

Region 1 Regional Leadership Conference

Saturday, February 1st

Conference Summary

- The Conference hosted two fantastic Keynote Speakers, Craig Miles and Laura Oberst.
 - Craig is the co-founder of the non-profit WINGS Foundation that has positively impacted the lives of students in so many area schools with their message of kindness and paying it forward.
 - Laura Oberst is the Executive Vice President and head of the Central Region for Wells Fargo Commercial Banking. She shared her message about growing up in a small town in North Dakota and her journey to leadership in a large financial institution.
- Approximately 500 high school students competed at the event in various competitions to earn their opportunity to compete at the state level.
- Over 120 of the area's finest business people, innovators, educators, officials, and entrepreneurs volunteered to judge and serve at the conference.
- For the first time in WI FBLA history, a Minnesota school was welcomed to compete in a Regional Leadership Conference. A newly formed chapter at Breck School, from Golden Valley, Minnesota, competed at the conference because there is not a state FBLA association in Minnesota.

March of Dimes Miracle Moment

- The Region 1 Conference at Unity broke the record by donating \$1664.79 to the March of Dimes.
- The Region 1 Conference at Unity collected nearly half of the state's total donation to the March of Dimes from all of the Regional Leadership Conferences.

Unity's Summary

- 17 of Unity's students earned the opportunity (top 3 finishers) to compete at the FBLA State Leadership Conference in Madison on March 30 and 31.
- Unity students earned 12 first place finishes in their competitions.
- Unity's FLBA Students advancing to the FBLA State Leadership Conference:
 - Rebekah Robinson – 1st in Public Speaking
 - Aaliyah Bowers – 1st in Sales Presentation
 - Sydney Horgan – 1st in Impromptu Speaking
 - Leah McGrane – 1st in Client Services
 - Sierra Swanson, Sophie Albrecht – 1st in Emerging Business Issues
 - Ann Gingras, Grace Owen – 1st in Introduction to Business Presentation
 - Lola McElhone – 1st in Introduction to Public Speaking
 - Lauren Jorgensen, Ann Boland, and Emma Paulsen – 1st in Social Media Campaign
 - Harrison Zipperer, Ethan Tyler, Chase Patterson – 2nd in Business Plan
 - Maggie Brown, Isabelle Hansch – 3rd in Broadcast Journalism
- For the first time in Unity FBLA history, Unity's Chapter received a Regional Outstanding Chapter Award.