Our hearts go out to those affected by hurricanes Harvey, Irma, and Maria.

FBLA-PBL has set up a relief initiative for chapters to request financial support. This would help cover conference travel costs, state and national dues, school supplies, etc. Any chapter can request financial support—including foreign chapters such as the U.S. Virgin Islands, Haiti, and Puerto Rico.

We also strongly encourage willing chapters to donate to this cause to support other chapters in need by visiting the fbla-pbl.org website, and clicking on the Disaster Relief image on the homepage slideshow.

Click here for a video that explains this initiative and gives information regarding donating and requesting financial support.

I strongly encourage everyone to share this initiative as much as they can. Thank you for your support.
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Publisher: Jean M. Buckley  Editor: Kamal Clark

Calendar of Events

NOVEMBER

1-30 Prematurity Awareness Month
1 Non-Stop November begins
3-4 NFLC–Buffalo, New York
10 LifeSmarts Fall Competition ends
10-11 NFLC–St. Louis, Missouri
15 American Enterprise Day
16 Tomorrow’s Business Leader–winter issue copy deadline
17 March of Dimes World Prematurity Day
Virtual Business Finance Fall Challenge competitive event ends
Virtual Business Management Fall Challenge competitive event ends
17-18 NFLC–New Orleans, Louisiana

DECEMBER

6-9 ACTE Convention–Nashville, Tennessee
10 Non-Stop November ends
15 Dues deadline to receive winter publications
Fall Stock Market Game ends
FBLA Awards to Be Presented at the NFLCs

Local Chapter
• Largest FBLA Local Chapter
• FBLA Market Share Award
• Largest Local Chapter Membership – Professional Division – FBLA Affiliation
• Largest FBLA Local Chapter NFLC Conference Attendance (*1 award at each NFLC site*)

State Chapter
• Largest FBLA State Chapter
• Largest Increase in FBLA State Chapter Membership
• State Recruitment of FBLA Chapters
• Largest State Chapter Membership – Professional Division – FBLA Affiliation
• Largest FBLA State Chapter NFLC Conference Attendance (*1 Award for each NFLC Site*)
• Super Sweeps – Top 10
• New — FBLA State Chapter Raising Most Money for March of Dimes (*States and chapters create a team and donate through March for Babies. Any project counts.*)

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bsu.edu/online/businesseducation
You have your officers, now what do you do? How do you get more members? How do you get your officers organized? How do you begin?

**Conduct a Planning Session**
The first thing that you need to do to have a successful year is to conduct a Planning Session for your officers so that everyone is on the same page. Even if you had a retreat over the summer, it is good to bring everyone back together to brainstorm on recruitment and retention activities.

Usually, this training is a one-day event, often held on a weekend such as a Saturday. Following a welcome, start out with an icebreaker emphasizing teamwork, such as the one below. By doing this, you are teaching your officers not only how to bond, but in order to succeed, they need to all work together.

**PIECE OF THE PUZZLE**

The adviser should cut a puzzle out of poster board (before activity). There should be one piece for each member of the group. Have officers decorate their piece to represent who they are and what they feel they can contribute to the group. Once officers are done, have them share what they have on their piece. Officers should then assemble the puzzle. The adviser should initiate a discussion on the power of everyone coming together, how much more of an impact a completed puzzle can have and how the year will not be successful without a contribution from every piece of the puzzle.

The next thing that the adviser should do is discuss the different duties of the officers. It is crucial that all local chapter officers understand their duties and the adviser’s expectations of them.

Next, review, the FBLA National Officer Program of Work with your team. If you have not already done so, the next item of business should be the preparation of the Local Chapter Program of Work or Plan of Action. This will be how you will plan your chapter activities for the year. In simple terms, a program of work is really a calendar of activities. Your officers should be responsible for carrying out the different tasks and activities. Here are some ideas from chapters around the country.

### November
- Participate in Lead to Feed.
- Attend one of the National Fall Leadership Conferences.
- Plan activities to celebrate American Enterprise Day on November 15.
- Participate in Non-Stop November.
- Celebrate Prematurity Awareness Day on November 17 by having chapter members wear purple and/or coloring your school purple.
- Hold a local chapter meeting with a business guest speaker.
- Sign up for the AICPA portal which offers resources and games for accounting students to introduce them to the field of accounting.

### December
- Plan a holiday party for members.
- Plan a community service project of your choice. You should form a committee so you can complete a report and enter it in the community service project event.
- Hold a chapter meeting.
- Sign up students for competitive events and begin preparing for district/regional or state competition.
### Jump-Start Your FBLA Year to Help Your Students Elevate Their Future
(Continued...)

#### January
- Plan a second semester recruitment drive.
- Sponsor a project to either educate members or raise money for the March of Dimes, our national service partner. Make sure to complete the fundraising form.
- Sign members up for the Community Service (CSA) awards.
- Hold a chapter meeting.

#### February
- Celebrate CTE Month.
- Celebrate FBLA-PBL Week.
- Plan job shadowing experiences for local chapter members on Groundhog Day.
- Participate in Action Awareness.
- Sell balloons or carnations for Valentine’s Day to raise money for the chapter.
- Hold a chapter meeting.

#### March
- Sponsor a silent auction to raise money for the chapter.
- Plan a Spring Field trip.
- Nominate a member for Humans of FBLA-PBL.
- Attend District/State competition.
- Complete the Outstanding Chapter award.
- Hold a chapter meeting.

#### April
- Hold a chapter meeting with a FBLA National Officer via a Google hangout.
- Sponsor an Easter Egg Hunt for elementary children.

#### May
- Hold an end of the year banquet.
- Complete a chapter scrapbook.
- Elect new officers.
- Sign up a chapter team and participate in your nearest March for Babies.

#### June
- Attend the National Leadership Conference.
FBLA-PBL Unveils New and Improved Website

FBLA-PBL unveiled a new website with an improved search engine this fall. *Chapter Management Handbooks* are now completely online and provide advisers the option to print the entire book or print by section. The competitive events section offers advisers the option to filter events by individual, team, or chapter. Competitive events can also be filtered by test, interview, performance, or 9th and 10th grade events.

Once you click on an individual event, you will see everything on that particular event on one page including an overview, competencies, tasks, practice materials, NBEA Standards, and Career clusters.

Advisers have the option to print the entire page, the event with or without competencies, only competencies, only event guidelines, and only general guidelines. This will save you time when you are preparing students for their competitive events.

One of the most useful features on the website is the adviser area. To get to this area, simply click on the blue login button on the home page. If you have already registered for this area, simply put your login and password in the Adviser Area box (3rd box on the page). If you have not registered for this area, click on the link below the box that says, “Register for this Area”. Put in your chapter number and the site password and then you will set your own login and password.

Tools in this area include lesson plans, registration links for the BAA (Business Achievement Awards) and CSA (Community Service Awards), the Stock Market Game, Super Sweeps, Non-Stop November, and Action Awareness. Click on the “Adviser Tools” and you will find an Adviser Resource Guide designed to give you ideas you can implement into your chapter, and mini-video workshops (5 minutes each) that were created by the FBLA National Officer Team as a resource library for you to show at chapter meetings. Are you designing chapter polos for your officers or preparing a chapter brochure? Check out the logo downloads on the home page. Click on Chapter Management under FBLA and you will find poster downloads and a membership video you can show at a chapter meeting.

In addition, follow our social media accounts in order to find the most up-to-date information. Our YouTube channel offers chapters recordings of our webinars. *The Welcome Back webinar* , which highlights our National Programs is a great resource to show at one of your local chapter meetings.

Browse our website (www.fbla.org) today so you can start using all of the tools and resources and stay on top of all of the opportunities available to you and your students.
Chapter Challenge

Open to all FBLA chapters, this contest encourages recruitment, retention, and member involvement. NLC delegates from chapters that complete Super Sweeps, Non-Stop November, and Action Awareness receive a pin in their NLC registration packets.

Super Sweeps
(August 1–October 20)
Chapters complete four required tasks and six out of 10 optional tasks to recruit and retain members. Chapters that complete Super Sweeps will receive a certificate at the NFLCs, and the chapter’s members will receive ribbons at both the NFLCs and NLC. All chapters that complete Super Sweeps will be posted on the national website and social media pages.

Non-Stop November
(October 1–December 10)
Chapters complete two required tasks and three out of eight optional tasks that focus on World Prematurity Awareness Month and American Enterprise Day. States are encouraged to recognize chapters that complete Non-Stop November at their respective state conferences. All chapters that complete Non-Stop November will receive ribbons at the NLC.

Action Awareness
(January 1–March 1)
Chapters will be required to complete one task for each day of FBLA-PBL Week, one task for CTE month, and promote awareness of FBLA-PBL programs. All chapters that complete Action Awareness will receive ribbons at the NLC.

Oh the joy of DISCOUNTS!

Future Business Leaders of America-Phi Beta Lambda members could save even more money on auto insurance with a special discount from GEICO. Get a quote today and see how much you could save.

GEICO. #MemberDiscount
www.geico.com/fbla-pbl
FBLA-PBL appreciates our new and returning 2017 NLC competitive event sponsors. With their support, all of our FBLA national competitive events were sponsored again this year. For more information on our partners, visit the scholarship, fundraising, and educational programs pages on fbla-pbl.org.

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MyPath
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Northwood University
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STEM Premier
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Elevate Your Future at FBLA-PBL’s 2017 National Fall Leadership Conferences (NFLCs)!
Hear from dynamic keynote speakers, attend exciting workshops, and network with members from across the country in Buffalo (NY), St. Louis (MO), and New Orleans (LA).

Online Registration
Online registration for the NFLCs is available at fbla.org/NFLC. To pre-register, registrations must be entered online by the end of the regular registration period. NFLC registration questions can be directed to conferencemanager@fbla.org. Make your school’s accounting department aware of the deadline dates. Complete your registration early to take advantage of early bird savings.

Registration Rates

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<th>Early Bird</th>
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<td>St. Louis, MO</td>
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<td>New Orleans, LA</td>
<td>Until Oct. 20</td>
<td>Oct. 21–Nov. 11</td>
<td>Nov. 12–on-site</td>
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Hotel & Travel
Detailed housing information and travel discounts can be found in the NFLC Guide at fbla.org/NFLC.

Buffalo, NY
November 3–4

St. Louis, MO
November 10–11

New Orleans, LA
November 17–18

fbla.org/NFLC

Division Exclusive Programs

FBLA State Officer Track
Each NFLC will feature an exclusive workshop track for FBLA state officers. State teams will learn to use national programs & social media; recruit & retain members; and network with FBLA national officers and other state officer teams.

FBLA Foundations
Held in all three NFLC cities, FBLA Foundations offers FBLA freshmen and sophomores a chance to learn about FBLA-PBL and the leadership opportunities available. Members will also network with national officers.

FBLA-Middle Level (New Orleans, LA)
The FBLA-Middle Level Program will be held exclusively at the New Orleans NFLC. FBLA-Middle Level members attend NFLC sessions on Friday, then have specialized workshops on Saturday. Watch the FBLA-PBL website and your email for more information about unique workshops designed especially for FBLA-Middle Level members and advisers!

National Fall Leadership Conference Keynote Speakers
The Unreal Campaign educates teens about the dangers of counterfeit products and the importance of trademarks and intellectual property in the protection of public safety, workers’ rights, and a healthy economy. Since its launch in 2012, the Campaign has successfully reached more than 10,000 students. Find out the real price of unreal goods…invite the Campaign to your school! Visit unrealcampaign.com.

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#theVIBE provides a unique learning environment modeled after tech start-ups. Like Instagram? How about Snapchat? Social Media Managers are in demand and knowing how to create interesting content, launch digital ad campaigns, and gain insights from postings on Instagram and Facebook are some of the required skills. We are one of the first universities to offer a degree at the Bachelor’s level with a concentration in Social Media Marketing. A quote from a US Senator about our program stated it well, “#theVIBE will help ensure that the next generation of business leaders is able to harness the power of digital platforms and translate their online presence into tangible results”, Cory A. Booker (October 9, 2015). Learn how students can become Social Media Marketing experts by obtaining their degree at Centenary University.

Share your chapter’s success stories!
Tell us about your recruitment efforts, guest speakers, service project, and more! You might see your chapter news featured in a publication or at a national conference.

Submit news and photos at www.fbla-pbl.org/chapter-news/.

Congratulations to the winners of the AICPA Bank On It® Tournament at the 2017 NLC:
1st Place: Joseph Dibitetto, Hendrick Hudson H.S. (NY)
2nd Place: Skyler Spitz, Mount Sinai H.S. (NY)
Runner-up: Jimmy Cao, Olathe East H.S. (KS)
Runner-up: Jonathan Dominic Morelli, Warren Township H.S. (IL)

Reminder—STEM Premier invites all students to join STEM Premier, showcase their talents, and request a digital Membership Badge.
All students join free at stempremier.com/fbla.

Uber is providing FBLA-PBL new users a free ride (up to $15). Download Uber’s free iPhone/Android/Blackberry 7 app, enter your information along with the code FBLAPBL2017. Request a ride 5–15 minutes before you need one. $15 will be applied towards your first ride on uberX, UberBLACK, or UberSUV (excluding uberT).

To see all of our Sponsors & Partners and discover their many benefits, please visit our website at fbla-pbl.org/sponsors-partners/.
Deadline Approaching - You should be receiving a package from FBLA and myCollegeOptions® soon. Please support this initiative, benefiting our organization and your students’ futures, by taking the time to have your students complete the questionnaires so they can participate in this FREE college and career planning program. Request forms.

Everyone is talking about Lead2Feed, but is it for you? Here’s a quick check:

• Do you teach any grade 6–12?
• Do you have a class or chapter of 3 or more students?
• Would a charity in your community benefit from $10,000?
• Could your school use technology products?
• Do you value the process of helping teens recognize and practice leadership skills?

YES? YES!

Lead2Feed is the FREE, easy to implement, flexible program for you. Blend our 6 or 10 Lessons into your year and students will be Empowered to Lead, Inspired to Serve. Lead Lesson 1 and then have the students work in groups to complete the other lessons and community service. Tell your story—Lead2Feed Challenge. It’s that easy—and the outcomes are amazing.

Eleven (11) FBLA Winners in the 2016–17 Lead2Feed Challenge!

Three Second Place winners received $10,000 for their charity and $5,000 in technology products for their schools.
Odessa High School (WA) Terri King, Adviser
River Hill High School (MD) Teresa Waters, Adviser
Southampton High School (VA) Natasha Preau, Adviser

Two Third Place winners received $5,000 for their charity and $3,000 in technology products for their schools.
Atlanta High School (LA) Jason Mercer, Adviser
Menchville High School (VA) Bobby Surry, Principal

Six Honorable Mention Teams received $1,000 for their charity and $1,000 in technology products for their schools.
Coral Reef High School (FL) Anna Miranda, Adviser
Divide County High School (ND) Betty Sandberg, Adviser
Grassfield High School (VA) David Thaw, Adviser
Jay M. Robinson Middle School (NC) Susan Melton, Adviser
North Cedar High School (IA) Janel Koch, Adviser
North Glenn High School (CO) Anna Fowler, Adviser

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The Future Business Leaders of America—Phi Beta Lambda, Inc. (FBLA-PBL) National Board of Directors met on June 28, 2017, in Anaheim, California. Attending were Lisa Weeks, Chair—Southern Region, Stacey Mcff, Chair-elect—Western Region, Tina Dierkes—North Central Region, Elizabeth Garofalo—Eastern Region, Cherie Hooks—Southern Region, April Jensen—Mountain Plains Region, Lee Marcoux—Eastern Region, Glenn Morris—Western Region, Stacy Nahas—Business & Industry, Deborah Parman—Mountain Plains Region, Niel Patel—FBLA National President, Albert Amaya—PBL National President, Blake Reynolds—PBL National President, Karen Heslep, Past Chair—Southern Region, Jean Buckley, President & CEO, Richard Bowen, Conference Director, Kelly Scholl, Education Director, Troy White, Director Marketing & Membership, and Buddy Albersen, PBL Manager

FBLA National President Niel Patel reported on his team’s activities this year as they relate to our four organizational goals.

Customer Service—FBLA has 204,942 members and 5,177 chapters and is showing a decrease from last year. Business achievement awards are up 14% and we added Launchpad, the Battle Royale program, and a personal finance curriculum to the FBLA experience.

Relationships—Eastern Region VP Sophia Danziger and CEO Jean Buckley rang the Closing Bell at the New York Stock Exchange (NYSE). Legislative outreach continued and monthly meetings were held with state officers.

Resources—A $2,500 competitive event sponsorship was secured from Walmart along with scholarships from FIDM, Milwaukee School of Engineering, and additional funding. Additionally, FBLA-PBL is in year two of a $300,000 grant for financial literacy.

Image & Awareness—Social media was used to promote March of Dimes. There was an increase in Instagram followers and a Snapchat was added.

PBL National President Albert Amaya focused on his team’s efforts this year.

Customer Service—PBL has 8,940 members and 422 chapters, a decrease from last year. PBL Virtual Chapter had an increase in membership. Officers focused the Home State Advantage Program and established National Councils. A PBL Membership Survey was developed and distributed.

Resources—75 items were secured for the Silent Auction.

Relationships—The MOD grants increased by 100%. PBL swept all 5 regional ACTE awards.

Image & Awareness—Humans of FBLA-PBL was launched to encourage members to share their stories through videos and pictures. Twenty-five chapters completed the Diamond Chapter, and there was an increase in CMAP participation.

PD National President Blake Reynolds reported on his team’s activities this year.

Customer Service—Membership is at a slight decrease from last year. Two PD open events were replaced with Agribusiness and Hospitality Management.

Relationships—PD and lifetime membership was promoted in all FBLA-PBL publications. Incoming PD and PBD Presidents will continue to work together to revamp the PBD/PD networking session and continue to explore ways for the two divisions to become better integrated.

Resources—$1,200 was raised for a competitive event sponsorship.

Image & Awareness—PD experienced growth in social media channels and participated in National Presidents’ Forum webinar.

President & CEO Jean Buckley presented the management report on behalf of the national staff as it relates to our four strategic goals.

Customer Service—Online CMH was successfully piloted to 11 states. State Leadership Summit (SLS) was held in Baltimore with 76 attendees from 37 states. A dedicated staff member was hired to focus on PBL. Additional programs and services are being identified for the ML program and a dues increase will be effective August 1, 2017. The 2016 NLFcs in Milwaukee, Daytona Beach, and Dallas were successful with 4,401 attendees, 47 exhibitors, 195 workshops, and $5,227 raised for MOD. New at the Anaheim NLC were 4 new competitive events, additional free certifications, combined PBL national and regional voting, PBL business tours, FBLA Food Drive, and our 75th Anniversary Celebration.

Relationships—FBLA-PBL has 120 unique program partners. We added 9 new education partners and 5 new scholarships.

Image & Awareness—There were 33 legislative visits, 10 ACTE Outstanding Business Students, and 22 Presidential Scholars. The PBL and FBLA officer teams laid wreaths at the Tomb of the Unknown Soldier. FBLA rang the NYSE Closing Bell. FBLA-PBL sponsored a White House Listening session with Education Secretary DeVos.

Resources—There was a 9% increase in total revenue, 6% in competitive event sponsorships, and 11% in major gift funding. Additionally, FBLA-PBL is in year two of a $300,000 grant for financial literacy.

STRATEGIC ISSUES SUMMARY REPORTS

Inclusion Policy and Dress Code—Chair Elizabeth Garofalo distributed a handout on a proposed Dress Code. There was discussion and the board suggested additional edits.

Additionally, the committee felt we did not need a separate inclusion policy as we do not exclude anyone.

PBL Branding—Chair Stacey Mcff reported that adding staff resources to PBL has moved the program forward. Business tours were added to the PBL NLC. The St. Louis NFLC will pilot a new PBL format, include business tours, and invite business organizations to participate. This fall, the online PBL CMH will be rolled out to all chapters. Long-term, CMAP changes are being developed to take place for 2018–19 membership year.

Middle Level (ML) Update

Troy White reported on various updates to ML program. LEAD is a new membership recognition program. A combined MAP and High 5 will infuse more digital tools, skills, and business experiences and there will be a badging component via STEM Premier. The Young Leader Award will allow states to nominate one ML member from each state. ML will have its own competitive events program piloted at the 2018 NLC in Baltimore, Maryland.

OTHER COMMITTEE REPORTS

Finance—Finance Chair provided an overview of the financial statements. FBLA-PBL continues to be in a strong financial position and once again received a clean opinion letter on its audit.

Policy & Bylaws—Policy & Bylaws Chair noted two proposed bylaw amendments were submitted this past year regarding adding personal financial literacy to the bylaws and to the duties of the National Treasurer. The policy and bylaws committee voted not to move the amendments forward.

In Other Business, the board voted to approve the new state chairs placed in nomination by their states—Dana Anderson, FBLA-PBL State Chair, Colorado; Debbie Moore, FBLA-PBL State Chair, Mississippi; Ron Richter, FBLA-PBL State Chair, New Jersey; and José Jimenez-Hernandez, FBLA-PBL State Chair, Puerto Rico.

Board Election—Chair Weeks presented the slate of four candidates for the open board position of State Chair/State Adviser representing the Mountain Plains Region. Jessica DeVaal of North Dakota was elected.

Association Drive Property Update—Jean Buckley gave an overview of the property at 1912 Association Drive and the sale of the common area called Block 12. Earlier in the month, the board voted not to sell the FBLA-PBL property at 1912 Association Drive, but for information purposes she reviewed cost projections of leasing space.

Chair-elect—Glenn Morris was elected to the Chair-elect position.