Ronald Reagan once wisely stated, “The future does not belong to the faint hearted; it belongs to the brave.” Every individual has personal goals for their life; however, only a number of individuals ever accomplish their dreams. Eight years ago, when I joined Future Business Leaders of America-Phi Beta Lambda, I had big dreams, but I did not have the courage or skills necessary to achieve them. Over time, my local adviser became a huge support to me and took me under her wing as she helped me to believe in myself and develop leadership skills and the courage to pursue my dreams. Over time, I learned to become a confident public speaker, a proficient event planner, an empathetic communicator, and an enthusiastic leader. From achieving my first dream of qualifying for the National Leadership Conference in Accounting as a sophomore in high school to achieving my most recent dream of becoming PBL National President, FBLA-PBL has pushed me to grow as an individual and overcome challenges with enthusiasm and optimism.

My ultimate goal is to enter politics and become a public servant. The greatest lesson I have learned from FBLA-PBL is that empowering others to achieve the same success that I have been lucky to attain is the greatest accomplishment of all.

I am thankful for my opportunity to grow during my eight years as a member of FBLA-PBL and I know that without FBLA-PBL and local advisers like you, I never would have gained the confidence or courage to achieve any of my dreams.

FROM YOUR PBL NATIONAL PRESIDENT

KIMBERLY CLARK

Share your chapter’s success stories!

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

Submit news and photos at fbla-pbl.org/news.
National Board of Directors

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

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

Jessica DeVaal
FBLA-PBL State Chair
North Dakota Career & Technical Education
jdevaal@nd.gov
Mountain Plains Region

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

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

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

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

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

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

Sandor Williams
FBLA-PBL State Chair
Arkansas Department of Career Education
sandor.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

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
programscordinator@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

MEMBERSHIP

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

Lisa Smothers
Membership Director
membership@fbla.org

Jessica Zanikos
PBL Manager
pbl@fbla.org

Ashley Witherspoon
Customer Service/Database Associate
customerservice@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

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FBLA-PBL • 1912 Association Drive, Reston, VA 20191-1591 Phone: 703.860.3334
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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

MARCH

1 National dues deadline to receive spring publications
National Awards Program Committee: Application receipt deadline
CMAP Awards: Receipt deadline
2 PBL Business Leader–Spring Issue
Chapter News Deadline
27-31 NBEA Convention–Baltimore, MD
PBL Competitive Events New/Modified/Name Change

Procedure Changes
Projectors—Modified event guidelines to no longer use projectors for presentation events—competitors will present directly from their laptops/devices. This eliminates the disadvantage some students experience if projectors don’t work and creates a level playing field for all competitors.

Business Communication
Category: Production & Objective Test
Type: Individual
Modified: Writing exercise must be completed prior to NLC as a pre-judged production test.

Business Sustainability
Category: Presentation without Equipment
Type: Individual or Team
Modified: Remove synopsis requirement; eliminates synopsis requirement for all PBL events.

Future Business Executive
Category: Interview
Type: Individual
Modified: Add objective test on business knowledge to differentiate from Job Interview.

Strategic Analysis & Decision Making
Category: Presentation without Equipment
Type: Individual or Team
Modified: Remove synopsis requirement; eliminates synopsis requirement for all PBL events.

Earn badges through the Career and Membership Achievement Program (CMAP).
Did you know that your students can receive more than a pin and an online certificate for achieving each level of CMAP?
New this year, PBL members can now earn a digital badge to display on their career interview portfolio for each level that they achieve.
CHAPTER TIPS

Recruiting Members and Marketing Your Chapter

Looking to recruit more members? Want to get the word out about your chapter? There’s still time to spread the word about PBL. Here’s how!

1. Have your chapter president send an email to all of the students in your college or university. You may want to target it to only Business or Economics students.

2. Create a Facebook page and you and your officers should post often! Add members and invite them to events. Ask them to invite their friends too!

3. Advertising: You can find various means of advertising for little to no cost. Between electronic billboards, campus newspapers, posters, and billboards there is no reason a chapter shouldn’t be able to gain great publicity.

4. Can I have a minute of your time? Have your officers ask a professor if he or she can go in front of the class to announce information about the organization.

5. Remind your current members to tell students about the organization and encourage them to join.

6. Make certain events open to the entire university so that when they see FBLA-PBL is affiliated with it, they will be aware of the organization.

7. Have your current members wear PBL t-shirts or sweatshirts around campus.

8. Publicize organization successes in the school or local newspaper.

9. Freebies! For schools with enough money in their budgets, it is great to consider giving out FBLA-PBL t-shirts, pizza, and other goodies to convince people to sign up or attend General Interest Meetings.

10. Create an incentive program for current members to bring in more members. Try contests: have members compete in bringing in the most new members and offer prizes to those that are successful.

If they are unsure about joining, what should you tell them to convince them?

Inform them about membership benefits:
- Scholarships
- Discounts on companies if they know you are associated with FBLA-PBL (such as hotels, car rentals, and shopping discounts).
- Education–FBLA-PBL brings business and education together and provides students with opportunities to practice the skills that they are learning in the classroom.
- Membership Awards–members have the chance to win awards on the local, state, and national level.
- Rewarding experience to talk about in a job interview or show on your resume.

Other tips:
The more involved your chapter is on campus, the better image you will create and more students will be interested in joining. Maintain positive relations with other organizations and the school community to attract more members.

Make current and prospective members feel important and rewarded. Provide refreshments or food at meetings and make them both interesting and beneficial for members.
An ongoing conversation among education circles across the nation is the lack of soft skills in new hires. Not specific to any education level, new hires coming straight from secondary or postsecondary institutions are lacking critical skills necessary to succeed in the workplace. Forbes reporter Karsten Strauss wrote in 2016, citing a PayScale survey of over 60,000 managers, that 36% of new hires lack team working skills, 46% need better communication skills, and 44% lack leadership qualities. The good news is, you can use FBLA-PBL programs to make sure you are never counted among those lacking soft skills.

Two recently piloted programs are gaining traction in the Phi Beta Lambda community: business tours and case studies. Piloted at the National Leadership Conference in Anaheim, members were exceedingly pleased with the opportunity to attend four different business tours in the Anaheim community. By popular demand, your national officer team continued the business tours effort at the 2017 National Fall Leadership Conferences. In addition, the St. Louis location exhibited a pilot case study event to give members first-hand experience in working on realistic problems in a team setting.

Seeking a leadership role on the local, state, or national level is also a great way to boost your soft skills! Starting with the decision to run, garnering support from your colleagues, and planning a campaign establishes your ability to take initiative and lead a large project. Running for office enables you to hone your communication skills when delivering your messages to the members through campaign literatures, campaign speeches, and Q&A sessions.

These experiences are only some of the opportunities that can provide you a story to tell when employers want to hear about your soft skills. You and I know FBLA-PBL produces some of the best individuals in the world, but it is up to us to let everyone else in on the secret. I challenge you to get involved in our national programs, advocate for new ideas, and nurture your soft skills along the way.

—Corbin Robinson, PBL North Central Region Vice President
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.

fbla.org/FBLAPBLWeek
SPONSORS & PARTNERS

Your students can spend their summer with the Institute on Business & Government Affairs in Washington, DC! IBGA provides college undergraduates with guaranteed internship placements with corporate government affairs offices, trade associations and private firms, courses for credit from George Mason University, furnished housing blocks from the White House, guest lectures from business leaders, as well as networking and professional development opportunities.

Students are encouraged to apply by February 7, 2018 to receive priority scholarship consideration. More information is available at www.DCinternships.org/IBGA. You may nominate outstanding candidates for special scholarship consideration online at www.DCinternships.org/Nominate. Like us on Facebook and follow us on Twitter. Questions may be directed to Joel Troutman at IBGA@tfas.org or 202.986.0384

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IMA® (Institute of Management Accountants)

Give your students an opportunity to win BIG in the new CMA Video Contest! Challenge your students to join our exciting CMA® (Certified Management Accountant) Video Contest! They’ll have fun as they create a short “commercial” about their views on how the CMA will benefit management accountants working with AI (Artificial Intelligence) in the future. These “commercials” can take the form of a music video, a how-to segment, a news report, a mock job interview, or any other scenarios students dream up.

The finalists will win exciting prizes, including the grand prize of $2,500, Wiley CMA excel study materials, and travel to IMA’s Annual Conference & Expo in Indianapolis (June 16-20, 2018). Click here to go to the official contest page. Deadline for entry is January 31, 2018.

Please remind your students to visit STEM Premier at www.stempremier.com/fbla-pbl 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 CMAP Program.

STEM Premier users gain access to free resources, tools like our automatic resume generator, and get matched up with over $20 billion in scholarship opportunities.

Humans of FBLA-PBL

The FBLA and PBL National Officers are again sponsoring the Humans of FBLA-PBL where FBLA and PBL members are featured in social media posts each week. Encourage your PBL members to submit their stories today at fbla-pbl.org/humans.

FBLA-PBL members 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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