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Kevin Hernandez
President

Future Business Leaders of America
Mater Academy Charter High School
7901 NW 103rd Street
Hialeah Gardens, FL 33016

March 21, 2013

Dear Chapter Members:

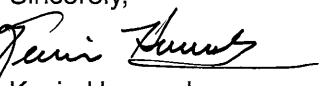
On behalf of Mater Academy's Future Business Leaders of America, I would like to commend you on taking the initiative to join FBLA. Your decision to join marks the first step towards becoming a successful leader. Throughout my membership in Mater Academy Future Business Leaders of America I have witnessed first hand what it means to be a true leader, and the amount of responsibility and dedication that is expected of an officer; as such, I pledge to continue upholding the aims and responsibilities of the Future Business Leaders of America.

In our fifth year, Mater Academy High School was able to recruit 169 members who made an invaluable effort to uphold the Mater legacy and build upon previous victories so that we can reach unparalleled success. Mater Academy FBLA's commitment and devotion to serving the school and community as well as its achievements have been recognized at the local, district and national levels.

It is important to note the amount of success the members have achieved. Last year, an outstanding 86 percent of the membership qualified to compete at the Florida State Leadership Conference. I am extremely proud that the chapter has been recognized for supporting the March of Dimes, helping raise funds for Autism Speaks, organizing canned food drives for the underprivileged and hosting charitable events to benefit many other non-profit organizations.

Many of these activities have given members expertise in every functional area of business and have inspired them to make a difference in the lives of those around them. The several 'Job Shadow' days held throughout the community allowed members to network with entrepreneurs in various career fields. Through participation in 'Dress for Success' days, members have been spotted by representatives from Men's Warehouse, one of our national partners - some have even obtained part time jobs.

Thank you all for making the 2012-2013 school year a meaningful one. Through service, education and progress we will most definitely ignite innovation.

Sincerely,

Kevin Hernandez
Chapter President

"Leadership is the capacity to translate vision into reality."
- Warren Bennis-

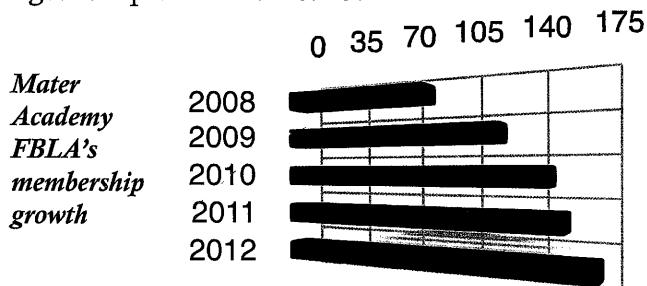
Lead

Introduction

The Local Chapter Annual Business Report recounts each and every memory created during each event of Mater Academy Charter High School's Chapter of the Future Business Leaders of America. The activities included in this report date from April, 2012 to February, 2013. Also featured in this report is this year's local theme "iMater," showing that all of the success that the chapter has been recognized for would not be possible without the individual contribution of members, advisers and partners. We are certain that as you turn each page, you too will be a witness to the incredible devotion and dedication that Mater Academy FBLA gives towards its members, our community and the nation.

Number of Members

Out of the 57 clubs and organizations available at Mater Academy, the FBLA Chapter reigns supreme in size of membership. Moreover, it is no surprise that with 169 active members, we hold the title of third largest chapter in District 25.



Size of School and Community

Mater Academy High School is a public-charter high school located in the City of Hialeah Gardens, Florida. Being a public-charter school, Mater Academy's student body is not limited to Hialeah Gardens. Its student body spans a 30 mile radius from campus.

Furthermore, Mater Academy is part of Miami-Dade County Public Schools, the largest public school district in the State of Florida and the fourth largest in the United States. Currently, the school is dedicated to serving a diverse student body of over 3,000 middle and high school students.

93.3% - Hispanic
3.8% - White
1.8% - African American
0.8% - Asian
0.2% - Other

Diversify

The ethnic distribution of the student body at Mater Academy is 93.3% Hispanic, 3.8% White, 1.8% African American, 0.8% Asian, and 0.2% Other.

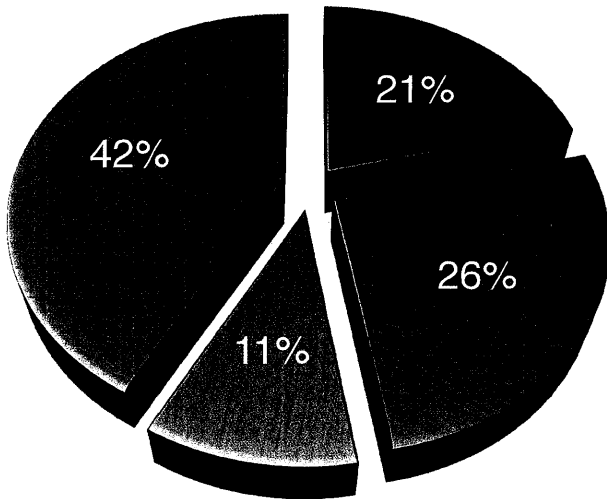
Hialeah Gardens is primarily composed of immigrants who came to America for a chance to live out their dreams and give themselves and/or their children an opportunity to succeed. Thanks to the free enterprise system, these immigrants are able to establish and realize their dreams of owning a business. This is why the backbone of the City of Hialeah Gardens' economy is a multitude of small businesses.

According to the 2012 census, the total population of Hialeah Gardens is 22,257 composed of 92.9% Hispanic, 8.7% White, 1.80% African American, 0.08% Native American, 0.80% Asian, 5.32% from other races, and 3.59% from two or more races.



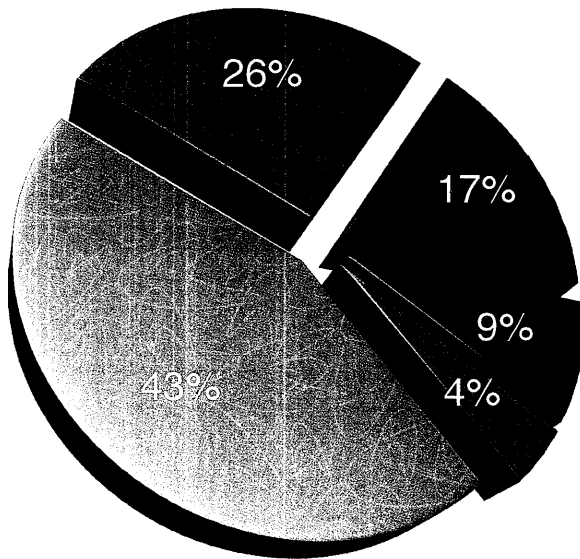
Aerial view of Mater Academy Charter High School

Chapter membership by grade



● Freshmen ● Sophomores ● Juniors ● Seniors

Members' years of participation in FBLA



● 1 Year ● 2 Years ● 3 Years ● 4 Years ● 5 Years

Chapter Organization

Established in 2008, the Mater Academy High School Chapter of FBLA is the first to be established in a charter high school in Florida.

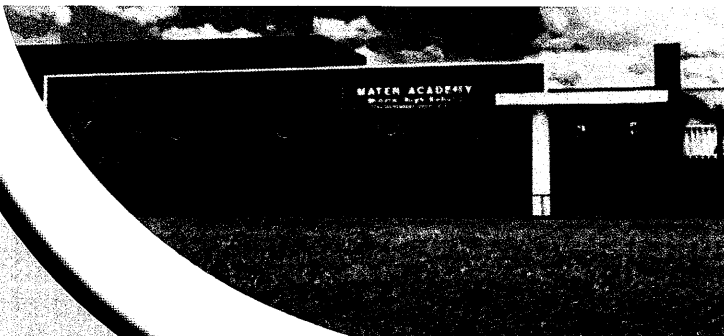
In its sixth year of operation, the Mater Academy family welcomed Tonya Alvarez, a University of Florida graduate, as the school's head of the Business Department. An FBLA Wall of Fame inductee with over 30 years worth of expertise and participation in the organization, Mrs. Alvarez was instrumental in carrying out FBLA's primary mission at Mater Academy, that is "to bring business and education together in a positive working relationship through innovative leadership and career development programs."



Chapter officers discuss an upcoming project with principal, Judith Marty

As it was clear that Mater FBLA would reach unparalleled success, Daisy Benitez, a Certified Public Accountant with over 23 years of experience and previously employed with the Latin American Agri-Business Development and Investment Corporation joined the chapter as a co-adviser. From its inception, it was clear that Mater FBLA was destined for triumph, and as membership increased, Ronny Perez, Microsoft Operating Systems Specialist and Technology professor, joined the adviser team in 2010.

Students undoubtedly found a new interest in the business field with the up-and-coming achievements of the Mater Academy FBLA Chapter. Consequently, the business department expanded to include competencies in the areas of finance, legal operations of business, and administrative support.



Mater Academy FBLA Executive Board

FBLA-PBL was established upon a definite set of goals meant to facilitate the execution of the mission determined by Hamdem L. Forkner in 1947. These goals include development of competent, aggressive business leadership; increasing interest and understanding of American business enterprise; and participation in activities that develop character, prepare for useful citizenship, and foster patriotism.

In order to ensure that the goals of FBLA are met each year and that the objectives set by the national officers are implemented, Mater Academy FBLA members elect each fiscal year an executive board composed of seven officers.

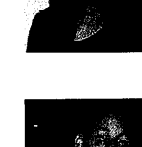
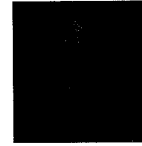
Project Committees

Mater Academy FBLA project committees investigate the viability of project ideas and successfully aide the executive board in the planning and development of the project. Committee members come from different backgrounds and have various perspectives and skills. Committees were comprised of a committee chairman, a secretary, several committee members, and an executive board vice-president who served as an ex-officio member. The committee chairman reported to the vice-president who then reported to the other chapter officers and advisers at executive board meetings. Through project committees, both members and executive officers learned the importance of teamwork and the vital role it plays in the efficient management of an organization.



*2012 - 13 executive board officers
and committee chairpersons*

Southern Region

Secretary
Andy AlfonsoFlorida FBLA
Action CouncilExecutive President's Assistant
Andy AlfonsoDistrict 25
Executive BoardPresident
Andy AlfonsoTreasurer
Ashley GomezParliamentarian
Ivanna BurayeMater Academy FBLA
Executive BoardPresident
Kevin HernandezExecutive Vice President
Ashley GomezVice President
Andy AlfonsoVice President
Stephanie CabreraVice President
Rachel MartinezSecretary / Treasurer
Allison GonzalezParliamentarian
Rogelio Dieguez

iRISE



Chapter officers speak with parents about the benefits of FBLA

"Selecting the best man for the job shows the intelligence of the recruiter"

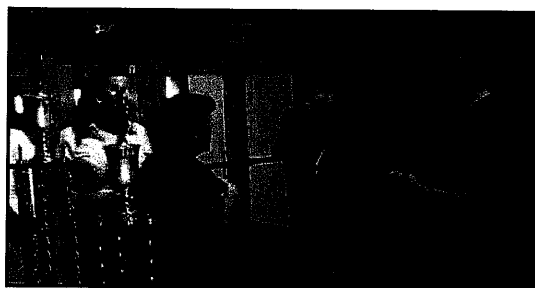
-John Betchly-

Recruitment

The most important resource any organization has is its membership. The more dependable and enthusiastic members an organization has; the more it can accomplish. The members of Mater FBLA are the backbone of the organization. To maintain such high membership and to continue to expand, the local chapter officers have implemented many activities to increase school and community outreach. While recruitment is crucial to the success of a chapter, retaining members is also an important goal. Throughout the year, activities have been planned to spark the interest of faithful longtime members.

FBLA Open House Fair

In the 2012-2013 school year, Mater Academy High School FBLA hosted an FBLA Open House Fair. It was an innovating resource fair that gave potential members and their parents the opportunity to experience what FBLA has to offer and how it could benefit them. On display were various FBLA trophies won by former members at past State and National Leadership Conferences, many chapter projects, as well as informational pamphlets and brochures. Overall, the resource fair was a great recruitment tool. In less than three hours, over 20 members were recruited and officially became paid members of the greatest FBLA chapter in the nation.



An opportunity for members to discuss FBLA with parents

Welcome Meeting

"You never get a second chance to make a first impression." This statement is especially true when it comes to recruitment. The Mater Academy FBLA Executive Board ensures that the first impression of potential members is one they will never forget. The first general meeting of the year is an incredibly efficient opportunity to truly showcase FBLA.

In an effort to aide in the implementation of the National Program of Work, an FBLA recruitment video was played. This video was instrumental in giving the members a visual idea of the full FBLA experience.

With membership recruitment and retention in mind, chapter officers established an innovative trivia game, testing members on common facts about FBLA. Members who answered correctly received National FBLA trading pins from previous years. This innovative method proved to be a great incentive for members and a very valuable recruitment tool. In addition, it provided a unique way for members to learn more about the organization and how they could benefit from being part of it.

Testimonials

Moreover, testimonials from previous chapter officers also proved to be a key asset in recruitment. Marnie Ruiz, 2011-12 Chapter President spoke about her growth from a shy, quite young lady to becoming one of the nation's top public speakers and representing the State of Florida at the 2012 National Leadership conference in San Antonio, Texas.

Recruit