Dear Advisers,

Thank you for all of your efforts as your states host their Leadership Conferences. All of you have been incredibly valuable to the success of each conference and the growth of your students as they explore the leadership and competitive opportunities available to them.

We hope the resources available to you in the Advisers’ Area have been useful in preparing and growing your chapter for the State Leadership Conference and beyond. If you think these resources can be improved in any way, please do not hesitate to contact me at fblapres@fbla.org with any suggestions. The National Center is always looking for ways to improve your experience as an adviser.

As the academic year comes to a close, there are still plenty of ways to engage your students in all that FBLA has to offer. Some examples may include participating in the Good Neighbor program by adopting a chapter for next year, hosting an end-of-the-year party for your members, or even preparing for the National Leadership Conference!

I look forward to seeing all of you at the National Leadership Conference in Baltimore! The National Center appreciates all that you do to Elevate the Future of our members. Please do not hesitate to contact us if you have any questions!
### National Board of Directors

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### FBLA Advisers’ Hotline

The FBLA Advisers’ Hotline is published three times a year in the fall, winter, and spring by Future Business Leaders of America-Phi Beta Lambda, Inc. Editorial and advertising sales offices at:

FBLA-PBL • 1912 Association Drive, Reston, VA 20191-1591 Phone: 703.860.3334

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**Publisher:** Jean M. Buckley  
**Editor:** Kamal Clark

### Calendar of Events

#### APRIL

- **18** Webinar: 2018 NLC
- **25** BAA America Award receipt deadline  
  CSA Achievement Award receipt deadline
- **30** Professional Division Membership Awards

#### MAY

- **1** Adviser Wall of Fame: postmark deadline
- **4** Spring Stock Market Game ends
- **9** National Leadership Conference: intern applications receipt deadline  
  Businessperson of the Year Nomination: receipt deadline
- **11** NLC competitive event registration (11:59 p.m. ET)  
  All prejudged materials must be received at FBLA-PBL National Center (11:59 p.m. ET)
- **15** Receipt Deadlines:  
  - March of Dimes Fundraising Report  
  - National Officer candidate application  
  - FBLA state chapter voting delegates
- **18** All competitive events computer production tests must be received by FBLA-PBL National Center (11:59 p.m. ET)
- **20** FBLA NLC and IFL: Early bird registration deadline

#### JUNE/JULY

- **1** Last day to make competitive events name changes (11:59 p.m. ET)
- **8** FBLA Local Chapter Voting Delegates: registration deadline
- **27–28** FBLA Institute for Leaders: Baltimore, MD
- **28–7/1** FBLA NLC: Baltimore, MD
Congratulations to the LifeSmarts Spring Challenge winners who are eligible to compete at the NLC.

CO—Grandview High School
Enkhsanaa Enkhbayar & Claire Nguyen

FL—Stanton College Preparatory School
Adit Saxena & Sanjeev Radhakrishnan

IL—Normal Community High School
Ananya Kommalapati & Shriya Molakala

IN—New Prairie High School
Evan Ghott & Hunter Houser

KS—Nickerson High School
Cole Crile & Austin Danks

NC—D. H. Conley High School
William Finelli & Campbell Bratton

ND—Divide County High School
Troy Knudson & Tyler Deering

NJ—Monroe Township High School
Sanya Lingineni & Rhea Bandaru

PA—Kiski Area Senior High School
Grace Fowler & John Petrarca

VA—Landstown High School
Ashton Vodilla & Alex Main

WI—John Marshall High School
Montana Fonner & Paige Pethel

WY—Buffalo High School
Andrew Snyder & Bradford Burns

Congratulations to these Virtual Business Management Challenge Round 2 qualifiers who are eligible to compete at the NLC.

AZ—Estrella Foothills High School
Seth Filo, Fisher Gasvoda, & Ryan Carr

CA—Cupertino High School
James Hu

CO—Overland High School
Edvard Mushiev

FL—Southwest Miami High School
Ivan Bartolome

MO—Montgomery County High School
Jacob Queathem, Ashley Queathem, & Seth Horn

ND—May–Port CG High School
Kade Elliott, Shelby Sedivec, & Nathan McClanahan

PA—Cedar Crest High School
Stephan Schmidt & Huy Dang

WI—Muskego High School
Mitchell Salentine, Elvis Arsiniega, & Lawrence Hapeman

Congratulations to these Virtual Business Finance Challenge Round 2 qualifiers who are eligible to compete at the NLC.

AL—Lincoln High School
Jackson Smith

AR—Cotter High School
Dalton Orsborn

AZ—Estrella Foothills High School
Seth Filo, Fisher Gasvoda, & Ryan Carr

CA—Irvington High School
Shivangi Sharma

FL—Southwest Miami High School
Ivan Bartolome

GA—West Forsyth High School
Zach Sztewecz & Ryan Evans

NJ—Parsippany Hills High School
Karoline Xiong, Yash Bhawsar, & Shivani Patel

UT—Herriman High School
Addison Garrison

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SPRINGTIME SAVINGS.

You could save even more money on car insurance with a special discount.

Simply tell GEICO you’re a member of the Future Business Leaders of America-Phi Beta Lambda and see how much more money you could save!

GEICO. #MemberDiscount

For a free quote 24 hours a day, visit geico.com/fbla-pbl or call 1-800-947-AUTO.
#NLC18 TIMELINE

## Deadline Calendar

**ASAP:** Make airline and transportation reservations

**April 25:** Receipt deadline
- BAA America Awards

**May 11:** Receipt deadline
- National anthem auditions
- NLC competitive events program entries, including all forms, reports, and résumés (submitted by state chapter)
- FBLA NLC internship applications
- FBLA state voting delegate registration (submitted by state chapter)

**May 15:** Receipt deadline
- March of Dimes report
- FBLA national officer candidate applications

**May 18:** Receipt deadline
- NLC school site computer production tests

* • NLC and IFL early bird registration rates in effect
* • Housing reservation to the hotel
* • NLC and IFL registration cancellations for refunds

**May 19:** NLC and IFL regular registration rates in effect

**June 1:** Receipt deadline
- Last day to make corrections for competitive events entries (submitted by state chapter)
- Draft national officer candidate campaign materials due: speech, financial statement, list of booth items, sample brochure or rack card.

**June 8:** Receipt deadline
- FBLA local chapter voting delegate registration

**June 10:** Receipt deadline
- NLC & IFL preregistration

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## Ball State Online

**An online master’s degree for business and marketing educators. In a class by itself.**

One of few such programs in the nation, Ball State University’s online master’s degree for business and marketing teachers is in an exclusive class.

With this degree, you can follow any of nine different tracks into the field.

What’s more, the program is fully online and competitively priced—and will give you an advanced credential that can translate to a higher salary.

bsu.edu/online/businesseducation
SPONSORS & PARTNERS

INSTITUTE FOR LEADERS

This high-energy, intensive, two-day seminar, being held June 27–28, is a focused leadership experience for state and local chapter officers, as well as members and advisers. This training conference prepares student leaders and members to assume their elected responsibilities and develop valuable life skills.

FBLA-PBL and our national service partner, the March of Dimes, will sponsor a mini March for Babies during the FBLA National Leadership Conference in Baltimore. All conference attendees are encouraged to participate and contribute to the March of Dimes. This is your chance to join members as you help us save babies. Remember to bring your $5 donation and get ready to have a great time!

CONFERENCE APP

Download the free FBLA-PBL National Conferences app. Receive message updates, create your personal schedule, learn about exhibitors, and more! Conference details will be available in the app approximately one week before the NLC.

INSTITUTE FOR LEADERS

This high-energy, intensive, two-day seminar, being held June 27–28, is a focused leadership experience for state and local chapter officers, as well as members and advisers. This training conference prepares student leaders and members to assume their elected responsibilities and develop valuable life skills.

NLC WORKSHOPS

As the NLC approaches, check fbla.org/NLC for a complete listing of workshops and descriptions. If you would like to suggest a topic or recommend a speaker, please email conferencemanager@fbla.org. Workshops are subject to change.

Workshop topics focus on business ethics, careers of the future, college information (applications, funding, freshman 101, etc.), communication, community service, cyber security, e-commerce, entrepreneurship, etiquette for the job, finance, hospitality, international/global business, job skills, management, marketing, social media (Google Apps, latest tools, etc.), technology (web, gaming, networking, future, etc.), and FBLA-PBL programs. Workshops are geared specifically for students, advisers, and Professional Division members.

SILENT AUCTION

Chapters/states can donate a gift basket or item for the NLC Silent Auction. When packaging gift baskets, provide a visible list of contents. Proceeds from the Silent Auction go to student recognition programs. Visit fbla.org/NLC for the donation form. Visit the Silent Auction on Day 2—June 29 to bid on a variety of items, including gift baskets and hotel packages.

NLC FEES

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FBLA & LEAD2FEED NLC FOOD DRIVE!

Let’s help the needy in Baltimore during the National Leadership Conference.

Lead2Feed Student Leadership Program and FBLA are partnering with the Maryland Food Bank. Wanted: Non-perishable food items!

- Collection June 28 from 8 a.m.–7 p.m.
- Conference Registration Area, Pratt Street Lobby Entrance, Baltimore Convention Center
KEYNOTE SPEAKER

Shane Feldman

Shane Feldman is an internationally recognized youth empowerment expert, motivational speaker, producer, and social entrepreneur. As Founder and CEO of Count Me In, Shane is the creative strategist and visionary behind the world's largest youth-run organization that has impacted over 10 million youth in over 100 countries. Over the past decade, the organization has inspired tens of thousands of youth-led volunteer projects, equating to over 100 million hours of community service worldwide, worth $2.4 billion.

NLC INTERNSHIP OPPORTUNITIES

Have your students enhance their experience by volunteering as a NLC intern in Baltimore! Conference interns help national staff with conference logistics and headquarters office management. Interested applicants must be available to attend the Baltimore NLC during these dates and times:

FBLA Interns June 28–July 1 8:00 a.m.–5:00 p.m.

To participate, you must be available during the majority of the NLC. Interns must pay the conference registration fee, accommodations, travel, and meals. Complete the application at fbla.org/NLC including a current résumé and one letter of recommendation.

Application receipt deadline is Friday, May 11.

FBLA BANK ON IT® TOURNAMENT

Presented by AICPA
Sponsored by Start Here, Go Places.

Students can test their accounting knowledge in the ultimate Bank On It® tournament! FBLA students are invited to be a part of the national FBLA Bank On It® Bracket Challenge. The AICPA’s Start Here, Go Places.® has teamed up with FBLA to host an in-person “Bank On It Tournament” at the 2018 NLC. The tournament is open to the first 64 FBLA students who register.

Date: June 30, 2018
Time: 2:00 p.m.–4:00 p.m.
Location: Hall C

Registration: Students must register for an account at StartHereGoPlaces.com/students prior to registering for the tournament. A link to the Bank On It® registration page will be available at fbla.org/NLC.

Did we mention there will be awards for the champions? Don’t miss out on being part of the FBLA Bank On It® tournament. We hope you’re game!

NATIONAL OFFICER ELECTIONS

An important and exciting part of the NLC is the election of the 2018–19 national officers. Students interested in running for national office can request the National Officer Candidate Guide from their state adviser or download it from www.fbla-pbl.org. Direct questions about national officer candidates to membership@fbla.org.

Candidates display literature at their campaign booths where members can talk with them about their platforms. Don’t miss the spirited competition for delegate votes by the candidates and their campaign teams.

ADVISER HOSPITALITY CENTER

Share refreshments and conversation with members of the board of directors, advisers, and national staff while exchanging ideas on FBLA-PBL national programs, partnerships, and services. Network with other advisers and exchange ideas in a relaxed environment. Check the conference program for locations.

FBLA June 29 & 30 1:30 p.m.–3:30 p.m.
In Pursuit of Insurance Careers

Insights for promoting a career in insurance to your students

The risk management and insurance industry employs 2.6 million people in the United States. And the U.S. Bureau of Labor Statistics reports that 400,000 positions will open by 2020—right around the time your high school students will be graduating from college. But insurance careers are too often treasures hidden in plain sight.

Although demand for new talent in this industry is high, students may not have such prospects on their radar. Putting it there is step one.

Consider this: If students are into statistics and math, actuarial and underwriting careers may work for them and are some of the most highly rated in the country—among all careers. And anyone interested in sales and who has stellar social skills can crush it as an insurance agent. Finally, claims jobs are perfect for people who are passionate about helping others (and who have a nose for fraud).

But because the insurance industry is often misunderstood, jobs in insurance may not cross the minds of most high school students. You can make a difference by setting the record straight. The following insights can provide a solid start to changing your students’ perceptions and guiding them toward a potential career in the industry.

Insurance offers careers that can change the world

Insurance fosters big ideas and powers every business on the planet. It lets people and businesses take risks. And the industry is hiring talented people to work in cool new jobs every day.

Insurance companies of all sizes are using cutting-edge technology to do better, smarter work. They’re hiring marketers to come up with some of the most recognized marketing campaigns—think of the GEICO gecko, Flo from Progressive, or We Are Farmers (bum ba-dum bum bum bum).

They’re developing wearable devices that lower healthcare costs and prevent injuries on the job.

They’re making self-driving cars safer and stopping accidents before they happen.

And they’re coming up with new ways to insure people in both cities and developing nations around the globe.

Students don’t always know the important job search keywords

Given that some roles in insurance are not well-known, students may miss promising job listings. To spread the word, be sure to share these keyword suggestions with your students so that they are exposed to jobs that may pique their interest down the road:

- “Product Marketer” and “Social Media Manager”—These may provide good matches for students who are creative and social.
- “Data Analyst” and “Risk Manager”—These search terms will resonate well with students who are mathematical and tech savvy.
- “Insurance Agent” and “Insurance Risk Analyst”—These search terms will likely produce job listings that fit students who are extroverted and business savvy.

Specializing in risk management and insurance helps students stand out

Deciding on a major is a major decision. It is integral to putting a student on the right path to a successful career. And for high school students, deciding on a major may even coincide with college selection.

A risk management and insurance (RMI) major is more specialized than a general business major—which works to RMI majors’ advantage.

RMI majors differentiate themselves from other internship and job applicants, yet remain qualified to apply to more general business jobs. RMI majors don’t just learn business basics, they become experts in the world of risk management.

Encourage your students to learn more about career opportunities in insurance by pointing them toward InsureMyPath.org for helpful career planning tools and resources. They may be richly rewarded with the treasure of a successful career.
Portage High Teacher Receives Kohl Award

Portage High School teacher Jan Imhoff, student Danielle Griffey, and the school itself will receive $22,000, collectively, from the Herb Kohl Foundation. Imhoff is one of 100 teachers in the state to earn a Kohl fellowship in 2018 for leadership demonstrated inside and outside of the classroom. All recognized teachers will receive $6,000 for themselves and another $6,000 for their school. Imhoff is Portage High School’s business and information technology teacher and Future Business Leaders of America adviser, currently in her 23rd year at the school.

The foundation will recognize Imhoff and other winners from the region during an April 15 luncheon at Fond du Lac High School. Imhoff said, “I am beyond humbled, proud, and honored to be selected for this award. I never would have had the opportunity to win this award without the awesome support of my family, administration, co-workers, my many business teacher friends, and the abundance of students that I have had over the past 23 years.”

At Portage High School, Imhoff teaches classes like Microsoft Office Academy, business graphics, sports and entertainment for business, business management, employability skills, and advanced Microsoft Office Academy, a dual-credit course offered by the school and Madison College.

In her Microsoft Office Academy course, students can gain industry certification from Microsoft Corp. and recognition of their skills from future employers. Last year, her students earned a total of 39 such certifications.

Principal Robin Kvalo stated, “Jan is a leader in our building and around the state as a business and information technology educator. She is a huge student advocate and builder of student leadership skills through her tremendous work with FBLA.” Kvalo nominates teachers like Imhoff for the Kohl fellowships annually.

Since 2000, more than 220 Portage students have competed at FBLA’s national level in various business-related competitive events and 30 students have placed in the top 10, including nine national champions, Imhoff said. In 2009, she was named the outstanding FBLA adviser in Wisconsin, and in 2016 her name was added to the National FBLA Adviser Wall of Fame.

“My educational philosophy begins with my belief that we are all lifelong learners,” Imhoff wrote in her application for the Kohl fellowship. “As a business teacher, the lessons and skills that I teach on a daily basis are at the core of what students will need throughout their entire lives.”

Kvalo said the high school staff will discuss how to allocate the $6,000 awarded to the school.
Custom Shades Sunglasses Fundraiser

Our CUSTOM SUNGLASSES FUNDRAISER utilizes the sale of COOL sunglasses to expand your program. With our 100% customized sunglasses with your school logo, colors, and name, we focus our product on high quality shades at a discounted price, so your group is able to make HIGH PROFIT MARGINS. 300 pair—$5.00 each, 200 pair—$6.25 each, 150 pair—$7.00 each, 50 pair—$7.50 each. Suggested retail is $15. Use Custom Shades fundraiser as a way to help pay for those FBLA trips! Contact us for FREE sample and FREE design mockups. All orders using the Code #FBLASHADES2018 receive a 10% DISCOUNT on orders above 200 pair.

Call us 1-888-751-8107 or find us at www.MoneyMakerShades.com

DormCo.com

Dorm Company Corporation, the leader in College Dorm Supplies, provides your FBLA chapter with a guaranteed $200 fundraiser. Pass out free DormCo.com $5 DormCo Dollar gift cards and post a link online. No direct selling. No cost. Easiest $200 fundraiser ever! Advisers please sign up at: www.DormCo.com/FBLA and email FBLA@DormCo.com.

A little about DormCo.com—Dorm Company Corporation’s founder was a high school FBLA member and actively believes in the values that FBLA provides our future business leaders. Beyond offering a guaranteed $200 Fundraiser, the DormCo program also provides 10% of referred online sales and other ways to provide your chapter and associated school value. Donations, giveaways, contests, and more! Partner with DormCo.com and explore the possibilities.

Stevens Institute of Technology

Almost every Stevens business student completes at least one internship before graduation. Many finance students take intensive assignments at Goldman Sachs or J.P. Morgan, but sophomore Victoria Piskarev took a turn on the other side of the aisle, working in the comptroller’s office for New York City. That experience—especially the chance to work alongside retired, but highly experienced, traders—gave her new insights on the industry in which she plans to work. And while she’s not sure she’ll pursue government work upon graduation, she was glad faculty steered her in that direction for a summer: “It gave me perspective as I thought about how my work fits into my career plans.” Visit this link to see what sets Stevens’ internships apart.

Students at Northwood University have an innate passion for business and for making a difference. They graduate ready to join the workforce and be leaders, difference-makers and change agents. If a student in your FBLA program has a business mind and a passion for change, we welcome them to explore the premier specialty business university to help them make their mark on the business world. Northwood’s business organization scholarships award up to $4,000 to FBLA students. Scholarship money can be combined with academic merit scholarships, too. Learn more at www.northwood.edu.

Mercer University business student Shane Buerster—an Economics, Marketing, and Spanish triple-major—was inspired to create his business, Z Beans Coffee, after participating in a Mercer On Mission research and service trip to Ecuador in May 2016. Determined to help the farmers of Ecuador, Shane created a business plan and brought it to life about a year later with the support of Mercer Business faculty and staff and the resources of the Mercer Innovation Center. Shane is not alone. At Mercer University’s Stetson School of Business and Economics, students and faculty believe that the best business ideas don’t just improve the bottom line—they create a better world. See Shane’s story at business.mercer.edu/undergrad.

Mercer Business Student Turns Coffee Beans Into Economic Growth

Students at Northwood University have an innate passion for business and for making a difference. They graduate ready to join the workforce and be leaders, difference-makers and change agents. If a student in your FBLA program has a business mind and a passion for change, we welcome them to explore the premier specialty business university to help them make their mark on the business world. Northwood’s business organization scholarships award up to $4,000 to FBLA students. Scholarship money can be combined with academic merit scholarships, too. Learn more at www.northwood.edu.
Reach and Teach

Reach and Teach is a **FREE educational program** geared toward business education students in grades 9–12. The Reach and Teach program is the ultimate project-based learning experience. Nine weeks of curriculum culminate with a rock concert, which is planned, promoted, and executed by students. This rock concert can be used as a **100% profit fundraiser** for FBLA chapters. This type of fundraiser is truly one of a kind. It’s fun, educational, and FREE. Through Reach and Teach, students not only gain marketing knowledge, but also gain the employability skills necessary to succeed after high school. Our goal is to provide an educational opportunity that is fun.

CareerSafe’s mission is to deliver Safety Education for America’s Future. Our vision is to provide every young worker with the skills to successfully manage their long-term safety, health, and security. To this end, we are committed to offering affordable, informative, and innovative online training programs including workplace safety, cyber safety, and interview skills training. Through these courses, students can earn nationally recognized employment credentials which will serve them throughout their chosen career path. Our programs are designed to easily integrate into your current curriculum and funding, also scholarship opportunities are available. Don’t hesitate to provide your students with an industry-recognized safety credential. Don’t forget to select FBLA when you checkout. Visit www.careersafeonline.com for more information.

Entrepreneurship For Good July 8–14 Champlain College

E4G is a one-week summer business program for high school students who want to do something meaningful with their lives. Working in high-energy teams and coached by successful entrepreneurs, students create a new product, service, or experience that will help address a social problem or cause that’s important to them. Students stay in one of Champlain’s unique residence halls, share meals in the campus dining hall overlooking scenic Lake Champlain, and enjoy recreational activities that take advantage of summer in Vermont. Learn how to develop a business or non-profit organization that will thrive and benefit the surrounding community. You’ll also get a taste of college life and add strength to your college applications. Visit www.champlain.edu/summer.
Country Meats features fresh, smoked snack sticks that everyone loves! Sell for $1 and receive 45% profit! For FREE SAMPLES call 800.277.8989 or visit countrymeats.com/samplepack.

Custom Shades Sunglasses Fundraiser offers a high-profit fundraiser featuring customized sunglasses with your school logo, colors, and name. Call 888.751.8107 or visit MoneyMakerShades.com.

DormCo.com offers FBLA fundraising with guaranteed $200 cash for distributing FREE DormCo.com gift cards to graduating seniors along with posting an online link to DormCo.com. Contact Jeff@DormCo.com.

Ozark Delight lollipops are only available for fundraising. They do not sell to stores or other retail markets. Call 800.334.8991 or visit ozarkdelight.com.

Reach and Teach, Inc. is a FREE educational program allowing students to fully market and promote a rock concert, and take home all sales, visit reachandteach.com.

Schermer Pecans offers a delicious and healthy fundraising product. Call 800.841.3403, visit pecantreats.com, or email schermerpecans@yahoo.com.

School Spirit Coffee provides personalized packaging for their coffee fundraiser. Call 800.570.1443, email Debbie@schoolspiritcoffee.com, or visit schoolspiritcoffee.com.

Tom-Wat Fundraising features multiple fundraisers from catalog sales to cookie dough and much more. Call 800.243.9250, email sales@tomwat.com, or visit tomwat.com.
The Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) National Board of Directors met on January 12, 2018, in Reston, Virginia. Attending were Stacee McIlff, Chair—Western Region; Glenn Morris, Chair-elect—Western Region; Jessica DeVaal—Mountain Plains Region; Tina Dierkes—North Central Region; Elizabeth Garofalo—Southern Region; Robert Kollar—Eastern Region; Max Michel—FBLA National President, Kimberly Clark—PBL National President, Ryan Paul—PD National President, Lisa Weeks, Past Chair—Southern Region; Jean Buckley, President & CEO, Richard Bowen, Conference Director, Kelly Scholl, Education Director, and Troy White, Director Marketing & Membership.

FBLA National President Max Michel reported on activities as they relate to FBLA-PBL’s four organizational goals.

Customer Service—Membership is down 8,793 members and chapters up by 31. Officers sent monthly emails to states; launched an FBLA personal finance website; held state officer roundtables; and developed chapter resources.

Relationships—Swept all five regional ACTE secondary student awards; collected over 2,800 cans of food at NFLC; promoted Prematurity Awareness Month; secured sunglasses as incentive to donate at NFLC Blue Jeans for Babies dances; established Urban Initiative; and presented NFLC leadership tracks—FBLA Foundations and State Officer Track.

Resources—Officers initiated a video disaster relief campaign raising $3,700 for hurricane victims with 30+ relief requests from Puerto Rico, Florida, and Texas.

Image & Awareness—Officers released “Welcome Back” and council announcement videos and advocated to state legislators and education commissioners.

PBL National President Kimberly Clark reported on activities as they related to FBLA-PBL’s four organizational goals.

Customer Service—Membership is down 532 members and 37 chapters. To date, officers distributed survey to members with 105 responses received; sent monthly emails to state officers and members; held state officer roundtables; and established action councils.

Relationships—Swept all five regional ACTE post-secondary awards; appointed a virtual officer team; held a PBL panel at each NFLC; and implemented PBL board game room at St. Louis NFLC to raise money for MOD.

Resources—Officers created list of potential sponsors to be contacted by the National Treasurer’s Action Council; and promoted the Annual Giving Campaign on Giving Tuesday and the initiative to support chapters affected by hurricanes.

Image & Awareness—Officers implemented six PBL business tours and promoted the inaugural case study competition at St. Louis NFLC; continued Humans of FBLA-PBL initiative; and created videos to welcome and guide members.

PD National President Ryan Paul reported on his team’s efforts.

Conference—At NFLCs, PD promoted a lifelong organization message; provided résumé reviews at St. Louis and New Orleans and offered continuing education credits.

Communication—Officers developed database of market officers. Market Development Committee is producing a best practice guide to share with members to organize into local, state, and multi-state groups.

Organization—Annual membership year pilot is on hold. Officers restructured committees to reflect division’s current priorities and are launching Business & Industry Advisory Committee to provide support on key initiatives.

Retention—Officers emailed all previous year’s members who have not renewed. Programs Committee is developing interest-based membership structure and benefits.

Support—Officers partnered with FBLA and PBL on the disaster relief initiative after the hurricanes and sent PD fundraising communication to kick off competitive event sponsorship.

STRATEGIC ISSUES

Inclusion & Dress Code—Board voted to accept the committee’s proposed dress code. See the new dress code here.

PBL Update—CMH is 100% online and website is streamlined. Six membership programs were discontinued. A PBL experience was added to St. Louis NFLC to include business tours and a case study competition.

Recent PBL survey results show majority are in favor of a PBL stand-alone fall conference. New York is the preferred location with the site rotating each year. Areas of focus should be business tours, skills-focused workshops, and career panels. Survey showed October as the preferred time, but we also will look at November with a Thursday to Saturday timeline.

An update was provided on the transition to a new database. In August, the current database will be upgraded to a full-service Association Management System.

FBLA-PBL Strategic Planning Process—Chair McIlff reported on the work accomplished by the board since the board retreat in October. Two committees worked on possible mission and values statements.

The board approved the following new mission statement: FBLA-PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

A final decision on the values statement was tabled for the next board meeting.

Jean Buckley presented Phase II of the planning process, which is to define distinctly different experiences for students in each division (middle school, high school, and college). The plan includes a task force to work on a scope and sequence and review committees to audit current content and experiences against the newly developed scope and sequence. The Ostara Group will facilitate the process.

OTHER BUSINESS

Board reviewed the NAP recommendations and approved the proposed new state chairs—Michelle Oliveira McIntosh for California and Marci Barlow Shields for Oklahoma.

Association Drive Property Update—At the January 16th CEA meeting, the CEA board will vote on whether to again recommend the sale of Association Drive. On behalf of FBLA-PBL, Jean will vote no to the proposal.

COMMITTEE REPORTS

Finance—Lisa Weeks gave the Finance Committee report. She reviewed the financial statements and FBLA-PBL is having another good year, which together with our fund balance allows us to continue with the new strategic projects added this year.

Policy & Bylaws—No new policy and bylaws were proposed at this time.

NEW BUSINESS

Board Rotation—Ryan Paul shared an analysis on the board rotation and suggested a review by the policy and bylaws committee. Chair McIlff noted we have open board positions, which were announced in the January 8, 2018 National Briefings.

Greetings—Kelli Diemer, ACTE Business Education Division Vice President, called in greetings to the board and offered her support in her role with ACTE.