

LOCAL CHAPTER ANNUAL BUSINESS REPORT



2018-19

REDWOOD HIGH SCHOOL
VISALIA, CALIFORNIA

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CHAPTER PROFILE

March 15, 2019

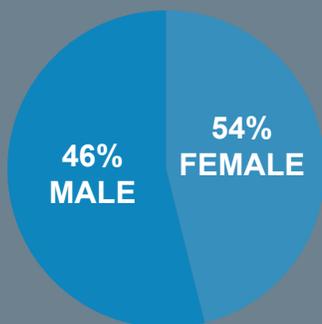
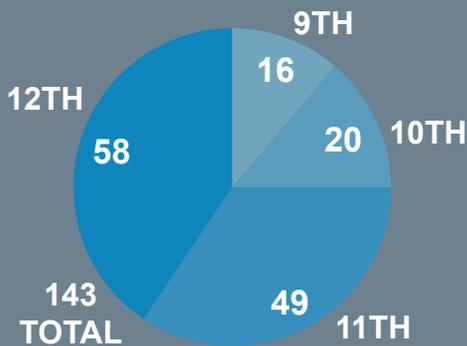
STATE OF THE CHAPTER

Dear Redwood High School FBLA,

This school year has proven to be a highly successful year. We congratulate all of you for your achievements as members of Future Business Leaders of America, and commend you for your academic success throughout the 2018-2019 school year. Through your active involvement in chapter activities, you have proven to uphold the legacy of excellence Redwood FBLA has cultivated as one of the premier chapters in our section, state, and nation. It is with great distinction that we are able to say every member had a remarkable impact on their peers and community. Our FBLA family is a fixture in the Valley, and when called to lead in the community, you all have happily worked hard and served.



MEMBERSHIP NUMBERS



You have instilled and improved upon valuable leadership, networking, and business skills through your dedication to and participation in the plethora of events and activities our organization has offered this year. Our membership count is an immediate indicator of our chapter's dedicated presence on campus with **one hundred forty-three (143) registered members**. It has been a privilege for us to lead such a well-rounded chapter. We have been encouraged to work harder as leaders in our community, and know that our chapter will continue to innovate and prosper for years to come.

Sincerely,

Tania Jiroudi
Redwood High School FBLA President

REDWOOD HIGH SCHOOL



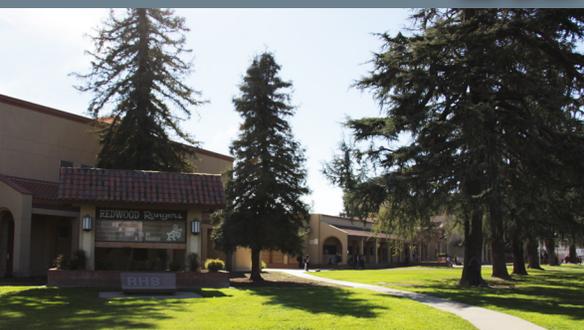
VISALIA, CALIFORNIA



SIZE OF SCHOOL

&

COMMUNITY



Current Enrollment: 2,234
Established in 1910
Visalia's oldest high school
Mascot: Rangers

Current Population: 133,010
Founded in 1852
"Gateway to the Sequoias"
County: Tulare



CHAPTER PROFILE

PROGRAM OF WORK

The Redwood FBLA Program of Work is an essential element to the success of the chapter. It outlines specific goals that members and officers seek to accomplish throughout the entire year.



SERVICE

Participate in four small scale community service events

COMPLETED

Increase membership at community service events by 20%

COMPLETED



**GOAL 1:
ENHANCE
COMMUNITY
SERVICE
OPPORTUNITIES**



**GOAL #2:
PREPARE
MEMBERS**

Create competitive event curriculum and study guides

COMPLETED

Increase membership at study sessions and training days by 15%

COMPLETED



EDUCATION



PROGRESS

Post social media announcements weekly

COMPLETED

Conduct classroom presentations to all 9th grade students

COMPLETED



**GOAL #3:
COMMUNICATE
EFFECTIVELY**



RECRUITMENT

The Redwood FBLA chapter facilitated activities to attract students and business professionals to FBLA. The chapter worked throughout the year to retain these members to participate in numerous activities and events.



RECRUITMENT PRESENTATIONS

Redwood FBLA officers presented Future Business Leaders of America to the entire freshman class and to all the English classes at Redwood High School. They informed each class of the chapter's community service activities, conferences, upcoming events, and the many benefits and opportunities FBLA has to offer.

CLUB DAY

Redwood FBLA started its recruiting efforts for the year during Redwood's annual Club Day. This was the biggest recruiting event of the year for Redwood FBLA. New and returning members came to our booth to learn what FBLA does and discover how they could participate in the organization.



SOCIAL MEDIA CAMPAIGN

Redwood FBLA utilized Twitter, Remind, and Instagram to recruit new members to the organization. The campaign included the hashtag #JoinTheTradition which linked all correspondence to Redwood FBLA throughout social media platforms. This was a very successful recruitment tool, and Redwood FBLA has over five-hundred followers on Twitter, Remind, and Instagram combined.

EIGHTH GRADE PARENT NIGHT

In February, Redwood FBLA officers Ali Mashael, Daniel Saboagal, and Adviser Jacob Avila participated in the Eighth Grade Parent Night in the gym. Parents were informed of the different benefits of FBLA, reasons why their child should join, and examples of how it will help them in accomplishing their future endeavors. This was a great event to showcase the activities members participate in each year.

MIDDLE SCHOOL VISITATION

In early February, over seven hundred eighth graders from Redwood's feeder school, Green Acres Middle School, attended an all-morning assembly and toured the campus. During the visit, students were able to walk through the Business Department and hear a presentation from Adviser Jacob Avila about the benefits of business classes and how they connect with FBLA.





LEADERSHIP DEVELOPMENT

The development of competent, dynamic business leadership is one of the founding goals of Redwood FBLA. Officers and members are encouraged to seize these opportunities to enhance their leadership skills.

LEADERSHIP PARTNER PROGRAM

Jessica Abarca, Daniel Sabogal, Jada Griffith, and Alisha Shahroz applied and were accepted into the Leadership Partner position during the year. Members in this program worked directly with current officers, in order to assist them in completing the duties of their own positions.

STATE LEADERSHIP SUMMIT

In June, the California FBLA State Leadership Summit was held in Sacramento. Four Redwood FBLA members took part in this event. At this event, all California State and Section Officers were trained. Areas covered at the training were: Business Achievement Awards, written communication, networking, state project modifications, Ambassadorship, workshop presentations, and national projects.

CHAPTER OFFICER TRAINING RETREAT

The Redwood FBLA officers and advisers held a two-day training during the month of August for all chapter officers. This training was held in Cutler, CA. Officers were able to bond and work as a team through icebreaker activities. At this event, the chapter Program of Work (POW) and chapter projects for the year were also planned; this experience allowed the chapter officers to start the year off with an established purpose.

LOCAL CHAPTER MEMBER DEVELOPMENT DAYS

Eight times throughout the year, the Redwood FBLA chapter brought its members together to develop their leadership skills while networking with local business and community leaders. These community leaders ran workshops, Q & A sessions, and networking activities. Four of these development days were geared towards competitive event preparation with the business leaders giving feedback and advice for several presentation and interview events. Over sixty members participated in these development days.

LDI-NORTH WORKSHOPS

At Leadership Development Institute-North, sections from all over Northern and Central California attended in order to develop their capacity as FBLA members. Four Redwood FBLA Officers led workshops at this event which allowed them to demonstrate their presentation and leadership skills.





CAREER EXPLORATION AND PREPARATION

The Redwood FBLA chapter explored many career pathways by touring local businesses and inviting professionals to speak to the chapter. Members were able to experience what it's like to own and run a business.

BUSINESS TOURS

All Redwood FBLA officers and approximately sixty members attended eight business tours. Members were given the opportunity to learn about the businesses and the people running them.

Several key local industries were highlighted to expose members to organizations that also connected to FBLA competitive event areas (listed along with their company logos).



GUEST SPEAKERS

Redwood FBLA brought in twelve speakers which provided members the opportunity to further explore several local businesses. Visalia Medical Clinic representative, Alex Lechtman, spoke on the importance of being ethical as a business owner. Another speaker, an Allstate Insurance agent, came to discuss the importance of insurance in the working world. These guest speakers helped broaden the general business knowledge of the Redwood FBLA members.



STUDENT STORE

Over forty Redwood FBLA members operated the "Ranger Lookout" Student Store during the school year. Through running the store, members learned the various logistics of running a fully functioning retail business.

- Student tasks included:**
- Stocking merchandise
 - Creating marketing materials
 - Keeping accurate inventory
 - Working cash registers
 - Keeping accurate financial records



BUSINESS PARTNERSHIPS

Redwood FBLA members discovered how they can impact the world in which they live through active cooperation with local businesses. Members developed sustained relationships with a variety of organizations.

VISALIA CHAMBER OF COMMERCE

Redwood FBLA's connection with the Chamber of Commerce has been long-standing. Several members have participated in the Young Entrepreneurs Academy (YEA). The Chamber has also helped connect Redwood FBLA to businesses and sponsors throughout the year.

VISALIA SUNSET ROTARY

Redwood FBLA members attended various Visalia Sunset Rotary meetings throughout the year to discuss and publicize upcoming fundraisers and projects. Members spoke about FBLA, its contributions to Redwood and the community and their successes at the Central Section Leadership Conference.

ALLSTATE INSURANCE AGENCY

Redwood FBLA partnered with Allstate Insurance Agent Rick Kunkleman on several projects and activities throughout the year. Mr. Kunkleman has helped with several service activities such as educating the public about the dangers of texting and driving.

CENTRAL CALIFORNIA CHINESE CULTURAL CENTER

Another partner of Redwood FBLA is the Central California Chinese Cultural Center. This has been a landmark organization for years in Visalia. Redwood FBLA worked several community events at this venue over the course of the year. The Chinese Cultural Center also supports the chapter by giving back to Redwood High FBLA in the form of scholarships.



KOCH, DEGN & GOMEZ LLP

Redwood FBLA alumni Chris Gomez supports the chapter through his law firm Koch, Degn, & Gomez LLP. They have aided Redwood FBLA through many generous donations, which allows more members to be able to attend conferences. Additionally, Mr. Gomez helped at the section and state conference as a representative of Redwood FBLA.

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN- VISALIA

Twice this year, over thirty-five Redwood FBLA members assisted with the American Association of University Women (AAUW) Book Sale. The members helped unload over ten thousand books at a local mall and sorted them into categories by genre. Redwood FBLA has been active in this partnership for over ten years.



Rick Kunkleman Insurance Agency





CHAPTER FUNDRAISING

Redwood FBLA conducted two large-scale fundraising activities throughout the 2018-2019 year. This allowed the members to focus on other projects without worrying about funds throughout the year.

STUDENT STORE

Throughout the school year, over forty members worked in "Ranger Lookout," the Redwood High School student store. They handled matters similarly to that of a small retail business. Students learned basic business skills, such as how to use a cash register, and how to count and keep track of money; students also engaged and served customers, and kept the business running efficiently. The members collectively earned **\$3,350.75** for their individual accounts and for the chapter. This money is used to pay for dues, conferences, and other activity expenses. The student store is an opportune way for members to help earn money for the chapter, while also building business skills along the way.



GROSS PROFIT
\$11,750.00

EXPENSES
\$8,399.25

NET INCOME
\$3,350.75

STUDENT STORE

CONCESSIONS

GROSS PROFIT
\$18,657.50

EXPENSES
\$9,351.26

NET INCOME
\$9,306.24

FOOTBALL CONCESSION STANDS

Redwood FBLA members were presented with the opportunity to raise funds at school football games throughout the fall semester. This allowed members to collaborate in creating a list of items to sell, contacting vendors, and managing inventory. The officer team worked as the managers at the games and ensured that the stands were stocked and the money was handled properly. This was a new opportunity for Redwood FBLA to raise money while also learning how to effectively run the concession stands. Officers also worked with local vendors on collecting donated items to sell. Frito-Lay donated several items and all the profits went directly to Redwood FBLA. The total amount raised through the concession stands fundraiser was **\$9,306.24**.



PUBLIC RELATIONS AND CHAPTER PUBLICITY

Believing that communication leads to stronger relationships, Redwood FBLA strives to increase public awareness of FBLA within Visalia. A variety of channels were used to leave a positive impression on the community.



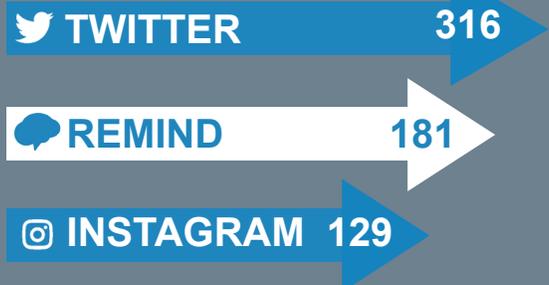
LOCAL CAREER FAIRS

Redwood FBLA attended two local Career Fairs at both feeder middle schools. These events facilitated connections with Visalia Unified School District and the business community of Visalia in order to showcase the FBLA program to prospective students. Redwood FBLA had a booth to display our mission, projects, and member accomplishments throughout the year. Eight officers from the Redwood FBLA team participated in these fairs.

SOCIAL MEDIA

Throughout the year, Redwood FBLA utilized social media accounts on Twitter, Remind, and Instagram to share important information and news about the chapter with members and local media outlets. These accounts were managed primarily by Adviser Jacob Avila with the help of several members of the Redwood FBLA officer team. These accounts have over five-hundred followers and make it easier to connect with members on a regular basis.

SOCIAL MEDIA CONNECTIONS



CHAPTER WEBSITE

Redwood FBLA updated the chapter website to help members, parents, and local community partners discover pertinent information about the chapter. The website served as a great way to promote the chapter and spread awareness about events Redwood FBLA hosted throughout the school year. Weston Watson, Public Relations officer, worked to ensure the website was updated regularly.

CHAPTER NEWSLETTER

Redwood FBLA officers compiled and published two issues of the chapter newsletter, Leaders in Action (LIA). The newsletter was posted to the Redwood

FBLA website as well as given to each teacher on campus. Officers were trained on how to write articles and use Microsoft Word and Adobe InDesign to format the newsletter.

CONNECTION TO LOCAL MEDIA

Redwood FBLA has been recognized several times in the Fresno Bee and Visalia Times Delta newspapers. This recognition has been tied to both community service activities and competitive events accomplishments. The articles also brought positive attention to Redwood FBLA throughout the year.



STATE AND NATIONAL PROJECTS

Active participation in section, state, and nationally-sponsored projects and programs have made Redwood FBLA a well-rounded chapter.

GOLD SEAL AWARD OF MERIT

The Redwood FBLA chapter received the Gold Seal Chapter Award of Merit. This is the highest recognition a chapter can receive and is only awarded to the top fifteen percent of chapters in each state.

GOVERNMENT AWARENESS PROJECT

California FBLA chapters were encouraged to send letters to government officials representing their region. Redwood FBLA members sent five letters to Assemblyman Devon Mathis and encouraged him to support FBLA, Carl D. Perkins funding, Career Technical Education (CTE), and SB 1070 funding in the state. These letters along with presenting at a Rotary meeting helped the chapter complete the Government Awareness Project.

MARCH OF DIMES PROJECT

The March of Dimes is the official service partner of FBLA. Redwood FBLA organized fundraising activities throughout the year and was recognized for its participation in this state project. The chapter raised over \$300 towards the March of Dimes Project at the Central Section level.

PROFESSIONAL DIVISION MEMBERSHIP PROJECT

Professional members are an important part of any FBLA Chapter. This year, Redwood FBLA recruited seventeen professional members to qualify for this recognition. This total was the third most in the state of California.



MEMBERSHIP ACHIEVEMENT AWARD

Redwood FBLA grew its membership by **eleven registered** members this year. Their efforts helped the chapter receive the Membership Achievement Award at the National level.

MEMBERSHIP MADNESS PROJECT

The following Redwood FBLA members **recruited five** new members to the chapter: Jessica Abarca, Hanna Bratsch, Tania Jiroudi, and Nabil Karimi. Their efforts helped them gain the Membership Madness recognition at the National level.

MEMBERSHIP MANIA PROJECT

The following Redwood FBLA members **recruited ten** new members to the chapter: Claire Collins and Alex Garrett. Their achievement earned them the Membership Mania recognition at the National level.





OTHER COMMUNITY SERVICE PROJECTS

One important pillar of Redwood FBLA is service. Redwood FBLA strives to improve and help citizens of Redwood High School, the city of Visalia, and Tulare County.

EDUCATORS' APPRECIATION DAY

Last May, Redwood FBLA thanked teachers for their hard work and efforts throughout the year. The chapter distributed special treats to all of the teachers in order to show its appreciation for their commitment to education.

TEACHER ROOM SERVICE

Twenty-five Redwood FBLA members spent the last day of summer vacation helping Redwood teachers clean, rearrange, and organize their classrooms for the upcoming school year. Members were asked to dust, polish shelves, file and staple papers, put up bulletin boards, and other various tasks that were necessary to prepare for the school year.

GREEN ACRES LITTLE THEATRE

The Redwood FBLA members and advisers helped with the production of the local musical, *Beauty and the Beast*, performed by Green Acres Middle School.

VISALIA RESCUE MISSION TOY DRIVE

Each year the Visalia Rescue Mission collects unopened toys to create a holiday store for parents in need. Redwood FBLA collected one hundred and fifty new toys to give to the Rescue Mission.

BLOOD DRIVE HELP

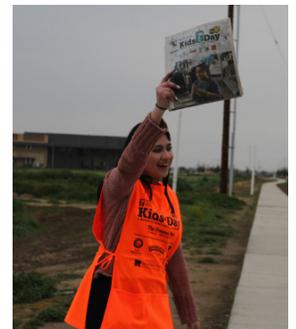
Redwood FBLA helped coordinate and gather participants for a Blood Drive on the Redwood High School campus. Members and officers also helped attendees relax before giving blood to make the process less stressful.

KIDS DAY

Redwood FBLA members helped sell *The Fresno Bee* newspapers to raise money for Valley Children's Hospital. Members spent their morning on street corners throughout the city selling bundles of newspapers.

AAUW BOOK SALES

Sixty-two Redwood FBLA members assisted at two American Association of University Women (AAUW) Book Sales. The members helped unload thousands of books at a local mall and placed them in their respective categories. This is an activity that Redwood FBLA has participated in for over ten years.





PARTICIPATION IN FBLA CONFERENCES

Redwood FBLA proudly participated and competed in section, state, and national conferences. Conference participation strengthened members' business and leadership skills.



NATIONAL LEADERSHIP CONFERENCE

Twenty Redwood FBLA members attended the National Leadership Conference held in Baltimore, Maryland in late June. This was the most members Redwood FBLA has taken in over two decades.

OFFICERS/ADVISERS TRAINING DAY

Four Redwood FBLA officers, Tania Jiroudi, Derrick Chau, Daniel Sabogal, and Abbie Linhares, helped conduct the Central Section Officers/Advisers Training Day. Adviser Jacob Avila was the conference chair.

LEADERSHIP DEVELOPMENT INSTITUTE

Forty-five Redwood FBLA members and three advisers attended the Leadership Development Institute-North in Santa Clara, California in October. Redwood's Central Section officers, Tania Jiroudi, Derrick Chau, Abbie Linhares, and Daniel Sabogal, presented professional workshops at the conference.

CENTRAL SECTION LEADERSHIP CONFERENCE

One hundred and ten Redwood FBLA members and four advisers attended the Central Section Leadership Conference on February 9th, 2019 at Redwood High School in Visalia, CA. Adviser Jacob Avila was the conference chair.



STATE LEADERSHIP CONFERENCE

Ninety-one members and four advisers attended the State Leadership Conference in Sacramento, CA in April. At the conference, members competed and attended workshops. Four members were installed as Central Section Officers - Tania Jiroudi as President, Derrick Chau as Vice President, Daniel Sabogal as Public Relations, and Abbie Linhares as Historian/Parliamentarian. Adviser, Jacob Avila, was on the planning committee.

STATE LEADERSHIP SUMMIT

Four Redwood FBLA officers Tania Jiroudi, Derrick Chau, Abbie Linhares, and Daniel Sabogal attended the California FBLA State Leadership Summit in June. This event trained these members how to be effective officers at the Section level for California.



OTHER CHAPTER AND INDIVIDUAL RECOGNITION EARNED

Receiving special recognition and awards has always provided an extra incentive for Redwood FBLA members who excel in a variety of areas.



BUSINESS ACHIEVEMENT AWARD-INDIVIDUAL RECOGNITION PROGRAM

The Redwood Chapter had nine members earn this recognition. All nine completed the Future level of this award program and were recognized in front of the chapter for their accomplishment.

FBLA YEARS OF PARTICIPATION AWARDS

At the Redwood FBLA Awards ceremony years of participation awards were presented in May. Certificates of Recognition were presented to forty-three members who had one year of participation. Twenty-two members were awarded membership pins for two years of active participation. FBLA key chains were presented to fourteen members with three years of active participation in the Redwood FBLA chapter. Graduation Cords were presented to three members with four years of active participation in the Redwood FBLA chapter.

MOST OUTSTANDING MEMBERS IN COMPETITIVE EVENTS

This was awarded to two individuals who flourished in their competitive events. Arisha Kassam placed first at the state conference in Job Interview. Jonathan Zamora placed first at state and fifth at Nationals in Database Design & Applications. He also placed first in Spreadsheet Applications at state.

MEMBERS OF THE MONTH

Member of the Month recognition was awarded to members based on their contributions to FBLA. The following members were recognized: Derrick Chau (Summer), Tania Jiroudi (September), Claire Collins (October), Nabil Karimi (November), Abbie Linhares (December), Mahak Rajwani (January), and Blake Gendron (February).

SCHOOL BOARD RECOGNITION

Redwood FBLA chapter President Tania Jiroudi was awarded the Visalia Unified School District Business Student of the Year. This award was presented at the school board meeting with several community and education leaders in attendance.





COMPETITIVE EVENT WINNERS AND PARTICIPATION

NATIONAL LEADERSHIP CONFERENCE



RHS NATONAL WINNERS

Fourth Place
Spreadsheet Applications
NLC 2018
BALTIMORE, MD

Fifth Place
Database Design & Application
NLC 2018
BALTIMORE, MD

ALEX GARRETT

JONATHAN ZAMORA



STATE LEADERSHIP CONFERENCE



RHS STATE WINNERS

1st	4
2nd	5
3rd	2
4th-10th	8

STATE SWEEPSTAKES

5th PLACE



COMPETITIVE EVENT WINNERS AND PARTICIPATION

CENTRAL SECTION LEADERSHIP CONFERENCE

SECTION CHAMPIONS



**6th TITLE IN A ROW
34th TITLE OVERALL**

RHS SECTION WINNERS

1st	2nd	3rd	4th-10th
22	16	10	44

92 members placing top 10

SECTION PARTICIPANTS



**RHS
MEMBERS**

VISALIA, CA

