

# **FBLA-PBL Professional Division**



## **2009-10 PROFESSIONAL DIVISION ANNUAL REPORT**



**National FBLA-PBL Board of Directors Meeting  
Tuesday, July 18, 2010**

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Respectfully submitted,

Your 2009-10 Professional Division National Officer Team

**Jr. Calton**  
*National President*

**Eric McGarvey**  
*National Vice President*

**Brad Howard**  
*National Secretary/Treasurer*

## **2009-10 PD NATIONAL OFFICERS**



### **JR. CALTON**

**National President**

**Tulsa Winch Group (TWG)**

**Tulsa, OK**

[pdpres@fbla.org](mailto:pdpres@fbla.org)

Jr. Calton currently works as the Utility Product Sales Manager for Tulsa Winch Group in Tulsa, Oklahoma. His duties include managing a line of utility winches and hoists from five TWG companies and working with OEM customers throughout the county. Directly responsible for a multi-million dollar North American territory, Jr. is often out of the office visiting customers and working to secure new business. Active in FBLA-PBL since 1992, Jr. has held various state and national offices in FBLA and PBL, including PBL National President (1999-2000), Missouri PBL State President, FBLA State Reporter, and Local Chapter President in both FBLA and PBL. Jr. has served as a presenter and judge at many state and national conferences. He also currently works with Oklahoma FBLA-PBL.

Growing up in Missouri, Jr. attended Conway High School and received a BS in Business Administration from Culver-Stockton College (Canton, Missouri) in 2001.

Jr. has lived in Tulsa, Oklahoma for 9 years. He is very active in the volleyball community, where he serves as a certified high school and USAV Junior National volleyball official. He has also coached a girls Junior club volleyball team. In addition, Jr. is an avid volleyball player, and can often be seen playing in tournaments from Denver to Florida with his USAV adult men's volleyball team.



### **ERIC MCGARVEY**

**National Vice President**

**Youreka! Small Business and Personal Solutions, Inc.**

**Cleveland, OH**

[pdivp@fbla.org](mailto:pdivp@fbla.org)

Eric McGarvey is an honors graduate of both Isothermal Community College (1997) and Western Carolina University (2000) with degrees in Business Administration/Law and Economics/Entrepreneurial Studies. As a student, Eric served in many local, state, and national leadership roles with organizations such as SGA, Phi Theta Kappa, Future Business Leaders of America-Phi Beta Lambda, Students in Free Enterprise, and Phi Sigma Pi.

Eric has been an active member in FBLA-PBL since 1997 and has served in local, state, and national leadership roles including PBL National SR Vice President (1999-2000), NC State Professional Division President (2004-2008) and most recently as National Secretary-Treasurer in 2008-2009 and now, National Vice President. Eric has also served as a state and national workshop speaker and judge since graduating in 2000.

Working with companies like American Greetings and Blair Developers has given Eric established experience in the areas of corporate sales, human resources, and project management. He currently serves as the founder and President of Youreka! Personal and Small Business Solutions, Inc., where he works with many organizations across North America, including some of those he was once actively involved in as a student. He is a founding member of a professional leadership organization in his home city, which benefits rising area professionals and promotes local economic and civic growth. In his spare time, Eric enjoys spending time with friends, traveling, playing on soccer and volleyball leagues, community service, backpacking, and looking for new adventures and challenges!

## **2009-10 PD NATIONAL OFFICERS**



### **BRAD HOWARD**

**National Secretary/Treasurer**

**Communications Director, Member of Congress**

**Washington, DC**

[pdst@fbla.org](mailto:pdst@fbla.org)

Brad Howard, of Van Buren, Arkansas, currently serves as the communications director for a U.S. Congressman in Washington, D.C. He holds a Bachelor of Arts in Politics from Hendrix College in Conway, Arkansas, and a Master of Arts in Public Communication from American University in Washington, D.C., and is a former account executive at an advertising, marketing and public relations agency. Brad's journey in FBLA-PBL began in 1998 in the Middle Level and he has been an active member and officer in all levels of the organization since. He served as a state officer in Arkansas FBLA and PBL (reactivating his PBL chapter as a freshman), as National Parliamentarian and Southern Region National Vice President for PBL, and serving as a presenter/judge at numerous meetings and conferences across the country.

Brad is a strong advocate for FBLA-PBL, noting the skills, self-confidence and networking the organization offers its members lead to success not only in business, but in any career--especially politics. He believes the Professional Division is a testament to the organization's 72 year successful, diverse history and a key resource for its younger members looking toward their own futures.

## **2010-2011 PD OFFICER TEAM**

Elections were held via ballot to current Professional Division members in March and April, and the results will keep the same officer team in place for the 2010-11 year.

As the Professional Division continues to change to meet the needs of the membership, having the continuity of the same officer team will help drive major change recommendations for the PD.

**Professional -- All Division**

Chapter	06/29/2010		06/29/2009		Change	% Change	Last Year
	Members Current Year	Chp Affl Current Year	Members Prior Year	Chp Affl Prior Year			
Alabama	174	170	203	194	-29	-14.29	203
Alaska	0		0		0	0.00	0
Arizona	64	60	28	25	36	128.57	29
Arkansas	158	155	153	150	5	3.27	155
California	356	352	353	348	3	0.85	352
Colorado	212	208	201	192	11	5.47	205
Connecticut	7	6	10	6	-3	-30.00	10
Delaware	0		0		0	0.00	0
District of Columbia	7	8	7	6	0	0.00	7
DODDS Europe	10	9	8	6	2	25.00	8
Florida	62	54	70	57	-8	-11.43	73
Foreign	0		0		0	0.00	0
Georgia	402	395	361	356	41	11.36	361
Hawaii	1	1	1	1	0	0.00	1
Idaho	0		0		0	0.00	1
Illinois	112	106	93	87	19	20.43	93
Indiana	8	7	21	20	-13	-61.90	21
Iowa	25	21	31	26	-6	-19.35	31
Kansas	27	23	37	33	-10	-27.03	37
Kentucky	45	45	64	60	-19	-29.69	64
Louisiana	55	53	56	51	-1	-1.79	55
Maine	4	2	2	1	2	100.00	2
Maryland	31	27	36	25	-5	-13.89	36
Massachusetts	0		0		0	0.00	3
Michigan	2	1	3	1	-1	-33.33	3
Minnesota	6	5	9	9	-3	-33.33	9
Mississippi	27	24	29	27	-2	-6.90	28
Missouri	60	58	99	93	-39	-39.39	100
Montana	0		0		0	0.00	1
Nebraska	100	98	115	113	-15	-13.04	112
Nevada	13	12	23	17	-10	-43.48	23
New Hampshire	1	1	1	1	0	0.00	1
New Jersey	63	60	81	78	-18	-22.22	82
New Mexico	1	1	1	1	0	0.00	1
New York	60	55	72	62	-12	-16.67	72
North Carolina	226	207	209	184	17	8.13	209
North Dakota	60	59	84	83	-24	-28.57	84
Ohio	16	13	9	8	7	77.78	9
Oklahoma	45	43	33	31	12	36.36	33
Ontario	0		0		0	0.00	0
Oregon	30	29	11	11	19	172.73	11
Pennsylvania	74	72	48	45	26	54.17	48
Puerto Rico	0		0		0	0.00	0
Rhode Island	4	5	4	5	0	0.00	4
South Carolina	34	32	43	40	-9	-20.93	43
South Dakota	13	13	24	24	-11	-45.83	24
Tennessee	63	61	54	51	9	16.67	54
Texas	32	28	49	45	-17	-34.69	50
U.S. Virgin Islands	16	14	19	18	-3	-15.79	19
Utah	39	34	43	40	-4	-9.30	43
Vermont	9	9	10	9	-1	-10.00	10
Virginia	104	98	110	98	-6	-5.45	111
Washington	154	137	142	130	12	8.45	143
West Virginia	6	5	3	3	3	100.00	3
Wisconsin	57	54	49	46	8	16.33	49
Wyoming	5	5	6	6	-1	-16.67	6
	<b>3080</b>	<b>2936</b>	<b>3118</b>	<b>2923</b>	<b>-38</b>	<b>-10.20</b>	<b>3132</b>

# 2009-10 PD NATIONAL COMMITTEES

<b>LONG TERM PLANNING/STRUCTURE COMMITTEE LTPS</b>	
<b>Unassigned</b>  <b>Chair:</b>	<b>Jr. Calton</b> National President Tulsa, OK (918) 625-6762 <a href="mailto:pdpres@fbla.org">pdpres@fbla.org</a>
<b>Samual Aborne</b> Accenture <b>Member:</b> Garden Grove, CA (562) 522-9125 <a href="mailto:samuel_aborne@yahoo.com">samuel_aborne@yahoo.com</a>	<b>Shridar Ayer</b> Ambren and Associates <b>Member:</b> Irvine, CA 949-266-4959 <a href="mailto:shridar@ambren.com">shridar@ambren.com</a>
<b>Kristi Katcher</b> Divernon, IL <b>Member:</b> (217) 545-7089 <a href="mailto:kkatcher@siumed.edu">kkatcher@siumed.edu</a> -	<b>Mike Kistler</b> PricewaterhouseCoopers <b>Member:</b> Lenexa, KS (913) 744-8559 <a href="mailto:mbkistle@gmail.com">mbkistle@gmail.com</a>
<b>Stephanie Marino</b> Protiviti <b>Member:</b> Arlington, VA (757) 593-3350 <a href="mailto:stephanie.marino@gmail.com">stephanie.marino@gmail.com</a>	<b>Erin Sherman</b> Texas A&M University-Corpus Christi <b>Member:</b> Corpus Christi, TX (361) 537-0670 <a href="mailto:erinlindsey08@sbcglobal.net">erinlindsey08@sbcglobal.net</a>

## COMMITTEE CHARGE

To develop a long-term plan for the Professional Division that may include a restructuring of membership into tracts or other areas. The committee should also review the Strategic Planning Committee work done in 2008 and develop those ideas into the long-term plan.

# 2009-10 PD NATIONAL COMMITTEES

PROFESSIONAL DIVISION EXPERIENCE TASK FORCE PDET	
<b>Chair:</b> <b>Traci Hughes</b> Southern Arkansas University Magnolia, AR (870) 562-1941 <a href="mailto:tlhughes@saumag.edu">tlhughes@saumag.edu</a>	<b>National Officer Liaison (ex-officio):</b> <b>Brad Howard</b> National Secretary/Treasurer Washington, D.C. (479) 650-8601 <a href="mailto:pdst@fbla.org">pdst@fbla.org</a>
<b>Member:</b> <b>Melissa Konkol</b> Gause Academy Lake Wales, FL (863) 528-8534 <a href="mailto:melissa.anne.konkol@us.army.mil">melissa.anne.konkol@us.army.mil</a>	<b>Member:</b> <b>Thomas Mueller</b> New York FBLA Albany, NY (845) 641-8810 <a href="mailto:tmueller@nysfbla.org">tmueller@nysfbla.org</a>
<b>Member:</b> <b>J.R. Parsons</b> Pi Kappa Alpha Corporation Memphis, TN (901) 333-2776 <a href="mailto:jparsons@pikes.org">jparsons@pikes.org</a>	<b>Member:</b> <b>Erin Sherman</b> Texas A&M University-Corpus Christi Corpus Christi, TX (361) 537-0670 <a href="mailto:erin.sherman@tamucc.edu">erin.sherman@tamucc.edu</a>

## COMMITTEE CHARGE

To review the National Fall Leadership Conference (NFLC) and National Leadership Conference (NLC) and recommend ways to enhance the PD experience of these events. The committee may look at open events, CEU/accreditation offers, networking & social events, roundtable discussions, workshops, and other aspects of the conference.

# 2009-10 PD NATIONAL COMMITTEES

## STATE CHAPTER DEVELOPMENT COMMITTEE SCDC

**Chair:** **Thomas Mueller**  
New York FBLA  
Albany, NY  
(845) 641-8810  
[tmueller@nysfbla.org](mailto:tmueller@nysfbla.org)

**National Officer Liaison (ex-officio):** **Eric McGarvey**  
National Vice President  
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(828) 280-1161  
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**Member:** **Barbara Code**  
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**Member:** **Kristen Ellerbe**  
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**Member:** **Sarah Heath**  
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**Member:** **Trevor Mitchell**  
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**Member:** **Marge Roberts**  
Mangham High School  
Mangham, LA  
(318) 248-2485  
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**Member:** **Philip Segan**  
Naugatuck Valley Community College  
Danbury, CT  
(203) 798-9378  
[psegan@nvcc.commnet.edu](mailto:psegan@nvcc.commnet.edu)

**Member:** **Juan Soto**  
Element Hotel Ewing/Hopewell  
Princeton, NJ  
(914) 715-0784  
[jsoto2@yahoo.com](mailto:jsoto2@yahoo.com)

**Member:**

### COMMITTEE CHARGE

To develop and implement a plan to help establish structured State PD chapters. This committee will work closely with State Key Contacts and members in targeted states. Three to Five states should be targeted specifically for setting up a State Chapter. The committee should also recommend evaluate the tools available for helping members in a state form a State Chapter. Committee members will be engaged in learning what works well in structured states and helping targeted states implement a State Chapter.

# 2009-10 PD NATIONAL COMMITTEES

## MEMBERSHIP BENEFITS & RECOGNITION COMMITTEE MBRC

<b>Chair:</b> <b>Laurie Urich</b> Colorado Community College System Denver, CO (720) 858-2746 <a href="mailto:laurie.urich@cccs.edu">laurie.urich@cccs.edu</a>	<b>National Officer Liaison (ex-officio):</b> <b>Brad Howard</b> National Secretary/Treasurer Washington, D.C. (479) 650-8601 <a href="mailto:pdst@fbla.org">pdst@fbla.org</a>
<b>Member:</b> <b>Thomas Borrow</b> Fulton, NY (315) 402-2795 <a href="mailto:taborrow1@twcny.rr.com">taborrow1@twcny.rr.com</a>	<b>Member:</b> <b>Steven Hansen</b> St. George, UT (435) 632-5979 <a href="mailto:shansen@2dv8.net">shansen@2dv8.net</a>
<b>Member:</b> <b>Dr. Kim Rocha</b> Barton College Wilson, North Carolina (919) 271-7892 <a href="mailto:kimrocha@bellsouth.net">kimrocha@bellsouth.net</a>	<b>Member:</b> <b>TaMika Steward</b> Tarrant County College Arlington, TX (817) 673-5671 <a href="mailto:tamika.steward@tccd.edu">tamika.steward@tccd.edu</a>
<b>Member:</b> <b>Christy Strand</b> SunTrust Bank Grimsley, TN (931) 646-8154 <a href="mailto:christy.strand@suntrust.com">christy.strand@suntrust.com</a>	<b>Member:</b>

### COMMITTEE CHARGE

To review and recommend changes to the current benefits package offered to PD members. This committee may also choose to help find new benefits that would be of value to PD members. The committee will also look at how PD members are recognized at conferences and other events, and make any recommendations regarding recognition.

# 2009-10 PD NATIONAL COMMITTEES

## MARKETING & RESOURCES COMMITTEE MRC

**Herman Eckerle**  
Maryville, TN  
**Chair:** (865) 238-5707  
[number1bob@yahoo.com](mailto:number1bob@yahoo.com)

**Eric McGarvey**  
National Vice President  
Cleveland, OH  
**National Officer Liaison (ex-officio):** (828) 280-1161  
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**Tausha (Fletcher) Bacorn**  
Sidney, OH  
**Member:** (937) 477-9359  
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**Steven Hansen**  
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**Kelvin Hill**  
Baldwyn, MS  
**Member:** (662) 706-3739  
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Wilmington, NC  
**Member:** (704) 437-0711  
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**TaMika Steward**  
Tarrant County College  
Arlington, TX  
**Member:** (817) 673-5671  
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**Larinda Wenzel**  
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**Member:** (970) 903-0251  
[larindawenzel@yahoo.com](mailto:larindawenzel@yahoo.com)

### COMMITTEE CHARGE

This committee will examine how to increase knowledge of the Professional Division through current technology, to recommend changes to documents or resources available to PD members and will update the "How To" kit for state and local PD chapters.

# **COMMITTEE FINAL RECOMMENDATIONS**

Based on the outstanding work of our National Committees and Task Force, your National Officer Team is proud to advance some final recommendations to the National Staff and National Board of Directors.

- **Building an FBLA-PBL Alumni Database**
  - Creating a database of members for “donation-appeal” and outlets to other FBLA-PBL divisions, including the Professional Division
  - Significant chance of widely expanding the Professional Division membership
  - For PD: Focus on graduating PBL seniors and graduating FBLA seniors
- **Creating Professional Division Networking Opportunities**
  - Online forums, NLC forums, NFLC forums, conference calls
  - Job opening discussions
  - Social activity for PD members at NLC
- **Provide local chapters with a directory of PD members to establish a Board of Mentors (BOM) at their chapter**
  - Speakers directory, local PD members wanting to be involved
  - Connects local chapters with PD members in their area
- **Having a more established PD presence at NLC, NFLC, SLC’s**
  - PD booth at national conferences
  - Bringing “greetings” to FBLA-PBL members at state and national conferences
  - Keeps current members engaged and thinking about the PD
- **Increased recognition for PD members from State Chapters and National FBLA-PBL**
  - Verbal recognition at conferences
  - Written acknowledgements in programs
  - Formal recognition for PD members who provide exceptional service
- **Provide training to State Key Contacts, State Advisers and Establishing a strong PD chapter and Utilizing PD members in their state**
  - At National Conferences and State Summit
  - Online Conference Call

The National Committee system was a great success in 2009-10, and plans are underway to structure more National Committees for 2010-11.

# 2009-10 PROGRAM OF WORK ASSESSMENT

## **CUSTOMER SERVICE**

### **PROGRAM OF WORK**

**Goal #1: Customer Service: To be responsive to the needs of our students, advisers and business customers.**

Objective	Tactic	Partners	Due	Status
<b>A. Increase PD membership by 20% to 3,756 members</b>	1. Develop and implement plan to contact former FBLA-PBL highly involved members for recruitment to the PD	Jr., All	2/01	<input checked="" type="checkbox"/>
	2. Develop and implement activities to retain a higher percentage of members from year to year through enhancing the PD experience	Eric, MBRC	Ongoing	<input checked="" type="checkbox"/>
<b>B. Enhance and increase communication with PD members, state and national leadership</b>	1. Develop a schedule of communication and implement a monthly e-mail campaign to members	Jr., Brad	09/15	<input checked="" type="checkbox"/>
	2. Encourage PD members to reach out and work with State Advisers/Key Contacts	Jr.	Ongoing	<input checked="" type="checkbox"/>
	3. E-mail blast to state officers, state contacts as needed	Jr., All	As Needed	Ongoing
	4. Update and edit all handbooks/resources for PD members & advisers	Brad, MRC	4/15	
<b>C. Identify, capture and manage necessary information to better support our membership</b>	1. Identify and map relevant criteria needed and how it is used	Jr., All	02/01	<input checked="" type="checkbox"/>
	a. Refine and implement plan to acquire needed information from current membership	Jr., MRC	02/01	
	b. Work with staff to enhance membership activation/renewal process to reflect accurate data collection	Jr., All	02/01	<input checked="" type="checkbox"/>
<b>D. Establish 3 new structured PD state programs</b>	1. Create and launch state chapter development committee to:	Jr., Eric	09/15	<input checked="" type="checkbox"/>
	a. identify target states for activation	Eric, SCDC	11/01	
	b. work with state key contacts and other liaisons to develop and implement a state PD activation plan	Eric, SCDC	02/01	

# **RELATIONSHIPS**

## **PROGRAM OF WORK**

**Goal #2: Relationships: To have the most effective partnerships of any career student organization.**

Objective	Tactic	Partners	Due	Status
<b>A. Enhancing members' experience through membership, benefits and recognition</b>	1. Create a member committee to review and offer recommendations on enhancing member benefits and recognition	Jr., Eric	09/15	<input checked="" type="checkbox"/>
	a. Develop a plan to communicate ideas and opportunities for members to get involved	Eric, MBRC	11/01	<input checked="" type="checkbox"/>
	b. Review benefits offered and recommend/implement any changes	Eric, MBRC	04/01	
	c. Identify and secure additional benefit opportunities	Eric, MBRC	04/01	
<b>B. Enhance opportunities for engagement and networking at the National Leadership Conference</b>	1. Create a member taskforce to review and enhance the PD experience at national conferences	Jr.	09/15	<input checked="" type="checkbox"/>
	a. Develop a plan of recommendations to review and enhance the PD experience at national conferences	Brad, PDET	03/01	<input checked="" type="checkbox"/>
<b>C. Build a foundation for continuity in PD programs and leadership</b>	1. Create National Officer Guide/Standard Operating Procedure to provide continuity between National Teams	Jr., All	05/01	
	2. Work with FBLA and PBL National Officer teams to promote the PD and to assist where needed in their Program of Work	Jr., All	As Needed	<input checked="" type="checkbox"/>

# **RESOURCES**

## **PROGRAM OF WORK**

**Goal #3: Resources: To focus on obtaining business and corporate sponsorships for our competitive events, membership, and scholarship programs.**

Objective	Tactic	Partners	Due	Status
<b>A. Secure new revenue sources</b>	1. Identify & recruit 2 new benefit partners	Jr., All	06/01	
	2. Recruit 2 new corporate partners	Jr., All	06/01	
	3. Develop and incorporate a plan for PD Annual Giving Campaign (letter & phone) into association's giving campaign	Jr., All	04/01	<input checked="" type="checkbox"/>

# **IMAGE AND AWARENESS**

## **PROGRAM OF WORK**

**Goal #4: Image and Awareness: To be the best known career student organization in the country.**

<b>Objective</b>	<b>Tactic</b>	<b>Partners</b>	<b>Due</b>	<b>Status</b>
<b>A. Enhance marketing exposure</b>	1. Create a marketing and resources committee to:	Jr.	09/15	<input checked="" type="checkbox"/>
	a. Recommend changes to resources available to PD members	Brad, <i>MRC</i>	04/01	<input checked="" type="checkbox"/>
	b. Update "How To" kits for state and local chapters	Brad, <i>MRC</i>	04/01	
	c. Explore integrating new media technology into the overall marketing strategy	Brad, <i>MRC</i>	04/01	
	2. Develop a promo video to retain members throughout all levels of organization and to promote corporate partnerships	Jr., All	06/01	
	3. Utilize competitive event programs to capture member data	Jr., All	03/01	
	4. Promote PD to other divisions through publications	Brad, All	As Needed	
<b>B. Provide a long-term plan for future growth of the PD</b>	1. Establish a long term planning and structure committee to:	Jr.	09/15	<input checked="" type="checkbox"/>
	a. develop a 3-year plan for the PD to support the strategic direction and enhance the brand of the overall organization.	Jr., <i>LTPS</i>	05/01	
	b. continue to engage the PD Strategic Planning Committee through conference calls and meetings if needed	Jr., <i>LTPS</i>	05/01	

## **PD ANNUAL GIVING CAMPAIGN**

During the 2009-10 year, PD members were sent a letter asking them to give back to FBLA-PBL through an Annual Giving Campaign. Although in its beginning stages, your National Officer Team hopes to build on the small success this year.

**6 Donations** for a total amount of **\$391** was raised in this effort.

## **PD ANNUAL GIVING CAMPAIGN LETTER**

November 30, 2009

Dear <<Name>>,

Welcome to an exciting year in FBLA-PBL! As a member of the Professional Division, we are an integral part of nation's premier student business association. At the true heart of FBLA-PBL are professionals like you helping young leaders in high school and college reach their potential as business students.

With over 250,000 members across this great nation, FBLA-PBL is the largest and most comprehensive student business association. The aim of the association is to help mold young students in high schools and colleges to become professionals in the business world. Students in this association will one day be CEO's, entrepreneurs, politicians, and other exciting roles that will be shaped based on their experience in FBLA-PBL. We belong to an association that ***opens the door*** for so many students.

I know from experience of how Professional Division members make a difference. In my 17 years as a member of FBLA, PBL, and the Professional Division, I have learned valuable things from PD members. From participating in job shadowing programs to helping to judge competitive events at state and national conferences, the time and money that PD members give is outstanding. *I believe* in this association. I know that as a successful businessperson, FBLA-PBL opened many doors for me that led me to where I am today. I will always have a loyalty to this great association.

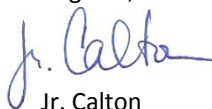
The time and resources that you commit as Professional Division members enable talented students from coast to coast to excel in the business arena. These resources will help students soar to amazing heights as a professional. Financial contributions and other gifts to FBLA-PBL go to provide educational programs, cash prizes for competitive events, scholarships, and conferences.

Please consider a financial gift to FBLA-PBL that will help the association to remain a strong and positive experience for young leaders. I challenge each of you to make a small investment that will have a far-reaching impact. Financial donations that we can provide as Professional Division members go to help improve the experiences for all members, including your experience as a PD member. If you can give \$50, \$100, or another amount, this small donation will help students become *Simply the Best*.

Please join me in making a donation as a Professional Division member. I am giving \$100 this year, and I'm confident this investment will go directly to programs and activities where it will help open the door for thousands of students. To donate, please visit <<LINK>>.

Thank you again for your dedication to FBLA-PBL! We couldn't be where we are without you, and we want your experience as a Professional Division member to be positive and rewarding.

Regards,



Jr. Calton

National President

FBLA-PBL Professional Division

# **FROM PLANNING TO EXECUTION**

During the 2009-10 year, major steps were taken within the Professional Division to plan for the future of the division.

In listening to our membership over the last couple of years, and since the results from the PD Strategic Planning Committee in 2008, extensive planning efforts have taken place through the National Officer Team, 4 National Committees, and 1 National Task Force. These recommendations were deliberately thought out in a committee environment, and represent the will of the Professional Division.

**Just imagine...** Signing up for the Professional Division, and you are identified by 1 of 4 primary membership types: (1) FBLA-PBL alumni, (2) Advisers, (3) Businesspersons, and (4) Friends of the association. By identifying our membership in the sects, we can better communicate with members and drive future giving and membership campaigns based on the type of PD membership he/she has.

**Just imagine...** Having FBLA and PBL members attending the National Conferences signing up on the spot for a future PD membership, or at least providing contact information that can be utilized in a future membership campaign. FBLA-PBL alumni represents the largest block of *potential* members for the Professional Division. This would also represent a major revenue stream increase for the association.

**Just imagine...** attending a NLC as a Professional Division member, and having a wide range of activities to do just for PD members. Networking events, social events, and specific training-events exclusive to PD members are ways to enhance the PD experience at national events.

We recognize that 2009-10 saw a significant output of ideas. Now that the architecture has been designed for some major enhancements to the PD, it's time to focus on "breaking ground" on these ideas. We will be ***Breaking Barriers*** in 2010-11.

Respectfully submitted,

Your 2009-10 Professional Division National Officer Team

**Jr. Calton**  
*National President*

**Eric McGarvey**  
*National Vice President*

**Brad Howard**  
*National Secretary/Treasurer*