Jose. You'll get to meet and bond with other members, gain volunteer hours, and help fight for a major cause!

OCT 23-25

LEADERSHIP DEVELOPMENT INSTITUTE

Our first conference of the year is coming up soon! You'll get to stay overnight at the hotel, attend workshops conducted by state officers, and meet people from other FBLA chapters!

DEC 19
8-10PM

BROOMBALL SOCIAL

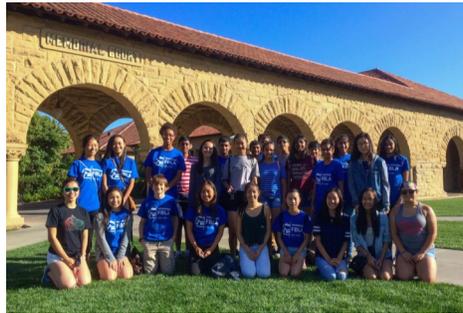
Save the date! The annual Broomball Social will be held at the Palo Alto Winter Lodge. Play broomball, watch past and present officers take some spectacular falls, and enjoy some ramen with a cup of hot chocolate!

EVENTS RECAP



Yahoo Business Tour

Thank you to everybody who went to the tour! We had a great time seeing how Yahoo conducted product testing, viewing the Fantasy Sports studio, and learning about Yahoo makes devices accessible for everybody!



Stanford Tour

Thank you to everyone who came to the Stanford tour lead by alumni Catharina Xu! Catharina showed us around different parts of campus, such as the Hoover Tower Museum, while answering our questions about college!



Laser Tag Social

Thank you to everyone who came to the first off-campus social of the year! We had a great time playing laser tag and air hockey, and congratulations to our winners: Brain Quan and Milo Forbes!

MEMBER OF THE MONTH



Congratulations to **Yvonne Yang**, our summer member of the month! In the first year that Homestead has ever brought a Parliamentary Procedures team to Nationals, Yvonne, as chair of the team, led the team to a historic 5th place finish in Chicago.



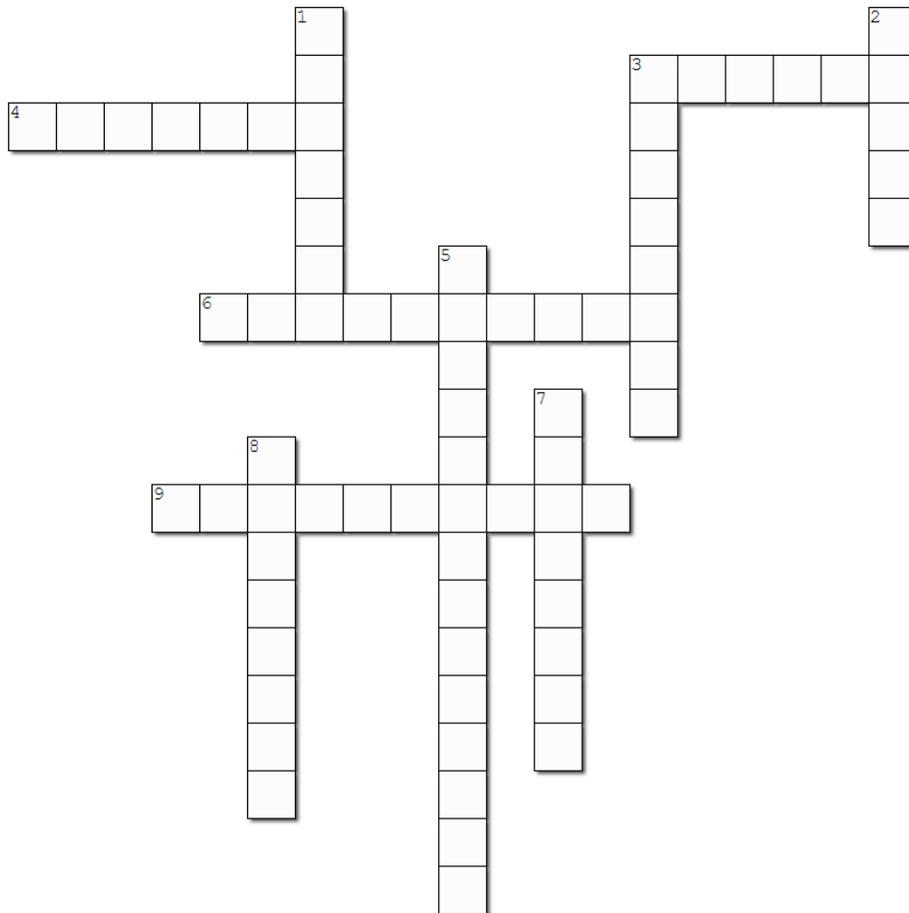
Congratulations to **Jasmine Craig**, our September member of the month! Jasmine has been very active in Homestead FBLA, regularly attending meetings and socials, as well as participating in activities!

OAT Day



On September 19th, many of Homestead FBLA's officers attended Bay Section's **Officers and Advisers Training Day**. During the opening session, the keynote speaker, Catherina Xu, Homestead FBLA alum and current Stanford University student, described the importance of FBLA not only in developing her business and professional skills, but also in preparing her to be ready for any situation that she is faced with. Officers also had the chance to attend several workshops to learn about the many opportunities offered in FBLA, from recruiting guest speakers to participating in conferences. The officers are excited to bring what they learned there back to Homestead!

CROSSWORD



Here is a crossword full of Homestead FBLA fun facts! The first five people to fill this out correctly and show it to Adela will receive a prize. Good luck!

Across:

- 3.** He's a fern and lives on the desk by Mr. Lee's office.
- 4.** The state where nationals will be held in 2016.
- 6.** A fun event where you can meet other FBLA member from different schools! LDI is the first one of the year.
- 9.** The business that the Partnership with Business project is working with this year.

Down:

- 1.** The milk tea-loving CMS middle level chair
- 2.** The Community Service chair who has tryphobia.
- 3.** The second word in FBLA.
- 5.** Mr. Logie's Twitter account is @_____
- 7.** Impromptu and Business Ethics are both this type of competition.
- 8.** We have three of these, and they meet during tutorials.



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