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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 Awards Program Committee: Application receipt deadline
- CMAP Awards: Receipt deadline
- Dues deadline to receive Spring publications
- 2 PBL Business Leader—Spring issue chapter news deadline
- 27–31 NBEA Convention—Baltimore, Maryland
Greetings PBL members!

Harriet Tubman once said, “Every great dream begins with a dreamer. Always remember you have within you the strength, the patience, and the passion to reach for the stars to change the world.”

A perfect example of passionate individuals who never gave up on their dreams can be found right here in Phi Beta Lambda. Your state and national officer teams have poured their hearts into offering programs and conferences to provide you with the skills and opportunities to help you achieve your dreams. Your local chapter has gone the extra mile to build a sense of family and belonging for the members at your college or university. You have also taken an incredible step toward becoming the person you have always wanted to be. No matter what your biggest dream is or how far away it might seem, never give up on what drives and inspires you. Some mountains are taller than others in the distance and are full of obstacles that aren’t easy to overcome; but the thing about those tricky mountains is that the view at the top is always worth the climb. Whatever your biggest dream is, I sincerely hope that you achieve it.

Within FBLA-PBL, above all else, we are a family of leaders who come together to elevate each other. The stars are always a little closer when we are being lifted up by those who care about us. If any of the National Officers or I can help you Elevate Your Future and reach for the stars, please reach out to us, as we would love to help lift you up on your journey to your own personal success!

—Kimberly Clark
#NFLC17 Wrap-Up

2017 NATIONAL FALL LEADERSHIP CONFERENCES A SUCCESS

More than 4,200 FBLA-PBL members and advisers attended the National Fall Leadership Conferences at either Buffalo, New York; St. Louis, Missouri; or New Orleans, Louisiana the first three weekends in November.

Members and advisers attended a variety of different workshops throughout the two-day conferences on topics from leadership, technology, entrepreneurship, FBLA-PBL programs, and personal and career success.

A PBL panel was held at each NFLC in the FBLA State Officer Track to educate them about the benefits of PBL. Six business tours and a case study event were also piloted at the St. Louis NFLC.

Students and advisers also took advantage of business tours and the different sites that each location offered.

Both the Opening and Closing Sessions offered motivating keynote speakers and awards for chapters excelling in membership, recruitment, fundraising for the March of Dimes, and conference attendance.

The NFLC Food Drive, which was held at all three sites, collected more than 2,800 items to help feed the hungry. Congratulations to Arizona FBLA-PBL for contributing the most donations—1,534 items!

The weekend ended with a Blue Jeans for Babies Dance in which more than $4,500 was collected for the March of Dimes.

### Fall Membership Awards

<table>
<thead>
<tr>
<th>Category</th>
<th>Awards</th>
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<tbody>
<tr>
<td>PBL Largest Local Chapter</td>
<td>Arkansas State University (AR)</td>
</tr>
<tr>
<td>PBL Largest State Chapter</td>
<td>North Carolina</td>
</tr>
<tr>
<td>PBL Largest Increase in State Chapter Membership</td>
<td>Arkansas</td>
</tr>
<tr>
<td>PBL State Recruitment of Chapters</td>
<td>Arizona &amp; New York</td>
</tr>
<tr>
<td>PBL Largest Local Chapter—Professional Division</td>
<td>Central Carolina Community College (NC)</td>
</tr>
<tr>
<td>PBL Largest State Chapter—Professional Division</td>
<td>North Carolina</td>
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### NFLC Attendance Awards

<table>
<thead>
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<th>Largest Local Chapter Delegation</th>
<th>Largest State Chapter Delegation</th>
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<tbody>
<tr>
<td>Buffalo, New York</td>
<td>Rutgers University (NJ)</td>
<td>New York</td>
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<tr>
<td>St. Louis, Missouri</td>
<td>Illinois State University (IL)</td>
<td>Missouri</td>
</tr>
<tr>
<td>New Orleans, Louisiana</td>
<td>Peru State College (NE)</td>
<td>Nebraska</td>
</tr>
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PBL Business Leader (Winter 2017–18)
A Path Less Taken
by PBL National Parliamentarian Mary Golden

Future Business Leaders of America—Phi Beta Lambda, Inc. changed my life forever. Before I joined FBLA-PBL, I couldn’t present a speech in front of a single person. Since then, I’ve spoken in front of crowds of hundreds and thousands of people. Six years ago, I couldn’t get through an interview to save my life, but over a year ago, I won second place on the national level in the most prestigious competition in PBL: Future Business Executive. This competition consists of a series of interviews based on the submission of a cover letter and resume. At that same conference, I was elected to the role of Eastern Region Vice President. Today I serve as the National Parliamentarian. FBLA-PBL has given me community service opportunities, numerous leadership roles, and business skills that will help me secure a position in the career path that I choose. It has taught me that I can do anything if I put my mind to it.

I am thankful that I finally know what I want to do with my life. I want to be a musicologist, or a music historian who is involved in the scholarly and analytical study of music and its history. I am a liberal arts major who has built a solid repertoire of business skills by taking business classes and being a part of a premier career and technical student organization. I don’t have to be a business major to be a part of the business world; business is all around me. My goal is to go to graduate school and earn my PhD in musicology. I’d also like to become a Professional Registered Parliamentarian and work with non-profit career and technical student organizations. Every major is practical, and every major is related to business in some way; what you choose to do with your business skills will help you to determine your career path.

Although my career path does not appear to yield much income, I believe that I’m going to be happy and successful. FBLA-PBL has given me the tools, confidence, and perseverance to keep going even when the odds are stacked against me.

Brainbench—Free Certifications Expires March 4, 2018

Brainbench has terminated their free certification program as of March 4, 2018. Please be aware of this deadline date so you are able to complete a free Brainbench certification prior to it. See your advisers for the instructions and the promotional code.
Find What You are Passionate About
by PBL North Central Region Vice President Corbin Robinson

I first joined Future Business Leaders of America–Phi Beta Lambda, Inc. after hearing the call for members over the intercom at Overhills Middle School. I was in the sixth grade and was a new student at the school. At the first meeting, I applied for the position of local chapter secretary.

As an inaugural member of the FBLA-Middle Level chapter, being on the first officer team would be a true honor. At the interview, I was frozen and unable to answer questions, consistently gazing at the bookshelf next to me. Eight years later, I reflect back on that interview and appreciate the growth business education and FBLA-PBL have facilitated within me.

The cliché saying is to “find what you are passionate about and give it your all.” I am glad I have found my passion in FBLA-PBL. Over eight years of membership, I have continuously sought opportunities to serve the association which has given me so much. After serving as the Overhills Middle School Chapter Vice President and President, Overhills High School Chapter Vice President, Mascoutah High School Chapter Vice President, Illinois FBLA State Vice President, Illinois Phi Beta Lambda State Vice President of Membership and State President, I am now proud to serve the eight states of the North Central Region as the PBL National North Central Region Vice President. Along the way, committee chairmanships have allowed me the opportunity to have an impact in specific areas. I am grateful for the experience of serving as the Overhills High School FBLA Membership Committee Chair, Illinois FBLA Bylaw Committee Chair, a member of the Illinois PBL Bylaw Committee, and a member of the PBL National Virtual Chapter Committee.

“People often say that motivation doesn’t last. Well, neither does bathing. That’s why we recommend it daily.” Those are the wise words of Zig Ziglar, motivational speaker. Much like Mr. Ziglar, there are countless motivational speakers who have inspired me throughout the years. FBLA-PBL conferences never fail to leave me motivated and ready to lead. I have enjoyed more than ten State Leadership Conferences, including those in North Carolina, Illinois, and Missouri. Further, I have expanded my network at six National Fall Leadership Conferences and seven National Leadership Conferences. I distinctly remember the goosebumps that overcame me when I stepped onto the national stage in 2012 to accept two first place awards as an 8th grader. When I thought nothing could top that year, I was corrected when I placed second in the state in Future Business Leader as a high school freshman. I have used what I learned in those experiences to be named Illinois’ Who’s Who nominee.

While FBLA-PBL is my main outlet of involvement, the leadership and skills I have developed do not stop there. I found a way to mentor my peers in high school through the Harnett County Teen Court Program. In college, I have found opportunities in Amicus Curiae, the pre-law society, and The Lincoln Society, on campus. As a Presidential Scholar, Resident Advisor, and Teaching Assistant, I feel called to extend a helping hand to my peers when they need it. As I look to the future, I cannot help but reflect on the past. The lessons I have learned and connections forged, I feel prepared to attend law school post-graduation, and pursue a career in public policy.
Top 10 things NOT to do in an Interview

by Mary Lorenz

From showing up late to forgetting a copy of your resume, to accidentally calling your potential boss by the wrong name, there are a lot of things that can go wrong in a job interview. While most hiring managers are willing to overlook these and other minor mishaps, there are some things they won’t forgive.

CareerBuilder recently released a survey of the biggest interview mistakes employers say job candidates make—both in terms of overt behaviors and in the signals their body language gives off—that can be instant disqualifiers. Do yourself a favor and avoid making any of these common behavioral or body language mistakes in your next job interview.

The Top 5 Job Interview Behaviors to Avoid

Mistake #1: Lying. It should go without saying that lying during an interview is a huge no-no. Yet, candidates still do it, and when they get caught, it’s enough for 66 percent of hiring managers to immediately remove them from consideration.

Mistake #2: Answering a cell phone or text during the interview. One of the fastest ways to lose favor and ruin a job interview is to answer a call or text in the middle of it, according to 64 percent of hiring managers surveyed. Understandably so. Checking your phone during an interview sends the message that you don’t take the interview seriously and shows a lack of respect for your interviewer and his or her time. Take temptation out of the way entirely by turning your phone off or silencing it before you start the interview. (Don’t simply put it on vibrate, either. That’s not fooling anyone.)

Mistake #3: Appearing arrogant. Appearing arrogant or entitled is an instant disqualifier for 59 percent of hiring managers. While you should be ready and able to discuss your professional accomplishments and what makes you stand out, there’s a fine line between boasting and bragging. Frame your big wins in the company’s overall success: your impressive sales numbers attributed to the company’s biggest year in earnings, for example. Also remember that no one owes you a job, no matter how well qualified you think you are. Remember your manners and show them that you appreciate their time with a simple but genuine “thank you.”
Mistake #4: Dressing inappropriately. Wearing clothes that are too tight or too loose, too dressy or too casual, or wearing brands and logos in professional settings is a bad sign, according to 49 percent of hiring managers. But before you accuse your interviewer of playing fashion police instead of interviewing you about your skills, remember why they even care about your appearance: they’re evaluating your judgment and how you’d appear to customers. Do you show you can fit in with company culture? Are you there to bring professionalism to the organization? Dress the part.

Mistake #5: Blaming others for your mistakes. Nearly half of hiring managers (48 percent) are completely turned off by a candidate who appears to have a lack of accountability. Oftentimes, interviewers ask about difficulties you’ve encountered in the workplace—from a conflict with a co-worker to making a mistake on the job—in order to assess your ability to overcome challenges and learn from them. But if your answers involve placing blame on others without taking any ownership for your own actions, it can be perceived as a lack of maturity and self-awareness, as well as an inability to work well with others.

The Top 5 Body Language Mistakes to Avoid

Mistake #1: Not making eye contact. Two thirds of hiring managers (67 percent) say that failing to make eye contact is one of the biggest body language mistakes job candidates make. This could be because not looking someone in the eye can appear as if you’re trying to hide something and are therefore untrustworthy.

Mistake #2: Refusing to smile. Failing to smile is a major concern among 39 percent of hiring managers. Aside from giving off the impression that you’re cold or standoffish, not smiling also tells hiring managers that you’d rather be anywhere else. Who wants to hire someone who doesn’t want to be there?

Mistake #3: Playing with something on the table. One third of hiring managers (34 percent) have witnessed a candidate playing with something on the table during the interview—and they aren’t having it. Not only is it completely juvenile behavior, it shows a complete lack of interest in the interview—and disrespect for the manager’s time.

Mistake #4: Fidgeting too much in your seat. Is there some place more important you have to be? This is the message you send hiring managers when you fidget too much in your seat—and why 32 percent of hiring managers will seriously reconsider you as a potential hire.

Mistake #5: Crossing your arms over your chest. Did the interviewer say something to offend you? Is someone forcing you to be there? Are you pouting because someone stole your snack pack? These are the messages you might be sending with your arms crossed over your chest. It’s no wonder 32 percent of hiring managers find this gesture off-putting.
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.

Stukent is a digital courseware provider used by over 100,000 students, in over 40 countries. We developed the world’s FIRST social media marketing simulation—Mimic Social. When it comes to Social Media Marketing, it’s not just about creating accounts on various platforms and snapping selfies (despite what you might think). It’s all about creating amazing content, testing, analyzing the results, implementing changes, and more testing. You will practice social media advertising strategies that are used in real-world applications. As well as test your social media marketing skills by managing a $50,000 budget in simulated ad dollars for a fictitious global bag company marketing on Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest. Make sure you let your professor know by sending them here: Get started!

We want to remind you to visit STEM Premier at www.stempremier.com/fblapbl to create your FREE online profile and request a membership badge. Also available is a badge 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.

 Spend eight (8) weeks in the nation’s capital with students from around the country and world who are all interested in the legislative process and learning about business and regulation. The intensive schedule is designed to maximize your time in Washington by combining learning in the classroom with practical internship experience.

The Institute on Business and Government Affairs (IBGA) will give you an insider’s view of Washington. The comprehensive package includes a guaranteed internship placement, courses for transferable credit, furnished housing, a variety of guest lectures and briefings, as well as opportunities for professional development and networking.

Visit www.DCinternships.org/IBGA for more information and to begin an online application. Questions may be directed to Joel Troutman at 202.986.0384 or IBGA@tfas.org. Apply by the Priority Deadline on February 7th for priority internship placement and scholarship consideration.

IMA® (Institute of Management Accountants) invites you to explore the future of the management accounting profession as we enter the age of artificial intelligence (AI) and automation in the workplace. In an original video between 30 seconds and two minutes in length, show how the CMA® (Certified Management Accountant) certification will empower finance and accounting professionals of the future.

The finalists will win exciting prizes, including a grand prize of $2,500, Wiley CMAexcel study materials, and travel to IMA’s Annual Conference & Expo in Indianapolis, IN, (June 16–20, 2018). Check out last year’s winners and IMA’s TV ad to get your creative juices flowing. Click here for the official contest page.

Y our video could win you $2,500!

Sponsors & Partners
MOUNTAIN PLAINS REGION  Scott Riley, Mountain Plains Region Vice President

The Mountain Plains Region is excited about the new year. We ended the year great by having great attendance at our three National Fall Leadership Conferences. This gives members a taste of what it will be like to host an NFLC, next year, in Albuquerque, New Mexico. We have also been working to create new chapters throughout the region. In addition, our region has close to the same membership numbers that we had last year at this time. I look forward to working hard to help us have an even more successful membership year.

NORTH CENTRAL REGION  Corbin Robinson, North Central Region Vice President

Hello from the North Central region! The first semester treated the North Central region well. The year’s largest NFLC attendance was in St. Louis. Kimberly Clark, National President from the North Central Region, was awarded an ACTE Outstanding Business Student Award. Your Vice President spent time with 100+ educators at the ACTE discussing our latest business tours program. The North Central Region Action Council is working on spurring membership growth, developing a Legislative Affairs Toolkit, and staying visible to FBLA members. Stay safe and consider taking advantage of time off to prepare for competitive events!

SOUTHERN REGION  Nick Western, Southern Region Vice President

The PBL Southern Region Action Council (SRAC) is hard at work on our three strategic goals to enhance the PBL experience: local chapter marketing, local chapter program development, and local/state chapter engagement. The six members of the SRAC are excited to unveil their work to you and your chapter over the coming months to help you Elevate Your Future!

WESTERN REGION  Mark Creech, Western Region Vice President

Washington PBL has a Member of the Month program to recognize active members. Utah PBL has put a focus into their state chapter’s relationship with local high school chapters by visiting a few of the larger high school chapters to talk about PBL opportunities. Arizona PBL members donated $120 to purchase non-perishable items for the New Orleans NFLC Food Drive and also held a toy drive that collected 150 toys to benefit Phoenix Children’s Hospital.

California PBL hosted their state conference and chapters from all over the state came to participate and show off their skills and talents through inter-chapter Olympics. They also held a Mr. PBL pageant dedicated to fundraising for March of Dimes.

EASTERN REGION  Dana Borowski, Eastern Region Vice President

Hi there, Eastern Regioners! I hope you enjoyed the holidays and spent some quality time with family and friends. Last year was full of success. I am proud to share—New York won an award for PBL State Recruitment of Chapters at the NFLC and Rutgers University won an NFLC Attendance Award for Largest Local Chapter Delegation at the NFLC held in Buffalo, New York. As we get ready for more competitions I look forward to another semester serving as your Eastern Region Vice President.
**Fundraisers & Discounts**

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

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10% off at participating Hyatt properties
877.393.8034
Group Code: CRS1684

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**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.ALMADO Contract ID# 7000461

- **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.

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

- **PBL Business Leader (Winter 2017–18) Page 9**
Chapter News

**VIRGINIA**

New River Community College’s business organization, Phi Beta Lambda, inducted five new officers last week. Pictured from left to right, Dana Draughn from Christiansburg, President; Tiff Robertson from Pearisburg, Vice President; Wendy Delp from Floyd, Secretary; Tiffany Keith from Willis, Reporter; and Caleb Dunford from Pulaski, Parliamentarian.

**OKLAHOMA**

Southwestern Oklahoma State University recently hosted professionals from across the state of Oklahoma at a career-readiness round-table discussion on the Weatherford campus. Lori Parker, CPA from Michele Hart in Weatherford; Sicily McAbee, owner of the Everett Blake Society in Elk City; and Jerrad Richards, owner and vendor relations professional at Devon Energy in Oklahoma City, answered questions about their careers and time spent at SWOSU. In addition to the round-table, PBL members collected non-perishable food items for the Weatherford Food Resource Center. In December, PBL teamed up with Weatherford’s Caring and Sharing event to provide toys and clothes for local families. The PBL organization is dedicated to instilling in its members the values of professionalism, service, and career-readiness.

**NORTH CAROLINA**

Rowan Cabarrus Community College held one of their festive service projects for their college. The RCCC chapter presented a Poinsettia Memorial Tree in the lobby of the Navigation Station on the North Campus in Salisbury, NC. This served as a campus service project. Members staffed a table during a holiday campus event and collected names from students and staff of their loved ones who are no longer here. The names were placed on an individual plant as a memorial on the Poinsettia Memory Tree.

Submit your chapter news and photos at fbla.org/news.