Have Your FBLA-Middle Level Members Begun to LEAD Yet?

What is LEAD?
A NEW three-tier membership recognition program has been developed exclusively for our FBLA-Middle Level members. The LEAD (Leadership Education Achievement Development) program focuses on recruitment, national programs, and leadership.

Students must be members of the FBLA-Middle Level division and may complete more than one level per year. Each level builds upon the next and are to be completed in the order of:

- Bronze
- Silver
- Gold

What Do My Students Receive?
At the Bronze level, pins are sent to the local chapter adviser to award at a local chapter meeting or ceremony. Certificate templates for each level are located in the Adviser Area under Resources for the LEAD program.

At the Silver level, pins are sent to the state adviser to award at the State Leadership Conference.

At the Gold level, pins are awarded to FBLA-Middle Level students at the FBLA National Leadership Conference.

Students also have the opportunity to join STEM Premier and earn badges for an online leadership profile that will be developed as part of the LEAD program. Your students can earn digital badges. These badges include: an FBLA-Middle Level member badge, a Bronze Award badge, a Silver Award Badge, and a Gold Award badge.

How Do My Students Get Started?
All activities and the entry for each level can be found under FBLA-Middle Level Programs and LEAD on the website.

At each level students complete a number of activities of their choice. They must save their work using one of the following methods:

- Google Docs
- Dropbox
- Flash drive
- Share drive on school server
- Journaling/blogging platform
- Social media platforms

Each level can be completed in ten easy steps.

Step 1: Students click on link for each level (i.e., Bronze).
Step 2: Students right-click and print out the activities for the level they are working on.
Step 3: Students select any 10 activities for Bronze, 12 activities for Silver, and 15 activities for Gold.
Step 4: Students complete activities and save using one of the methods previously listed.
Step 5: Once students complete all activities, the adviser should review them and make sure they have been done correctly.
Step 6: Students should go back to the online page level they are working on. Each level will have a hyperlink on the top as to what to include in the online portfolio.
Step 7: Students log into STEM Premier, add the additional information, and upload documents at each level. They choose what to upload from the different activities they have worked on and saved.
Step 8: Advisers should review the portfolios to make sure everything has been added, and then click on the online entry form. Each level has a different form located at the top of the page. Students or the adviser should complete the form, copy and paste the URL to the student’s portfolio to the form. Advisers should submit the form.
Step 9: Students should log back into STEM Premier, and request the appropriate badges.
Step 10: Repeat steps 1–9 for the next level.

Do I Need to Know Anything Else?
All forms for activities will be included online, next to the activity as hyperlinks. Some are online quizzes, while others will need to be downloaded, completed, scanned, and then saved. All answer keys are located in the Adviser Area. For questions contact membership@fbla.org.
**A MESSAGE FROM FBLA NATIONAL PRESIDENT MAX MICHEL**

Our hearts go out to those affected by hurricanes Harvey, Irma, and Maria.

FBLA-PBL has set up a relief initiative for chapters to request financial support. This would help cover conference travel costs, state and national dues, school supplies, etc. Any chapter can request financial support—including foreign chapters such as the U.S. Virgin Islands, Haiti, and Puerto Rico.

We also strongly encourage willing chapters to donate to this cause to support other chapters in need by visiting the fbla-pbl.org website, and clicking on the Disaster Relief image on the homepage slideshow.

Click here for a video that explains this initiative and gives information regarding donating and requesting financial support.

I strongly encourage everyone to share this initiative as much as they can. Thank you for your support.

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**Share your chapter’s success stories!**

Tell us about your recruitment efforts, guest speakers, service project, and more! You might see your chapter news featured in a publication or at a national conference.

Submit news and photos at fbla-pbl.org/news.

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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.

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bsu.edu/online/businesseducation
### FBLA Middle Level Track Offered in New Orleans

On Saturday, November 18, FBLA-PBL will be hosting an exclusive FBLA-Middle Level Track for members and advisers at the National Fall Leadership Conference in New Orleans. This track will take attendees through the new LEAD program and the new competitive events that are being offered. FBLA-Middle Level members will work through hands-on activities which will earn them the Bronze level pin that will be presented to them at the end of the workshop track. Start planning to attend the New Orleans NFLC now. See the schedule below:

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 9:00 a.m.–9:15 a.m. | **Welcome**—Max Michel, FBLA National President  
• Overview of the Leadership Track  
• Opening Networking Activity |
| 9:15 a.m.–10:00 a.m. | **Programs that Pop**  
Lisa Smothers, Membership Director  
FBLA-PBL, Inc.  
Young Leader Award . . . Champion Chapter . . . American Enterprise Day . . .  
FBLA-PBL Week . . . from individual to chapter programs, FBLA-Middle Level has something for everyone including **Programs Bingo**! |
| 10:00 a.m.–10:45 a.m. | **Will You Be a Hero?**  
Keenan Carter, FBLA Southern Region Vice President  
Learn how you can become a hero for babies by getting involved with the March of Dimes, our national service partner. Score some March of Dimes swag at the same time. |
| 10:45 a.m.–11:15 a.m. | **Are You Ready to LEAD?**  
Lisa Smothers, Membership Director  
FBLA-PBL, Inc.  
Did you know that you can win pins at the local, state, and national levels? In this session we not only learn about the new LEAD program, but begin working on Bronze level activities. Get ready to learn, have fun, win prizes, and start to LEAD! |
| 11:15 a.m.–Noon | **Networking 101**  
Eric McGarvey, Professional Division National Secretary/Treasurer  
Will you find the mystery minglers? This interactive session will get you up, moving, and show you how to work the room. |
| Noon – 1:30 pm | **Lunch Break** |
FBLA-Middle Level Track Offered in New Orleans

1:30 p.m.–2:15 p.m.  
**In It to Win It**  
*Lisa Smothers, Membership Director  
FBLA-PBL, Inc.*  
Did you know that you can compete at this year’s FBLA NLC in Baltimore? This hands-on session will prepare you for state and national competition. Get the competitive edge now!

2:15 p.m.–3:00 p.m.  
**We are the Champions**  
*Lisa Smothers, Membership Director  
FBLA-PBL, Inc.*  
Your chapter can be a Champion Chapter this year. Find out how.

3:00 p.m.–3:45 p.m.  
**Start Spreading the Word**  
*Ryan James Solis, FBLA Mountain Plains Region Vice President*  
From publicizing your chapter to the school and community to working with legislators and your local Chamber of Commerce, this session will provide tips and hands-on activities that you can use!

3:45 p.m. – 4:15 p.m.  
**LEAD Bronze Level Achievement Ceremony and Group Photo**  
*Keenan Carter, FBLA Southern Region Vice President  
Myra Cheng, FBLA Western Region Vice President*

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FBLA-Middle Level Awards to Be Presented at the New Orleans NFLC

**Local Chapter**
- Largest FBLA-Middle Level Local Chapter
- Largest FBLA-Middle Level NFLC Conference Attendance

**State Chapter**
- Largest FBLA-Middle Level State Chapter
- Largest FBLA-Middle Level State Chapter NFLC Conference Attendance
Six FBLA-Middle Level Competitive Events Offered at 2018 NLC in Baltimore

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. Two winners from each event will receive medals at the FBLA National Leadership Conference.

What Competitive Events are Being Offered?

Written events will be taken online in the computer lab and will consist of 50 questions. There will be three individual written events offered. These include: Business Math & Financial Literacy, Career Exploration, and Introduction to Computer Science and Coding. Competencies and guidelines can be found in the online Chapter Management Handbook.

One individual performance event, Elevator Speech, in which students present a 30-second speech to a State Senator about how FBLA-Middle Level helps student develop leadership skills and why it is important to have this organization in middle schools. A panel of judges will role play the part of the senator and can ask up to two questions following the speech. Students must come prepared to leave one visual such as a flyer or brochure about FBLA-Middle Level and a business card they have created.

Multi-Media & Website Development, an individual pre-judged project with a 50-question objective test administered online in the computer lab at the NLC, will also be offered. Test questions will range from industry careers, animation techniques, gaming, web technologies, and graphic design. The project topic calls for students to design, build, and launch a website that features the ability to incorporate the elements of website design, graphic layout, and proper coding techniques. This website must promote the new LEAD Program and must include a multimedia presentation encouraging members to participate in the program as well as include sound, photo, image editing, and graphics. It must also include at least one activity with user interaction (i.e., survey, game, etc.) The breakdown for scoring will be 80% project and 20% objective test.

Finally, a Community Service Project chapter event is being offered this year. Chapters can choose one, two, or three members to present a community service project they planned and implemented during the year.

• Visual aids (electronic, printed, etc.) to the project may be used. However, no items may be left with the judges or audience.
• Internet access will not be provided.
• Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.

Each state may send one entry in each of these competitive events.

How Do My Students Qualify for National Competition?
Most states will have competitions at the FBLA or FBLA-Middle Level state conference. Each state may send one competitor in each competitive event except for Community Service project, which can be one team of 1 to 3 members. Check with your State Adviser.
Will Anything Else Be Offered for My Students at the National Level?

Each state may also submit one student for the Young Leader Award for recognition at the National Leadership Conference. This award recognizes FBLA-Middle Level members who have made outstanding contributions to the local, state, and national levels of our organization. Your state’s submission will receive recognition at the National Leadership Conference and a Young Leader Digital Badge from STEM Premier that he or she may display on his or her online leadership profile. Check with your State Adviser to see how this award will be selected.

In addition, all FBLA-Middle Level members who achieve the LEAD program Gold award will receive their pin at the FBLA National Leadership Conference.

All FBLA-Middle Level students who attend the FBLA National Leadership Conference will be able to compete in four open objective test events. One winner for each event will receive a national award.

What about Chapter Events/Awards?

One award plaque will be presented in the following categories at the National Leadership Conference:

- Largest FBLA-Middle Level Local Chapter
- Largest FBLA-Middle Level State Chapter
- FBLA-Middle Level Chapter Raising the Most Money for the March of Dimes
- FBLA-Middle Level State Chapter Raising the Most Money for the March of Dimes

In addition, all members of FBLA-Middle Level chapters receiving the Champion Chapter Award will receive ribbons to wear at the National Leadership Conference.

Start making your plans to take your FBLA-Middle Level members to Baltimore now!
How would you like to earn national recognition for your FBLA-Middle Level chapter? Now you can with the NEW Champion Chapter Recognition program.

**Chapters complete ten activities.**

Required activities include creating a list of recruitment and retention activities, submitting an article for *Tomorrow’s Business Leader*, and having at least one member complete the LEAD Gold level recognition program.

Then, chapters can pick any additional seven activities from the areas of recruitment, community service, and national programs. Some of these activities are as simple as having chapter members wear purple to celebrate Prematurity Awareness Day, to creating a chapter Instagram account or following an agenda for a chapter meeting.

**Take these 5 simple steps and your chapter will be the next Champion chapter.**

1. Click [here](#) for the form, which contains all of the activities so you can preview them with your local chapter officer team. (This form is also located in the adviser area).
2. Choose your activities and decide which officers will take the lead on helping to accomplish them.
3. Plan and conduct your activities.
4. Save your documentation.
5. Complete and submit the form when you have everything done.

**All chapters completing the online form and meeting all requirements will receive the following:**

1. An online chapter certificate of recognition printed by the local chapter adviser.
2. Champion Chapter ribbons for all delegates attending the National Leadership Conference.

**Deadline: April 1**

**Start working on your Champion Chapter Today!**
FBLA-PBL members could receive a special discount on GEICO auto insurance. Visit geico.com/fbla-pbl or call GEICO at 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.

Congratulations 2017 Spring Stock Market Game winners:

1st Moyock M.S. (NC)
Julie West, adviser

2nd Place: Moyock M.S. (NC)
Julie West, adviser

3rd Place: Bailey M.S. (NC)
Teresa Lester, adviser

Uber is providing FBLA-PBL new users a free ride (up to $15). Download Uber’s free iPhone/Android/Blackberry 7 app, enter your information along with the code FBLAPBL2017. Request a ride 5–15 minutes before you need one. $15 will be applied towards your first ride on uberX, UberBLACK, or UberSUV (excluding uberT).
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?
YES? YES!
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 and then 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.

Eleven (11) FBLA Winners in the 2016–17 Lead2Feed Challenge!
Three Second Place winners received $10,000 for their charity and $5,000 in technology products for their schools.
- Odessa High School (WA) Terri King, Adviser
- River Hill High School (MD) Teresa Waters, Adviser
- Southampton High School (VA) Natasha Preau, Adviser

Two Third Place winners received $5,000 for their charity and $3,000 in technology products for their schools.
- Atlanta High School (LA) Jason Mercer, Adviser
- Menchville High School (VA) Bobby Surry, Principal

Six Honorable Mention Teams received $1,000 for their charity and $1,000 in technology products for their schools.
- Coral Reef High School (FL) Anna Mirabal, Adviser
- Divide County High School (ND) Betty Sandberg, Adviser
- Grassfield High School (VA) David Thaw, Adviser
- Jay M. Robinson Middle School (NC) Suzie Melton, Adviser
- North Cedar High School (IA) Janie Koch, Adviser
- North Glenn High School (CO) Anna Fowler, Adviser

Reminder—STEM Premier invites all students to join STEM Premier, showcase their talents, and request a digital Membership Badge.
All students join free at www.stempremier.com/fblaml.

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• See the Federal Reserve Bank and learn about its function
• Learn about JP Morgan, Edison and Bell, and how their insights and leadership changed the world forever
• See the investment banks and learn how they operate
• See the Bankruptcy Court and hear about the Lehman Bros bankruptcy

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

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The Future Business Leaders of America—Phi Beta Lambda, Inc. (FBLA-PBL) National Board of Directors met on June 28, 2017, in Anaheim, California. Attending were Lisa Weeks, Chair—Southern Region; Stacey McIff, Chair-elect—Midwest Region; Tina Dierkes—North Central Region; Elizabeth Garofalo—Eastern Region; Cherrie Hooks—Southern Region; Julie Jensen—Mountain Plains Region; Lee Marcoux—Eastern Region; Glenn Morris—Western Region; Stacy Nahas—Business & Industry, Deborah Parman—Mountain Plains Region, Niel Patel—FBLA National President, Albert Amaya—PBL National President, Blake Reynolds—PBL National President, Karen Keslep, Past Chair—Southern Region, Jean Buckley, President & CEO, Richard Bowen, Conference Director, Kelly Scholl, Education Director, Troy White, Director Marketing & Membership, and Buddy Alberson, PBL Manager

FBLA National President Niel Patel reported on his team’s activities this year as they relate to our four organizational goals.

Customer Service—FBLA has 204,942 members and 5,177 chapters and is showing a decrease from last year. Business achievement awards are up 14% and we added Launchpad, the Battle Royale program, and a personal finance curriculum to the FBLA experience.

Relationships—Eastern Region VP Sophia Danziger and CEO Jean Buckley rang the Closing Bell at the New York Stock Exchange (NYSE). Legislative outreach continued and monthly meetings were held with state officers.

Resources—A $100,000 competitive event sponsorship was secured from Walmart along with scholarships from FIDM, Milwaukee School of Engineering, and Southern New Hampshire University.

Image & Awareness—Social media was used to promote March of Dimes. There was an increase in Instagram followers and a Snapchat account was created.

PBL National President Albert Amaya focused on his team’s efforts this year.

Customer Service—PBL has 8,940 members and 422 chapters, a decrease from last year. PBL Virtual Chapter had an increase in membership. Officers focused the Home State Advantage Program and established National Councils. A PBL Membership Survey was developed and distributed.

Resources—75 items were secured for the Silent Auction.

Relationships—The MOD grants increased by 100%. PBL swept all 5 regional ACTE awards.

Image & Awareness—Humans of FBLA-PBL was launched to encourage members to share their stories through videos and pictures. Twenty-five chapters completed the Diamond Chapter and there was an increase in CMAP participation.

PD National President Blake Reynolds reported on his team’s activities this year.

Customer Service—Membership is at a slight decrease from last year. Two PD open events were replaced with Agribusiness and Hospitality Management.

Relationships—PD and lifetime membership was promoted in all FBLA-PBL publications. Incoming PD and PBL Presidents will continue to work together to revamp the PBL/PD networking session and continue to explore ways for the two divisions to become better integrated.

Resources—$1,200 was raised for a competitive event sponsorship.

Image & Awareness—PD experienced growth in social media channels and participated in National Presidents’ Forum webinar.

President & CEO Jean Buckley presented the management report on behalf of the national staff as it relates to our four strategic goals.

Customer Service—Online CMH was successfully piloted to 11 states. State Leadership Summit (SLS) was held in Baltimore with 76 attendees from 37 states. A dedicated staff member was hired to focus on PBL. Additional programs and services are being identified for the ML program and a dues increase will be effective August 1, 2017. The 2016 NFCLCs in Milwaukee, Daytona Beach, and Dallas were successful with 4,401 attendees, 195 exhibitors, and $5,227 raised for MOD. New at the Anaheim NLC were 4 new competitive events, additional free certifications, combined PBL national and regional voting, PBL business tours, FBLA Food Drive, and our 75th Anniversary Celebration.

Relationships—FBLA-PBL has 120 unique program partners. We added 9 new education partners and 5 new scholarships.

Image & Awareness—There were 33 legislative visits, 10 ACTE Outstanding Business Students, and 22 Presidential Scholars. The PBL and FBLA officer teams laid wreaths at the Tomb of the Unknown Soldier. FBLA rang the NYSE Closing Bell. FBLA President Niel Patel and Jean Buckley attended a White House listening session with Education Secretary DeVos.

Resources—There was a 9% increase in total revenue, 6% in competitive event sponsorships, and 11% in major gift funding. Additionally, FBLA-PBL is in year two of a $300,000 grant for financial literacy.

STRATEGIC ISSUES SUMMARY REPORTS

Inclusion Policy and Dress Code—Chair Elizabeth Garofalo distributed a handout on a proposed Dress Code. There was discussion and the board suggested additional edits.

Additionally, the committee felt we did not need a separate inclusion policy as we do not exclude anyone.

PBL Branding—Chair Stacey McIff reported that adding staff resources to PBL has moved the program forward. Business tours were added to the PBL NLC. The St. Louis NLC will pilot a new PBL format, include business tours, and invite business organizations to participate. This fall, the online PBL CMH will be rolled out to all chapters. Long-term, CMAP changes are being developed to take place for 2018–19 membership year.

Middle Level (ML) Update

Troy White reported on various updates to ML program. LEAD is a new membership recognition program. A combined MAP and High 5 will infuse more digital tools, skills, and business experiences and there will be a badging component via STEM Premier. The Young Leader Award will allow states to nominate one ML member from each state. ML will have its own competitive events program piloted at the 2018 NLC in Baltimore, Maryland.

OTHER COMMITTEE REPORTS

Finance—Finance Chair provided an overview of the financial statements. FBLA-PBL continues to be in a strong financial position and once again received a clean opinion letter on its audit.

Policy & Bylaws—Policy & Bylaws Chair noted two proposed bylaw amendments were submitted this past year regarding adding personal financial literacy to the bylaws and to the duties of the National Treasurer. The policy and bylaws committee voted not to move the amendments forward.

In Other Business, the board voted to approve the new state chairs placed in nomination by their states—Dana Anderson, FBLA-PBL State Chair, Colorado; Debbie Moore, FBLA-PBL State Chair, Mississippi; Ron Richter, FBLA-PBL State Chair, New Jersey; and José Jimenez-Hernandez, FBLA-PBL State Chair, Puerto Rico.

Board Election—Chair Weeks presented the slate of four candidates for the open board position of State Chair/State Adviser representing the Mountain Plains Region. Jessica DeVaal of North Dakota was elected.

Association Drive Property Update—Jean Buckley gave an overview of the property at 1912 Association Drive and the sale of the common area called Block 12. Earlier in the month, the board voted not to sell the FBLA-PBL property at 1912 Association Drive, but for information purposes she reviewed cost projections of leasing space.

Chair-elect—Glenn Morris was elected to the Chair-elect position.