A MESSAGE FROM FBLA NATIONAL PRESIDENT
MAX MICHEL

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-Middle Level has to offer. Some examples may include hosting an end-of-the-year party for your members, or even preparing for the National Leadership Conference! This is the first year that Middle Level members will be able to compete and we are so excited for them to attend.

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!
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Calendar of Events

APRIL

18 Webinar: 2018 NLC
30 Professional Division Membership Awards
dues deadline

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: Early bird registration deadline

JUNE/JULY

1 Last day to make competitive events name
changes (11:59 p.m. ET)
28–7/1 FBLA NLC: Baltimore, MD

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Advisers, encourage your members to attend our ZOOM Academy. The schedule for this academy is built around the six FBLA-Middle Level competitive events and four open events that are being piloted at this year’s FBLA National Leadership Conference:

**Competitive Events**
- Business Math & Financial Literacy
- Community Service Project
- Elevator Speech
- Introduction to Computer Science & Coding
- Multimedia & Website Development

**Open Events**
- Business Communication
- Business Etiquette
- Digital Citizenship
- FBLA Facts

**Middle Level Conference Schedule**

**Thursday, June 28**
7:00 p.m.–9:00 p.m. Opening General Session Curfew
Midnight

**Friday, June 29**
9:00 a.m.–10:15 a.m. ZOOM Academy Opening Session
9:15 a.m.–10:00 a.m. Online Tests—Business Math & Financial Literacy
10:15 a.m.–11:00 a.m. Online Test—Career Exploration
10:15 a.m.–11:45 a.m. ZOOM Academy—NASCAR Networking & Team Time Trials
11:45 a.m.–1:30 p.m. Lunch on Your Own
1:15 p.m.–2:00 p.m. Online Test—Introduction to Computer Science & Coding
1:30 p.m.–3:15 p.m. ZOOM Academy—Role of Leaders in Teams & Action in the Community
2:15 p.m.–3:00 p.m. Online Test—Multi-Media & Website Development
Midnight

**Saturday, June 30**
8:00 a.m.–9:30 a.m. Open Events—Business Communications, Business Etiquette, Digital Citizenship, & FBLA Facts
9:00 a.m.–11:45 a.m. ZOOM Academy—Communication & Media and Exploration of Careers
11:45 a.m.–1:30 p.m. Lunch on Your Own
1:30 p.m.–4:30 p.m. Preliminaries for Presentation Events—Elevator Speech & Community Service Project
Midnight

**Sunday, July 1**
8:30 a.m.–11:30 a.m. Finals for Presentation Events—Elevator Speech & Community Service Project
3:00 p.m.–4:00 p.m. FBLA-Middle Level Awards Program
Midnight

**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

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**LEAD2FEED**
Student Leadership Program
344 FBLA-Middle Level members participated in the new LEAD program. 

Congratulations to the FBLA-Middle Level students below who achieved the Gold and Silver level of the LEAD program.

<table>
<thead>
<tr>
<th>Student</th>
<th>FBLA-Middle Level Chapter</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blakeley Goodgame</td>
<td>O.D. Duran Junior High</td>
<td>AL</td>
</tr>
<tr>
<td>Gabrielle Santiago</td>
<td>O.D. Duran Junior High</td>
<td>AL</td>
</tr>
<tr>
<td>Jayde Pijoe</td>
<td>O.D. Duran Junior High</td>
<td>AL</td>
</tr>
<tr>
<td>Cassidy Perry</td>
<td>Bethel Middle School</td>
<td>AR</td>
</tr>
<tr>
<td>Cynthia Harrell</td>
<td>Bethel Middle School</td>
<td>AR</td>
</tr>
<tr>
<td>Mia Parker</td>
<td>Bethel Middle School</td>
<td>AR</td>
</tr>
<tr>
<td>Hailie Pledger</td>
<td>Ozark Junior High School</td>
<td>AR</td>
</tr>
<tr>
<td>Abigail Derby-Wine</td>
<td>South Sumter Middle School</td>
<td>FL</td>
</tr>
</tbody>
</table>

Check out the Bronze level winners on our national website: [www.fbla-pbl.org/middle-level/recognition-awards/lead/winners/](http://www.fbla-pbl.org/middle-level/recognition-awards/lead/winners/)
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

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.

**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 McIff, Chair—Western 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 videos; gathered pairs of 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 McIff 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 McIff 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.