

SIGMA EPSILON CHAPTER OF PHI BETA LAMBDA LOCAL CHAPTER ANNUAL BUSINESS REPORT 2018-2019



South Arkansas Community College
Chapter 4972
El Dorado, Arkansas



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SIGMA EPSILON CHAPTER
Future Business Leaders of America-Phi Beta Lambda
South Arkansas Community College

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March 1, 2019

Dear Sigma Epsilon:

It has been a pleasure and honor to serve as your Sigma Epsilon Chapter president. I am proud to say that the 2018-2019 school year is filled with success, excitement, and accomplishments. Membership is up over 5 percent from 78 to 83 members. Most of all, more members are actively involved. A record number of members won awards at the 2018 National Leadership Conference in Baltimore.

Highlights of 2018-2019 include the following:

- Eleven National Awards and Gold Seal Chapter Award of Merit
- Thirty-nine State Awards, including the Gold Chapter Recognition
- Attendance at State and National Conferences
- Development of Successful Fundraising Projects Netting \$3,265.87.

It has been a privilege to serve as Sigma Epsilon's chapter president at SouthArk. The leadership development, travel opportunities, and networking opportunities have allowed members to gain skills that will benefit them as they continue to ensure the chapter continues to *Create, Lead, and Inspire*.

This local chapter business report details our goals and accomplishments for the 2018-2019 year. Good luck at the state and national conferences. Thank you again Sigma Epsilon members for allowing me to serve as your president.

Sincerely,

Cynthia Landaverde

Cynthia Landaverde
President



Members

Sigma Epsilon Chapter of Phi Beta Lambda (PBL) prides itself on its members, the source of the organization's success. The chapter composed of 83 members, 8 officers, 15 professional members, and 4 advisers has had an exciting, productive year and proven itself a chapter of leaders. PBL provides members with opportunities to develop their leadership skills, social awareness, and self-discipline in the classroom as well as in the community. It is one of the most active organizations at South Arkansas Community College (SouthArk). Sigma Epsilon gives its members a competitive edge in the business world and opportunities to elevate their futures.

Size of School and Community

SouthArk is located in El Dorado, Arkansas, less than 15 miles north of the Arkansas/Louisiana state line. El Dorado, the county seat, has a population of 18,884. Union County, the main service area of SouthArk, has a population of 41,639 residents over 1,054 square miles. Union County is home to six public school districts and two private schools.



The college, a public two-year institution with an open-door policy, provides educational programs, services, and resources for the residents of Union County and the surrounding area. SouthArk was established in 1992 when Oil Belt Technical College merged with Southern Arkansas University – El Dorado Branch. The Oil Belt Technical College campus is still in use as the East Campus. SouthArk offers transfer degrees and certificates, a broad community service program, and a Business Education Center. Credit enrollment for SouthArk is 2,867 students for the 2018-2019 year.

Members 2018-2019

- Melody Arnold
- Melissa Bailey
- Latisha Baker
- Carrie Blackwell
- Tyler Bradley
- Devin Bricklen
- Amanda Brumley
- Crystal Carodine
- Brett Carter
- Will Clayton
- Bradley Cook
- Eric Cowser
- Toni Crutchfield
- Chavez Curley
- Abigail Davis
- Darrell Davis
- Derrick Davis
- Kyla Davis
- Brittany Dismuke
- Richard Dunlap
- Katy Ellen
- Marissa Ellison
- Catina Frazier
- Markenna Gaskin
- Rhykiya Gibson
- Imperial Gill
- Amin Hadwani
- Jennifer Hall
- Teresa Hampton
- Hannah Harbour
- Jonathan Harbour
- Thomas Henderson
- Michele Hildreth
- Adam Hill
- Daniel R Hill
- Johnie Hill
- Breara Howell
- Gracey Howell
- Summer Hunter
- Alyssa Jenkins
- Jimmy Jennings
- Heather Johnson
- Matthew Johnson
- Yakina Jones
- Christian Kidwell
- Cynthia Landaverde
- Tamara Langston
- Shakeira Lovett
- DeAshley Mack
- Terri Malone
- Vanna Marshall
- Deborah Moore
- Johnny Murphy
- Carolyn Norman
- Christina Odom
- Heaven Oller
- Brittany Orren
- Leticia Perez
- Krista Pittman
- Lauren Ponthieux
- Aubie Qualls
- Karen Richmond
- Henley Risinger
- Andrew Roberts
- Krystal Rucks
- Jennifer Silvers
- Michael Smith
- Savana Smith
- Yasmeen Stockman
- Charles Stoner
- Christopher Taylor
- Christopher Thomas
- Julie Turner
- Justin Vansickle
- Deanna Walters
- Kacy Wells
- Christopher White
- Tiffany White
- Tayia Whitmer
- Barbara Williams
- Anna Wilson
- Joe Wilson
- Kyle Worley

Professional Members 2018-2019

- Melissa Boykin
- Lisa Choate
- Clay Hendricks
- Donna Hendricks
- Randy Hendricks
- Justin Hollingsworth
- Sherry Howard
- Dr. Tim Kirk
- Dr. Carolyn Langston
- Vernita Morgan
- Denise Roberts
- Michael Roberts
- Jim Roomsburg
- Chris Sullivant
- Crystal Willis



ACTIVITIES TO BENEFIT CHAPTER AND ITS MEMBERS

Program of Work

Sigma Epsilon focused on productivity this year by developing a Program of Work that sets goals aligned with the state and national goals. The chapter worked hard to meet its goals by recruiting new members, organizing fundraisers, and providing services to the school and community. As the year is ending, it is evident that the chapter will accomplish its goals – the mission of any business organization. Here is the 2018-2019 Program of Work.

MEMBERSHIP

- A. Recruit 80 members
- B. Recruit a minimum of 15 professional members

CLUB MEETINGS

- A. Three speakers for the year
- B. Elect officers at second meeting
- C. Officer training
- D. Invite FBLA groups to four PBL functions

FUNDRAISING

- A. Goal: Raise enough money to pay expenses to attend state and national conferences
- B. Sponsor two fundraising activities per semester
 - 1. Fall Semester
 - a. Chicken Spaghetti
 - b. Garage Sale
 - 2. Spring Semester
 - a. Lollipop Fundraiser
 - b. Chicken Spaghetti
- C. Sponsor Fundraisers for Community Service Projects
 - 1. Bracelets—March of Dimes
 - 2. Gourmet Suckers—Arkansas Children's Hospital

CHAPTER AND CONTEST ACTIVITIES

- A. Community Service Project
- B. Free Enterprise Day
- C. Select Businessperson of the Year
- D. FBLA-PBL Week Activities
- C. Annual Chapter Business Report
- D. Prepare for State Individual and Team Events
- E. Prepare for National Contest Events
- F. Complete Gold Chapter Requirements
 - 1. State—Gold Chapter Award
 - 2. National—Outstanding Chapter Recognition

CONFERENCES

- A. State Fall Leadership Conference - Oct.19 - UALR
- B. State Spring Leadership Conference—April 05-06
- C. National Leadership Conference 2019 NLC—San Antonio, TX - June 24–27

CAMPUS AND COMMUNITY ACTIVITIES

- A. Membership Drive
- B. Orientation
- C. Ronald McDonald tabs
- D. Arkansas Children's Hospital

Recruitment Activities

Phi Beta Lambda's proactive approach in membership recruitment is successful. Because of the enormous success of members at state and national competitions, the students, faculty, and administrators respect the PBL members. The membership committee designed a marketing plan to increase membership to 80 members and surpassed the goal by 3 members. The active membership recruitment efforts included posters, personal invitations, class presentations, and membership tables in the El Dorado Conference Center and Computer Technology Building. All faculty and administrators receive invitations to become active professional members.

At the fall and spring orientations, officers displayed PBL awards and pictures from the National Leadership Conference in Baltimore and distributed PBL brochures and membership forms to students as they arrived. After classes began, members continued distributing brochures, making presentations in business and related classes, and urging students to join.

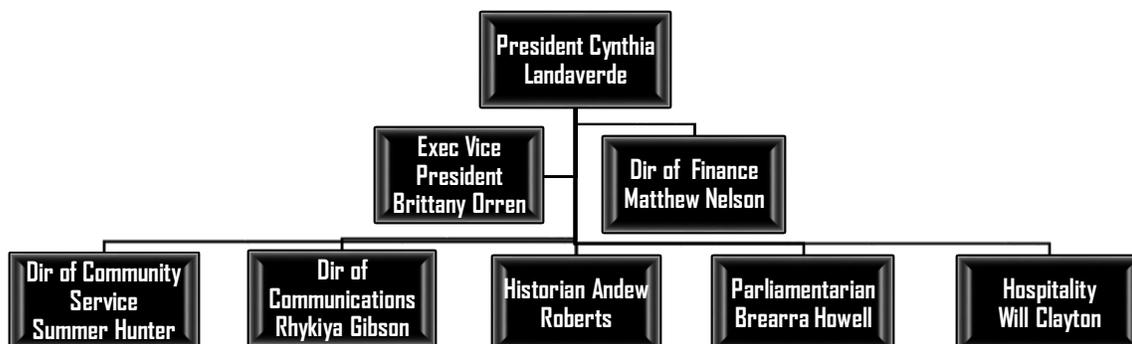
In August, Sigma Epsilon combined its first meeting with a pizza party to attract students. Members of PBL posted flyers and passed out coupons inviting all students to attend. Emphasis placed on chapter activities and involvement influenced eight new members to join at the meeting. The chapter has a lighted, glass showcase to display its trophies and plaques in the foyer of the Technology Building. The PBL bulletin board and a display case on the second floor contain additional certificates and awards. A scrapbook strategically placed on the cabinet is available for students to view while waiting for the elevator.



Lighted Award Display

Leadership Development

It is vital for the growth of a chapter to have well-qualified and dependable officers. Before the election of officers, candidates receive a list of responsibilities and duties for each office. After election of officers, an officer training session was held. Sigma Epsilon officers received instructions and handouts on how to conduct meetings, plan events, and work effectively with others. The success of a chapter depends upon the strength of its officers and their ability to interact with the members, so advisers continue to stress the importance of communication skills and time management.



Chapter members are encouraged to attend regional, state, and national leadership conferences. Officers encouraged all members to compete at the 2018 Arkansas PBL Leadership Conference.

The Sigma Epsilon chapter uses a committee structure to organize and implement chapter programs and projects. Each committee chair is responsible for the delegation of duties to committee members. Members volunteer to serve on committees and help coordinate publicity of upcoming projects. This division of responsibility provides members the opportunity to develop their leadership skills and gain valuable hands-on experience.

Career Exploration and Preparation

One of the major goals of Sigma Epsilon is to give students the professional skills, support, and guidance they cannot get in a classroom. It is the chapter's goal to sponsor a minimum of three seminars a year. Programs such as JobLingo® and Kuder® help students plan their careers, develop professional portfolios and enhance their job seeking skills. Since the Career and Technical Education (CTE) provided free Microsoft certification exams, 27 members have earned 33 certifications. At each meeting, good communication skills and soft skills are encouraged.

PBL members are expanding the Career Closet to include services of cosmetology, makeup, toiletries, and personal hygiene products. The Career Closet provides assistance to teach members how to walk and dress properly. Being professionally dressed allows students to feel more self-confident, present professional images at interviews, and have a competitive advantage in the job market. Finally, members added a Food Pantry for SouthArk students, friends, and employees. The idea is to support students who do not have enough to eat. Many in Union County are living below the poverty level.

Ideal Silhouette is a software program that PBL received from the Cooperative Extension Office. Members use it to evaluate an individual's figure proportion and body type. With this analysis, members are learning how to select clothes that create the illusion of a perfectly balanced appearance rather than drawing attention to flaws. This helps students discover how to dress by providing a description of what styles look best on them.

One of the national programs that Sigma Epsilon encourages all members to investigate is the Practical Money Skills for Life provided by Visa, Inc. It is a free financial education program to help members manage their money through all stages of life. Visa also provides *What's My Score*, a leading higher education consumer awareness program.

Business Partnerships

Sigma Epsilon is fortunate to have several community-oriented companies who collaborate with



the chapter for fundraisers and educational events. LANXESS, Delek, Cross Oil, Murphy Oil, State Farm, Quality Electric Company, Lycus Ltd. and Systems Contractors provide speakers for workshops, gifts for conferences and workshops, and support for fundraisers. Lion Oil Company hired four PBL members from SouthArk. Computer Troubleshooters provided workshops on career opportunities, security, and social media.

Several alumni of this chapter are Murphy USA employees or interns leading the company to become one of the chapter's biggest supporters. Seven members worked as interns at Murphy USA, and four interns received full-time positions. State Farm ordered 30 chicken spaghetti plates at the last eight fundraisers. Systems has been one of our many sponsors as well as Computer Troubleshooters, Quality Electric Company and Lycus Ltd. Additionally, Murphy USA donated six thousand dollars to the chapter to help defray expenses to the state and national leadership conferences.

Cullen Smith, owner and operator of Kentucky Fried Chicken (KFC), is also a major supporter of Sigma Epsilon as a Professional PBL member, speaker, and chapter resource. Kentucky Fried Chicken provides food for meetings, and Smith serves as a mentor to the chapter.

Chapter Fundraising

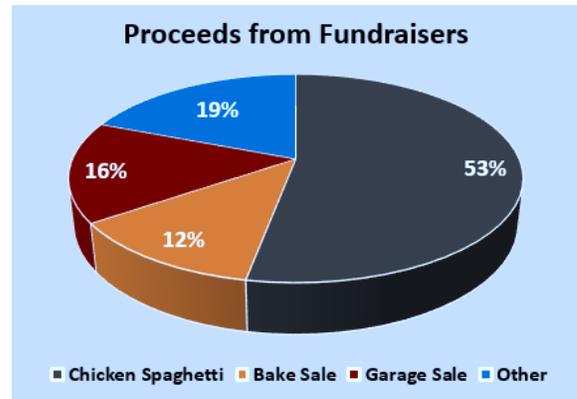
The chapter conducts fundraising efforts to achieve its program of work. Although local businesses and the college are generous in their support of Sigma Epsilon, fundraising is an integral part of the chapter's activities. Fundraising activities teach skills such as planning, marketing, salesmanship, and committee dynamics. The goals of fundraising projects are to

donate earnings to charitable organizations and cover expenses for members who wish to attend conferences and competitions.

Fundraising activities include bake sales, carwashes, Ozark Delight® Lollipops, chili cheese Frito pies, and barbeque sundaes. The

chapter's largest fundraiser comes from the sales of our chicken spaghetti. This has been PBL's most supported event at SouthArk.

PBL plans and executes two chicken spaghetti fundraisers a year. Members wearing their PBL t-shirts delivered over 300 plates on November 10, 2017. On March 27, members sold over 400 chicken spaghetti plates. Prepaid lunches include a free dessert and bottled water. Members gain visibility and use concepts learned in classes for advertising, sales, and project management. The fundraisers teach real-world business concepts and provide networking opportunities.



Public Relations Activities and Chapter Publicity

Public relations are important to any business organization. The chapter uses any opportunity to gain recognition and increase awareness of its activities. Members are encouraged to wear their PBL t-shirts during fundraisers and on meeting days. Radio, television, Facebook, posters, flyers, community bulletin boards, and press releases publicize upcoming events and increase community support, nurture pride among members, maintain student interest, foster awareness, and attract prospective members. The chapter publicizes its projects, commitments, and goals on the local, state and national levels.

Members use several social media sites to connect and share information with members, other students, PBL alumni, and the community. Sigma Epsilon's Facebook account contains fundraising news, updates on the Career Closet, meeting announcements, and messages for members and the community. Important

4C — EL DORADO NEWS-TIMES

SouthArk PBL members place nationally

Thirteen Phi Beta Lambda members at South Arkansas Community College recently took home awards at the organization's National Leadership Conference in Baltimore, with several placing in the top five.

Kalyn Clark of El Dorado was second in the category of business communication. Ariana Serrano of El Dorado was third in computer applications. Diroseline Guzman Mancera of Magnolia was fourth in administrative technology, and the team of J.D. Hill and Christian Kidwell, both of El Dorado, was fifth in computer animation.

Jennifer Miletello of El Dorado was sixth in computer applications, and Chris White of Camden was sixth in help desk.

Will Clayton of El Dorado placed 10th in cyber security and Darrell Davis of El Dorado placed 10th in networking concepts.

The team of Clayton, White and Bethany Talamantez of Monticello placed in the top 15 in the category of community service projects.

Additionally, Cynthia Landaverde of El Dorado achieved Presidential Merit for career and membership achievement.

The chapter placed second in annual business reports, and received both a Gold Seal Award of Merit and a Gold Chapter Award.

Michael Roberts was named the PBL Arkansas Adviser of the Year.

messages are available immediately and viewed quicker than e-mails.

The *El Dorado News Times* published two different full-page stories in Sunday editions and many other articles with pictures related to the chapter's activities. The *Penny Pincher* and the *SouthArk Leader* are weekly newspapers that publish chapter news and advertise fundraising events. Articles have appeared in area newspapers including the *Smackover Journal*, *Ashley News Observer*, *Eagle Democrat*, and *Magnolia Banner News*.

Radio, television news, and public service announcements reach the community and surrounding areas via eight radio and television stations. A local cable company publicizes chapter news and events as a public service.

During the month of February 2019, PBL President Cynthia Landaverde met with Veronica Creer, the new El Dorado Mayor. Landaverde presented Mayor Creer with a personalized invitation to the next PBL meeting and a professional membership application.



Mayor Welcomed PBL Members

Sigma Epsilon makes regular submissions to the student newspaper, *Arkansas PBL Press*, *Arkansas PBL Facebook*, and the national *PBL Business Leader*. Members are excited to share the news featured in the 2018 Winter PBL Business Leader.

E-mail provides an easy and effective way to notify students of meetings, events, activities, and last-minute projects. A variety of brightly colored signs, flyers, and posters announce meetings, publicize fundraisers, and increase the interest in PBL sponsored events.





Involvement is the key element for the success of the chapter; the same is true for the state and national organizations. The Sigma Epsilon chapter is proud to support and participate in FBLA-PBL activities. This year the members have all been involved in the chapter activities as well as in national and state projects.

State and National Projects

Members take advantage of the BrainBench certifications, Practical Money Skills for Life, Men's Wearhouse® discounts and handouts, and CTE's Microsoft certifications. Gourmet Lollipops and Tom-Wat are two of the chapter's favorite fundraisers. When ordering from Amazon, members specify AmazonSmile so FBLA-PBL receives a percent of purchases.

Free Enterprise Day was the first major event for the chapter. Four instructors brought their classes to the American Free Enterprise presentation. The Small Business Administration and University of Arkansas Cooperative Extension Service provide handouts, brochures, and flyers to SouthArk students. Sigma Epsilon presents educational and premature awareness displays for March of Dimes with bracelets, brochures, and flyers.

The chapter celebrated FBLA-PBL week February 4-10, 2019 in spite of a flu epidemic in the area. The Sigma Epsilon officers had at least one activity planned each day during the week to educate students and recruit members. Activities included a FBLA-PBL Week proclamation by El Dorado Mayor Veronica Creer, recruitment tables, t-shirt day, finger foods meeting, and a special speaker. As the result of the publicity gained during FBLA-PBL week, the chapter recruited 10 new members. Over 20 local FBLA members attended the events.

The Career and Membership Achievement Program (CMAP) is a comprehensive membership recognition program encompassing PBL community service and educational projects. Sigma Epsilon is proud to announce that nine students completed the Director Level of CMAP, two completed the Executive Level, and one finished the President level.

Sigma Epsilon members participate in Project Reach FBLA throughout 2018-2019. Eight FBLA groups receive regular invitations to attend PBL seminars and workshops at SouthArk. Over 55 FBLA members attended at least one PBL event. Members have also worked with individual chapters and provided handouts and guidance on how to conduct effective meetings. PBL offers a free membership to a former FBLA member each year.

Other Community Service Projects

Phi Beta Lambda is concerned with community service, and members take an interest in the well-being of friends, family, neighbors, and community. Chapter members sponsored the First Annual Spring Fling Chili Cook-off in March. The event included students, faculty, and staff of the South Arkansas Community College as competitors. The event encouraged more students to be more involved in our schools activities and promoted PBL.

Members aggressively participate in activities targeting Arkansas Children's Hospital, Turning Point (domestic violence center), March of Dimes, Relay for Life, and CASA. Members donated over 500 items for family emergency gift bags to Arkansas Children's Hospital. The chapter collected over 600 items of clothing, toiletries, cleaning supplies and paper items for Turning Point. Members encourage recycling by collecting pop tabs from aluminum cans to donate to the Ronald McDonald House.

The Career Closet is a major service to the community and college. Alumni and other community members have donated business attire to the Career Closet. The clothes that are not business attire go to Goodwill, Salvation Army, and Turning Point.

This year members added a food pantry in the back of the Career Closet to assist SouthArk students, employees, and friends. Food packages are available with food for several days. Four Little Food Pantries (LFPs) are on campus to provide quick snacks, soup, or nutrition bars for students who need a helping hand.



Participation in PBL Conferences

Last year SouthArk members attended four state and national conferences. In August, SouthArk representatives participated in the virtual Arkansas PBL Executive Council meeting. State officers outlined the fall conference plans and the Gold Chapter requirements. SouthArk chapter officers and advisers attended the 2018 Arkansas Fall Conference in Little Rock. Workshops covered ways to recruit more members and provided tips and techniques on preparing for competitive events. This trip allowed the officer team to gain valuable leadership skills and network with members across the state. Chapter officers gained ideas for community service and fundraisers while bonding as a team.

Other Chapter and Individual Recognitions Earned

Eight PBL members received awards at the SouthArk Recognition Ceremony in December for outstanding academic achievements. PBL members received over 30 Microsoft Office Certifications in 2018-2019. Twelve PBL members are also members of Phi Theta Kappa, the most prestigious honor society for two-year colleges. The National Society of Leadership and Success inducted 14 PBL members into its organization this year.

Four PBL members attended the Leadership Conference at the Arkansas Capitol, which is pictured on the front cover of the report. They attended legislative meetings and met with Arkansas Representative Trent Garner, House Speaker Matthew Shepard, and Governor Asa Hutchinson. This allowed members to network with others from all over the state.

Competitive Events Winners and Participants

Thirty-eight members and four advisers attended the 2018 Arkansas Leadership Conference in Little Rock on April 6-7, 2018. All the members who attended the conference competed in at least one event. The advisers worked as proctors or administrators for a variety of events. Students attended a minimum of two workshops each. SouthArk won 38 competitive event prizes (See Appendix A). As a result, SouthArk had 24 students eligible to compete in Baltimore, Maryland in June 2018.

Sixteen members and three chapter advisers attended the 2018 National Leadership Conference in Baltimore, Maryland. SouthArk students brought home nine individual and three chapter awards. Michael Roberts was recognized as the 2018 Arkansas Adviser of the Year. Individual and team events focused on skills useful in leadership and career development; chapter events recognized overall achievement and performance in chapter management and growth. PBL members competed against the best of the best in one or more of 50 competitive events and chapter activities.

2018 National Winners

Dioseline Guzmanmancera	Administrative Technology – 4th Place
Kalyn Clark.....	Business Communication – 2 nd Place
J.D. Hill, Christian Kidwell	Computer Animation – 5 th Place
Adriana Seranno	Computer Applications – 3 rd Place
Jennifer Miletello	Computer Applications – 6 th Place
Will Clayton	Computer Concepts – 10 th Place
Darrell Davis	Cyber Security – 10 th Place
Christopher White	Help Desk – 6 th Place
SouthArk PBL Chapter.....	Local Chapter Annual Bus Report – 2 nd Place
Darrell Davis	Networking Concepts – 10 th Place
Michael Roberts	PBL Arkansas Adviser of the Year – 1 st Place
Cynthia Landaverde.....	Career & Membership Achievement Award – Presidential Level
Will Clayton, Bethany Talamantez, Chris White.....	Community Service Project – Top 15 in Nation
SouthArk PBL Chapter.....	Gold Seal Award of Merit - <15% in nation rec this award
SouthArk PBL Chapter.....	Gold Chapter Award

Appendix A

First Place	
Gold Chapter Award	#1 SouthArk
Administrative Technology (2-year Div.)	Amairany Santana
Administrative Technology (Overall)	Amairany Santana
Client Services	Andrew Roberts
Computer Animation	Christian Kidwell & J.D. Hill
Who's Who in PBL	Cynthia Landaverde #3
Computer Applications (2-year Div.)	Jennifer Miletello
Computer Applications (Overall)	Jennifer Miletello
Business Communication	Kayln Clark
Cyber Security	Kyle Worley
Networking Concepts	Kyle Worley
Outstanding Chapter Adviser	Michael Roberts
Outstanding Local Adviser	Michael Roberts
Spreadsheet for 2-year Colleges	Vanna Marshall
Computer Concepts	Will Clayton
Second Place	
Computer Applications (2-year Div.)	Adriana Seranno
Computer Applications (Overall)	Adriana Seranno
Help Desk	Chris White
Community Service	Chris White, Bethany Talamantez, Will Clayton
Cyber Security	Darrell Davis
Networking Concepts	Darrell Davis
Administrative Technology (2-year Div.)	Dioseline Guzman
Administrative Technology (Overall)	Dioseline Guzman
Information Management	Jennifer Miletello
Third Place	
Personal Finance	Abigail Davis
Help Desk	Andrew Roberts
Spreadsheet for 2-year Colleges	Kathy Stringfellow
Entrepreneurship Concepts	Kathy Stringfellow
Project Management	Kathy Stringfellow
Business Communication	Tamara Langston
Information Management	Vanna Marshall
Fourth Place	
Computer Applications (Overall)	Alyssa Jenkins
Programming Concepts	Brandon Bullard
Web Design	Brandon Bullard, Will Clayton, Alyssa Jenkins
Impromptu Speaking	Cynthia Landaverde
Social Media Challenge	Cynthia Landaverde & Carlitha Wafer
Fifth Place	
Contemporary Sports Management	Carrie Blackwell
Sports Management and Marketing	Carrie Blackwell
Project Management	Richard Dunlap