Welcome back to the second half of the membership year. There are still plenty of projects and activities for your members to participate in. Here are some ideas.

**Regular Meetings**
- FBLA trivia games or quiz bowl competitions
- Business Etiquette Workshop
- Have LEAD work sessions with food
- Sponsor competitive events study sessions
- Invite guest speakers
  - Local business professionals
  - Motivational speakers
  - Local celebrities (news anchors/reporters, local athletes, local politicians)

**Service to the school**
- Provide hosts and hostesses for school-sponsored events
- Establish a tutoring program
- Hold a teacher appreciation day

**Service to the community**
- Donate to the March of Dimes
  - March for Babies (collect pledges per mile walked)
  - Dime collection in school classrooms
- Visit the sick and/or elderly (nursing homes)
- Volunteer at a local shelter or soup kitchen

**Organize Public Relations Activities**
- Plan activities for FBLA-PBL Week
- Create a chapter website or Facebook page
- Design a chapter t-shirt for all members to wear

**Organize Socials**
- Coordinate activities with another FBLA-Middle Level chapter in the area
- Get together with other student organizations in the school
- Go ice skating, roller skating, miniature golfing, etc. as a member bonding activity
- Host a party, potluck dinner, picnic, etc.
- Conduct an awards program for most active members

**Organize Fundraising Projects**
- Hold a fundraiser at a local restaurant
- Hold a car wash or bake sale
National Board of Directors
Stacey Y. McIff, Chair
PBL Adviser
Snow College (UT)
stacey.mcfiff@snow.edu
Western Region

Glenn Morris, Chair-elect
PBL State Adviser
California PBL
glenn@capbl.org
Western Region

Elena R. Daly
Executive Assistant to President & CEO
eexecasst@fbla.org

Becky Grant, CMP
Programs Coordinator
programscoordinator@fbla.org

Mary Ait
Staff Accountant
finance@fbla.org

Robert J. Kollar, CPA, CGMA
PBL Adviser
Duquesne University (PA)
kollar@duq.edu
Eastern Region

Stacy M. Nahas
KPMG LLP
stacynahas@kpmg.com
Business & Industry Representative

Sandon Williams
FBLA-PBL State Chair
Arkansas Department of Career Education
sandon.williams@arkansas.gov
Southern Region

FBLA-PBL Division Presidents

Max Michel
FBLA National President
fblapres@fbla.org
Florida

Kimberly Clark
PBL National President
pblpres@fbla.org
Missouri

Ryan Paul
Professional Division National President
pdpres@fbla.org
Massachusetts

Ex-Officio Members

Lisa R. Weeks, Past Chair
FBLA-PBL State Adviser
Alabama State Department of Education
lweeks@alsde.edu
Southern Region

Jean M. Buckley
FBLA-PBL President & CEO
ceo@fbla.org

Stacee Y. McIff, Chair
PBL Adviser
Snow College (UT)
stacey.mcfiff@snow.edu
Western Region

Glenn Morris, Chair-elect
PBL State Adviser
California PBL

Tina Dierkes
PBL Adviser
Southwestern Illinois College
tina.dierkes@swic.edu
North Central Region

Elizabeth Garofalo
FBLA Adviser
Canastota High School (NY)
egarofalo@canastotacad.org
Eastern Region

Cherie Hooks
FBLA Adviser
Swainsboro High School (GA)
chooks@emanuel.k12.ga.us
Southern Region

Julie Jensen
FBLA Adviser
Aurora High School (NE)
jjensen@frhuskies.org
Mountain Plains Region

Robert J. Kollar, CPA, CGMA
PBL Adviser
Duquesne University (PA)
kollar@duq.edu
Eastern Region

Stacy M. Nahas
KPMG LLP
stacynahas@kpmg.com
Business & Industry Representative

Sandon Williams
FBLA-PBL State Chair
Arkansas Department of Career Education
sandon.williams@arkansas.gov
Southern Region

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Ex-Officio Members

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FBLA-PBL State Adviser
Alabama State Department of Education
lweeks@alsde.edu
Southern Region

Jean M. Buckley
FBLA-PBL President & CEO
ceo@fbla.org

National Staff
ADMINISTRATION
Jean M. Buckley
President & CEO
ceo@fbla.org

Elena R. Daly
Executive Assistant to President & CEO
execasst@fbla.org

Becky Grant, CMP
Programs Coordinator
programscoordinator@fbla.org

Mary Ait
Staff Accountant
finance@fbla.org

Colin Murphy
Customer Service Associate
general@fbla.org

Ashlee Woodson
Sponsors & Partners Coordinator
sponsorsandpartners@fbla.org

CONFERENCE
Richard Bowen
Conference Director
conferencedirector@fbla.org

Robert Smothers
Conference Manager
conferencemanager@fbla.org

EDUCATION
Kelly Scholl
Education Director
education@fbla.org

Aric Mills
Education Associate
education2@fbla.org

COMMUNICATIONS
Kamal Clark
Communications Coordinator
communications@fbla.org

MEMBERSHIP
Troy D. White
Director, Marketing & Membership
marketing@fbla.org

Lisa Smothers
Membership Director
membership@fbla.org

Jessica Zanikos
Collegiate Division Manager
pbl@fbla.org

Stacy M. Nahas
KPMG LLP
stacynahas@kpmg.com
Business & Industry Representative

Sandon Williams
FBLA-PBL State Chair
Arkansas Department of Career Education
sandon.williams@arkansas.gov
Southern Region

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Alabama State Department of Education
lweeks@alsde.edu
Southern Region

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Calendar of Events

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
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-Middle Level dues deadline eligibility for competitive events
1 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
27-31 NBEA Convention–Baltimore, MD
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 LEAD Bronze, Silver, and Gold awards. Thank you for inspiring your students to participate in these programs.

But of course, our members are now getting excited for competition season. This year, for the first time, FBLA-PBL is piloting six competitive events at the 2018 FBLA National Leadership Conference for FBLA-Middle Level members. Three written events (Business Math & Financial Literacy, Career Exploration, and Introduction to Computer Science and Coding), one performance event (Elevator Speech), one pre-judged vent with an objective test component (Multimedia and Website Development), and one chapter event (Community Service Project). Each state may send one entry in each of these competitive events. I wish your chapter the best of luck to achieving competitive success. 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 Champion Chapter program, which recognizes FBLA-Middle Level chapters for recruiting and retaining members and working with national programs. The National deadline for member registration is April 1; be sure to get involved in this program 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 financial literacy.

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-Middle Level is successful because of you.
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

Earn badges through the LEAD Program. Did you know that your students can receive more than a pin and an online certificate for achieving each level of LEAD? New this year, FBLA-Middle Level members can now earn a digital badge to display on their online leadership profile for each level that they achieve.
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.
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/

Please remind your students to visit STEM Premier at www.stempremier.com/fblaml 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 LEAD 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.

FBLA-PBL advisers could receive a special discount on GEICO auto insurance. Visit geico.com/fbla-pbl or call GEICO at 1-800-368-2734 for a free quote today. By identifying yourself as a FBLA-PBL member, you will also help support your association. Be sure to have your current coverage information available in order to secure a comparable quote. **NOTE:** Discount not available in Michigan, Mississippi, and Tennessee.
**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.

**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.

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**Great Hotel Discount Programs for Members**

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

<table>
<thead>
<tr>
<th>Hotel Chain</th>
<th>Discount Details</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARK HYATT</td>
<td>10% off at participating Hyatt properties</td>
<td>877.393.8034, Group Code: CRS1684</td>
</tr>
<tr>
<td>ANDAZ</td>
<td>10% off at participating Hyatt properties</td>
<td>877.393.8034, Group Code: CRS1684</td>
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<tr>
<td>GRAND HYATT</td>
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<td>HYATT PLACE</td>
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<tr>
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<td>10% off at participating Hyatt properties</td>
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<tr>
<td>HYATT</td>
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<td>877.393.8034, Group Code: CRS1684</td>
</tr>
<tr>
<td>Extended Stay America</td>
<td>5% discount on room rate</td>
<td>extendedstayamerica.com, Corporate Code: EAFBA</td>
</tr>
</tbody>
</table>

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**FUNDRAISERS & DISCOUNTS**

**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
  - 800.368.2734

- **Alamo**
  - Unlimited mileage and up to 20% off!
  - 800.GO.ALAMO
  - Contract ID# 7000461
  - fbla.officediscounts.org/

- **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

- **Office Depot**
  - Receive a discount on over 96,000 items at Office Depot and OfficeMax locations or online.
  - officediscounts.org/

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

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

- **5% discount on room rate**
  - extendedstayamerica.com
  - Corporate Code: EAFBA