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Wisconsin FBLA State Leadership Conference Returns to Green Bay

GREEN BAY- The Wisconsin Future Business Leaders of America (FBLA) State Leadership Conference is set to take over Downtown Green Bay on March 31- April 1, bringing more than 2,400 students and advisers to the KI Convention Center. This two-day conference will be packed with networking opportunities, leadership development, and competitions in over 75 business and IT-related events.

Students will compete to qualify for the National Leadership Conference in Anaheim, California, while also gaining valuable skills in communication, teamwork, and professionalism. The top four competitors in each event will earn the chance to represent Wisconsin at the national level.

In addition to the competitions, Nick Meisner, Vice President of Marketing and Communications at Discover Green Bay, will provide a group of students with an overview of the NFL Draft Footprint. This unique opportunity will give students insight into the business and marketing strategies behind hosting a major national event.

“Welcoming Wisconsin FBLA back to Green Bay is an honor,” said Brad Toll, President & CEO of Discover Green Bay. “These students are the future of business and innovation, and we’re excited for them to experience everything our community has to offer while competing at the highest level.”

Media members are invited to attend; for scheduling details, contact Jen Jackson at Jennifer.Jackson@dpi.wi.gov or 608-266-2803, and to arrange interviews with Nick Meisner, please email lydia@greenbay.com.