



1999

# NLC Winning Reports

*Local Chapter Annual Business Report  
First Place*

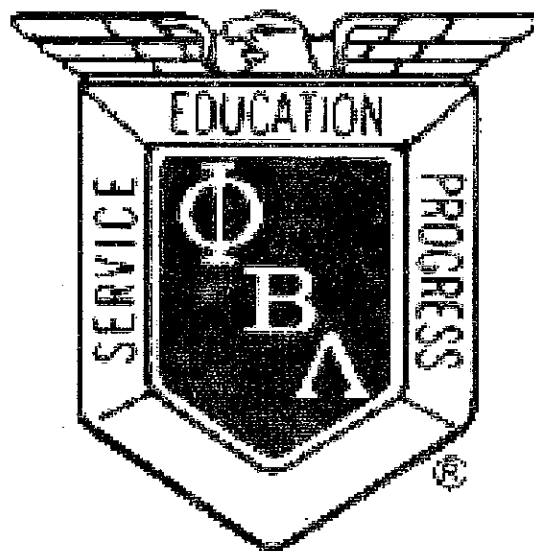
Phi Beta Lambda

***PHI BETA LAMBDA***

OMEGA ALPHA EPSILON CHAPTER

**ANNUAL REPORT**

**1998-1999**

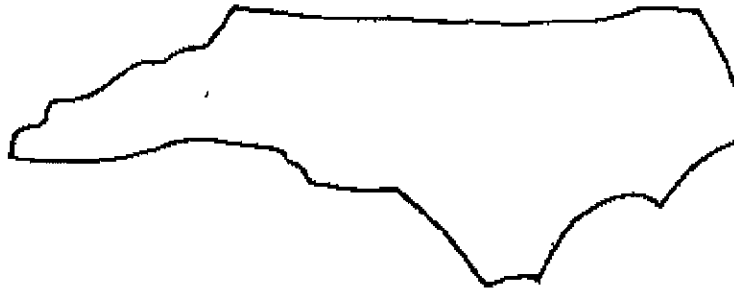


**ASHEVILLE-BUNCOMBE  
TECHNICAL COMMUNITY COLLEGE**

*ASHEVILLE, NORTH CAROLINA*

**PHI BETA LAMBDA**  
**ASHEVILLE-BUNCOMBE**  
**TECHNICAL COMMUNITY COLLEGE**  
**1998 - 1999 ANNUAL REPORT**

*Celebrating North Carolina's*  
*44 Years*



*Promoting*  
*Business*  
*Leadership*

OMEGA ALPHA EPSILON CHAPTER 10525

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# CHAPTER PROFILE



**PHI BETA LAMBDA  
ASHEVILLE-BUNCOMBE TECHNICAL COMMUNITY COLLEGE  
ASHEVILLE, NORTH CAROLINA**

March 1, 1999

Dear Members of Omega Alpha Epsilon:

I am pleased to report that the 1998-1999 school year has been filled with exciting projects, successful endeavors, and rewarding accomplishments. The chapter has worked diligently to provide members with opportunities to improve leadership skills. You, the members, have learned through chapter events and participation in state, regional, and national leadership conferences. Your hard work and devotion to the principles of Phi Beta Lambda have made this one of our best years ever.

Highlights of 1998-1999:

- \*Twelve National Awards, including the Gold Seal Chapter Award of Merit
- \*Twenty-five State Awards, including the North Carolina Gold Seal Chapter Award and the NCPBL Blue Ribbon Award
- \*Election of a member as a state officer
- \*Attendance at four state and one national conference
- \*Participation in diverse community service projects
- \*Partnership with Women Mean Business
- \*Service to the school with used book store operation

Chapter involvement sharpened our skills and even opened doors for some of us. More importantly though, our projects, civic activities, and fund-raising brought us closer as a group. We pulled together as a team and really made things happen. I am proud of the teamwork, support, and love we have for one another and would like to express my sincere thanks to each of you. Good luck in everything you do.

Sincerely,



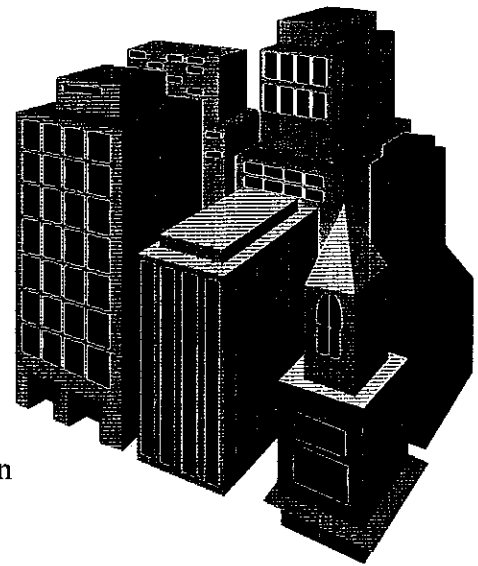
Anne Marie Toler  
1998- 1999 Chapter President

**NUMBER OF MEMBERS**

Asheville-Buncombe Technical Community College (ABTCC) is very proud to have a chapter of Phi Beta Lambda on campus. Since its inception, Omega Alpha Epsilon has remained the largest organization at ABTCC. Our chapter currently has a membership of 27 students. This achievement can be attributed to a desire of each member to have an opportunity to acquire successful business skills and to put them into practice.

**SIZE OF SCHOOL AND COMMUNITY**

The main campus of ABTCC encompasses 143 acres in Buncombe County. A satellite campus serves the adjacent area north of Asheville in Madison County. ABTCC has the largest enrollment of any institution of higher education in Western North Carolina. The school currently enrolls 6,500 students, 22% of whom are enrolled as business majors. Asheville-Buncombe Technical Community College has served as the region's leading community and technical educator for a combined total of more than 30 years. ABTCC offers students a pleasant, friendly atmosphere where they can acquire new skills while expanding their opportunities.



Asheville-Buncombe Technical Community College is located in Asheville, North Carolina, and is nestled amid the beautiful Blue Ridge Mountains. The city has a population of 75,000 and is the largest metropolitan area in Western North Carolina. Asheville is a growing, progressive community that offers its residents a wealth of cultural diversity.

**HISTORY OF THE ORGANIZATION**

In the 1980's many students became aware that academic instruction alone was not enough to prepare them for their careers. Students and advisers began searching to find an organization that could supplement classroom education. After extensive research, permission was requested from ABTCC president Harvey Haynes and the Student Government Association to organize a Phi Beta Lambda chapter on campus. In the fall of 1985 the necessary permissions were granted; and at the State Leadership Conference in

April 1986, the ABTCC Phi Beta Lambda organization was established. Omega Alpha Epsilon was given the designation of the 65th chapter in North Carolina.

Since 1986 the Omega Alpha Epsilon chapter has enjoyed continued success. Chapter members have won 344 state awards and 62 national awards, including 10 national first place awards. The chapter has earned recognition as a Gold Seal Chapter in North Carolina for the last eleven years. Members of the Omega Alpha Epsilon chapter continuously demonstrate professional leadership. Over the last 13 years, seven chapter members have served as state officers, with the most recent being Heidi Metcalf, the 1998-1999 State Historian.

**Officer Team  
1998 - 1999**

**President: ..... Anne Marie Toler**

**Vice President: ..... Shawn Toler**

**Secretary: ..... Will Hyatt**

**Treasurer: ..... Kim Mundy**

**Reporter: ..... Heidi Metcalf**

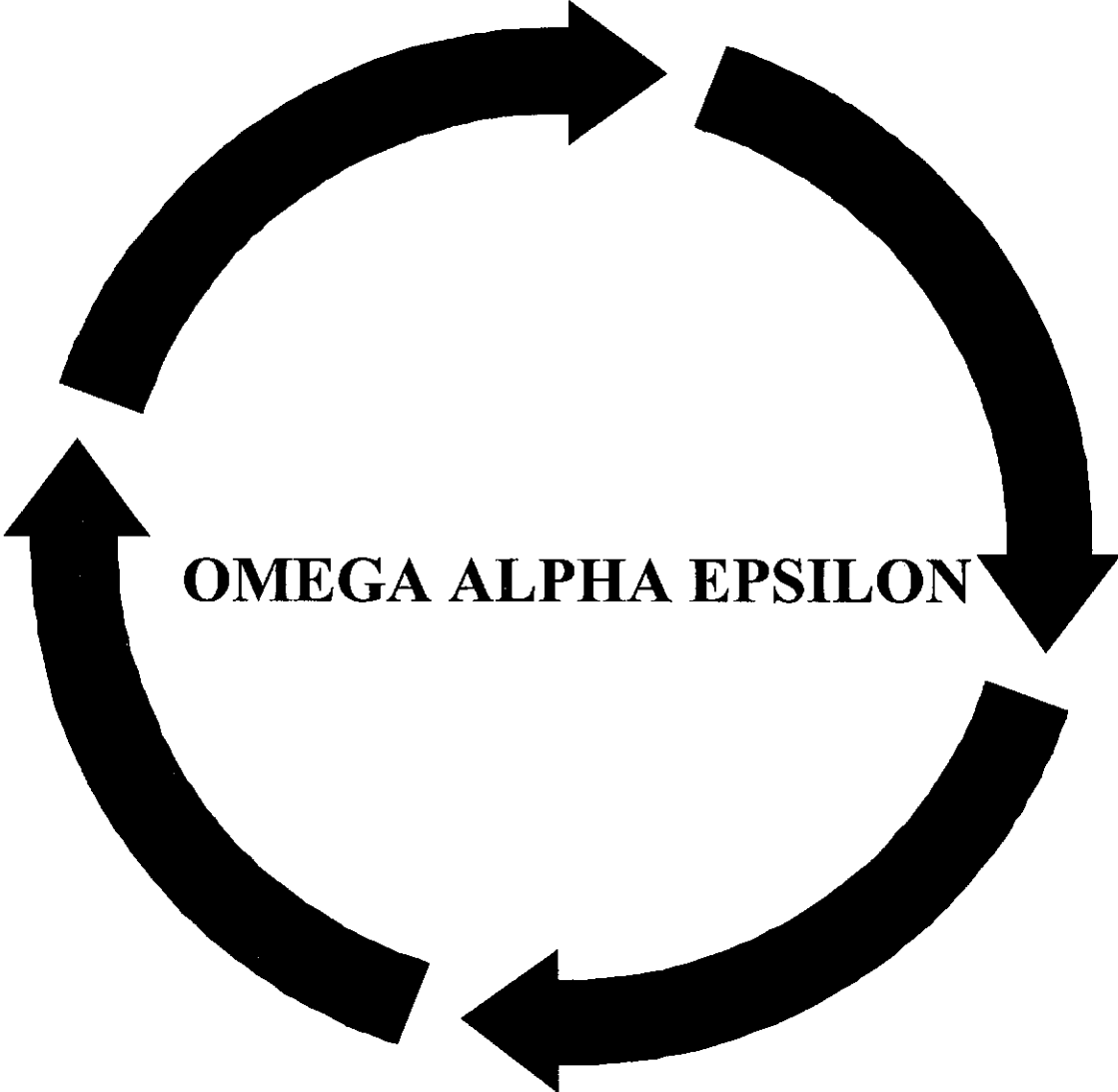
**Used Book Store Manager: ..... Mike Cummins**

**Parliamentarian: ..... Heather Sauers**

**Advisers: ..... Kathy Toler, Kathie Doole, and Phil Leftwich**



**PRODUCTIVITY**



**RECRUITMENT OF MEMBERS AND CHAPTERS**

The Omega Alpha Epsilon chapter worked hard during the year to recruit PBL chapter members. At the first meeting of the 1998-1999 year, the chapter discussed and planned many recruitment strategies. Each activity was designed to inform potential members about the goals of Phi Beta Lambda and the opportunities that membership provides. The chapter was determined to establish and maintain a high level of campus visibility throughout the year. The following activities enabled the chapter to actively recruit PBL members.

***Recruitment Table***

Each semester, chapter officers designed and prepared a membership table to be displayed on campus throughout the term. This activity helped to increase the visibility of the chapter. The booth was set up during the "Welcome Freshmen Picnic" at the beginning of the fall semester, "Spring Fling" in the spring semester, as well as during registration times.

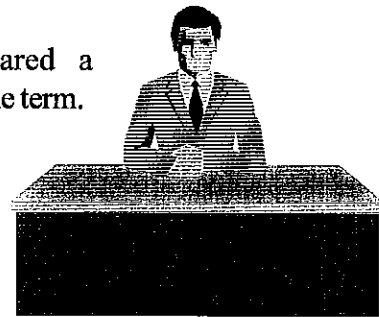


Table displays were modeled around catchy slogans and included state and national newsletters, awards, the Omega Alpha Epsilon scrapbook, and membership application forms. Members worked at manning the booth, answering questions and discussing the advantages of joining Phi Beta Lambda. This activity was very instrumental in increasing campus awareness of PBL. The slogan this year was "PBL...Your Passport to Building Leadership."

***Bulletin Board***

Omega Alpha Epsilon's main information source is its bulletin board located outside the campus PBL office. Each month chapter members took turns designing and decorating the board. Design topics were chosen to generate interest in the organization. Some of the bulletin board topics this year included:

- recruitment
- honoring the "Member of the Month"
- highlighting community and service involvement activities
- increasing PBL awareness
- communicating important dates and information
- celebrating chapter achievements
- promoting American Enterprise Day and PBL Week

***Classroom Speeches***

At the beginning of each semester, PBL members composed and delivered speeches to individual classes. The purpose of this activity was to create awareness of the Omega Alpha Epsilon chapter and to specify its purpose. Applications, brochures and personal invitations to upcoming meetings were extended to prospective members. A free membership drawing was advertised for one of the first meetings.

***Professional Membership***

To increase professional membership, Omega Alpha Epsilon planned a direct mail membership drive with follow-up phone calls to former members. The chapter is in the process of compiling a master list of all past members. Past members were invited to all of the chapter's networking events. This gave current members an opportunity to interact with associates already in the workforce.

***Recruitment of Chapters***

The University of North Carolina at Asheville has shown an interest in starting a PBL chapter on their campus. At this point UNC-A has received the chapter organizational packet. UNC-A students are enthusiastic about joining PBL, and our members have been provided with an excellent opportunity to be involved in the chartering process. Western Carolina University has also been active in contacting UNC-A along these efforts as well. We will continue in our joint efforts to encourage chartering a chapter there.

**LEADERSHIP DEVELOPMENT FOR OFFICERS AND MEMBERS**

A major aim of Omega Alpha Epsilon is to develop leadership abilities in its members. The chapter was committed to offering opportunities for officers and members to gain the competitive edge. PBL advisers and local business leaders worked together during the year to conduct the following leadership training workshops for the Officer Team and members.

***State Officers***

Omega Alpha Epsilon has always encouraged members to run for state offices. The training and professional growth gained by holding a state office is important for leadership development. Having a state officer also motivates the entire chapter. During the 1998-1999 year our chapter was proud to have chapter member Heidi Metcalf serve as North Carolina State Historian.

***Chapter Officers***

Active involvement in chapter management is encouraged by the chapter. Responsibility of chapter management belonged to a seven-member officer team. Officers met on a regular basis to discuss chapter objectives. The PBL office on campus is in the business building so members can gather there between classes for meetings and socializing. The chapter bulletin board allowed members to communicate with each other.

The Omega Alpha Epsilon chapter used a committee format to carry out chapter projects and objectives. Committee chairs were responsible for organizing and delegating responsibilities to committee members. This type of format gave members the opportunity to develop leadership skills in a hands-on environment.

***Leadership Workshops***

The first workshop was held by advisers Kathy Toler and Kathie Doole to train the officers in the duties and responsibilities of their respective positions. The officers then led appropriate training sessions for the project chairs. These sessions were held to develop methods to achieve desired outcomes for programs the chapter had planned for the year.

The second training workshop was conducted by adviser Phil Leftwich. This workshop focused on the stages of management and the importance of teamwork. The chapter membership gained a strong framework to proceed with the year's events from this training. The training workshops were instrumental in improving members' understanding of effective leadership skills and served as excellent confidence builders. Some of the leadership qualities learned and put into practice by members were:

- Working with others toward a common goal
- Decision making and dependability
- Respecting ideas of others
- Willingness to shoulder responsibility



- Effective communication
- Open mindedness and fairness
- Efficient time management

Applying these techniques of goal attainment within the group dynamic provided excellent hands-on experience to carry into the workplace. Members benefitted from the positive results of thoughtful leadership, and the projects the chapter selected were successfully accomplished through goal setting, effective communication, and teamwork. Students learned that the role business leaders play in an organization involves hard work, high performance, a dedication to succeed, and a vision for the future!

### ***Conference Attendance and Participation***

#### ***1998 State Leadership Conference***

Twenty-one members of the Omega Alpha Epsilon chapter and chapter advisers Kathy Toler, Phil Leftwich, and Kathie Doole, attended the 44th State Leadership Conference in Charlotte, North Carolina, on April 17 - April 19, 1998. The chapter earned twenty-five awards, including five first place awards. Member Heidi Metcalf was elected State Historian. In addition, chapter members attended leadership development workshops and networked with students from other PBL chapters across the state.

#### ***1998 National Leadership Conference***

Twelve chapter members and advisers, Kathy Toler and Kathie Doole, attended the National Leadership Conference in Orlando, Florida, July 10-13, 1998. Members won twelve national awards, including Gold Seal Chapter Award of Merit, Gold Key Chapter, and two Silver Key Awards. The conference provided the opportunity to network and socialize with PBL'ers across the country, attend numerous workshop sessions, and observe competitive performance events.

#### ***1998 Western Region Fall Kick-Off***

On September 17, 1998, adviser Kathy Toler along with Omega Alpha Epsilon members Heidi Metcalf and Vera Logan attended the 1998 Western Region Fall Kick-Off at Isothermal Community College in Spindale, North Carolina. This event, sponsored by the State Executive Council for chapter advisers and chapter presidents, provided the officers information on recruitment ideas, chapter projects, upcoming conferences, and state and national publications. Kathy Toler, State Publications Director, led a discussion on project planning and Heidi Metcalf, State Historian spoke on publicity and membership recruitment.

***1998 Fall Leadership Conference***

Ten members attended the 1998 Fall Leadership Conference at Rowan Cabarrus Community College in Salisbury, North Carolina, on October 23-34, 1998. Members attended workshops on leadership, business etiquette, public speaking, and parliamentary procedures. Students also received invaluable tips concerning competitive events and running for a state office.

The chapter's State Historian, Heidi Metcalf, led a sharing circle on recruitment. Adviser Kathy Toler conducted workshops on Interviewing Skills and International Travel. Three PBL members competed in the non-trivia contest held during the conference.

The chapter incorporated the state theme "PBL...Your Passport to Building Leadership" into the membership recruitment display. The display won second place in the President's Award for Membership Recruitment.

***1999 Western Region Tip-Off***

In February, advisers Kathy Toler and Kathie Doole with members Heidi Metcalf, Hiral Patel, Will Hyatt and Anne Marie Toler attended the 2nd annual Western Region Tip-Off hosted by our chapter at Asheville Buncombe Technical Community College. The purpose of this meeting, sponsored by the State Executive Council, was to give out the state conference planning guide and walk schools through the maze of paper work required prior to conference. State Historian, Heidi Metcalf, led a discussion on the Blue Ribbon Award and what chapters needed to do to win this recognition. State Publications Director, Kathy Toler, talked about general conference information and tips on completing all the necessary forms. All the schools attending commented on how helpful this workshop was in preparing for conference.

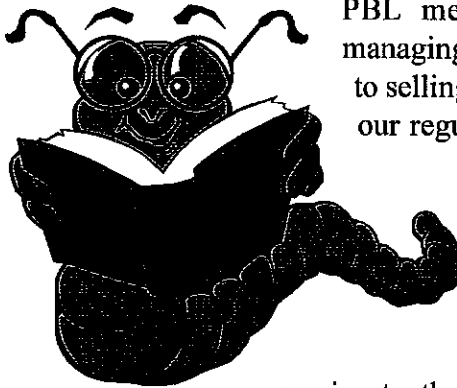
**PREPARATION OF STUDENTS FOR CAREERS IN BUSINESS**

PBL members realize that classroom education is only part of preparing for the future. It is also important to have a plan of action for getting the right job. Preparation for transition into the job market greatly increases chances for success, now more than ever before. This preparation goes beyond the basic academic qualifications for the job or field of interest. It involves gaining real-world experience in the day-to-day running of a business and also means students must learn to sell themselves. Just as a successful marketing campaign considers its advertising and packaging very carefully; a successful job search includes understanding how to promote oneself, both in writing and in interviews, in dressing for the

job wanted and in making connections with the people who have jobs to offer. Listed below are some of the chapter's undertakings for the year.

***Used Book Store***

Undoubtedly the most important training program for students about to enter the business world is the PBL Used Book Store on the ABTCC campus. This project provides a unique opportunity for students to apply the knowledge they have acquired in the classroom to an actual business environment.

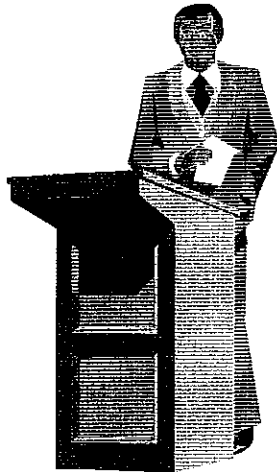


PBL members gain experience in the various aspects of managing a business, from financial accounting and scheduling to selling and stocking. The chapter also has to compete with our regular campus bookstore, which means advertising and offering the right books at the right price. This training has proven to be invaluable for members. The chapter recently submitted a proposal to renew the operation of the Used Book Store. The proposal was passed by the Student Government Association and PBL looks forward to continuing its service to the school. Besides providing a training ground for members, the chapter has also been successful in maintaining profitable returns. Each semester transactions have totaled approximately \$4,000, of which 15 percent is retained by the chapter. These earnings are used to pay chapter members' expenses at the state and national conferences, as well as general operating expenses.

***Job Search Seminar***

This year PBL was asked to provide a series of workshops for the business, culinary and hospitality students on the importance of the job search process. These workshops were entitled, "Marketing Yourself in the Business World." Business leaders discussed tips for resume writing, presented interview techniques, and provided expertise on appropriate dress for job interviews and on the job. Chapter members worked hard to provide handouts on these topics.



***Networking***

During the year, Omega Alpha Epsilon invited several guest speakers from various professions in the community to talk to the chapter. The chapter made arrangements to sponsor a different guest speaker every other month. Usually the topic centered on the guest's job, the educational requirements and work experience necessary for that position. Helpful advice was given to members interested in a career in that field.

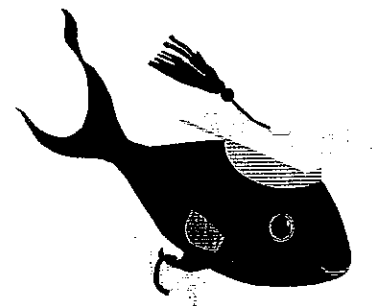
This supplemented academic instruction and gave members a chance to meet professionals in the community.

***Women Mean Business***

A number of Omega Alpha Epsilon members joined Asheville's Women Mean Business organization. The organization offered PBL students a reduced membership fee, networking opportunities, and a mentoring program. This joint effort was met with great enthusiasm by students and professional executives.

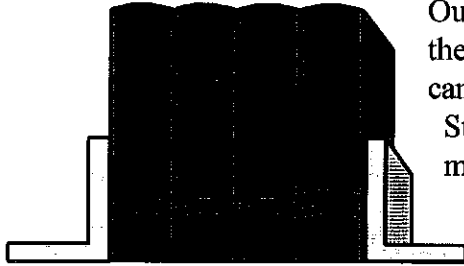
**SERVICE TO THE SCHOOL**

Members of PBL understand that service is an important aspect of building well-rounded individuals. One way for members to realize this goal is by providing service to the school. Omega Alpha Epsilon chapter served and assisted ABTCC with a number of projects.

***High School Visitation***

One of the chapter projects was to help in the college's annual "High School Visitation Day." PBL members worked with business instructors on curriculum presentations and served as guides, showing over 1,000 high school students around the campus. This is very important to the school's recruitment efforts, as approximately 20 percent of new students cite Visitation Day as their main reason for attending ABTCC.



***Used Book Store***

Our greatest service to the school and to students has been the operation of the Used Book Store on the ABTCC campus. This endeavor has brought benefits for everyone.

Students have the opportunity to purchase textbooks at more affordable prices and to sell their books, as well.

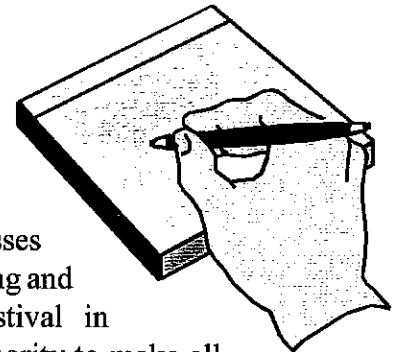
PBL members are able to practice their business skills and play an active part in providing a service to their school.

***School Christmas Party***

Phi Beta Lambda sponsored five Head Start children at the college's annual underprivileged children's Christmas party. Members worked hard to collect enough money to provide toys and clothes for each child. At the party chapter members interacted with the children, ate lunch with them, took the kids to visit Santa, played games, and enjoyed the festivities. The local TV station covered the event. This experience gave the members and the children a heartwarming holiday feeling.

**COOPERATION WITH BUSINESS, PROFESSIONAL AND SERVICE GROUPS*****Festival Entertainment Coordination***

The Biltmore Village Association consisting of 40 businesses requested the assistance of the ABTCC PBL chapter in negotiating and securing performance acts for the three day Dickens Festival in December. The chapter was given a budget of \$3,000 and authority to make all decisions concerning entertainment. Students were able to speak directly with music directors, agents, musicians and business owners. Networking with such a diverse group of individuals provided an excellent learning opportunity for students.

***Bele Chere Beverage Booth***

The chapter sponsored a beverage booth during the Bele Chere Festival, a city wide celebration. This event is sponsored by the City of Asheville's Park, Recreation and Tourism Department. Non-profit organizations are invited to man a beverage booth in exchange for a percent of the profits. All organizations must attend meetings held by the

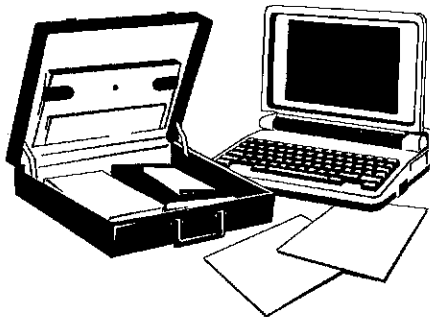
Bele Chere Festival Coordinator. This gave members the opportunity to network with business leaders and volunteers of other organizations.

### ***American Enterprise Day***

On November 14, PBL recognized American Enterprise Day with an article in the ABTCC newspaper on the importance of the American free enterprise system. Members also posted fliers in buildings across the campus and decorated the PBL bulletin board to celebrate the occasion. In addition, Mr. Bob Allison, president of Allison Appraisal Company, spoke to chapter members on entrepreneurship and the trends for the future.

### ***Institute of Management Accountants***

PBL accounting majors attended monthly meetings sponsored by the Institute of Management Accountants. By joining these meetings, students gained a better understanding of local and national issues involving management accounting and internal auditing and increased their exposure to potential employers.



### ***Women Mean Business***

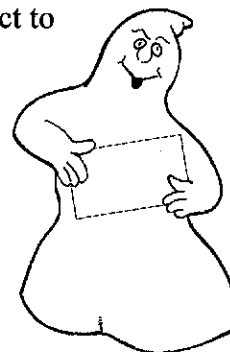
Women Mean Business is an organization of professional businesswomen dedicated to providing networking and learning opportunities for members. PBL members and WMB teamed up this year with a variety of activities including a professional clothes closet, a mentoring experience, and guest speakers.

### ***Asheville Business Women's Association***

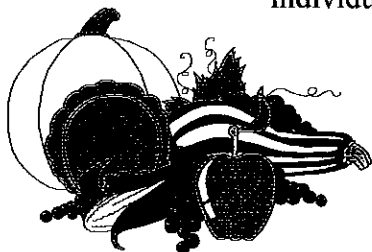
The Asheville Business Women's Association provides scholarships for women through various fund-raising activities. The group also holds monthly meetings to discuss projects, host guest speakers and foster contacts in the community. Several PBL members joined the ABWA after an ABWA representative spoke to the Chapter on the importance of community service and of networking with professional groups throughout their careers. The ABWA encouraged PBL members to apply for scholarships, giving students the opportunity to qualify for a much-needed program.

***Boo Wall***

PBL and the Eblen Foundation teamed up this year on a project to fight cystic fibrosis and other chronic diseases. The Eblen Foundation is a local, non-profit organization whose goal is to aid local families with their miscellaneous health care costs, such as travel and hotel expenses. Cystic fibrosis is the number one genetic killer of children and young adults in the United States. Phi Beta Lambda volunteered to assist the Eblen Foundation by selling paper Halloween ghosts to ABTCC students for one dollar during the month of October. The buyer's name was written on each ghost and then put on a wall in each building on campus. The Boo Wall helped contribute \$350.00 to the Eblen Foundation.

***Asheville-Buncombe Manna Food Bank***

The Manna Food Bank is a non-profit organization funded by churches and individuals in the area. Manna furnishes food, clothing and fuel to over needy families daily. To help Manna provide these items during the winter season, Phi Beta Lambda collected over 100 pounds of food and warm clothing.

***Panel of Business Leaders***

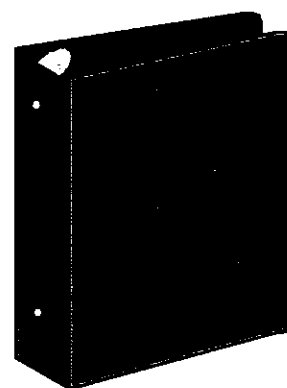
Business leaders served as speakers on various topics during the year to provide students with updated information on their areas of expertise including job opportunities in the local area. Topics and businesses represented included Gwen Keller, Office Manager, who spoke on protecting one's credit history; Jennifer Carter, Sales Representative, talked about producing good resumes; Kay Quick, Office Manager, shared her insight on interviewing techniques; Tia Gilbert, Business Owner, spoke on appropriate business attire. Students learned valuable information from these business leaders as well as contacts for future jobs.

**PARTICIPATION IN PUBLIC RELATIONS ACTIVITIES**

Since the chapter's beginning in 1986, members of Omega Alpha Epsilon have worked diligently to build and maintain a strong, positive image in the community. Chapter members see this as an important obligation to Phi Beta Lambda and to ourselves. Our actions are a reflection of the larger organization and we want to represent PBL as future business leaders and as people who are willing to serve our community.

***Volunteer Income Tax Assistance***

In a cooperative effort with the Internal Revenue Service, several members of Omega Alpha Epsilon volunteered their time to provide a free tax return service for students, senior citizens, the handicapped, low income and non-English speaking residents. PBL members worked with the Volunteer Income Tax Assistance program on campus. Many people took advantage of this opportunity and expressed their gratitude for our assistance. Our chapter is proud of the members who participated in this activity.

***Press Coverage***

Members learned how to write public service announcements and how to present themselves in a professional manner for a television or radio interview. This training workshop provided excellent experience in the field of public relations — both in terms of observing reporters on the job and in learning how to properly represent the organization.

Ongoing contact with business leaders, community members and service groups also provides chapter members the opportunity to enhance their public relations skills and strengthens PBL's standing in the region. A press release was sent to local news media after every activity, especially conference participation. Several articles were printed highlighting the chapter's accomplishments.

***Fliers and Brochures***

The Omega Alpha Epsilon chapter had fliers and brochures made to increase public relations efforts. Fliers were made with the theme "Help Send a PBL'er to Nationals!" These were distributed to area businesses. Brochures were made by the chapter to increase campus awareness. They were distributed on a regular basis during each semester.

***Newsletters***

This year's state historian and chapter members produced the state newsletter, *The Heartbeat of PBL*. The chapter helped by typing submitted articles, designing layouts, helping with distribution, and implementing graphics. Omega Alpha Epsilon also submitted articles that stressed the chapter's success at state and national conferences as well as highlighting recruitment efforts and upcoming activities.

***PBL Memorabilia***

The chapter designed eye-catching T-shirts and sweatshirts for members. The shirts were blue with a catchy PBL slogan. Shirts were sold at conferences and on campus.

***Volunteer Booth-Sitting***

Asheville's Guild Fair coordinator asked for members' help in the 1998 Southern Highland Guild Craft Fair at the Asheville Civic Center. Omega Alpha Epsilon members volunteered to booth-sit for artisans who attended both the spring and fall Guild Craft Fairs. Students helped out by working in the booths while the exhibitors went to lunch.

**SUPPORT OF PBL NATIONAL AND STATE PROJECTS*****National Mortgage Retirement Fund***

Each member contributed \$1.00 to the National Mortgage Retirement Fund to help the national chapter of Phi Beta Lambda continue its success and growth. Our chapter was pleased to assist in this project.

***March of Dimes***

In keeping with the tradition of support, members donated \$50 to the March of Dimes charity. Donations were collected from ABTCC faculty and students in an effort to help fight birth defects — the number one child health problem in the United States. Members also participated in the March of Dimes Walkathon this year. Our chapter was proud to join in this national project and to help support the March of Dimes.

***National PBL Week and Adviser Recognition Day***

The chapter acknowledged PBL Week, the second week of February, by announcing this celebration with a colorful bulletin board and an article on PBL Week to the school newspaper. The chapter also recognized advisers Kathy Toler, Phil Leftwich, and Kathie Doole on Adviser Recognition Day by presenting them with special gifts and a surprise party.

***State Scholarship Fund***

To ensure support for talented PBL members, a bake sale was held to raise money for the State Scholarship Fund. This got the chapter team cooking and members contributed home-baked sweets, operated the booth and raised \$30.00 for the State Scholarship Fund.

***Reports***

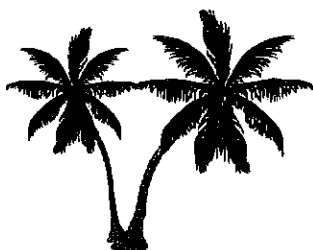
Omega Alpha Epsilon prepared the following reports: Annual Business Report, Community Service Project, Partnership With Business Project, and American Enterprise Project. The chapter benefitted from participating in each of these projects and viewed them as invaluable learning experiences.

***Gold Chapter***

The chapter was proud to be honored with the North Carolina Gold Seal Chapter award at the 1998 State Leadership Conference. The chapter worked hard throughout the year to meet the necessary requirements of becoming a Gold Chapter for the tenth year.

**ATTENDANCE AND PARTICIPATION AT CONFERENCES*****State Conference Attendance***

Omega Alpha Epsilon had a memorable time at the 44th annual State Leadership Conference in Charlotte, North Carolina, on April 17-19, 1998. This two-day event combined competition with fun and members look forward to it every year. Our 21 member group displayed outstanding effort in various individual, team and presentation events. As a result, we won 25 awards and developed a sense of competence and camaraderie. The chapter won 5 first place awards. Members felt the conference was immensely helpful in strengthening performance abilities and critical thinking, two valuable assets in the workplace!

***National Conference Attendance***

In July, twelve Omega Alpha Epsilon members and two advisers made the trek to Orlando, Florida for the National Leadership Conference. The conference provided opportunities for personal and professional growth and a chance to gain the competitive edge. The free time was filled with sightseeing: Disney World, Hard Rock Cafe, Planet Hollywood, and Universal Studios. Traveling to exciting places was almost as exciting as the twelve awards that were won.

***Western Region Fall Kick-off Attendance***

On September 17, 1998, adviser Kathy Toler along with chapter members Heidi Metcalf and Vera Logan attended the Western Region Fall Kick-Off in Spindale, North Carolina. The kick-offs are held for chapter advisers and presidents. This meeting provides information on recruitment, projects, conferences and publications. Ms. Toler, State Publications Director, led a discussion on project planning, and State Historian Heidi Metcalf talked about publicity and membership. Attendees returned with new information, fresh ideas and the drive to make this a winning year.

***Fall Leadership Development Conference***

Ten members of our chapter traveled to Salisbury in October for the Fall Leadership Development Conference. This conference provided members and advisers with information about PBL's opportunities and competitive events. Workshops included: strategies for success, planning for the upcoming year, time management, preparing for State Conference competitive events and business etiquette. After attending these workshops, delegates looked forward to sharing their newfound knowledge with chapter members.

***Western Region Tip-Off***

The first Western Region Tip-Off was attended by four students and two advisers. This meeting was held to "tip-off" the new year by supplying chapters with the information needed to prepare for state conference. Chapter adviser, Kathy Toler, and state officer, Heidi Metcalf, participated in the program. Kathie Doole, second year chapter adviser, and Hiral Patel, member, acknowledged this conference to be a tremendous learning experience.

**PARTICIPATION IN LOCAL ACTIVITIES, COMMITTEES, SOCIAL EVENTS,  
AND FUND-RAISING ACTIVITIES*****Local Activities***

The Omega Alpha Epsilon chapter enjoys participating in various community events during the year. PBL has an excellent reputation in the community and maintains a high level of visibility by its activities. PBL members raised money for the Eblen Foundation and the March of Dimes. Students also volunteered their time as booth sitters for craftspeople at the Southern Highland Guild Craft Show.

***Committees***

PBL members are very involved in committees around the college. The chapter has two members serving as delegates for the Student Government Association. Several members are also involved in Phi Theta Kappa, a national honorary society. Two PBL students represented the college at a regional college leadership workshop. Students served on the high school visitation day planning committee for the business division. Omega Alpha Epsilon members also worked on a committee with the Women Mean Business association.

***Hearts With Hands***

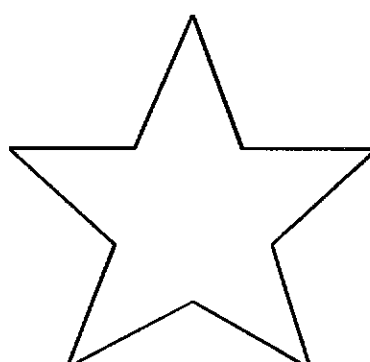
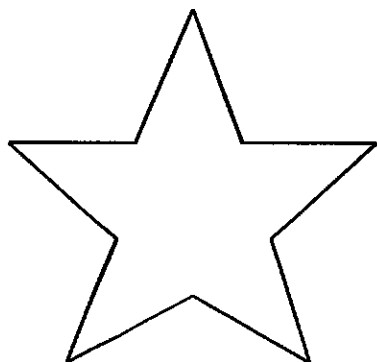
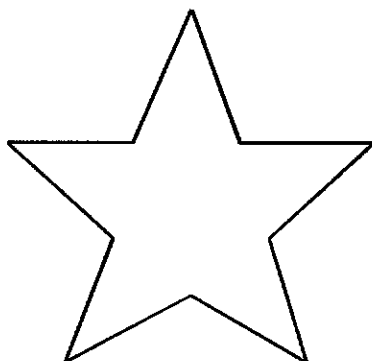
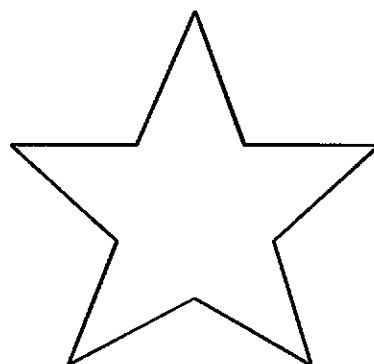
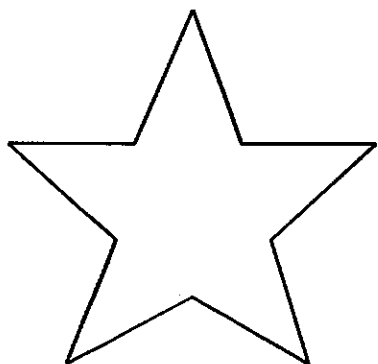
Our chapter joined forces with an area church to collect needed items for Hurricane Mitch victims in Honduras. An article in the school newspaper spread the word around campus, as well as posters and collection boxes. In just a short time the chapter collected 10 pounds of food, paper products, cleaning items, blankets and coats. The chapter was happy to be a part of helping those in need.

***Helping the Needy***

Chapter members adopted a needy family for the holidays. Thanksgiving and Christmas dinner was provided for the family of seven. Five bags of clothing, food and toys were given at Christmas to brighten their Christmas holidays. By giving to those less fortunate students realized the true meaning of giving.



# RECOGNITION



**RECOGNITION FOR PBL COMPETITIVE EVENTS AND ACTIVITIES**



***Recognition at State Competition - 1998***

***Chapter Awards***

- North Carolina Gold Seal Chapter Award
- Blue Ribbon Chapter Award
- National Center Mortgage Retirement Fund
- State Scholarship Fund Goals
- Local Chapter Contributor to March of Dimes
- Largest Local Chapter Delegation Western Region
- Western Region Presidential Award for Chapter of the Year
- Local Recruitment of Chapters-2nd Place

***Team Awards***

- Partnership with Business Project ..... First Place  
Anne Marie Toler, Vera Logan and Anita Bernard
- Local Chapter Annual Business Report ..... First Place
- American Enterprise Project ..... Second Place
- Community Service Project ..... Second Place
- Business Decision Making ..... Fifth Place
- Desktop Publishing ..... 6th Place

***Individual Awards***

- Business Principles ..... 1st Place ..... Will Hyatt
- Computer Applications ..... 1st Place ..... Michael Cummins
- Economics ..... 1st Place ..... Lynda McCaskill
- Word Processing ..... 2nd Place ..... Anita Bernard
- Marketing ..... 3rd Place ..... Kim Mundy
- Business Principles ..... 5th Place ..... Darlene Colclasure
- Human Resource Management ..... 5th Place ..... John Granados
- Job Interview ..... 5th Place ..... Anne Marie Toler
- Marketing ..... 5th Place ..... Heidi Metcalf
- Public Speaking ..... 5th Place ..... Sandi Netherton
- Computer Concepts ..... 8th Place ..... Selina Green
- Impromptu Speaking ..... 8th Place ..... Vera Logan
- Who's Who in NCPBL ..... Anne MarieToler and Lynda McCaskill

***Recognition at National Competition - 1998***

***Chapter Awards***

**Hollis and Kitty Guy Gold Seal Chapter Award of Merit**

This award was for active participation in programs and projects advancing the goals of Phi Beta Lambda.

***Team Awards***

**Second Place in Partnership with Business**

Anne Marie Toler, Vera Logan and Anita Bernard wrote this report and gave a ten-minute presentation at the conference. The Partnership With Business award was for the Chapter's work in organizing and implementing the "Marketing Yourself in the Business World " project.

**Fourth Place in Community Service**

Anne Marie Toler, Vera Logan and Anita Bernard wrote this report and gave a ten-minute presentation at the conference. The Community Service award was for the Chapter's work in organizing and implementing the "Learning By Serving" project.

**Fifth Place in Local Chapter Annual Business Report**

This report outlined all of the chapter's activities, projects and events for the year. Shawn Toler prepared this report along with other local officers.

**Fifth Place in American Enterprise Project**

Robin Hitch, Danielle Merritt, Anita Bernard prepared the report on the chapter's American Enterprise Project.

***Individual Awards***

**Second Place in Computer Applications**

Michael Cummins

**Ninth Place in Business Principles**

Will Hyatt

***Recognitions***

**Gold Key Chapter Award of Merit**

**Silver Key Award**-Anne Marie Toler and Shawn Toler

**Membership Madness Certificate of Achievement**

Anne Marie Toler and Shawn Toler

**RECOGNITION FOR SCHOOL, COMMUNITY, BUSINESS AND INDUSTRY  
ACTIVITIES*****Local Chapter Awards Banquet***

In May of 1998, members attended the annual chapter Awards Banquet and were honored for their hard work and dedication. Outgoing members and officers accepted plaques and trophies and the 1998-1999 officers were installed. Members and their guests enjoyed a delicious meal and the evening was the grand finale to a winning year.

***ABTCC Awards Day***

In May the annual ABTCC Awards Day gave members a chance to be recognized by all students and faculty. State winners were acknowledged for their accomplishments and the chapter was wished the best of luck at the National Conference.

***ABTCC School Newspaper***

The campus newspaper, *Voices*, also recognized Phi Beta Lambda members for their achievements. Throughout the year the newspaper reported on information about PBL activities, meetings and accomplishments.

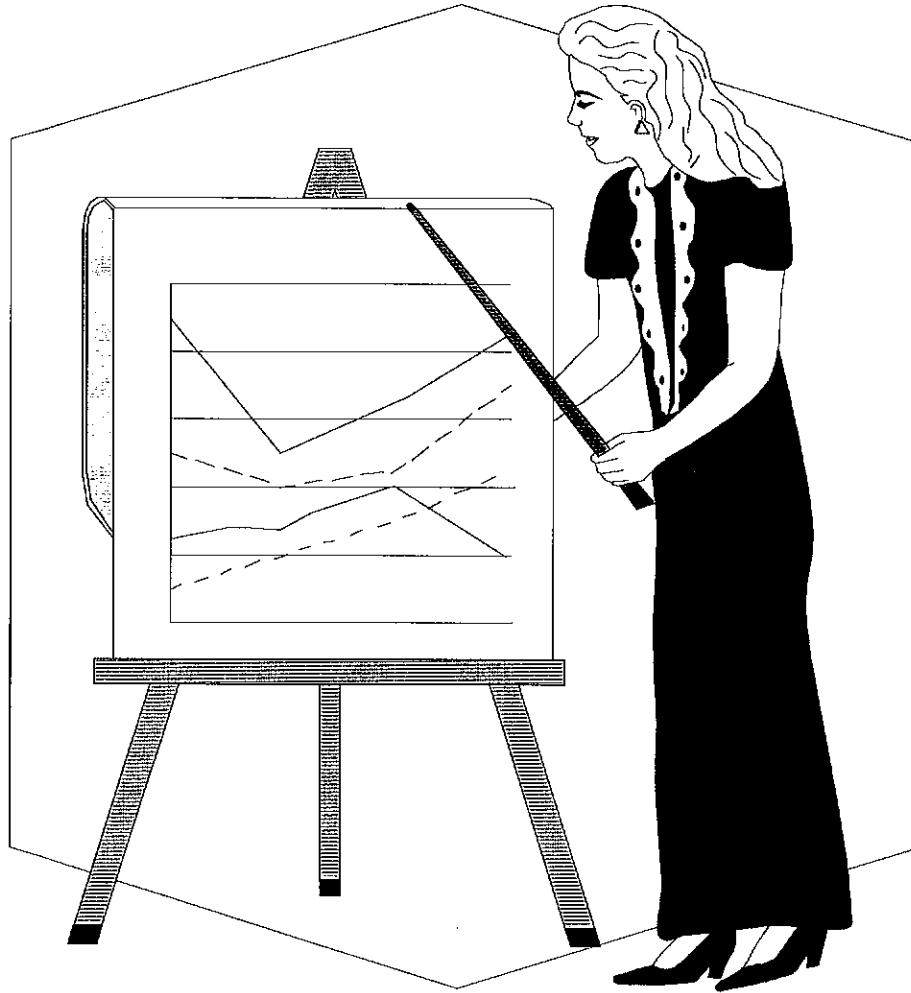
***ABTCC Board of Trustees***

At the fall Board of Trustees quarterly meeting, PBL presented a list of state and national awards to the Board. Chapter advisers, Kathy Toler and Kathie Doole, gave board members a short summary of the chapter's activities for the year and the students were congratulated for their fine work.

***Asheville-Citizens Times***

The local newspaper, the *Asheville-Citizens Times*, highlighted the accomplishments of Omega Alpha Epsilon in state and national competition and in various projects during the year.

# BUSINESS PROCEDURES



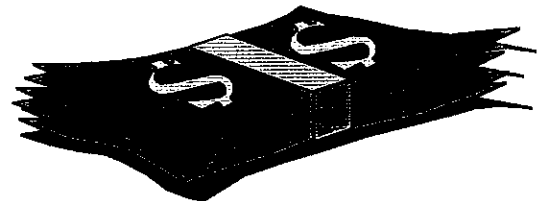
**CHAPTER MANAGEMENT AND ORGANIZATION**

Throughout the year Omega Alpha Epsilon held bimonthly meetings for members, implementing Robert's Rules of Order (newly revised) to ensure efficient management and equal opportunity. Meeting days and times are varied to permit maximum participation. The meeting agenda and minutes were posted on the PBL bulletin board for those members unable to attend. Officers and advisers met monthly to plan and oversee the accomplishment of chapter goals. Committees met regularly to work on assigned projects and discuss business. Members learned that good communication facilitates efficient chapter management. The chapter is organized to provide efficient, effective management of chapter activities. The following officers provide leadership as well as structure to the chapter:

President . . . . .	Anne Marie Toler
Vice President . . . . .	Shawn Toler
Secretary . . . . .	Will Hyatt
Treasurer . . . . .	Kim Mundy
Publicity . . . . .	Heidi Metcalf
Used Book Store . . . . .	Mike Cummins
Parliamentarian . . . . .	Heather Sauers

**FINANCIAL DEVELOPMENT**

The Treasurer of Omega Alpha Epsilon maintains our financial records according to generally accepted accounting principles. A voucher system is in place to provide strong internal control procedures for chapter business. Using this system, all disbursements are verified, approved in writing and recorded before payment is made. Receipts are also taken in and handled according to explicit guidelines. Subsidiary ledgers are kept on the personal accounts of chapter members which record individual balances. Students earn these credit accounts by working in the Used Book Store and on fund-raising activities. These funds are then used to pay student registration, hotel and food expenses for conferences. Year-end balances are reverted to the general fund. A detailed financial statement for the year is included in this report.



**Revenues**

The primary sources of revenue for the chapter include: Used book store profits, fund-raising activities, contributions from the college, donations, local dues.

**OMEGA ALPHA EPSILON CHAPTER  
FINANCIAL STATEMENT  
For the Year Ending February 28, 1999**

**Beginning Balance, March 1, 1998** **\$ 3,658.49**

**Receipts:**

Membership Dues	\$ 621.00
PBL Used Book Store Gross	13,981.17
National Conference Donations	4,526.00
T-Shirt Sale	1,058.00
SGA Donations	1,000.00
Fund-raisers	1,742.37
State Newsletter Reimbursement	88.10
March of Dimes Bakesale	50.00
Boo Wall for Eblen Foundation	350.00
Books are Fun	<u>470.56</u>

**Total Receipts** **23,887.20**

**Disbursements:****Non-Divisional Expenses-**

National PBL Dues	\$ 243.00
State PBL Dues	243.00
Local PBL Dues	135.00

**Operational Expenses-**

State Conference Expense	2,545.01
National Conference Expense	5,974.66
Fall Conference Expense	455.21
Postage	98.40
Banquet Expense	482.54
Supplies	316.73
March of Dimes Contribution	50.00
T-Shirt	469.60
Used Book Store Student Payouts/Refunds	11,582.81
Used Book Store Taxes	547.78
National Mortgage Retirement Fund	35.00
State Scholarship Fund	35.00
Boo Wall for Eblen Foundation	350.00
Plaques/Trophies	419.23
Miscellaneous	300.00
UBS Expense	<u>173.21</u>

**Total Disbursements** **24,456.18**

**Ending Balance, February 28, 1999** **\$ 3,089.51**