Dear Advisers,

I hope the swift transition to winter has been smooth. Through the past few months, thousands of members have been working on fundraising for the March of Dimes, our national service partner, as well as accomplishing Business Achievement Awards and Community Service Awards. Thank you for inspiring your students to participate in these programs.

But of course, our members are now getting excited for competition season. Many states have already competed at regional competitions and for some states, regional competitions are just around the corner. I wish your chapter the best of luck to achieving competitive success and qualifying for your State Leadership Conference. For those of you waiting for regional competitions or state competitions, guidelines for the competitions and curriculum competencies are on our website at your disposal. Furthermore, reach out to your regional, state, and national officers for help, tips, and guidance to *Elevate Your Future*.

Alongside the many opportunities your members have to compete and be recognized, do not forget about the opportunities that your chapter can partake in to compete and be recognized. I encourage all of you to participate in the Good Neighbor program, which recognizes FBLA chapters that recruit and mentor new chapters. The national deadline for member registration is April 1; be sure to get involved in these programs while you still have time. Be sure to check the Advisers Area on the FBLA-PBL website for resources and information on a wide variety of topics: from local officer resources to Career Cluster alignments.

I hope all of you have an exciting season of competitions and community service. Now is the time we show our communities what we are made of and how we can *Elevate The Future* of members everywhere.

Thank you for all that you do for your students. FBLA is successful because of you.
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FEBRUARY

1-28 National Career and Technical Education Month

4-10 FBLA-PBL Week

4 Share your FBLA-PBL Story Day

5 Webinar: National Presidents’ Forum

Virtual Business Finance Spring Challenge competitive event begins

Virtual Business Management Spring Challenge competitive event begins

6 Each One Reach One Day

7 Adviser Appreciation Day/Professional Attire Day

8 Career Awareness Day

9 FBLA-PBL Spirit Day

10 Community Service Day

19 Spring Stock Market Game Registration deadline

21 Tomorrow’s Business Leader – Spring issue copy deadline

23 LifeSmarts Spring Competition ends

MARCH

1 FBLA national dues deadline eligibility date for FBLA voting delegates, and competitive events

National dues deadline to receive spring publications

Action Awareness ends

National Awards Program Committee: Application receipt deadline

FBLA Business Achievement Awards: Receipt deadline (Future, Business, and Leader Awards)

2 Virtual Business Finance Spring Challenge competitive event ends

Virtual Business Management Spring Challenge competitive event ends

27-31 NBEA Convention–Baltimore, MD
Financial Literacy

Your FBLA National Officer team encourages you to check out the brand new FBLA Financial Literacy Initiative website! This is a great resource for both your members and your classrooms! Go to fbla.org/finliteracy

FBLA Competitive Events Changes for 2017-18 (Baltimore NLC)

1. Broadcast Journalism added as a new individual/team event, present a newscast to judges, topic posted in online CMH.
2. Virtual Business Finance Challenge added as a new individual/team event, run similarly to Virtual Business Management Challenge.
3. Modified event guidelines so that all events that are currently teams of 2 to 3 would be an individual or team of 2 to 3. Parliamentary Procedure would remain a team of 4 to 5.
4. Modified rating sheets for Graphic Design and Publication Design to include more emphasis on the design element of the event.
5. FBLA Principles & Procedures renamed to “Introduction to FBLA”, so that all 9/10 grade events are similarly named.
6. Public Speaking I renamed to “Introduction to Public Speaking”, so that all 9/10 grade events are similarly named.
7. Public Speaking II renamed to “Public Speaking”. Distinction is no longer needed.
8. Modified event guidelines to no longer use projectors in the preliminary round of presentation events—competitors would present directly from their laptops/devices. This eliminates disadvantage some students experience if projectors don’t work and creates a level playing field for all competitors. (Projectors will only be provided for finals in events with viewing, and it is up to the competitors to decide if they wish to use them.)
9. Newly revised FBLA rating sheets will be instituted.

Bring savings to a higher level.

Future Business Leaders of America - Phi Beta Lambda members could get a special discount on car insurance with GEICO.

goco.com/fbla-pbl  |  1-800-368-2734  |  Local Office

Some discounts, coverages, payment plans and discounts are not available in all states or all GEICO companies. GEICO contracts with various membership entities and other organizations, but these entities do not underwrite the offered insurance products. Discount amount varies in some states. One group discount applicable per policy. Coverage is individual. In New York a premium reduction may be available. GEICO may enter into a formal relationship with such organizations. However, you still may qualify for a special discount based on your membership, employment or affiliation with these organizations. GEICO is a registered service mark of Government Employees Insurance Company, Washington, D.C. 20076, a Berkshire Hathaway Inc. subsidiary. © 2017 GEICO.
3-D ANIMATION
Using 3-D animation, create an informational video on how to get a job. At minimum, the video must include information on the following components:

- Where to find information on job openings
- Writing a résumé and cover letter
- Completing application forms
- How to present yourself in a job interview
- Tips for a successful job interview

BROADCAST JOURNALISM
You or your team work for your local news station. You are being given the opportunity to write and present a 7-minute news broadcast on the weekend edition of the evening news. You must research, write and present the following stories:

- A story about your local high school’s success at the FBLA State Leadership Conference and their preparations for NLC.
- A story that wraps up and highlights your local high school’s track season.
- A story about the ongoing theft of bicycles in your hometown.

BUSINESS ETHICS
Research an ethical case related to the automobile industry and discuss why it happened; how it should be resolved; and what could have prevented it.

BUSINESS FINANCIAL PLAN
You are planning to open a “fresh food” (i.e. prepared meals, ingredients to makes meals, natural foods, etc.) home delivery service in your community of 250,000 residents. Since it is a delivery service, there is room to expand your geographic delivery area. Your service will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). You will conduct business via an online ordering system, but you will lease an existing building that is currently zoned for your business venture in order to prepare the meals that will be delivered to customers. You will also need to purchase a delivery vehicle(s). Develop a financial plan that covers all aspects described. You will need to name your business. You must include plans for needed construction/renovation to the building, equipment that must be purchased, inventory for your launch date, hours of operation, staffing requirements and an advertising plan. You will also need to clearly identify your target market(s), product availability and delivery location(s).

CODING AND PROGRAMMING
Develop a database program to manage the issuance of books at a school library. Give the school a name. The program must be able to complete a minimum of the following tasks:

- Track student and teacher names with ability to enter/view/edit names.
- Track the issuance of books for a student or teacher.
- Manage different limits for the number of books that can be issued to a student or teacher.
- Manage the number of days that students and teachers can check out any book. (Hint: Most likely the number of days will differ for students and teachers).
- Give each book a different ID. Also, each book with the same name and same author (but has several copies) will have a different ID.
2018 FBLA COMPETITIVE EVENT TOPICS

- Generate/print a weekly report to show books issued to whom and number of days leading to the due date return.
- Generate/print a weekly report that details fines (when book not returned on time).

COMPUTER GAME & SIMULATION PROGRAMMING
A sandbox is a style of game in which minimal character limitations are placed on the gamer, allowing the gamer to roam and change a virtual world at will. In contrast to a progression-style game, a sandbox game emphasizes roaming and allows a gamer to select tasks. Instead of featuring segmented areas or numbered levels, a sandbox game usually occurs in a “world” to which the gamer has full access from start to finish. Create an original sandbox-style game that revolves around a year in the life of a typical FBLA member and the varied activities that he/she can become involved in; such as competitive events, fundraising, community service, national membership programs and national recognition programs. The game must:
- Run on a PC using Windows 7 or newer
- Be virus and malware free
- Run solely by keyboard stroke
- Qualify for a maximum ESRB rating of E10+

DIGITAL VIDEO PRODUCTION
Create a promotional video that explains why your school board should support starting an FBLA chapter at your school.

E-BUSINESS
Develop an e-business website for your new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service for your community of 250,000 residents. Since it is a delivery service, there is room to expand your geographic delivery area. Give your business a name and a logo. Your service will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The website should clearly identify the target market locations and its product availability. The website should allow customers to check availability of products, place and pay for orders online as a one-time customer, or become a member and set up plans for a calendar year. The site should also contain a contact page.

EMERGING BUSINESS ISSUES
Crowdsourcing is the process of obtaining needed services, ideas, content or funding by soliciting contributions from a large group of people, particularly an online community. Crowdsourcing has become very popular for soliciting funding for business ventures or persons facing medical crises, for example. However, it is also being used by individuals to solicit funding that will aid them in purchasing material items such as a new car or television. Be prepared to argue the affirmative, that crowdsourcing is an effective way to raise money for a valid purpose; and be prepared to argue the negative, that crowdsourcing is ineffective because it can be used for personal gain.

GRAPHIC DESIGN
Create a digital magazine spread for the FBLA publication, Tomorrow’s Business Leader. You must include a cover; a feature article on an FBLA program; an interview with an educator, professional member or sponsor; and a promotional announcement for the 2018 National Leadership Conference in Baltimore.
INTRODUCTION TO BUSINESS PRESENTATION
Create a business presentation that revolves around the theme, “What is FBLA to me?”

MOBILE APPLICATION DEVELOPMENT
Develop an app to manage the issuance of books and to provide other information at a school library. Give the school a name. The app must be able to do or show the following:
• Allow students and teachers to reserve books.
• Allow students and teachers to check out books.
• Remind students and teachers when books are overdue.
• Show a map of the school library.

PUBLIC SERVICE ANNOUNCEMENT
Develop a public service announcement that addresses the issue of student safety and protection with regard to cyber bullying.

PUBLICATION DESIGN
You have been hired to develop a publication portfolio for a new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service that will open soon in a community of about 250,000 residents. The business will be a delivery service. The business will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The materials developed should clearly identify the target market and its products. Give the business a name. The portfolio should include a logo for the business, a poster to advertise the business, a business card, and three additional promotional products.

SOCIAL MEDIA CAMPAIGN
Create a social media marketing campaign to create buzz surrounding healthy eating and the opening of your new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service that will open soon in a community of about 250,000 residents. The business will be a delivery service. The business will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The campaign should clearly identify the target market and its products. Give the business a name. The campaign must utilize a minimum of three different social media platforms.

WEBSITE DESIGN
Create a website on how to get a job. You will need to come up with a name and logo for your website. At minimum, the website must include information on the following components:
• Where to find information on job openings
• Writing a résumé and cover letter
• Completing application forms
• How to present yourself in a job interview
• Tips for a successful job interview
Earn badges through the Business Achievement Awards (BAA).

Did you know that your students can receive more than a pin and an online certificate for achieving each level of the BAA?

New this year, FBLA members can now earn a digital badge to display on their electronic scholarship portfolio for each level that they achieve.

**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.

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SPONSORS & PARTNERS

Did you know that the travel and tourism industry supports 1 in 11 of all jobs? And it goes beyond hotels and restaurants! A hospitality degree prepares students for dozens of international careers including sales, marketing, hotel and restaurant management, revenue and finance management, events, design, and human resources—or maybe they’ll set out on their own entrepreneurial journey! Students learn to lead in this global industry while studying in the hospitality hub at Boston University School of Hospitality Administration, offering two bachelors of science programs: Hospitality Administration and our new major, Hospitality & Communication! Learn more at bu.edu/hospitality

Please remind your students to visit STEM Premier at www.stempremier.com/fbla to create their FREE online profiles and request a membership badge. Also have them check out all the badges available for each level of the BAA Program. STEM Premier users gain access to free resources, tools like our automatic résumé generator, and get matched up with over $20 billion in scholarship opportunities.
How can we help to ensure that our students are prepared for the quickly changing global and economic landscapes? The Minerva Schools at KGI is an unparalleled, unique, university program designed by a former Harvard Dean and successful entrepreneur to train students to solve complex global problems. Minerva students live in up to seven of the world’s greatest cities throughout their four years of college, studying exclusively in small active learning seminars. Students who are looking to see the world, while being challenged academically and socially may find that Minerva is the right fit for them. Please share Minerva with your FBLA students, so they can take the first step on a new journey.

MINERVA
SCHOOLS AT KGI

There’s still time to begin Lead2Feed Student Leadership Program this semester!

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?

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, then have your 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. Enter by April 6.

To see all of our Sponsors & Partners and discover their many benefits, please visit our website at fbla-pbl.org/sponsors-partners

Stukent is a digital courseware provider used by over 1000 instructors in over 40 countries. We developed the world’s FIRST social media marketing simulation—Mimic Social. When it comes to Social Media Marketing, it’s not just about creating accounts on various platforms and snapping selfies (despite what your students might say). It’s all about creating amazing content, testing, analyzing the results, implementing changes, and more testing. Students will practice social media advertising strategies that are used in real-world applications. They will test their social media marketing skills by managing a $50,000 budget in simulated ad dollars for a fictitious company marketing on Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest. It is FREE for all FBLA members during the 2017–2018 school year. Get started here!
**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.

**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.

**Great Hotel Discount Programs for Members**

*Major hotel chains offer reduced rates—up to 10% off—don’t miss out!*

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

**MEMBER BENEFITS**

- **Uber**
  - Free ride for new users (up to $15) on uberX, UberBLACK, or UberSUV (excludes UberT). Code: FBLAPBL2017

- **GEICO**
  - Save hundreds on your car insurance with special FBLA-PBL. Savings:
  - geico.com/fbla-pbl savings.
  - Call 800.368.2734

- **Brainbench**
  - One free certification test for FBLA-PBL, and PD members.
  - Access codes are in the Adviser Area at fbla-pbl.org.
  - Expires 3/4/18

- **Alamo**
  - Unlimited mileage and up to 20% off!
  - 800.GO.ALAMO
  - Contact Group ID:
  - 7000461

- **The Princeton Review**
  - FBLA-PBL members receive 10% off courses for the SAT, ACT & GMAT. Visit fbla-pbl.org/discounts to get started.

- **FranklinCovey**
  - Save 20% with your FBLA-PBL card.
  - ID# 5492731

- **extendedstayamerica.com**
  - 5% discount on room rate
  - Corporate Code: EAFBA
Chapters are encouraged to publicize their activities, boost their membership, and gear up for spring events.
FBLA-PBL Week coincides with National Career and Technical Education (CTE) Month.
This is an excellent opportunity to inform the public about the purpose of school-to-work activities and programs. Here are popular ways to celebrate FBLA-PBL Week:

One Month Before: Sample Proclamation
Get your governor, mayor, or county executive involved in FBLA-PBL Week by having them sign this high-profile proclamation.

Sunday: Share Your FBLA-PBL Story Day
Share your FBLA-PBL story on social media. Tell why you joined, your favorite FBLA-PBL memory, or what FBLA-PBL has done for you. Tag your story on Facebook, Twitter, or Instagram with #FBLAPBLWeek.

Monday: National Presidents’ Forum
All three division national presidents (FBLA, PBL, and Professional Division) host a live Internet broadcast to kick off FBLA-PBL Week.

Tuesday: Each One Reach One Day
Talk to peers and community members about your FBLA-PBL experiences. Don’t forget to ask them to join! Use online recruitment resources for FBLA, FBLA-Middle Level, PBL, and the Professional Division.

Wednesday: Professional Attire Day/Adviser Appreciation Day
Dress for success and share your appreciation for those that teach, lead, and mentor your chapter.

Thursday: Career Awareness Day
Get involved with your Professional Division and connect with community leaders.

Friday: FBLA-PBL Spirit Day
Show your FBLA-PBL pride by posting a group photo to the FBLA-PBL Facebook page and using the hashtag #FBLAPBLWeek on Twitter and Instagram.

Saturday: Community Service Day
Choose a community service project to support. Suggested activities include working with the March of Dimes, volunteering at a homeless shelter, or conducting a blood drive.