

Volume 1
Issue 1
Fall 2007

2007-08
National
Officers

National President
Ashley Keymer
Arkansas

National Secretary
Dora Coehoorn
Wisconsin

National Treasurer
Mary Oliver
Oklahoma

National
Parliamentarian
Evan A. Lemoine
Rhode Island

Eastern Region VP
Lori Korchok
Pennsylvania

North Central VP
Alicia Stewart
Missouri

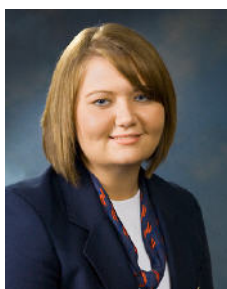
Mountain Plains VP
Mike Kistler
Nebraska

Southern Region VP
Rachel Loescher
North Carolina

Western Region VP
Robert Rouse
Oregon



Letter from the National President



PBL is giving you the opportunity to put your *Leadership in Action*. The stage is set, lights are shining, the camera is rolling, and it's your chance to put your leadership skills to the test! But one question remains, how do you plan to use the tools and programs provided to make you an outstanding leader?

As PBL leaders, we have the opportunity to work together to accomplish common goals. By encouraging members to put *Leadership in Action*, we can accomplish our goal of increasing national membership to 11,250 members. This goal will not be easy, but by focusing on retention, as well as recruitment, this goal is definitely attainable. If each chapter will strive to recruit two new members, we know that PBL will achieve this endeavor.

The next step in putting your leadership skills to the test is to spotlight membership. Spread the message of PBL and expose this association to as many people as possible. Do whatever you can in your local chapter to tell the student body what PBL is and how it can make a difference in their lives. Encourage them to fast-track their careers by joining today and seeing the programs PBL has to offer. Make sure every member feels important and encourage them to recruit other members to join them in the spotlight.

Keep the cameras rolling on PBL by encouraging members to participate in American Enterprise Day and offer students the chance to travel to several different locations for some of our exciting leadership conferences! American Enterprise Day occurs every Nov. 15 and gives members the opportunity to work with businesses and individuals who have had successful careers. After participating in American Enterprise Day, attend a regional, state, or national conference to network with hundreds and thousands of members, advisers, and businesspeople. Then offer activities to keep members interested. Attend one of our four amazing fall leadership conferences, discover the benefits of the Career and Membership Achievement Program (CMAP), help others with a service project through the March of Dimes, and get involved in the competitive events program.

This year's national officer team is setting the stage by focusing on local chapter membership instead of just state chapter membership, encouraging states to take advantage of graduating FBLA members by offering PBL scholarships, adding scholarship money and ribbons to the CMAP program, and increasing efforts to brand PBL as a recognized image.

Like famous movie stars and athletes, PBL is providing an image that children will want to look up to and strive to become. Through the effort of all involved, PBL can become a recognized brand and become the next household word throughout the nation.

It is up to you as members to put your *Leadership in Action*. You have achieved the first step to success by joining PBL. Now, we need you to rise to the challenge when asked to put your *Leadership in Action*. I look forward to seeing all of the great things you will accomplish this year as future business leaders!

IN THIS ISSUE:

- Recruitment Ideas • Promotional Video Contest
- Regional Action Council Members • Introducing Your Western Region Vice President

Phi Beta Lambda

www.fbla-pbl.org

Introducing...

Robert Rouse
Your PBL
Western Region
Vice President



Six years ago, Robert Rouse did not even know FBLA-PBL exist-

ed. Then, one day, Robert's crazy FBLA adviser changed his life. The teacher saw potential in the young student. Now, Robert will be able to put *leadership in action* as the PBL Western Region Vice President.

Robert is currently a sophomore at Umpqua Community College in Oregon. He is working on a degree in sports business. Robert is very involved in school and the community. Robert loves spending time with his family, writing newspaper articles, and watching sports.

As a local officer, Robert has worked very hard to change the lives of the members he serves. He knows this organization is the key to unlocking students' potential and putting *leadership in action*! Feel free to contact Robert at pblwrvp@fbla.org.

Recruitment Ideas

Mary Oliver, PBL National Treasurer

One of the toughest parts of running a chapter is also one of the most important: finding (and keeping) your members. Because PBL offers so many different opportunities, it is important that chapters don't limit their recruitment efforts to only one part of the organization. Some students are interested in competitive events while others are interested in community service. Some are going to join because of the leadership opportunities; others for the travel. Make sure you highlight all that PBL has to offer in your recruitment booths and brochures.

And remember, finding new members is only the beginning. It is also important to retain your current members. One way to keep people involved from year to year is to give them a role to play in chapter activities. Form committees

and empower your members to make a difference. Help them see how much their effort helps the chapter succeed.

Here are a few quick ideas for your recruitment success:

- Participate in an activities fair.
- Speak to business classes.
- Create a recruitment board with pictures from last year's activities.
- Offer food at meetings.
- Encourage younger members to seek officer and chair positions.

For one chapter's success story, read "Recruitment Success" by Josh Wolfe, Pennsylvania PBL State President. Good luck!

RECRUITMENT SUCCESS

Josh Wolfe, Pennsylvania PBL State President

Recruitment is often one of the most difficult jobs we have as PBL leaders; however, there are strategies that chapters can use to make recruitment a little less tricky. Recently, Elizabethtown College had a successful recruitment season that resulted in many new members ready to join the chapter and get involved.

To start off, the Elizabethtown chapter set up a booth at the annual Student Involvement Fair. At the fair, the chapter officers handed out PBL flyers, candy, and information about the upcoming meeting. The officers also shared their experiences in PBL and how the organization can benefit all its members. Elizabethtown had almost 40 potential new members express interest in learning more about the organization in addition to the 28 members from the prior year.

The following evening, the chapter held an informational meeting which included a small ice cream social before and after the meeting. At the meeting, potential members learned about the mission of PBL, the goals of the chapter, the opportunities available to them in PBL, and how PBL can be an advantage on their resumes when they are active and involved.

This is not the only way to go about recruiting new members. There are other successful tactics to use such as speaking at new student orientation, writing articles about PBL activities for your school newspaper, hanging up flyers, setting up recruitment tables, and offering food such as pizza or ice cream at meetings.

Light Up Your School in Pink & Blue:

Shining to Save Babies

What do Niagara Falls, the Hoover Dam, the Empire State Building, and your campus all have in common? They will light up in pink and blue this November! Across the country, schools, monuments, and buildings will shine in honor of the nation's tiniest babies--to give them a voice and let everyone know about the serious problem of premature birth.

Thirteen babies die every day as a result of prematurity and low birthweight. You can have a huge impact in helping all babies have a healthy start at life by participating in Prematurity Awareness Month!

So light up your campus in pink and blue! Think home football games, campus statues or monuments, or pink and blue streamers in your dorms--get people to pay attention to the pink and blue, because raising awareness is what it is all about!



As you host events, we invite you to take lots of photos and even capture your school on video! Check out the March of Dimes Team Youth Web site for contest details; they want your photos and videos in our "Light Up Your School in Pink & Blue" web site; and the best one wins \$1,000! Show them that your chapter is the best in the nation in promoting the mission of the March of Dimes.

As you host events, we invite you to take lots of photos and even capture your school on video! Check out the March of Dimes Team Youth Web site for contest details; they want your photos and videos in our "Light Up Your School in Pink & Blue" web site; and the best one wins \$1,000! Show them that your chapter is the best in the nation in promoting the mission of the March of Dimes.

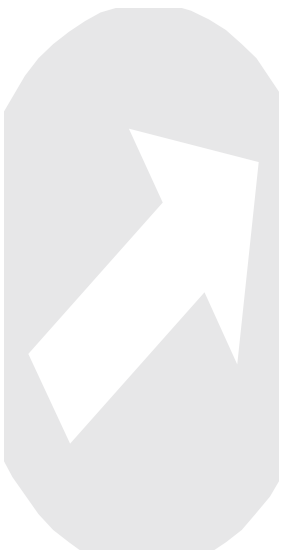
To show the mission to your friends and teachers, ask one in eight people to stand in your class or at a PBL meeting. That is the number of people who would be born premature, as one in eight babies is born too soon.



The Team Youth web site, marchofdimes.com/youth, has many great resources to help PBL members generate service ideas for Prematurity Awareness Month/Day. You can also find our contest guidelines and rules, as well as how to sign up and submit your photos & videos!

You can also find your local March of Dimes chapter by entering your zip code at the top of the March of Dimes web-page. Connect with your local March of Dimes office for resources and to see if they could use your help at any events this November.

With 1,393 babies born prematurely every day, the March of Dimes needs the help of every PBL member. Take part this November, and together the March of Dimes and PBL can make a difference in the fight to save babies' lives!



Upcoming Dates & Deadlines

October 20	Membership Deadline for Fall Publications and NFLC Membership Awards
November 2-3	NFLC—Portland, Oregon
November 9-10	NFLC—Cincinnati, Ohio
November 16-17	NFLC—Birmingham, Alabama
November 16 -17	NFLC—Buffalo, New York
December 15	Membership Deadline for Winter Publications
January 15	MissionLIFT Grant Application Postmark Deadline

Calling all members!: Promotional Video Contest

Alicia Stewart, North Central Region Vice President

Digital video has become a prominent and effective way of conveying new ideas and products. This contest has been created by the 2007–08 PBL National Officer Team to encourage members to develop a promotional and/or recruitment video for PBL.

Eligibility

Any Phi Beta Lambda member may submit an entry created by an individual or by a team of two or more members from any active local chapter, on record in the national center as having paid dues by April 1 of the current school year.

Video Subject

Create a promotional digital video to promote PBL to current FBLA members and potential members; highlight PBL activities, and provide an overview to the PBL program. Suggested areas to highlight but not required or limited to are: membership benefits, national web site, NFLCs, SLCs, NLC, IFL, local and state projects, community involvement, philanthropy, networking, leadership training, and business education.



The presentation may include, but is not limited to, elements such as graphics, pictures, music, voice over, sound, and text.

Copyright and Fair Use Information

It is the policy of FBLA-

PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

A. Copyright and Fair Use Guidelines for Teachers at

<http://www.mediafestival.org/copyrightchart.html>

B. U.S. Copyright Office at <http://www.copyright.gov/> or

<http://www.copyright.gov/title17/circ92.pdf>

Guidelines

- o Presentations must address the given topic. Student members, not advisers, must prepare presentations.
- o Presentations should be at least two and no more than four minutes in length.
- o Entries may be created in any video editing program, but must play on a standard CD or DVD player. The program must include a player or viewer to run the production.
- o The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.
- o It is recommended royalty free music be used, but it still must be documented the music is royalty free.
- o Entries must be accompanied by a readme file noting software used, clearances obtained, sources of information, references, and instructions of running the presentation. References should be put in the separate readme file and not on the video.
- o Submit two CDs or DVDs to be received at the national center for judging by April 1. CDs or DVDs must be labeled with participant's name, school, state, and clearly labeled "Phi Beta Lambda Promotional Video Production Contest."
- o Videos submitted become property of FBLA-PBL, Inc., and they will not returned.

Judging

Submitted videos will be viewed and prejudged by the national officer team following the ranking sheet. Finalists will then be posted on YouTube to be viewed and reviewed by PBL members from across the country. Finalists will then be judged with the PBL Promotional Video Production Contest Rating Sheet using the comments on YouTube. The winning video will be announced at the National Leadership Conference.

For more information about this wonderful opportunity, contact the national officers. Contact information can be found on the National web site at www.fbla-pbl.org.

Regional Action Councils

Eastern Region

Mark Comaty
Bryan Martineau
Shazin Hasan
Geoff Long
Bob Qualls
Diana Trench
Jason Aloise
Aneesh Rikhi
Josh Wolfe

Mountain Plains Region

Dominic Murek
Jennifer Roeber
Gloria Lau
Nick Schreck
Mark Vickland
Heather Voss

North Central Region

Buddy Alberson
Matthew Rennie
Brian Gresl
Brandon Rahn

Southern Region

Kevin Davio
Chris De Arcangelis
Janet Walker
Chris Cuan
Yanyan San Luis
Brandi Keel
Kristina Setzer
Michelle Trest

Western Region

Michelle Nakaji
Yvonne Beal
Becky Holm

Put your Leadership in Action at the National Fall Leadership Conference!

The 2007 National Fall Leadership Conferences (NFLCs) are where you will find *Leadership in Action!* Whether you visit Niagara Falls in Buffalo, see the world's largest cast iron statue in Birmingham, view the Cincinnati skyline, or stop and smell the roses in Portland, each NFLC is sure to be a good time!

PORTLAND, OREGON—

November 2–3

CINCINNATI, OHIO—

November 9–10

BIRMINGHAM, ALABAMA—

November 16–17

BUFFALO, NEW YORK—

November 16–17

This year's conference workshops will offer a variety of topics that will put your *Leadership in*

Action. You will be able to network, learn, and interact with other PBL members and advisers.

The *NFLC Guide* is available online at www.fbla-pbl.org.

SPECIAL PBL PROGRAMS

Two exclusive PBL programs are being held at the Cincinnati and Birmingham NFLCs. At both conferences, members and advisers can enjoy special workshops, networking opportunities, and leadership development geared towards PBL. Register for either the Cincinnati or Birmingham NFLC to take advantage of these special programs.

ONLINE NFLC REGISTRATION

Online registration for the NFLCs is available through our Web site at www.fbla-pbl.org. To be preregistered, registrations must be entered online by the end of the regular registration period. NFLC registration questions can be directed to 1.800.FBLA.WIN.

Got News?

If you'd like to share something from your own chapter's success, please e-mail article submissions to Mary Oliver at pbltres@fbla.org.



NEXT ISSUE

Look for these great articles

- Fund-raising Ideas
- Working with the Professional Division
- Developing Partnerships
- Competitive Events