

# Partnering for Prosperity



Partnership With Business Project  
Arlington High School FBLA  
Arlington, Nebraska  
Chapter 006427

# Table of Contents

**2018-2019  
Partnership with  
Business Project  
Report**

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Report Published by:  
Arlington High School  
705 North Ninth Street  
Arlington, NE 68002

<b>PROJECT INTRODUCTION .....</b>	<b>2</b>
<b>PROJECT PLANNING .....</b>	<b>3</b>
Partnership Goals .....	3
Partnership Roles.....	3
<b>PROJECT DEVELOPMENT .....</b>	<b>4</b>
<b>PROJECT IMPLEMENTATION .....</b>	<b>5</b>
Arlington High School .....	5
Arlington FBLA .....	6
Roles in Implementing Project.....	8
<b>PUBLICITY RECEIVED .....</b>	<b>9</b>
<b>DEGREE OF INVOLVEMENT .....</b>	<b>10</b>
<b>EVALUATION AND RESULTS .....</b>	<b>11</b>
Concepts Learned .....	12
Project Impact.....	13
<b>CONCLUSION .....</b>	<b>14</b>
<b>APPENDIX .....</b>	<b>15</b>

# Project Introduction

Steve Jobs once said, “Great things in business are never done by one person. They’re done by a team of people.” The Arlington chapter of Future Business Leaders of America (FBLA) partnered with Món Quà to broaden economic opportunities for the ethnic minority women of the Cao Bang province of Vietnam and to provide another real-world business opportunity for the chapter’s members. Món Quà, a microenterprise project, was developed by leaders in the University of Nebraska-Omaha’s College of Business Administration. Professors and current students at the college founded Món Quà in 2017 with a similar purpose as Arlington FBLA. As the world becomes more globalized, international business is a growing opportunity that allows for opportunities to improve the lives of others.

Through Món Quà, the Vietnamese entrepreneurs are able to sell their products in the United States and earn profits to improve their standard of living. The women of Món Quà sell handcrafted zipper pouches, ornaments, stars, stockings, and other small items with specialized embroideries on

them. These products are made from resources found in their home province. Profits are commonly used to send their children to school. This partnership provided another outlet and increased their sales.

In Arlington FBLA’s first year partnering with Món Quà, both parties focused on creating a mutually beneficial association. Chapter members took part in many different activities to help advocate the partnership with this business and learn about global business.

This Partnership with Business Project ultimately serves as a provider of opportunities. Arlington FBLA members are given the opportunity to learn about a foreign culture and apply their business skills. Món Quà is given the opportunity to sell their products in Nebraska. Both parties truly benefitted as a result.



# Project Planning

## Partnership Goals

Partnership goals were established by the committee chairs appointed within the FBLA chapter. Dr. Jonna Holland and Dr. Catherine Co of Mòn Quà assisted in the development of the partnership goals. Each goal was designed to serve as a guide for the project to ensure its success:

- Grow the understanding of global business and foreign cultures at Arlington High School
- Provide a better standard of living for women of northern Vietnam
- Provide high school students the opportunity to practice professional communication and selling
- Raise \$500 in sales benefitting Mòn Quà
- Achieve 75 percent participation in the project amongst FBLA members

## Partnership Roles

Arlington FBLA and Mòn Quà each played a vital role in the development of the partnership. In order to ensure the success of the project, both parties were actively involved.

The roles and responsibilities taken on by the chapter Partnership with Business chairpersons included:

- Planning preliminary meetings to form the foundation of the project
- Communicating with high school principals to secure the approval and logistics of the project
- Collaborating with Mòn Quà to coordinate selling the products
- Developing advertisements for the community to create awareness of sales
- Coordinating work schedules and member assignments

The roles and responsibilities of members of Mòn Quà were as follows:

- Providing products for FBLA members to sell
- Creating and sharing marketing materials to help promote the partnership
- Presenting informative workshops to high school students, thereby teaching them about the program and the global impact



# Project Development

## Project Development

Arlington FBLA elected to emphasize the importance of fundraising and global business in the association with Món Quà for this year's Partnership with Business Project. Local chapter officers determined that a committee would be formed for development, and members met several times to develop the goals for the program. Committee chairs also met with Món Quà to discuss the idea of selling their products at the school, sporting events, and online. Members of Món Quà fully supported the new project and began discussion for the implementation of the project for the 2018-2019 school year.

The committee and Món Quà also met to talk over the details of the program and how the two groups could partner together to teach students at Arlington High School more about the

program, selling, and the impact of a global project. Committee members also sought to incorporate tasks that would include a majority of high school students and the community. The goal was to develop a plan that would improve the lives of women in northern Vietnam while also preparing high school students for careers in business, sales, finance, marketing, and other fields related to the project.

The committee appointed the roles of members and how they would contribute to the project. Members who signed up to work in the partnership were guided in their role and trained to become a key asset in the partnership's implementation.

The training of members consisted of presentations by Dr. Holland and Dr. Co. The presentations furthered each member's understanding of Món Quà and how it affects each party in the partnership. Training also included teaching methods for selling the products and effective forms of marketing.

In the promotion of the partnership, committee members reached out to local publicity outlets and posted information on social media to boost awareness and participation.



**Dr. Co presents to students**

# Project Implementation

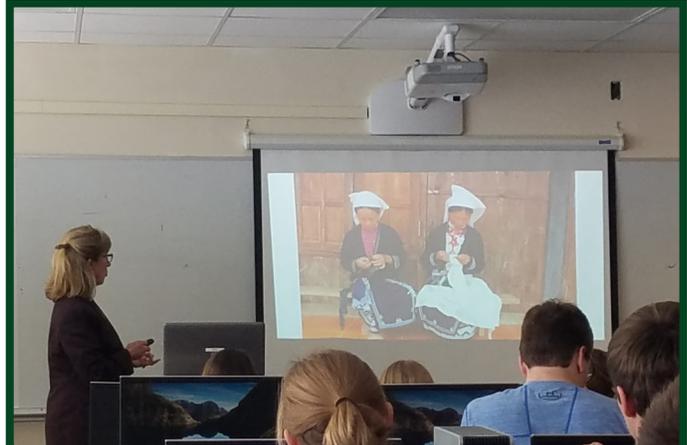
After the project development was completed, the Mòn Quà Partnership with Business Project was implemented on various levels.

## Arlington High School

The implementation of the partnership began with presentations to students at Arlington High School. These presentations were used as an introductory method into the project and explained how the students could get involved. Dr. Co and Dr. Holland of the University of Nebraska-Omaha led the presentations to 184 Arlington students, representing 52 percent of the student body. This was done over the course of eight presentations.

Dr. Co and Holland, founding members of Mòn Quà, shared important information to the students about the partnership and how they could get involved. Both professors shared their experiences working with Mòn Quà and brought new light to a different culture. They discussed the differences between our lifestyles, and spoke to the students about the need for a partnership with Mòn Quà.

Dr. Holland and Dr. Co further explained the logistics of creating Mòn Quà with their



**Dr. Holland presents to students**

students at the University of Nebraska-Omaha and how the concept turned into a reality.

The professors and eight students visited Vietnam in June 2017. They worked with four ethnic minority groups to create the microenterprise project. The students interviewed these women and worked with them on producing products that could be sold in the United States. The two items chosen were Christmas ornaments and zipper pouch bags, both produced with hemp. The stages of production to make these products was extremely fascinating to the college students, so Dr. Co and Dr. Holland walked through the process with the high school students. There are eight steps to complete the process. The first four steps are completed by The H'mong women, the steps include: growing and refining the hemp,

# Project Implementation

spinning it into thread, and weaving the refined hemp into fabric. The next steps are completed by the Nung Women. These women dye the fabric using a variety of dyes and sew the zippers onto the pouches. The final steps are completed by the Lo Lo and the Money Doo women. They are responsible for embroidering the patches and sewing the hemp fabric into Christmas ornaments. Each of the ethnic minority groups play a key role in designing their product. Hearing about what these women go through to obtain an income so they are able to send their child to school really compelled many students.

We invited this delegation to speak about the process and tell the women's stories to students at Arlington High School. Students were able to learn more about the women and their



Handcrafting an ornament

success story, while getting a glimpse into the lives of those from a culture very different than ours. Students then were given the opportunity to sign up to become a part of the partnership and help implement the project.

## Arlington FBLA

Members of Arlington FBLA took a leading role in the promotion of the sales events and partnership. After meeting with the committee chairs and representatives of Món Quà, members developed a plan for creating marketing materials to post around the community, school, and on the chapter's social media accounts. Representatives of Món Quà shared photographs taken during the visit to Vietnam as well as the logo. Members assigned to marketing used these resources to create promotional flyers, graphics, and posters to grow awareness of the partnership and increase sales of each product.



Graphic advertising a product

# Project Implementation

After members were finished preparing advertising materials, the sales phase of the partnership's implementation was a go. Committee chairs reached out to Món Quà representatives to confirm the operation of a sales booth at Arlington High School boys' and girls' basketball games.

In the sales portion of the project, FBLA members, Dr. Co, and Dr. Holland set up the table and laid out the products. At the table, members practiced their sales techniques to sell the hemp ornaments and zipper pouches. The creation of each product is quite extensive. It begins with the women raising the hemp plants throughout the year. Once the hemp is ready for harvest, they travel out of the village to gather materials for dyeing the products. Next, the women weave the hemp together and dye product. They complete each item by embroidering on a design and

prepare each product for shipment.

When prospective customers visited the booth,

members informed them about the processes these women went through to gather, create, and transport the products.

When answering questions from customers, members conveyed the meaning behind the products as well. For example, the logo has many different representations, one being the four different groups of women that came together to create the product. These groups, as stated earlier, include the H'mong, the Lo Lo, the Nung, and Money Doo. The logo continues to symbolize the fields in which the hemp is collected and the weaving process behind each product. The logo captures the story behind the product and represents the human element in the company.

Beyond selling products at the basketball games, members continued to sell items to their family members, teachers, neighbors, and more members of the community. This included further



Sales booth at the game



Sales flyer

# Project Implementation

social media advertising and online ordering options. Customers bought these products not only for their beauty, but also for the story behind each individual product and the impact it has on those who make it.

## Roles in Implementing Project

Different roles were defined in the development and planning stages of the project, however, several steps were still taken to continue to implement this project successfully.

The roles and responsibilities assumed by Arlington FBLA's Partnership with Business Project Committee Members included:

- Communicating with high school administrators for approval
- Preparing and operating sales facilities
- Reminding volunteers of their time commitments
- Maintaining professional communication with University of Nebraska-Omaha professionals and Mòn Quà representatives

The roles and responsibilities of the Arlington FBLA member volunteers included:

- Creating promotional materials for the school and the community
- Working the booth at athletic events

- Posting on social media to increase awareness

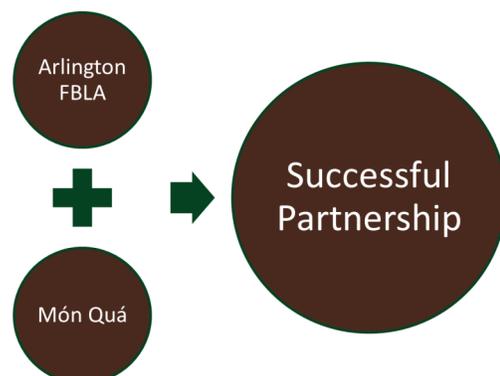
The roles and responsibilities assumed by the women of Mòn Quà included:

- Designing and creating the products for sale at Arlington High School
- Shipping products to the United States

The roles and responsibilities of students and professors at the University of Nebraska-Omaha included:

- Presenting to Arlington High School students and staff
- Facilitating communication between Arlington FBLA and Mòn Quà
- Designing logos and creating promotional graphics
- Assisting in the operation of the sales booth

This establishment of roles was necessary to make the project a success. All parties had clear expectations.



# Publicity Received

## PUBLICITY RECEIVED

Arlington FBLA's involvement with Món Quà received publicity from local newspapers as well as social media websites and other news outlets across different mediums.

Articles talking about Món Quà were featured in the local county newspaper, *Arlington Citizen*, as well as many different social media platforms. This includes posts on the Arlington Public Schools Facebook showcasing the presentations that were given and Arlington FBLA's involvement with the partnership. Arlington FBLA's Twitter also posted the products and the sales event during the high school basketball games.

Arlington FBLA continued to promote the partnership by working with the high school broadcasting class to create a commercial for Arlington High School athletic broadcasts. Throughout the school year, the commercial amassed over 13,000 views.

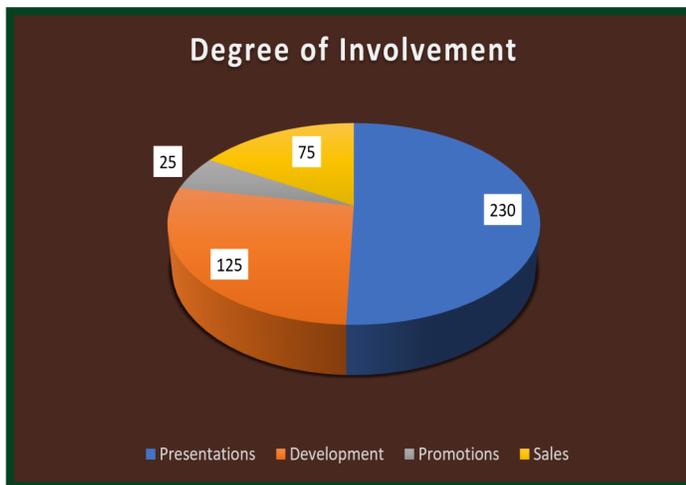
Many Arlington FBLA members actively communicated with the local editors and social media account holders with the goal to increase the project's outreach throughout the community. The main publicity goal was to have articles published on multiple media outlets including social media.



# Degree of Involvement

## DEGREE OF INVOLVEMENT

**Hours Spent.** Arlington FBLA spent 415 hours on this project. This includes the project's development, preparation, and implementation. During the course of this project, 100 percent of students in grades nine and ten, as well as 45 students in grades eleven and twelve, participated in presentations about the microenterprise operation. Of 81 total members, 67 members were a key part in the development and implementation.



**Personal Contact.** The organizations of Arlington Public Schools and Mòn Quà of the University of Nebraska-Omaha had many interactions during this project. Each organization had an important role of assisting in the development and implementation of the project.

Mòn Quà has fostered a positive relationship with Arlington Public Schools and Arlington FBLA. Professors from the University have served as mentors to our members, guided them in the project, and helped Arlington FBLA create a global reach.

**Executives and Department Heads.** Dr. Holland and Dr. Co of the University worked closely with the project's committee chairs and helped to lead the partnership in the right direction. Both parties exchanged many emails and communicated often to ensure a successful implementation. Both professors took time out of their busy schedules to work with the chapter. Their dedication to the project provided members with a professional point of view and an opportunity to gain more experience in a real-world business setting.



Dr. Jonna Holland



Dr. Catherine Co

# Evaluation and Results

## EVALUATION AND RESULTS

In Arlington FBLA's 2018-2019 Partnership with Business Project, every goal set was achieved. In the first year of the partnership, a goal of \$500 in sales was set by committee members and Món Quà representatives. Through in-person and online sales, the partnership's sales total reached \$833.27. All proceeds from the project go directly to the women of Món Quà in Vietnam. These sales help to provide them more opportunities and a better standard of living.

Preparing high school students for the future was another key aspect of this Partnership with Business Project. Initially, the focus was to reach 75 percent FBLA member participation and teach students more about a foreign culture and global business. With 67 members involved in the project, Arlington FBLA achieved 82.7



**Sales stand**

percent member participation. These members were given the opportunity to improve their

networking, project development, communication, and marketing skills. They also learned many new business concepts that will help them in any future career. Also, the project achieved 100 percent participation amongst



**Students learned about the meaning of the various designs.**

Arlington High School freshmen and sophomores. Each student participated in presentations by University of Nebraska-Omaha professors and helped to brainstorm different methods for implementing the project. Working with Món Quà exposed these students to a different way of life and informed them on a global project.

Arlington FBLA received impressive feedback as a result of this Partnership with Business Project. Món Quà thanked Arlington FBLA for assisting in the growth of their company and has actively pursued continuing the project in the future years. Teachers at Arlington High School have spoke about the true impact this project has and were key proponents in growing sales.

# Evaluation and Results

Numerous community members also reached out via email and social media in praise of the partnership, thanking Arlington FBLA for providing an educational, impactful service to those in need. Lastly, members and students enjoyed participating in the project. “I really liked the fact that I was able to gain some business experience from this partnership,” senior Emily Kraemer said, “It is also incredible to see the impact that we have on people thousands of miles away.”

## Concepts Learned

There are many skills and concepts that are needed to be successful in the business world. Members of Arlington FBLA learned a variety of skills throughout this project. These skills will make them successful individuals.

### Life Skills Learned

FBLA members learned valuable skills that will assist them in all facets of life.

**Communication Skills**—Members had to practice effective, professional communication when working with Món Quà and the university.

**Organizational Skills**—Committee members had to organize the sales events.

**Decision-Making Skills**—Chairmen of the committee had to determine the most effective ways to sell the products

## Business Concepts Learned

FBLA members also gained valuable business concepts throughout the project.

**Networking**—Chairpersons had to contact many people for the success of this project. They worked with professionals from the University of Nebraska-Omaha and prominent community members as well.

**Project Development**—The project had to be turned from an idea into a reality. Chairpersons worked with Món Quà and the chapter for this project to be completed. Members had to be willing to take on this time commitment for this project to become successful.

**Marketing**—Members had to find ways to advertise the products and encourage participation from different target markets.

**Sales**—To ensure a successful project, members had to sell the products. Being able to highlight the key benefits and give a quick pitch is essential when selling products.



# Evaluation and Results

## Project Impact

Arlington FBLA's Mòn Quà Partnership with Business Project made a global impact. Helping out a neighbor, serving the community, and promoting healthy business practices are important practices that will continue to push the world to a better place. This project embodies each of those practices. The women of Mòn Quà grew their sales by over \$800 and have seen an increase in demand through publicity in a new market. With these new profits, they can afford to send their children to school, purchase essential goods and services for their families, improve their homes and communities, and live a better life. Mòn Quà provides a gift opportunity to the women of Cao Bang. This partnership has impacted their livelihoods tremendously, and will allow them to continue to make their products and sell them to residents of eastern Nebraska.

This project also impacted Arlington FBLA members and students at Arlington High School. By participating in the project, FBLA members were given an opportunity to apply the business concepts they are taught through the organization and in the classroom to a real-world business

situation. They had to communicate with other parties in the partnership, organize the project, market the products, grow participation, sell the products, and create a positive influence on the community. It is rare for high school students to be a part of a project of this magnitude. This project truly had an international impact, and will help the students as they transition to college and a career. Learning about the value of diversity, organization, drive, and service will impact the students forever.

Arlington FBLA has developed a strong partnership with Mòn Quà. Members learned important skills used to plan and carry out a professional project and enjoyed the opportunity to provide a service to others. This project impacted the entire student body of Arlington Public Schools and the women of Mòn Quà and their families.



# Conclusion

Arlington FBLA established a successful partnership with Món Quà that will continue to leave a positive impact on the FBLA chapter, community of Arlington, and families living in the Cao Bang province of Vietnam.

The 2018-2019 Arlington FBLA Partnership with Business Project sought to provide more economic opportunities to these women and the participants achieved that and much more. This partnership taught students about global business, establishing effective partnerships, and a creative way to help those in need. FBLA members also gained valuable experience in project development and implementation. Students were also given the opportunity to connect with higher education professionals and work together.

As Malcom X once said, “Education is the passport to the future, for tomorrow belongs to those who prepare for it today.” Arlington FBLA believes that it is important to give students the chance to better themselves through innovative projects. Through Món Quà, students participated in a project that promotes the advancement of mankind. As global business grows significantly, it is important for people to collaborate, even if they are on the other side of the globe.

The Arlington FBLA chapter will continue to prepare members to become positive contributors to a global society through the application of business principles to real-world situations and the fostering of a partnership with Món Quà.



