

Tomorrow's
Business

LEADER

Winter 2011



Breaking Through

INSIDE

Career Planning

March of Dimes

Competitive Events

Road to Orlando



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Start Career Planning Now

BY TREVER EYMARD, FBLA NATIONAL PRESIDENT



As a member of FBLA, you can be confident in your skills and abilities as you enter the next level of life. Whether “school” for you is college, a vocational school, or simply the school of life, the time you spent as a member of our organization has honed your talents to make you a valuable asset to any company or in any occupation.

Starting to plan a career journey now may seem counter-intuitive,

but now is the best opportunity you will be given! In your school, you have access to career counselors and materials on dozens of horizons to consider. If you're still at a loss, check out many of the popular career Web sites like the Bureau of Labor Statistics' Standard Occupational Classification Web site: www.bls.gov/SOC.

Even to future business leaders, the actual dealings of business may seem dull and unexciting. As a member who has grown up in business, I can tell you that basic business skills are invaluable. Regardless of your intended career—be it surgeon or senator, NFL superstar or engineer—real-world business skills will take you from “Employee 217” to “Indispensable Talent.”

You may still be between several career paths, unsure of where you can best fit and be happiest. Start from zero, figuring out what you love to do. From there, a path will come naturally.

Try new things, invest yourself in new opportunities, and discover yourself! Even if you come to learn more about the things you don't like instead of what you do like, it will only narrow the search and steer you towards having the ultimate career advantage.

Along the way, be sure to keep track of your accomplishments. When you make the starting lineup on the soccer team, or break a record in track, when you score the lead role in the school musical, or are given an award for academic excellence, use it to start building your résumé. The result when the time comes to use it to land your dream job will be a true representation of your character and skills.

You've taken the first step by joining FBLA; so don't give up on the race just yet. Stay strong, run hard, and cross the finish line into your success story.



NEW TECH TOOLS

We are proud to announce the launch of three new tools this year that will help our members engage with FBLA-PBL in new and innovative ways:

Redesigned Web Site—Our site has a fresh, new design and cleaner layout. It features improved navigation, search capabilities, and a new multimedia center making it easier to find the resources you need.

Mobile Web Site—The new mobile version of our Web site improves your experience when visiting our site with a wide range of smart phones. Now the information you need the most is at your fingertips!

iPhone App—Our new iPhone app is live and ready to download. It offers quick access to our Facebook and Twitter pages, blog, YouTube channel, and Flickr gallery. It also provides a streaming news and calendar feed to keep you updated on the latest news and events from FBLA-PBL. A similar version for the Android phone is in development and will be released very soon.



Wanted: FBLA Student Leaders to Apply for National Office

Are you an underclassman who is enthusiastic and dedicated? Leaders are needed to run for the offices of national president, secretary, treasurer, and regional vice presidents; and apply for the office of national parliamentarian. (The national parliamentarian is a nonelected office; the person who files the application, meets the qualifications, and scores the highest on the written parliamentary procedures exam is appointed to this position.)


Completed applications are due to the National Center by May 15, 2011.

DOWNLOAD THE 2011-12 NATIONAL OFFICER CANDIDATE GUIDE AT WWW.FBLA.ORG

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yourself first

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Contributor Perfectionist **Leader**
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NEW & UPDATED INFO

- FBLA-PBL is pleased to present a new addition to the FBLA-PBL Web site—the new **FBLA Competitive Events Online Reference Guide**, your one-stop online resource for all information relevant to the FBLA competitive events program. FBLA members and advisers are now able to obtain detailed information such as event rating sheets, guidelines, competencies, and task lists for each of the competitive events in one easy-to-use location. In addition, sample questions, videos, case studies, and reports are also posted. (The Online Reference Guide is a work in progress and won't be totally completed until the summer.)
- New performance DVDs and the *FBLA Competitive Event Study Guide* may be ordered through the *MarketPlace*.
- Several guidelines and rating sheets have been revised, including the **FBLA Desktop Application Programming** topic, and may be downloaded from our Web site.

HOW TO GET STARTED

- **Topics**—Topics for many of the projects are found in the national *Chapter Management Handbook* or can be found at www.fbلا-pbl.org. Click on FBLA then Competitive Events.
- **Reports**—For chapter reports, the chapter needs to come up with a project that will involve many of the members and the community. Make sure the report follows all the guidelines including page count, binding, front cover, etc. The report should follow the order of information found on the Rating Sheet for the event. Proofread well to ensure you don't have typos or incorrect grammar.
- **Programming Events**—A participant may use any software to complete the programming event. Make sure it can be run on any platform for the judges to evaluate.
- **Interactive/Role Play Events**—Many of these events require a multiple choice test where the team members collaborate on the test. At the national level, the top ten scoring teams then advance to the performance (case study). The judges and team members will interact during the presentation. The judges have been assigned a role as well as the students in the case (e.g., for **Help Desk** you might have an irate customer who wants the problem fixed immediately).
- **Interview Events**—For **Job Interview** you are applying for a position to Merit Corporation. You need to apply for a job that you qualify for upon graduation from high school, a summer job, or even an internship experience. Check out job advertisements for job titles. The company is fictitious so you can make it any type of company you desire. You need to highlight your work experience and education first, then your activities.



For **Future Business Leader** you are applying for the award as the top FBL. You need to highlight your FBLA and other activities first, then the job history. Use the Internet to search for many types of typical job interview questions. Also review the Rating Sheet to see what the judges use to evaluate each participant.



GETTING READY TO COMPETE AT THE NLC

Have you paid your FBLA state and national membership dues? In order to compete at any level, you must have your dues paid to the national center by March 1, but many states have earlier dues reporting deadlines.

Many states are starting their district/regional competitions now with their state leadership conferences to follow in March and April. Make sure you know the events your state offers along with the state guidelines. Go to your state Web site to find out your state competitive event guidelines and rules.

NEW 2011 NLC EVENTS

New FBLA Events for NLC 2011 Orlando include **Hospitality Management** and **Health Care Administration**, both individual and objective test events. **Digital Design & Promotion** is an individual or team event and the topic to address is found in the *Chapter Management Handbook*. The **Marketing** event now has a performance component added.

OPEN EVENTS

Members may take one open event at the 2011 NLC by just showing up at the time listed in the program. All the open events are taken on the computer. Check the program for times and locations.

FBLA Open Events

- Agribusiness
- Computer Operating Systems
- Environmental Business
- Google Apps/Open Source
- Investments/Stock Market
- Leadership

FBLA-Middle Level Open Events

- Financial Literacy
- FBLA Middle Level Facts
- Business Math
- Computer Technology

ROAD TO ORLANDO

This summer join thousands of FBLA-PBL members and advisers *Breaking Barriers* in Orlando, Florida at the 2011 National Leadership Conference!

The 2011 NLC will be filled with achievement, opportunities, and excitement, so it's time for you to make plans to attend! The workshops will feature informative, motivational sessions on a variety of topics. Come visit the exhibits to get information about fund-raising opportunities, colleges and universities, technology vendors, and to network with other future business leaders from across the country

In addition to all of the competitive events, the NLC also includes certification tests, open events, and tours. Need some certification work completed? We have a great list of opportunities for you to take advantage of at the conference. Check our Web site for additional information.

There are many wonderful things to experience in Orlando during your free time. Whether you visit Pointe Orlando for shopping, the 20-theater Regal Cinema, SeaWorld, Aquatica Waterpark, Universal Studios, Disney Parks, or even downtown Orlando, you are sure to have a great experience!

You can get up-to-date information about the NLC as details are gathered and posted on our Web site. The *NLC Guide* will be available in March 2011.

HOTELS

Housing for the FBLA 2011 NLC will be at the Hilton Orlando, Rosen Centre, and Rosen Plaza hotels—all within walking distance of the Orange County Convention Center on International Drive (iDrive). Housing will open in March.

Room rates for the NLC:

- \$160 Single/Double
- \$170 Triple/Quad

Plus Sales & Occupancy Tax—12.5%*

**Rosen Hotels have an additional 1% Orange County Convention Center surcharge, which does not apply to tax exemptions.*



CONFERENCE DATES

FBLA NLC June 28–July 01

ONLINE NLC REGISTRATION

Online registration will open in early March. NLC registration questions can be directed to 800-FBLA-WIN. Complete your registration early to take advantage of early bird savings.

NLC CONFERENCE REGISTRATION RATES

	Early Bird Until May 20	Regular May 21–June 10	Onsite June 11–Onsite
FBLA	\$95	\$105	\$115

INSTITUTE FOR LEADERS

Make the most of your trip to the NLC and also register for the Institute for Leaders. It's the best way to kick your leadership skills up a notch and prepare for the coming year. It starts the day prior to the NLC (June 27–28).

	Early Bird Until May 20	Regular May 21–June 10	Onsite June 11–Onsite
Student	\$115	\$125	\$135
Adviser	\$50	\$60	\$70
Candidates	\$90	\$100	\$110



Going Green with FBLA

BY NINA KAMATH, FBLA NATIONAL PARLIAMENTARIAN

Through the National Go Green Eco-Chapter Project, your chapter can get involved in the Green movement and even spearhead a local community project to spread awareness about environmental activism.

We have all heard the cliché: “Reuse, Reduce, Recycle.” While it seems like the green movement has become more and more prevalent in our society through broadcast media, food, print, and even the latest fashion trends, it is hard for high school students to get specifically involved and make an impact. That is where the FBLA National Go Green Eco-chapter Project comes in! As future business leaders, we have a responsibility to increase environmental awareness and reduce our carbon footprint.

The project itself consists of four major sections, three of which are activities geared around “Service, Education, and Progress,” the three words surrounding the FBLA Crest. For the Service, Education, and Progress components, chapters have to complete three of six activities with specific documentation instructions. The final component of the project is a chapter “Go Green Eco-Chapter Project” that can expand on one of the Service, Education, or Progress activities previously completed or can encompass a completely new initiative. All chapter projects must

include a service and educational component.

Getting Started

The first step is to understand the purpose of the project: The National Go Green Eco-Chapter Project is geared towards promoting environmental education and awareness for the next generation of business leaders while promoting environmental service to local and state communities.

Chapters can review project activities by visiting the “Go Green Eco-Chapter Project” on the FBLA Web site under the FBLA heading. To get started, a chapter adviser must login to their account under “Adviser Login.” Once the chapter adviser activates the account, FBLA members or officers who know



the chapter number and password can control the project through the “Project Login.”

It is beneficial to organize completion of the project through a small committee of members under a Chapter Go Green Chair. With one person following up on deadlines and submitting documentation, the project will run smoothly. Committee members can help with logistics, planning, implementation, volunteering, publicity, and other project components.

Executing the Activities

While the core aspect of the project lies in the Chapter Project component, adequate time should be allotted towards planning specific Go Green related activities under the Service, Education, and Progress branches.

Many of the activities revolve around National Earth Day on April 22. This holiday is dedicated to preserving our planet. By educating others on how they can go green or planning a specific service project for the day, FBLA chapters positively contribute to a cleaner world. Other activities range from the indispensable tree planting to the entertaining school-wide toy and game recycling project.

Planning activities should be done early in the year by committee members or general chapter membership. Each of the activities have specific documentation, so always make sure to take pictures and save documents of each event in case additional documentation is needed to present the results of certain activities.

A Successful Chapter Project

The chapter project is a unique way for your chapter to positively contribute to the environmental movement. After following these three tips, your chapter will be well on its way to initiating a worthwhile project.

1. Go Green with great publicity.

Publicize, publicize, publicize. The number one way to

have a successful chapter project is to publicize the project heavily to your school’s students to get them involved in logistics, planning, and implementation. Publicity should highlight the fun and exciting parts of getting involved. By showing members they will be making a distinct difference in participating in the project, members will be excited to get involved.

2. Go Green with a chapter environmental newsletter.

Publishing a newsletter can spread the message of your project effectively. Articles can highlight new project initiatives or include opinion articles about effects of global warming and environmental damage. Newsletters can also integrate pictures, poems, statistics, and go green tips to inspire readers.

3. Go Green with a professional report.

Each chapter must submit a report with a minimum of 500 words to a maximum of five pages including appendixes. Reports should describe the project, state the purpose and goals, describe how the chapter chose this project, describe the steps to develop the project, describe the execution phase, highlight project uniqueness, explain benefits and impacts on school or community, give evidence of publicity with an article or flier, and incorporate pictures and graphics.

Remember to proofread your report multiple times to avoid grammar, syntax, and spelling errors. Furthermore, if you create a name for your project, the report can be centered on a common theme, making the project comprehensive and understandable. Beyond just pictures, color will also make your report aesthetically pleasing. If you have an extra page, creating a cover is a unique idea to make the report appealing at first glance. Finally, don’t forget to really emphasize the uniqueness of your project and the difference it made to your chapter’s members.

Submission

All documentation for the project must be submitted online by May 15, 2011. One chapter in each region will receive a first place prize for the best implementation and execution of the chapter project.

Nina Kamath received the National Go Green Eco-Chapter Project First Place Western Region certificate for her service as the Go Green Chair for Lynbrook High School, CA. She helped organize a one-of-a-kind project, aptly named Operation Green, that provided educational and service opportunities for youth and spread the visionary idea that every single individual in our community can do his or her own part to eliminate environmental issues.

PARLI CORNER

Welcome to Parli Corner, a new column by FBLA National Parliamentarian Nina Kamath, designed to increase the knowledge and implementation of parliamentary procedure in local chapters.

What is Parliamentary Procedure?

For those of you who aren’t aware of what parliamentary procedure is, it is basically the rules and customs to structure effective meetings. It is a common tool used in government practices such as Congress and the House of Representatives. It is also found in local government structures like City Council, Board of Director meetings, and even club meetings.

Basic Elements of Parliamentary Procedure

The main motion is used as the fundamental element to bring business up in a meeting. A main motion is a particular statement of action that someone wants to accomplish in the meeting. Here is an example of a motion:

Parliamentarian: Mister President (or Mr. Eymard).

Chair/Presiding Officer: The chair recognizes Ms. Kamath.

Parliamentarian: I move to make the National FBLA-PBL Theme for the 2010–2011 year “Breaking Barriers.”

Western Region Vice President: Second.

Chair: It has been moved and seconded to make the National FBLA-PBL Theme for the 2010–2011 year “Breaking Barriers.”

Chair: Is there any discussion?

Parliamentarian: Madam President.

Chair/Presiding Officer: The chair recognizes Ms. Kamath.

Parliamentarian: “Breaking Barriers” is a unique theme that encompasses many of the aspects of FBLA such as breaking barriers in competitions, breaking barriers by participating in projects, or breaking barriers through leadership. It is also catchy and inspirational for members.

Chair: (when speaking dies down) Is there any further discussion? If not, then we will proceed to vote.

Chair: Those in favor, please say aye. (Aye.) Those opposed, please say no. (No.) The ayes have it and the motion is adopted. The National FBLA-PBL Theme for the 2010–2011 year will be “Breaking Barriers.”

Motions help business discussed stay on track with minimal side conversation and clear structure. Although this may be impractical to implement all the time, it is a good technique to practice in officer meetings, especially before making a major decision.

Calling All Local and State Parliamentarians:

Nina Kamath is compiling a zip file of parliamentary procedure resources including videos on how to make motions and run meetings, a sample set of minutes and bylaws, tips on writing minutes and bylaws, a glossary of terms, duties of a state and local chapter parliamentarian, and much more. If you would like to be involved in the process, please send an e-mail to fblaparl@fbla.org.

How to Find the Leader in You

BY ANTHONY PARASCONDOLA, FBLA EASTERN REGION VICE PRESIDENT

Are leaders born with the ability to speak in front of thousands of people, take risks, and set challenging goals? We often assume that leaders are naturally gifted and always succeed at everything they do. However,

everyone at some point in their life has faced obstacles, fear, and even failure. The best leader has learned how to face negatives head-on, find creative solutions

to problems, while always focusing on accomplishing his or her goal.

If you want to work at being the best leader, you first have to discover what kind of leader you are. Within FBLA, there are many activities you can pick

from to see what skills you have and how you can expand upon them. By getting involved with local chapter community service projects, you are given the opportunity to contribute ideas to build upon the team's progress. A leader doesn't have to be someone who has the light shining on them the entire time. Instead, it could be someone who can pull the team together for a period of time and provide suggestions for future development. Inspiring others through innovative thinking, keeping a team focused by creating a positive working environment, and empowering yourself are just a few of the many essential leadership skills you can learn at FBLA.

Finding these skills during your FBLA career are important because they can be applied within any occupational field. As a doctor, you must be able to conduct extensive research to find ways to ensure the healthiest life for your patients. The skill of creating a positive working environment would keep doctors focused on creating a

treatment that would be closer towards finding a cure. Being able to express your innovative thinking to others and prepare an organized plan can be used in the fashion industry as well as the business world. When you have creative thoughts, you must have a cohesive plan on implementing them.

“The best leader has learned how to face negatives head-on, find creative solutions to problems, while always focusing on accomplishing his or her goal.”

FBLA provides its members with the opportunities to discover the leadership skills that are important for high school and future occupations. Go out today and get involved with a FBLA activity where you can display the inner leader inside of you! ✨

to problems, while always focusing on accomplishing his or her goal.



B.Y.O.B.—Break Your Own Barrier

BY KIM-MAI LE, FBLA NATIONAL SECRETARY

Throughout the ages, history has contained remarkable stories of inspiring individuals who strove to break the barriers of their time. The very founding of our nation was built upon the efforts of a select few who sought the impossible and set forward to accomplish what others had already deemed would be a failure. Ever so determined, they pushed past the established boundaries of society to achieve their goals and have passed on that resolve to us today. Now, it becomes our turn to do the impossible.

Move Beyond What is Expected

“I’ve always tried to go a step past wherever people expected me to end up.” —Beverly Sills

This year is about setting new records. Now is the time to expand our horizons and venture far beyond where anyone has ever gone before. In the 1970s, companies everywhere were ridiculing the craze of the computer race, claiming that there would never be a time when consumers would ever want or need a personal computer in their home. However, that did not stop stubborn geniuses like Steve Jobs and Bill Gates from building the multinational computer empires we see today. This year is about challenging yourself to not only reach that level of excellence you’ve personally set but to also move so far beyond the ordinary that everyone in the competition is left trailing behind.

Live Your Life the Way You Will

“Everything you need is already inside. Just do it.” —Bill Bowerman, Nike

We all only get one life, and what we make of it is entirely up to us. This year begins with a decision; our decision to imagine what is impossible and then work to achieve it. When it first started a few decades ago, Nike was just a small distributing company founded by a track athlete and his coach. Now, Nike has grown to be a Fortune 500 company, one of the top major sportswear and equipment suppliers in the world and worth almost \$20 billion. The future lies in your hands and it is up to you to decide. It is your canvas, and you are the artist. The time to paint is now, even when the voice inside you says otherwise. Just paint, and that voice will be silenced.

When One Door Shuts, Another Opens

“In the middle of a difficulty lies opportunity.” —Albert Einstein

Life is full of difficulties and conflicts. Sometimes, it can get so overwhelming that we yearn to just stop and give up on everything. The important idea to keep in mind is that these trying times are not meant to discourage, but to rouse us. They are meant to inspire us, to goad us, to motivate us to push even more, to work even harder, and to succeed. Even Donald Trump went bankrupt in his early years, but if he had given up, there is no way that he would be one of the world's great business magnates today. Great people are defined by what they do in demanding times, by whether they simply choose to give up or to carry on. Do not give up.

And the Impossible Becomes Real

“Sometimes I’ve believed as many as six impossible things before breakfast.” —Lewis Carroll

This year is about setting new records. It is about going beyond the expected, making our lives what we want it to be, fighting through hard times, and making the impossible become possible. Everything starts with simple confidence. It is a confidence that we can and we will achieve more than what was set out for us. It is a confidence that boundaries are irrelevant, that outside doubt is moot, and that we are continually faced by a series of brilliant opportunities disguised as impossible endeavors. We need to harness this confidence—for when we have it, there is absolutely nothing that can stop us. ✨

“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones that you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.” —Mark Twain



STYLEOWNER

WWW.STYLEOWNER.COM/FBLA-PBL

START YOUR OWN ONLINE BOUTIQUE!!

CREATE, RUN and EARN 10% COMMISSION from your own personalized online store by sharing your favorite brands and styles with your friends.



FBLA-PBL CHAPTER-WIDE BUILD A MALL CONTEST

In addition to the 10% commission each storeowner earns

1st Prize - Top 20 members from the 1st place chapter win an iPad and adviser wins \$5,000

2nd Prize - Top 20 members from the 2nd place chapter win an iPod Nano and adviser wins \$3,000

3rd prize - Top 20 members from the 3rd place chapter win an iPod Shuffle and adviser wins \$2,000

Merge your creative and business sides by starting your own revenue-generating fashion store on-line

Have you ever fantasized about starting your own business that expresses your unique style and personality and carries items you know your friends and peers would love? Unless you are Ralph Lauren's daughter, Dylan, who was inspired by Willy Wonka and the Chocolate Factory and created the world's largest candy store in New York City, it's hard to turn your dream into a reality.

StyleOwner has found a way—a creative, productive, easy, and constantly plugged-in way for the texting, e-mailing, Twittering, Facebook generation to start their own revenue-generating business. At no cost, styleowner.com allows budding entrepreneurs to create an on-line boutique, customize it to match their own style and aesthetic, and populate it with the items they themselves and their friends and family covet. They can even

create a virtual department store with mini boutiques for individual people like their best friend, camp friends, mom, or others. The storeowners advertise their own unique store on Facebook or other social network or even by old-fashioned word-of-mouth. They then earn 10 percent of everything they sell. Goodbye working long hours at Starbucks, hello StyleOwner!

The formula for success is easy: personal recommendations to family and friends is the strongest possible marketing tool. "What we want to do is to empower the Facebook generation to become entrepreneurs online," says Joel Weingarten, CEO and founder. The items in the store come from a master catalog of popular brands, and storeowners are able to make personal recommendations such as "the perfect flat" for their tall best friend, or a seasonal prom boutique for all of their

senior friends. StyleOwner uniquely takes advantage of the constant utilization of social networking and consumerism of today's youth. It also leverages their savvy and business-oriented mind-set.

The best part of an online boutique is that like Dylan's Candy Bar, which carries 7,000 candies from all around the world, there is no limit to how you can curate your store; but unlike Dylan, you're not limited by stocking space, or rent for that matter. In fact, the (computing) cloud's the limit.

Go to www.styleowner.com/fbla-pbl to start your own online boutique and learn how your chapter can compete for "Most Profitable National Chapter" to win up to 20 iPads for the most active stores in your chapter (on top of the 10 percent cash commission you earn for every item sold).

FBLA-PBL Week is February 6-12

Chapters are encouraged to use this time to publicize their activities and successes, boost their membership, and gear up for their spring activities.

In addition, FBLA-PBL recognizes Wednesday, February 9 as Adviser Appreciation Day. Members are encouraged to use this day to pay special tribute to the dedicated individuals who make the association possible on the local level. Chapters plan special activities for each day of the week. These include everything from Professional Attire Day to FBLA-PBL T-shirt Day to Faculty Appreciation Day and Career Awareness Day.

As FBLA-PBL Week falls within national Career & Technical Education Month, this is an excellent time to inform the public about the purpose of school-to-work activities and programs in general. The momentum of a national event provides the perfect occasion to spotlight career and technical education.

Take the Saturday of FBLA-PBL Week to dedicate solely to community service! Choose a community service project and implement it into your local chapter. Log the amount of time your chapter works by listing each member's hours worked on a spreadsheet. Suggested activities include working with the March of Dimes, volunteering at a homeless shelter, conducting a blood drive, or developing a project with any other service organization.

📄 [DOWNLOAD THE FBLA-PBL WEEK PACKET AT WWW.FBLA-PBL.ORG](http://WWW.FBLA-PBL.ORG)



FBLA-PBL Week is an excellent time to spread the word about our organization through an exhibit or a tabletop display.

Become a Leader for the March of Dimes

The March of Dimes provides opportunities for youth to get involved as leaders in many ways. From serving on their National Youth Council to being a youth team captain for March for Babies®, there is a leadership opportunity for you!

Middle School

FBLA-Middle Level offers great opportunities to make friends and volunteer for the March of Dimes.

To help give every baby a healthy start, middle school students, along with their teachers and advisers, show their support by fund-raising for March for Babies and hosting activities during Prematurity Awareness Month in November.

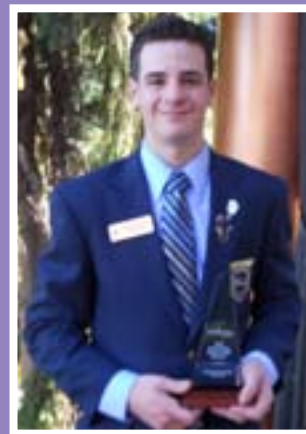
Tell your adviser and fellow members about their mission and volunteer to be the March of Dimes representative. With the help of your peers and faculty, organize an event such as a coin drive or a bowl-a-thon to raise money.

High School

On the high school level, the March of Dimes offers many opportunities to promote their mission locally. Volunteer to be the March of Dimes Chair and host awareness events and fund-raisers at your school and throughout the community.

Take your role one step further and become the March for Babies Youth Captain for your organization and/or your entire school. Serving as a team captain and rallying your fellow students, faculty, and staff around the cause of healthy babies is an important job and a great leadership experience. As a team captain, your job is to recruit, inspire, and motivate your team.

To learn more about becoming a leader for the March of Dimes, visit marchofdimes.com/youth.



Congratulations to **Anthony Parascondola**, the March of Dimes 2010 Outstanding Youth Volunteer award winner for the nation.

Check out the Chapter News section on page 21 for ideas of what other chapters are doing to support March of Dimes in their schools.



Ready for the March?

When you walk in March for Babies, you give hope to the more than half a million babies born too soon each year. The money you raise supports programs in your community that help moms have healthy, full-term pregnancies. And it funds research to find answers to the problems that threaten our babies. March of Dimes has been walking since 1970 and has raised an incredible \$1.8 billion to benefit all babies.

March for Babies takes place in more than 900 communities across the country, so your chapter can join any one of these events. Keep your eyes open for our celebrity walkers!

Sign up online at www.marchforbabies.org/fblapbl. Choose your division from the options listed and search for your team by state. Can't find your chapter there? Just go to marchforbabies.org and sign up as a new team! Be sure to use FBLA-PBL and your school's name in your team title.

Fund-raising Ideas from our National Partners

Is your chapter ready for fund-raising? Our national fund-raising partners give you some great options! For more details and ideas, visit the Membership Benefits section at www.fbla.org and click "Fund-raising Partners."



Bonnie's Candle Fund-raising has high quality, even-burning Gold Canyon candles. Call Bonnie's at 812-212-5137 or e-mail bonnie.holaday@yahoo.com.



Cartridge Connection helps raise funds by selling brand name cartridges at competitive prices. Call 970-854-4093 or e-mail Kellie@MyCartridgeConnection.com.



Country Meats features fresh smoked snack sticks that everyone loves. Call 800-277-8989 or visit www.countrymeats.com.



Otis Spunkmeyer is providing their scrumptious cookie fund-raiser and a special Sales Challenge (see details, this page). Call 800-506-3191 x7451 or e-mail KTilton@Spunkmeyer.com.



Ozark Delight Lollipops are only available for fund-raising. They do not sell to stores or other retail markets! Call Ozark Delight at 800-334-8991.



Pride Distributors specializes in producing "Your Town-Opoly", a custom board game. Call Pride Distributors at 800-451-5442 or visit www.townopoly.net.



School Spirit Coffee provides personalized packaging for their coffee fund-raiser. Call 800-570-1443 or visit www.schoolspiritcoffee.com for information.



Tom Wat Fundraising features multiple fund-raisers from catalog sales to delicious Auntie Anne Pretzels and other great food items. Call 800-243-9250 or visit www.tomwat.com.



4th Annual Sales Challenge \$3,000 up for grabs in the 4th annual Otis Spunkmeyer Sales Challenge!

Details: All sales from August 1, 2010 through April 30, 2011 will apply to the challenge. Six (6) prizes totaling \$3,000 in cash will be given for top-selling FBLA-PBL states and chapters. Awards will again be given in two (2) categories:

First Category—Rewards the top-selling state and local chapters using any Otis Spunkmeyer products.

Second Category—Rewards top-selling state and local chapters using traditional fund-raising products (fund-raising tubs, brownies, and pretzels).

Rewards in each category include \$750 for the top state, \$500 for the first place chapter, and \$250 for the second place chapter. States and chapters may only win in one category. For more information, please contact Kathy Tilton at 800-506-3191 x7451 or KTilton@Spunkmeyer.com.



ConnectEDU is running a \$10,000 contest for FBLA students!

FBLA's newest partner, ConnectEDU, is launching an exciting contest for FBLA chapters that rewards the winning students and adviser with a \$10,000 prize. The contest is quite simple—get as many students as possible from your high school to create accounts with ConnectEDU. Contest runs February 1–March 15. You must register no later than March 1st in order to participate.

View contest rules at: connectedu.com/FBLA-Contest-Guidelines.pdf

New Scholarship from Nova Southeastern University



As a member of FBLA, you are invited to apply for the Razor's Edge Leadership Scholarship Program at Nova Southeastern University in Ft. Lauderdale, FL. If you are selected for one of the 25 spots in the program, you will receive a \$10,000 scholarship annually during the four

years you are in the program. You can apply online at nova.edu/studentleadership/razorsedge/leadership_program. Applications will be accepted until February 11, 2011.

The Razor's Edge experience is designed for student leaders who will be entering college as freshmen. They have already demonstrated a commitment to leading in their schools and in their local communities; and must also have the desire to continuously improve their leadership abilities by learning about



leadership in the classroom, by applying those lessons, and by taking on leadership roles on campus and beyond.

Visit www.nova.edu/studentleadership/razorsedge for more information. Additional information about the application process is available at www.nova.edu/studentleadership/razorsedge/forms/application_process.pdf. E-mail razorsedge@nova.edu with any questions.

Other FBLA Scholarships

In addition to the new Nova Southeastern University scholarship, please keep in mind all of the other scholarships available to you as FBLA students. Full information on all scholarships can be accessed at www.fbla.org under Membership Benefits.

SCHOLARSHIP	AMOUNT	DEADLINE
Berkeley College	Varying amounts	Open
Catawba College	Five (5) \$5,000 scholarships	April 30, 2011
CIA	\$18,000/year	August 2011
Cumberland University	Five (5) \$2,000 scholarships	March 1, 2011
Economics for Leaders	Program scholarship	March 1, 2011
FBLA Distinguished Business Leader	Dependent on contributions	April 1, 2011
Johnson & Wales University	Up to full tuition	Open
Knowledge Matters	\$250, \$500, and \$1,000 scholarships	April 1, 2011
Mount Ida College	\$1,000 scholarships	May 1, 2011
McPherson College	\$10,000 (\$2,500/year) scholarships	Open
MSOE Rader School of Business	\$1,000 scholarships	Open
National Technical Honor Society	\$1,000 scholarship	April 1, 2011
NCCPAP/AICPA	\$1,000 scholarships	December 15, 2011
NFIB Young Entrepreneur Awards	\$1,000 to \$10,000 scholarships	December 15, 2011
Northwood University	\$1,000-\$5,000 annual scholarships	May 1, 2011
Penn Commercial Business/Technical School	Varying amounts	March 31, 2011
Pennsylvania College of Technology	\$2,000 scholarship	April 1, 2011
Pittsburgh Technical Institute	Three (3) \$6,000 scholarships	March 4, 2011
Rasmussen College	\$1,200-\$10,000 scholarships	Open
University of the Ozarks	Two (2) \$2,500 scholarships	March 1, 2011
Webber International University Scholarship	\$500 scholarships	Open



Education: Get Real!!!, a new national sponsor, recognizes that your advisers wear many hats and have developed teacher resource manuals to assist them. As former FBLA advisers they are happy to be partnering with FBLA-PBL and will be sponsoring a competitive event at the 2011 FBLA NLC in Orlando, FL.



Knewton Test Prep is the most effective way to prepare for the SAT. In fact, they guarantee you'll raise your score by at least 150 points, or it's free. FBLA members receive a 20 percent discount using the promo code FBLASAT.

For more information or to get started, visit www.knewton.com/sat



Bentley University, an FBLA national partner, is a national leader in business education, preparing students for professional and personal success. Bentley's carefully designed curriculum blends courses in business and the liberal arts in a way that enhances the value of both. Bentley students enjoy abundant opportunities for hands-on learning through internships, study abroad, service learning, and partnerships with corporations. A Bentley education prepares students for success since 98 percent of the most recently surveyed class had a job or was in graduate school within six months of graduation.

Find more information at www.bentley.edu/undergraduate



Wiggio, a new national sponsor, offers a free online toolkit that makes it simple for you and your teachers to work in groups. Wiggio provides an application where students and teachers can participate in online discussions and meetings, create and share course content, send mass text and e-mail messages, and more. Thousands of students and teachers across the country are using Wiggio at their schools to create and manage their academic, extracurricular, and social groups. They will be sponsoring an FBLA competitive event at the NLC in Orlando.

For more information check out www.wiggio.com

CHECK-IN WITH FBLA-PBL MEMBER BENEFITS



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Your shopping supports FBLA-PBL



One free certification test for FBLA, PBL, and PD members.



Provides a 10% discount to advisers when ordering via email at: gloria@educationgetreal.com. Visit educationgetreal.com.



Save 10% with your FBLA-PBL card. ID# 5492731



FBLA receives a 10% discount on the SAT, ACT and PSAT using discount code FBLA10, and PBL receives \$100 discount on the GMAT using discount code PBL100. Visit kaptest.com/fbla-pbl.



Provides FBLA a 20% discount when using promo code FBLASAT. PBL members receive a 20% discount on the GMAT using promo code FBLA-GMAT. Visit knewton.com/sat or call 1-888-KNEWTON.



FBLA-PBL members get 10% off Princeton Review's online courses for the SAT, ACT, and GMAT. For more information, call 1.800.2Review.

Great Hotel Discount Programs for Members

Major hotel chains offer reduced rates—up to 20% off—don't miss out!



Hyatt Hotels
10% off at participating Hyatt properties
877.393.8034
Group Code: CR51684



Wyndham Hotel Group
20% off their best available rates
877-670-7088
ID# 20941



Red Lion Hotels
15% off for FBLA-PBL
800.733.5466
ID: FBL

This year's NFLCs, held in Des Moines, New Orleans, and Washington D.C., were a huge success with over 5,000 in attendance. Members enjoyed riveting keynote speeches by inspirational speaker Alton Jamison. He and others delivered amazing presentations, giving real-world examples of what it takes to truly be *Breaking Barriers!*

In addition, top-notch networking and social events brought together students from across the nation and proved to be beneficial for many chapters. Friendships were born, memories were made, and an unbelievable amount of motivation was created during each of these conferences.

Thank you to all who helped make them a success! We are looking forward to seeing everyone again at the National Leadership Conference in Orlando this summer!

See more pics at our photostream: flickr.com/photos/fbla-pbl



2011 National Fall Leadership Conferences

Philadelphia, PA	November 4–5
Milwaukee, WI	November 11–12
Little Rock, AR	November 18–19

FBLA-PBL Members Score Big at the ACTE Business Education Division Awards

The following FBLA-PBL members were recognized by the Association for Career and Technical Education (ACTE) as the **2010 Outstanding Business Education Students**. One award is given for each region of ACTE for the secondary level and one for the postsecondary level. The awards are designed to provide recognition to outstanding students who have demonstrated leadership potential through enrollment in business courses and involvement in career and technical student organization activities, as well as their school and community.

Mallory Bailey—Region 5 Secondary
Baker Senior High School, OR

Jacob Dinkel—Region 3 Secondary
William Henry Harris High School, IN

Christopher Rush—Region 2 Secondary
North Forsyth High School, GA

Laney Ward—Region 4 Secondary
Smackover High School, AR

Courtney Bauer—Region 3 Post Secondary
University of Wisconsin Madison, WI

Jennifer Roeber—Region 5 Post Secondary
Midland Lutheran College, NE

SUGGEST A THEME FOR 2011–2012

Share your ideas for the 2011–12 FBLA-PBL theme. The year culminates at the NLC in the summer of 2012.

Past themes include:

- *Get Connected*
- *Leading the Way*
- *Destination Leadership*
- *Soaring to New Heights*
- *Lead...Achieve...Succeed*
- *The Road to Your Success*
- *Your Ticket to the Future*
- *Leadership in Action*
- *Get The Edge*
- *Simply the Best*
- *Breaking Barriers*

Themes should be brief, active, and to the point. Descriptions should be 150 characters or less. Submit your suggestions at www.fbla.org/themes starting February 14. We will discontinue taking suggestions on March 19, so get yours in!

Michael Schneider, Youngest College President in the United States, Has Roots in FBLA-PBL

Before he became the youngest college president in the United States, Michael Schneider was just a student at a rural high school surrounded by corn fields. But Schneider, now president of McPherson College in Kansas, joined Future Business Leaders of America soon after starting at Rossville High School—located in a small community outside of Topeka. The student organization was the first step toward a new trajectory in his life.

“I was a kid trying to fit in,” Schneider said. “That’s not what I needed. I needed to stand out.” Ernestine Gordon, Schneider’s FBLA adviser, said he was an enthusiastic participant in the organization: coming up with ideas, drawing others together, and working long hours on FBLA projects.

“You can tell the kids who are going to do well,” Gordon said. “Of course you’re never sure of what they’re going to be doing, but you knew it was going to be something good.” Schneider ran for state treasurer his sophomore year and district vice president his junior year. He lost both years. But Schneider said the experience started him toward “not believing in failure”—that even mistakes are part of being successful.

Gordon said when she was an FBLA adviser, a majority of the students at Rossville were members of FBLA and actively came up with ideas to help the community. That work ethic and creativity was what set Rossville apart to win state titles. “Hard work as a student in FBLA pays off later in life,” she said. “I just feel that an organization like ours encourages people to get their feet wet and let them know what they can do,” she said.

As a person who learned best from experience, FBLA gave Schneider an experience that he couldn’t get anywhere else at the time. From the experience of travel to national competitions, to getting over a fear of public speaking, FBLA

helped Schneider to stretch beyond his comfort zone.

“You take a kid who kind of grew up in a bubble and this opened up a whole new way of thinking for me,” Schneider said. That stretching and challenging of boundaries led Schneider to McPherson College. He said the feel of a small private college meshed perfectly with the tight-knit team atmosphere of FBLA. The college was a natural transition.

“I was able to keep taking risks,” he said. “I was able to keep developing.” After McPherson College, Schneider received an MBA from the University of Denver and went to work for Summit Catalog in Englewood, CO. The work ethic he had displayed as an FBLA member paid off when he decided to take some advice: Be the last person to leave on your first day of work.

“My experiences with FBLA and a liberal arts education at McPherson College led me to have an entrepreneurial drive,” Schneider said. So 5 p.m. came and went. Then 9 p.m. Then midnight. Finally, at 2 a.m., Schneider’s supervisor said it was time to call it a night.

“It showed that I was driven and committed,” Schneider said. “Within time, the owners handed me the keys to the company and said ‘Build it.’” During the next few years, the company grew from a print-centered business to online publishing and e-commerce. Schneider was managing day-to-day operations for the company at the age of 25.

He returned to McPherson College in 2002, where he has served as director of career services, vice president of advancement, and vice president of admissions. He became college president in February 2009. The new role has given Schneider the biggest challenge of his career as McPherson strives to become the top private college in Kansas out of



Michael Schneider, president of McPherson College

the 19 located throughout the state. Recognizing the influence FBLA had in his own life, Schneider has helped to establish an FBLA scholarship at the college for \$2,500 per year.

Schneider has taken his experience in FBLA and in the business world and helped the college faculty, staff, and students to think innovatively. As a first step, in fall 2010 Schneider introduced the Horizon Fund, a micro-grant fund to help students get a big idea started with just a little money. Shane Ball, Hillsboro senior, was the first recipient of a Horizon Fund grant. He will receive \$500 to make his custom motorcycle designs a reality and kickstart his dream business.

The ultimate goal at McPherson College is to teach a way of life: behaviors and thinking that will make McPherson College graduates valuable leaders and employees no matter what they want to do. Graduates from McPherson College come out bold, perceptive, creative, expressive, and innovative. In short, the kind of students formed in FBLA-PBL.

FBLA Chapters Go Pink for Breast Cancer Awareness Month this October



PENNSYLVANIA

Mountain View Junior/Senior High School

During the month of October, pink is found everywhere in honor of Breast Cancer Awareness Month and Mountain View Junior/Senior High School was no exception. On October 22, hair stylists from the area donated their time, talents, and materials to put streaks of pink into the hair of students, administration, faculty, and staff. Coordinated in just three days by FBLA officers, the event was a huge success and raised \$800 through the streaks alone. But members were not satisfied, so they placed a bucket in the cafeteria for donations and if the students raised \$500 by the end of the day, a member of the science department would dye his whole head pink. By mid morning, there was over \$500 in the bucket but the faculty, staff, and students did not stop there. At the end of the day, there was over \$1,000 in the bucket and two other teachers agreed to get their entire heads pinked. The teachers were unveiled at a school-wide presentation. Teachers and staff who are breast cancer survivors were also brought to the stage and FBLA members presented Dolly Woody from the Susan G. Komen Foundation with a check for \$1,900.



GEORGIA

Jonesville Middle School

The FBLA-ML chapter of Jonesville Middle School held its third annual Breast Cancer Walk in October. Approximately 70 students, teachers, parents, and community members participated in the event. A local resident spoke about her journey over the past year as she battled the disease. A local physician gave information about breast cancer and quizzed students. After listening to the guest speakers, participants walked around the football field and then released pink balloons. Members sold t-shirts, breast cancer bracelets, and face painted to raise \$600 for the Susan G. Komen Foundation.



GEORGIA

Sutton Middle School

New FBLA-Middle Level chapter, Sutton Middle School, in Atlanta marked their first community service project by promoting Breast Cancer Awareness Month. Members created a bulletin board; made weekly announcements about breast cancer over the school intercom system; sold pink wristbands; and wore pink every Friday. By allowing FBLA members to take ownership of the community service project, the entire school became involved instantly and the chapter donated over \$200 to the Susan G. Komen Breast Cancer Foundation.



CALIFORNIA

Maxwell High School

Maxwell High School celebrated its fifth annual Passionately Pink for the Cure Day on October 19. The event, co-sponsored with Future Farmers of America, included guest speakers who spoke to the school about their journey with breast cancer. After the presentation, students released pink balloons with name tags of people who have been affected by cancer into the sky as a symbol of support. FBLA members sold bracelets, pins, pencils, and rubber duckies while FFA sold pink carnation writing pens. All of the profits went to the Susan G. Komen Foundation and the American Cancer Association.

FBLA Local and State Chapters Support March of Dimes



MARYLAND

March of Dimes Signature Chef Auction

Maryland FBLA state officers volunteered their time in November to help the Maryland chapter of the March of Dimes with their annual Signature Chef Auction held in Baltimore. Event attendees sampled extravagant dishes from renowned local chefs and participated in silent and live auctions of products donated from local businesses. Maryland FBLA was in charge of overseeing the silent auction and played an important role in the success of the event. The event raised more than \$150,000 for the March of Dimes.



NEW JERSEY

Wallkill Valley Regional High School

The Wallkill Valley Regional High School chapter of FBLA hosted Super Night 2010 to benefit the March of Dimes in December. Activities during this 10-hour lock-in included sport tournaments, dancing, a rock band contest, and a Jell-O eating contest. In order to attend, students were required to raise a minimum of \$50 and prizes were awarded to the top three fund-raising students. The chapter is committed to the mission of the March of Dimes and was thrilled to surpass last year's total with their 2010 donation of \$20,500 in one night!



ARKANSAS

Arkansas FBLA

Congratulations to Arkansas who together raised over \$53,000 for the March of Dimes, the largest amount raised by any state in the country in 2009. The state was recognized at the NLC 2010 in Nashville with an award presented to Leah Schratz, local chapter secretary from Nettleton High School and a district parliamentarian in Arkansas.



WASHINGTON

Wenatchee High School

Members of Wenatchee High School's FBLA and FFA gritted their teeth and made donkeys of themselves during their annual donkey basketball fund-raiser for the March of Dimes. Taking on a team of Chelan County firefighters for the championship, members of the FBLA team rode to victory in the bone-jarring event. About 500 people turned out to watch raising \$1,500, bringing the total raised in seven years of donkey basketball to \$15,500.



PENNSYLVANIA
Chestnut Ridge High School

The Chestnut Ridge Chapter of FBLA has been visiting a local nursing home twice a month. This project was organized to bridge the gap between generations and add some fun to the lives of the more mature members of the community. In September, the chapter visited and created festive fall door plates for each resident's room. In October, members decorated pumpkins for Halloween.



GEORGIA
Chattooga High School

Chattooga High School's local chapters of FBLA and Healthcare Occupation Students of America (HOSA) teamed up to assist domestic abuse victims in September. They collected and delivered toiletry items and craft supplies to a family crisis center. The organizations will continue to collect these items throughout the year.



NEW YORK
Canastota High School

Canastota High School's newest FBLA members are foreign exchange students: Soo Lee, a sophomore from South Korea, and Francesco Sangiotta from Milan, Italy. Both are actively involved in community service projects, serve on committees, and recently attended the National Fall Leadership Conference in Washington, DC.



ILLINOIS
Warren Township High School

Warren Township High School FBLA participated in the fourth annual Aid Africa's Children Walk/Run in Pleasant Prairie, WI. Aid Africa's Children provides medical assistance, food, water, and shelter to developing communities in Africa. The Aid Africa's Children Junior Board, consisting of 15 FBLA students, helped to organize this event. Over 30 members from Warren's chapter participated in the walk. Money was raised from individual walkers and the sale of t-shirts. Warren's FBLA members, along with about seventy other walkers, raised \$2,500 for the organization.



NEW YORK
Tonawanda High School

Kudos to our chapter at Tonawanda High School in New York. They spent Halloween volunteering to help children at the Buffalo Zoo. Students handed out cider and doughnuts, and helped children around the zoo for the festivities.



MISSOURI
Crane High School

Crane FBLA, our environmental stewards from Missouri, organized a "Stream Cleaning Team" to pick-up the large amounts of trash that accumulated after their annual Crane Broiler Festival in August. Together they cleaned approximately two miles of Crane Creek.

Lynden High School FBLA Organizes Shoe Drive for War Children in Afghanistan



WASHINGTON
Lynden High School

Last fall Lynden High School FBLA members organized a shoe drive for children of war. Students collected 150 pairs of shoes and sent them to area troops stationed in Afghanistan. The troops distributed the shoes to Afghan children and sent back photos (see right) and a video thank you. The video and photos were shared with all LHS students at a Veteran's Day assembly.

copy this

Editor's Note: FBLA members don't often get the chance to actually see the results of their acts of community service. The students at Lynden High School did! This is an amazing story. We hope it inspires you to keep serving—in any capacity, no matter how small—in your chapters.

get involved

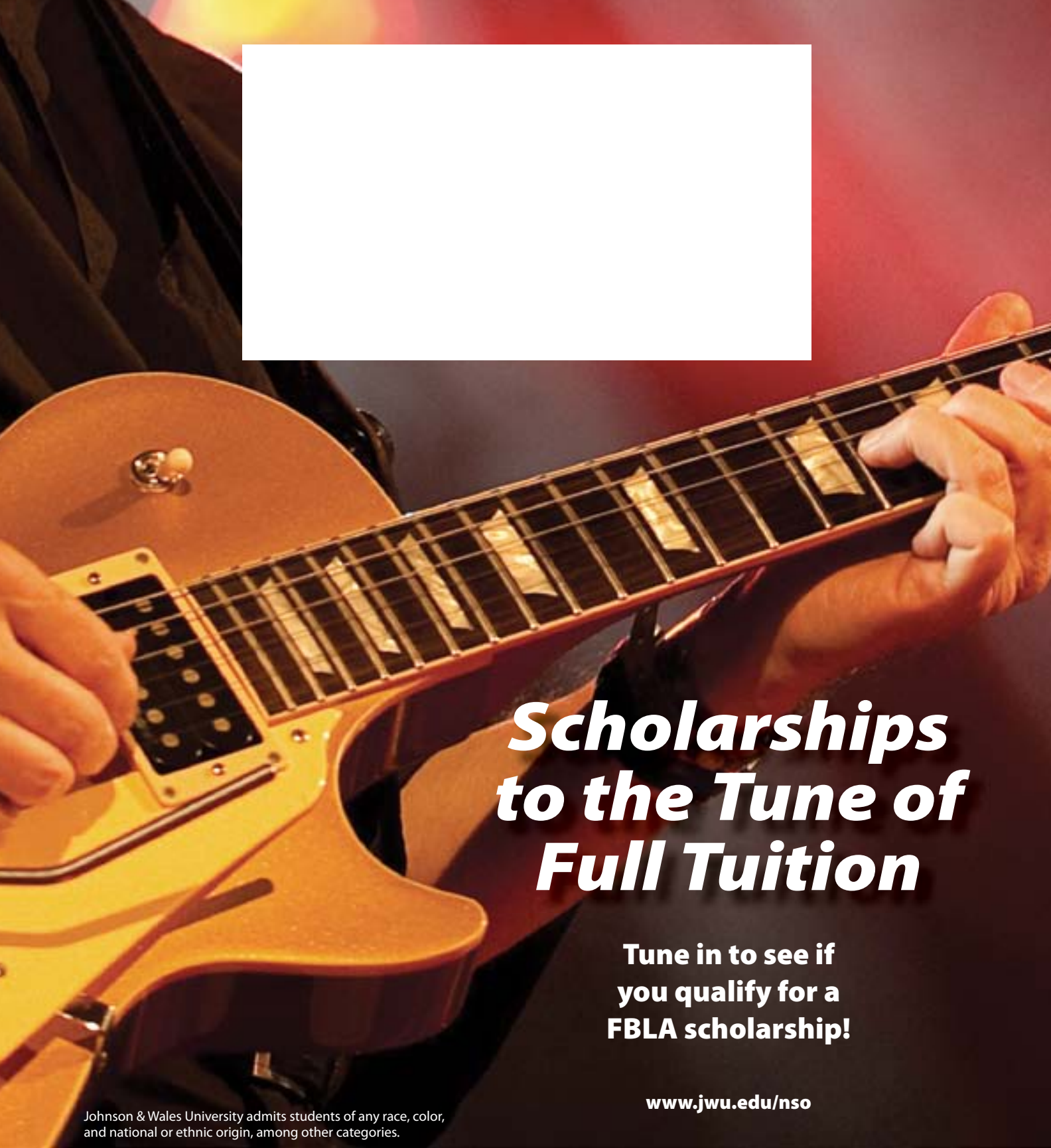
GROWING UP WITHOUT SHOES

In many developing countries, children must walk barefoot for miles to school, clean water, and medical help. This puts children at risk of injury, infection, and soil-transmitted diseases which most cannot afford to prevent or treat. Sick children are less likely to be successful in school while healthy, educated children have a better chance of improving the future of their entire community.

Consider starting a shoe drive at your school for children in a developing country. A single act *does* make a difference—it creates a ripple effect that can be felt many miles and people away, like this story illustrates.



(A single act DOES make a difference... it creates a ripple effect that can be felt many miles and people away.)



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Johnson & Wales University admits students of any race, color,
and national or ethnic origin, among other categories.



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