Mission Statement
FBLA-PBL is the premier student business association. Our mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs.

FBLA-PBL Goals
- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of American business enterprise.
- Encourage members in the development of individual projects, which contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

Purpose
The Professional Division supports and promotes FBLA-PBL, Inc. and its goals.

Objectives
1. Participate in worthwhile activities for the improvement of business and community.
2. Form a speaker's bureau to inform business leaders of activities of FBLA-PBL and to assist chapter program development.
3. Create interest and understanding in the intelligent choice of business occupations.
4. Strengthen the confidence of individuals in themselves and their work.
5. Encourage the development of competent, aggressive business leadership.
7. Help ease the transition from school to the business community.
8. Provide recommendations and referrals for job opportunities.
9. Provide assistance in planning and conducting leadership conferences, meetings, and other FBLA-PBL activities.
10. Provide assistance in establishing local and state advisory councils.
11. Provide assistance and support to FBLA-PBL, state and national projects, competitive events, and activities.

Forming a State Professional Division Chapter
In forming a state chapter of the Professional Division, there are many ways to get started. One way may be that former FBLA or PBL students want to form a Professional Division Chapter. The other may be a state chapter that would like to expand to include a Professional Division Chapter. If a group of individuals would like to form a Professional Division Chapter, please contact the FBLA-PBL National Center or the Professional Division National President for a contact in your state. It is recommended there be one unified FBLA-PBL Professional Division organization within a state.
Getting Organized
Ideally, there should be a small, dedicated group of individuals (former FBLA or PBL members and/or business professionals) and a commitment from the state chapter to expand FBLA and PBL in their state. This group of individuals should work with the state chapters of FBLA and PBL. If warranted, a State Professional Division Chapter can develop bylaws, but bylaws aren’t necessary and can come at a later date. The goal is to have an active and effective Professional Division.

Your state may want to appoint one person to oversee all the Professional Division activities, including the officer team. This person could already hold a position on your state committee or it may become a new position (i.e., PD Director or Liaison). This person will provide continuity for your new division.

For the first term of officers, you may want to elect from the start-up group. You could set up rotating terms of office to ensure there is at least one returning officer each year. Include the Professional Division officers as part of the state executive council. They can become a viable part of the state organization.

If you elect to form bylaws, they could designate a time and a place for an annual meeting, preferably at the state FBLA and PBL leadership conferences. This could be the time to elect officers, review the past year’s activities, and set plans in motion for the coming year. Alternatively, written ballots could be mailed or emailed to members.

Developing a Plan of Action
Once the first officer team is in place, the time is appropriate to develop a plan of action to get the new organization to move ahead. When Professional Division members are recruited, dues are paid directly to National FBLA-PBL, which in turn, will rebate a portion of the dues paid to the state association.

Membership Growth
How are people encouraged to join?
1. Develop a process to grow membership in the Professional Division chapter.
2. Develop a membership brochure.
3. Send letters or emails to local chapters (FBLA and PBL) to announce the new division and ask advisers to help promote the new division.
4. Work with the state chapter to include recognition and awards for local chapters that recruit new professional members.
5. Set up an annual meeting at the State Leadership Conference and invite graduating members.

The FBLA-PBL National Center will keep track of members in a database, which the state key contact can access. The FBLA-PBL National Center will automatically send renewal letters to members, but your state chapter may decide to send annual renewal letter or put a reminder in a newsletter to members.
**Communication to Members**

Now that there are members, how are these members to be kept informed? Consider sending each member a yearly membership packet. The packet can include a welcome letter, a listing of state conferences, a membership brochure, and membership listing. The FBLA-PBL National Center will send members a membership card after members join. Be sure to send out special notices (hard copies or electronic) regarding the state’s annual leadership conference. List tasks in the communication that are suitable for members to respond and to assist with conference activities and then work with state conference organizers to utilize Professional Division members.

**Utilizing Professional Division Members**

Now that there are members, how are the members kept involved? Professional members are a great asset to both the local and state organizations. On the local level, these individuals can be invited back to speak at a meeting, assist with fundraisers, competitive event preparation, and officer training. On the state level, these individuals are a great resource as event administrators, timers, sequesters, and judges. Also, utilize Professional Division members with general conference administration such as setting up the awards banquet and behind the scenes work. (See the national web site at [www.fbla-pbl.org](http://www.fbla-pbl.org) to view the Professional Division “How-to Kit” for working with your Professional Division. The kit contains a multitude of recruitment and retention ideas.)

**State Chapter—Awards and Recognition**

Work with the state chapter organization for new recognitions and awards for fall and state leadership conference programs. Potential awards could be:

- Largest Local Chapter
- Membership-Professional Division (new and renewed memberships)
- Local Recruitment of Professional Members (for recruiting 3 or more new Professional members)
- Professional Division Chapter of the Year (most members overall)

Suggest local chapters give complimentary memberships to the “Businessperson of the Year” or local principal or college dean. On the state level, provide a complimentary membership to your guest speaker or workshop presenter if they are from an external source. There are also a variety of national awards for the new State Professional Division.

The key to a successful Professional Division is having a state structure and continuity on the state level. Communication from the state level is also important to your members. Keeping them informed and using these individuals is key to success. There are challenges to transition from students to Professional Division members. Members should know that Professional Division members provide a mentor role and give back to FBLA-PBL, an association that was such an instrument for their success. Success breeds success, and new FBLA-PBL leaders are now seeking advice from former FBLA-PBL members. Being involved and giving back to local, state, and national FBLA-PBL as a Professional Division member is a very rewarding experience.
How do Professional Members benefit FBLA-PBL?

1. Enhance a chapter and its activities
2. Serve as liaison between business and classroom
3. Share real-life experiences at meetings and workshops
4. Provide professional development training through workshops
5. Arrange tours of local businesses
6. Guide members as they prepare for competitive events
7. Judge at local, state, and national competition
8. Help chapters with fundraising
9. Create internships and job shadowing opportunities
10. Offer scholarships and other financial support

What benefits do Professional Division members receive?

In addition to the great feeling Professional Division members receive from helping high school and college students, members receive a number of valuable, tangible benefits* in exchange for their membership dues:

1. A 20% discount at Franklin Covey Stores
2. One free certification test at Brainbench.com
3. Hotel discounts at Days Inn, Howard Johnson, Knights Inn, Ramada, Travelodge, Wingate Inn, Villager, and Amerihost
4. Car Rental Discounts at Alamo Car Rental
5. The Professional Edge—an electronic newsletter written specifically for Professional Division members
6. Tomorrow’s Business Leader—the exclusive magazine for FBLA and FBLA-Middle Level members
7. PBL Business Leader—the exclusive publication for PBL members and advisers
8. A membership card and exclusive access to the members-only area of the national website

*T hese benefits are subject to change without notice. Visit www.fbla-pbl.org for the current list of member benefits.

Professional Division National Contacts/Websites

For more information about the FBLA-PBL Professional Division, please contact one of the National Officers or Lisa Smothers, FBLA-PBL Membership Director and Professional Division Liaison. Contact information can be found on the national website.

Lisa Smothers—membership@fbla.org

National Professional Division Homepage
Professional Division State Contacts/Websites

- Arizona—www.azfbla.org
- Arkansas—www.arfbla.org
- California—www.cafbla.org
- Colorado—www.fbla-pbl.cccs.edu
- Connecticut—www.ctfbla.homestead.com
- DoDDS-Europe—doddsefbla.homestead.com
- Florida—www.floridafbla-pbl.com
- Georgia—www.georgiafbla.org
- Illinois—www.fbla.gen.il.us
- Indiana—www.infbla.org
- Iowa—www.iowafbla.org
- Kansas—www.ksfbla.org
- Kentucky—www.kypbl.org
- Louisiana—www.lafbla.tripod.com
- Massachusetts—www.mafbla.org
- Missouri—dese.mo.gov/divcareered
- Nebraska—www.dne.state.ne.us/bused/fbla
- Nevada—www.nevadafbla.org
- New Jersey—www.njfbla.org
- New York—www.nysfbla.org
- North Carolina—ww.ncfbla.org
- North Dakota—www.ndfbla.org
- Ohio—www.ohiofbla.org
- Oklahoma—www.okfbla-pbl.org
- Oregon—www.oregonfbla.org
- Pennsylvania—www.pafbla.org
- Puerto Rico—www.geocities.com/flcadepuertorico
- Rhode Island—www.rifbla.org
- South Carolina—www.scfbla.org
- South Dakota—www.fbla.dsu.edu
- Tennessee—www.k12.us/fbla
- Texas—www.txfbla.org
- Utah—www.utah-fbla-pbl.org
- Virginia—www.vafbla-pbl.org
- Washington—www.wafbla.org
- Wisconsin—dpi.wi.gov/fbla