Tomorrow’s Business Leader
BRINGING BUSINESS AND EDUCATION TOGETHER

Fall 2017

#NFLC17 FOOD DRIVE
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ELEVATE YOUR FUTURE
Calendar of Events

JANUARY
1 Action Awareness begins
15 March of Dimes Grant: Application deadline
22 Spring Stock Market Game begins
29 LifeSmart Spring Competition begins

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
21 Tomorrow’s Business Leader—spring issue copy deadline
23 LifeSmarts Spring Competition ends

MARCH
1 FBLA national dues deadline eligibility date for FBLA voting delegates, and competitive events
National dues deadline to receive spring publications
Action Awareness ends
National Awards Program Committee: Application receipt deadline
FBLA Business Achievement Awards: Receipt deadline (Future, Business, and Leader Awards)
2 Virtual Business Finance Spring Challenge competitive event ends
Virtual Business Management Spring Challenge competitive event ends
27-31 NBEA Convention—Baltimore, MD
Dear Members and Advisers,

I hope you have had a great start to Elevate Your Future this membership year! In the past few months, I have had the chance to meet with FBLA’s amazing members. From Rhode Island to Louisiana, you astound me with your progress toward success.

With only a few months into the school year, our organization has accomplished great feats. To see and hear about all the success FBLA chapters are having, both on the local and state level, has been incredible. It is truly remarkable how members are elevating their future by participating in national programs, recruiting new members and new chapters, and helping serve a greater cause.

In just the three weeks during our NFLCs, we were able to raise over $4,000 for the March of Dimes, our national service partner. Members elevated their service by donating canned food to local food banks at each NFLC location. In total, we were able to raise over 2,800 cans of food for food banks in Buffalo, St. Louis, and New Orleans. Moreover, FBLA members were able to elevate their future at each NFLC location by attending incredible workshops, networking with members from across the nation, and touring the host cities.

From working on our urban initiative to connecting with new sponsors, we have made progress as a national officer team as well. Most recently, we have added new resources to the Chapter Management Handbook including the financial literacy initiative, the Business Achievement Awards packet, and a sample flyer. We hope this group of resources help Elevate Your Future.

During the first half of our membership year, FBLA has accomplished many things. With competition season just around the corner, how will you and your chapter Elevate Your Future?

Congratulations to the members who helped FBLA sweep the ACTE Outstanding Business Education Student Awards for the fourth consecutive year!

Region I
Adam Sands
Pennsylvania

Region II
Max Michel
Florida

Region III
Ryan Siegel
Missouri

Region IV
Ryan James Solis
Texas

Region V
Taylr Bahr
Kansas
It’s almost time for your chapter to complete Action Awareness! This third step in the Chapter Challenge runs January 1–March 1.

Chapters are required to complete one task for each day of FBLA-PBL Week, one task for CTE month, and promote awareness of FBLA-PBL programs. All chapters that complete Action Awareness will receive ribbons at the NLC.

Open to all FBLA chapters, the Chapter Challenge encourages recruitment, retention, and member involvement. NLC delegates from chapters that complete Super Sweeps, Non-Stop November, and Action Awareness receive a pin in their NLC registration packets.

To preview activities, visit fbla.org/challenge.

Congratulations to the top states earning Super Sweeps recognition!

**FBLA**

1st Place—Wyoming
2nd Place—Indiana
3rd Place—Vermont
4th Place—North Dakota
5th Place—Iowa
6th Place—West Virginia
7th Place—Kansas
8th Place—Alabama
9th Place—Nebraska
10th Place—Oregon

Two hundred fifty-three FBLA chapters from 33 states participated in Super Sweeps, the first part to the FBLA Chapter Challenge. Chapters that participate in Super Sweeps choose four required activities and six additional projects to complete. Required activities include (1) setting a goal to increase membership, (2) creating a membership committee to focus on ways to bring in and retain members, (3) submitting dues for five paid underclassmen, and (4) preparing and following an agenda for at least one chapter meeting.

The six additional activities focus around recruitment and retention. Chapters choose from projects such as preparing flyers about the benefits of FBLA-PBL, planning a new member induction ceremony, creating FBLA fact sheets, sponsoring chapter member recruitment content, creating a chapter newsletter, and hosting an FBLA spirit day. All chapters that achieved Super Sweeps were awarded an online certificate of recognition. Delegates of these chapters that attended the NLC received Super Sweeps ribbons to wear throughout the conference.

As you gear up for spring competitions, remember to check out ways you can earn national recognition.

Find more information on all individual and chapter awards at fbla-pbl.org.
Fifty-three members and advisers from seven states attended the FBLA-Middle Level Track at the New Orleans National Fall Leadership Conference (NFLC) on Saturday, November 18. States in attendance included Arkansas, Florida, Louisiana, Maryland, Mississippi, North Carolina, and Tennessee.

This intense program gave members the opportunity to focus on FBLA-PBL National Programs and build their leadership skills. The main focus of the program was to introduce students and advisers to the new LEAD program.

Throughout the day students worked on activities that helped them complete the Bronze level of the LEAD program. The afternoon ended with a pinning ceremony where each member was awarded their Bronze level pin.
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.

Special tracks that were offered included: Foundations, which focused on teaching Freshmen and Sophomores about the many programs and opportunities that FBLA-PBL offers; the FBLA State Officer Track; and a FBLA-Middle Level Track that was held exclusively in New Orleans, Louisiana.

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.

Thank you to all of the chapters who celebrated #PrematurityAwarenessMonth in November and #WorldPrematurityDay on November 17. FBLA-PBL appreciates your support of our national service partner, March of Dimes.

Fall Membership Awards

<table>
<thead>
<tr>
<th>Award Category</th>
<th>School Name</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Largest Local Chapter</td>
<td>Lambert High School (GA)</td>
<td>Georgia</td>
</tr>
<tr>
<td>Largest State Chapter</td>
<td>Georgia</td>
<td></td>
</tr>
<tr>
<td>Largest Increase in State Chapter Membership</td>
<td>North Carolina</td>
<td>North Carolina</td>
</tr>
<tr>
<td>State Recruitment of Chapters</td>
<td>Divide County High School (ND)</td>
<td>North Carolina</td>
</tr>
<tr>
<td>Largest Local Chapter—Professional Division</td>
<td>Watson B. Duncan Middle School (FL)</td>
<td>Georgia</td>
</tr>
<tr>
<td>Largest State Chapter—Professional Division</td>
<td>Georgia</td>
<td></td>
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</tbody>
</table>

NFLC Attendance Awards

<table>
<thead>
<tr>
<th>Location</th>
<th>Largest Local Chapter Delegation</th>
<th>Largest State Chapter Delegation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buffalo, New York</td>
<td>Stroudsburg High School (PA) &amp; Tri-Valley Central High School (NY)</td>
<td>New York</td>
</tr>
<tr>
<td>St. Louis, Missouri</td>
<td>Normal Community High School (NY)</td>
<td>Missouri</td>
</tr>
<tr>
<td>New Orleans, Louisiana</td>
<td>Central High School (AL)</td>
<td>Kentucky</td>
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</tbody>
</table>
The second week of February is FBLA-PBL Week. 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.

**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
The Impact FBLA Has Had On Me

Many people go through their lives evaluating their success by the length of their résumé or how many trophies they have won. However, I measure my success by the number of lives I have impacted. After becoming a member of FBLA, I quickly became acquainted with the March of Dimes Foundation, an organization that works tirelessly to find cures for birth defects and premature births. My cousin was born at only 29 weeks, and stayed in the NICU for nearly two months. Premature birth is one of the leading causes of death among infants. Knowing these statistics, I wanted to do something that would impact both the babies similar to my cousin and their families. After much research and consulting with a neonatologist, I found that warm baby blankets play a vital role in saving their lives. Giving a NICU patient a warm blanket can recreate what I like to call the “First Sight.”

The “First Sight” is when, after 8 weeks in the NICU, the baby is released, and the first sight they see is his or her loved ones. The baby feels loved and has a blanket to call their own. For 3 months, I held a blanket drive, collecting donated baby blankets. Through my blanket drive, approximately 300 blankets were placed in the cribs of NICU patients. One mother of a NICU patient who received a blanket told me, with a smile and tears in her eyes, how thankful she was and how her daughter started to show progress after receiving the blanket. It was at that moment that I knew I had accomplished what I set out to do, and I considered myself successful.

Without FBLA, I never would have carried out this project as well as I did. The business courses that I am enrolled in and have completed were of great benefit to me as I wrote corporate sponsor letters to local businesses. The skills that I acquired through Marketing Essentials helped me market my project to the community. I used the knowledge gained from my Advanced Business Technology Applications classes to help me create social media pages and a logo for “First Sight.” Had I not joined FBLA and enrolled in so many business courses, I would have never made such a remarkable impact on my community.

Through FBLA, I have gained confidence in my leadership skills and my public speaking. I have had the opportunity to speak in front of thousands of people and network with people from all across the world. These experiences have prepared me for my future career as a Leadership Coach, where I will work with young leaders to help them unlock their full potential and find the confidence they need to reach their goals. I will interact with students and teachers on a daily basis. Communicating with members in FBLA has fully equipped me to do this. Thanks to my business classes, I am accustomed to learning new software and working with all types of technological devices. With two years as an Alabama State officer and now, as a National Officer, countless opportunities have enhanced my high school career and personality.

These opportunities have transformed a young shy freshman student into a senior with a strong leadership background, a network of supportive professionals that are there to help me reach my goals, and a confident young man who believes that he can accomplish any goals set for himself. I owe Future Business Leaders of America and my business courses credit for my leadership skills and professional development.

–Keenan Carter, FBLA Southern Region Vice President
A Message From Your National Parliamentarian

As National Parliamentarian, I had the opportunity to attend the National Association of Parliamentarian’s Biennial Convention in Lombard, Illinois. At the conference, there were six different youth interns, each representing his or her respective national organization.

The Conference gave me a firsthand look at Professional Parliamentarians in action. Paging for adult members, taking the membership exam, or playing bocce ball with fellow interns, this experience was nothing short of enlightening.

In today’s business world, parliamentary procedure is becoming more and more prevalent, and I encourage all FBLA members to learn the basics. Whether you compete in Introduction to Parliamentary Procedures, are part of a parliamentary procedures team, or simply attend a chapter meeting, you are learning skills that will help you in your future career.

With the skills I developed as an intern, I hope to not only continue my membership with the National Association of Parliamentarians, but also to share the meeting knowledge that I learned with state and local chapters.

In addition, I encourage FBLA members interested in parliamentary procedure to take the NAP membership exam, a 40-question test that covers the basics. Joining NAP is a powerful first step in learning how to master meetings in organizations of all types and sizes. You will soon discover that the knowledge and skills you develop will assist you in many aspects of your professional and personal lives.

Additional information about the membership exam can be found at http://www.parliamentarians.org/applyjoin/applications/.

–Taylr Bahr, FBLA National Parliamentarian

Interested in Parliamentary Procedures? If you are a Freshman or Sophomore you can take the Introduction to Parliamentary Procedure objective test or any student can create a Parliamentary Procedure team—all you need is at least three friends.
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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.

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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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Did you know that the travel and tourism industry supports 1 in 11 of all jobs? And it goes beyond hotels and restaurants! A hospitality degree prepares students for dozens of international careers including sales, marketing, hotel and restaurant management, revenue and finance management, events, design, and human resources—or maybe you’ll set out on your own entrepreneurial journey! Learn to lead in this global industry while studying in the hospitality hub at Boston University School of Hospitality Administration, offering two bachelors of science programs: Hospitality Administration and our new major, Hospitality & Communication! Learn more at bu.edu/hospitality.

As FBLA student leaders you will have many opportunities to serve others during the holiday season. What happens when you return from the holiday break? Who meets needs in your community during the winter months? Lead2Feed is a perfect program for your school or chapter. Form a team, go through the Lead2Feed lessons, and complete a community service project. Enter the Lead2Feed Challenge and win! Join the million+ students across the USA who have brought the leadership lessons to life to help their community. Challenge deadline is April 6th—plenty of time to lead, serve, and enter your project! Register today at Lead2Feed.org/register. Lead2Feed is a National Leadership Program of FBLA.

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For more information visit wallstreetwalks.com/student-tours, call 212-666-0175, or email tours@wallstreetwalks.com.
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*Faculty experience and credentials vary by location.

Horizons School of Technology is providing a scholarship for a fully funded summer program (tuition and housing) in San Francisco for future leaders in the technology business. You’ll join a community of students that attends the top business and computer science programs in the country (The Wharton School, Princeton, Yale, Columbia, and more). Our students go on to get offers at Google, Amazon, Slack, Yelp, and McKinsey if they are not starting their own company. You’ll also gain unprecedented access to business leaders in Silicon Valley—executives from Google, YouTube, PayPal, and other tech giants who love to mentor the next generation of leaders in the technology business.

Best of all, you will bring your ideas to life programming the next big apps alongside the most talented students in the country. Apply at joinhorizons.com/scholarship.

FBLA members know the value of a brand—brands help successful businesses market themselves to consumers and allow those businesses to stand out among competitors. You may know there are companies that sell counterfeit goods, but did you know that counterfeiting extends to car parts, cell phones, and computer accessories, and even household goods like batteries, makeup, and toothpaste? The sale of counterfeit goods entails more than just a consumer being scammed—counterfeits degrade public safety, violate workers’ rights, and weaken national economies. Find out the real price of unreal goods, and get the facts about the importance of trademarks, intellectual property, and the dangers of counterfeit products by visiting the Unreal Campaign at http://www.unrealcampaign.com or check us out on social media (@unrealcampaign).

As proud sponsors of FBLA, we encourage FBLA members to access our classroom resources, including student giveaways, application fee-waiver requests, Skype in the Classroom Visits, and career-specific classroom care packages. Visit saunders.rit.edu/fbla to request resources and learn more.

Saunders College of Business is one of nine colleges at Rochester Institute of Technology and is accredited by AACSB. Saunders is ranked highly, recognized as the #77 undergraduate program by U.S. News and #10 in Management Information Systems by USA Today. Saunders graduates leverage rich traditions in science, technology, design, and entrepreneurship found at RIT, and complete a paid co-op position. Plus our The Freshman Experience: Biz 1+2 immerses all freshman students in their business education from day one. Employers take notice with 94% placement rates.

FBLA-PBL members receive the following discounts at Men’s Wearhouse and their affiliated stores:

- 40% off regular prices at Men’s Wearhouse
- 40% off regular prices at Jos. A. Bank
- 20% off purchases at K&G Fashion Superstore
- 40% off regular prices at Moore’s

Horizons School of Technology
School of Technology

MEMBER BENEFIT SPOTLIGHT

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CHAPTER NEWS

Pennsylvania
Jersey Shore Senior High School FBLA (JS FBLA) participated in a business field trip to Pennsylvania College of Technology. During this trip, the President of the PICPA spoke to the students about how to become a certified public accountant. After this presentation, the chapter went to an etiquette luncheon. The FBLA members experienced the proper etiquette for a formal lunch or dinner. In addition, during the luncheon there was a guest speaker from the FBI. Jersey Shore FBLA is continuing to give their students the opportunity to go on field trips and enrich their information about different things in life that will allow them to be successful.

Nebraska
Sixty-five Bellevue West FBLA members, parents, and guests attended the FBLA Induction Ceremony at Bellevue West High School for the new school year.

Every student, new or old, took the FBLA oath of membership, making them official members for the 2017-2018 school year. The new leadership team members were also officially installed and presented project plans, along with the individuals involved in each project.

North Carolina
The Future Business Leaders of America chapter of the Highland School of Technology participated in activities at Exit Strategies in Charlotte, NC. The event was planned as a team-building activity for the chapter officers as well as other CTSO officers from the school. About 30 students participated, the advisers from those clubs, and other personnel to help supervise. The students were split into several groups, then entered an escape room, and had to figure out how to escape within an hour. The group had a great time, developed new communications skills, and applied skills they learned from their studies at Highland.

Kentucky
The Butler County High School Chapter of FBLA promoted this month’s National Prematurity Awareness Month with the support of the administration and staff of BCHS. November 17, 2017, was National Prematurity Awareness Day and FBLA encouraged all staff and students that supported FBLA’s initiative to help bring more awareness to prematurity and Prematurity Awareness Month.
Wyoming
More than 100 Thanksgiving baskets were filled for families in need. More than 50 students partnered to go door-to-door this month to collect non-perishable food items for the baskets. Their efforts helped deliver more than 100 turkey baskets to families in time for Thanksgiving.

South Carolina
The James Island Charter High School Chapter of FBLA sponsored our annual March of Dimes Purple Out Day for the Babies! What a day we had. The students loved our Little Debbie for Little One’s Bake Sale and our teachers enjoyed the Blue Jeans for Babies Day! We are halfway to our goal for our donation to March of Dimes. Let’s see what we can come up with for the spring. #WorldPrematurityDay

Iowa
Bettendorf High School’s Future Business Leaders of America spent one of their Saturday mornings raising funds for infants. The organization hosted their fourth annual March of Dimes Breakfast. Members sold pancakes to students, parents, and staff. It’s one of their major projects. All of the funds raised will go to the March of Dimes organization. The organization funds research to prevent premature births, birth defects, and infant mortality. “The money will help find different ways to prevent birth defects from happening and another recent thing they’ve discovered is a type of therapy they can use on babies to help with the spine and development,” says Bettendorf High School’s FBLA president Lexi Mendoza. Last year the students raised $800. This year, they were aiming for $1000.

New York
The William Floyd High School Future Business Leaders of America recently raised $1,748 for breast cancer research in the 2017 Breast Cancer Walk at Suffolk County Community College in Riverhead. More than 50 FBLA members along with their advisers Ms. Lee Cillo and Ms. Kristin Puric walked alongside cancer survivors, those battling breast cancer, their families and friends. Students raised support for this worthwhile effort by obtaining walk sponsors as well as selling pink ribbons in the high school to students, faculty, and staff. The ribbons were then displayed in the high school to promote the importance of breast cancer research and awareness, as well as a thank you to all who supported and donated in the effort.
2018 NATIONAL LEADERSHIP CONFERENCE
BALTIMORE, MD
COMING THIS SUMMER!
PBL 6/23-6/26  FBLA 6/28-7/1