Dear Advisers,

First and foremost, thank you for making this year’s National Leadership Conference one to remember. Without your mentorship, help, and guidance, this remarkable conference would not have been possible.

As we turn to our next membership year, it’s time to unite around a set of ambitious goals. In July, the national officer team met in Reston, Virginia to lay out our plan for the upcoming year. You can visit our Program of Work under the National Officer’s page on fbla.org.

As national officers, we value your feedback and your ideas for new initiatives. That is why we are so excited to promote the FBLA-PBL Innovation Center. The Innovation Center (ideas.fbla-pbl.org) is an online platform where advisers and members can submit new ideas or vote on existing ideas to help FBLA improve. Another way you can reach out to national officers is by requesting a Google Hangout via the National Officers page on the fbla.org website. We are excited to hear your feedback to help improve your FBLA experience.

With this new membership year comes exciting programs for members to participate in; Business Achievement Awards and Community Service Awards registrations are both open. Alongside the many opportunities members have, there are opportunities that your chapter can partake in to compete and be recognized. Super Sweeps, a chapter challenge program, is now open until October 20 and the chapters that complete Super Sweeps will receive recognition at the National Fall Leadership Conference and/or the National Leadership Conference. Be sure to check the Advisers Area on the FBLA-PBL website for resources and information on a wide variety of topics such as local officer resources and Career Cluster alignments.

Thank you for all you do for your members.

Eu Ro Wang, FBLA National President
Calendar of Events

OCTOBER
5  FBLA NFLC—Chicago, Illinois: Early bird registration deadline
9  Fall Stock Market Game Registration deadline
12 FBLA NFLC—Albuquerque, New Mexico: Early bird registration deadline
15 LifeSmarts Fall Competition begins
19 FBLA NFLC—Charlotte, North Carolina: Early bird registration deadline
20 Membership deadline for fall publications and chapter/state membership awards at NFLCs Super Sweeps ends
23 Virtual Business Finance Fall Challenge competitive event begins
Virtual Business Management Fall Challenge competitive event begins

NOVEMBER
1–30 Prematurity Awareness Month
1  Non-Stop November begins
2–3  FBLA NFLC—Chicago, Illinois
9  LifeSmarts Fall Competition ends (5:00 p.m. ET)
9–10 FBLA NFLC—Albuquerque, New Mexico
15 American Enterprise Day
16 March of Dimes World Prematurity Day
Virtual Business Finance Fall Challenge competitive event ends (5:00 p.m. ET)
Virtual Business Management Fall Challenge competitive event ends (5:00 p.m. ET)
16–17 FBLA NFLC—Charlotte, North Carolina

DECEMBER
10  Non-Stop November ends
14 Fall Stock Market Game ends
15 Dues deadline to receive winter publications
Five Quick Recruitment Tips

1. Show the FBLA Membership Video at one of your chapter meetings or at the beginning of each of your business classes.
2. Distribute the Fact Sheet to your members.
3. Break up your class lecture by preparing and adding a quick scavenger hunt on our national website. Award a prize to the student who completes it correctly first.
4. Distribute a local chapter sign-up form/follow up to collect dues.
5. Use the theme logos to create posters or personalized chapter t-shirts.

March of Dimes

All chapters are now eligible to apply for the March of Dimes Grant. Local chapters may apply for grants up to $1,000 and state chapters may apply for up to $2,500. The application deadline is January 15 at 5:00 p.m. Eastern Time. Please use fblapbl.wufoo.com/forms/r1j7xjcv1ss1kxh/ to apply. Do not miss out on this opportunity!

Ball State Online

A master's degree in business education that will work in your class.

- Competitively-priced tuition
- Relevant, flexible courses
- Nine specialized tracks
- No GRE required
- Only a 2.75 minimum undergraduate GPA
- Can be completed in as little as one year
- No thesis required
- Courses offered year round
- Asynchronous course design
- Up to nine hours of approved credit transferrable

Nick Albers, MA in Business Education, Dual Credit Track ’18

bsu.edu/online/businesseducation
IMPORTANT ANNOUNCEMENT FOR ALL PRIME CONTACTS

Please log in and update your membership record. Review the school name, address, and phone numbers and update anything that needs to be changed. Check your email and the names and emails of each adviser (if you have additional advisers) and principal. If they are not active or not at your school anymore, please remove these names. Add any new names and emails for new advisers and administrators. If you have any questions, please email membership@fbla.org.

STEM Premier is an online platform connecting the next generation of talent (age 13+) with colleges and companies across the country. FBLA members can join and create a digital profile showcasing their skills, talents, and accomplishments. From there, they can share their profile, link up with mentors, and request the FBLA Digital Badge to be recognized as an official FBLA Member on STEM Premier.

STEM Premier users also gain access to free resources, tools like our automatic resume generator, and get matched up with over $20 billion in scholarship opportunities.

FBLA members can join for free by visiting www.stempremier.com/fbla. Encourage your students to join today.

Oh the joy of DISCOUNTS!

Future Business Leaders of America-Phi Beta Lambda members could save even more money on auto insurance with a special discount from GEICO. Get a quote today and see how much you could save.

www.geico.com/fbla-pbl
CREATE. LEAD. INSPIRE. at the 2018 FBLA National Fall Leadership Conferences (NFLCs)!

Hear from dynamic keynote speakers, attend exciting workshops, and network with members from across the country in Chicago (IL), Albuquerque (NM), and Charlotte (NC).

**Division Exclusive Programs**

**State Officer Track**
Each NFLC will feature an exclusive workshop track for FBLA state officers. State teams will learn to use national programs & social media; recruit & retain members; and network with FBLA national officers and other state officer teams.

**FBLA Foundations**

Held in all three NFLC cities, **FBLA Foundations** offers FBLA freshmen and sophomores a chance to learn about FBLA-PBL and the leadership opportunities available. Members will also network with national officers.

**FBLA-Middle Level (Charlotte, NC)**
The FBLA-Middle Level Program will be held exclusively at the Charlotte NFLC. FBLA-Middle Level members attend NFLC sessions on Friday, then have specialized workshops on Saturday. Click on fbla.org/NFLC and check your email for more information about unique workshops designed especially for FBLA-Middle Level members and advisers!

**Online Registration**

Online registration is available at fbla.org/NFLC. To preregister, registrations must be entered online by the end of the regular registration period. Direct questions to conferencemanager@fbla.org. Make your school’s accounting department aware of the deadline dates. Complete your registration early to take advantage of early bird savings.

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<td>Charlotte, NC</td>
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**Hotel & Travel**

Detailed housing information and travel discounts can be found at fbla.org/NFLC.

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**FBLA NFLC**

**CHICAGO, IL**

November 2–3

**ALBUQUERQUE, NM**

November 9–10

**CHARLOTTE, NC**

November 16–17

**FBLA National Fall Leadership Conference Keynote Speakers**

**CHICAGO, IL**

- Opening Session: Brandon Lee White
- Closing Session: Carlos V. Spencer

**ALBUQUERQUE, NM**

- Opening Session: Clint Pulver
- Closing Session: Frank Kitchen

**CHARLOTTE, NC**

- Opening Session: Brandon Lee White
- Closing Session: Carlos V. Spencer
When I was a business education teacher in a small, rural school, I was always looking for ways to motivate students. I quickly discovered that I could add FBLA activities to my classes. It can be something as simple as having the students in your business classes develop an elevator pitch about the organization to present to businesses to help fund your way to conferences. (An elevator pitch is a brief, persuasive speech that you use to spark interest in what FBLA does. You can also use them to create interest in a project, idea, or product—or in yourself. A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name). I found that my business students not only enjoyed their work if they could see how it fit into the “real-world”, but my enrollments in the business program were on the rise once I implemented these type of activities into some of my classes. Why? Because as our newly-updated mission statement says, “FBLA-PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.”

It is important to understand that FBLA is designed to be more than just an organization; it is a co-curricular career and technical student organization (CTSO). CTSOs enhance Career and Technical Education in the co-curricular network of programs, business and community partnerships and leadership experiences at the school, state, and national levels. Students enrolled in career and technical education courses are members of the local CTSO related to their courses and area of interest and are provided with opportunities to apply academic, technical, and employability knowledge and skills necessary in today’s work force.

Now add, co-curricular to that which are: activities, programs, and learning experiences that complement, in some way, what students are learning in school—i.e., experiences that are connected to or mirror the business education curriculum. FBLA does this through our programs—many of which have been aligned to the National Standards for Business Education and the Career Clusters. By aligning to both, this will help you integrate our programs into your curriculum and will easily allow you to show your administrators how this fits into the subject matter of your business courses.

Our programs focus on:

**Leadership Development**—members develop essential soft skills that any future employer is looking for. These skills include written and oral communication, teamwork, professionalism, adaptability, problem solving, critical observation, conflict resolution, and leadership. How do your students develop these skills? They gain them by holding officer positions at the local, state, and national levels; networking with accomplished business professionals at your local chapter meetings or events, and by participating in business-focused workshops, seminars, and academic competitions at the state and national levels.
**Academic Competitions**—members demonstrate their business expertise at high-profile regional, state, and national competitive events. The top students are recognized with trophies and cash awards. Learn more about FBLA competitive events, which are organized into individual, team, and chapter events. (These events validate what students are learning in their own businesses classes). Individual and team events focus on skills useful in leadership and career development; chapter events recognize overall achievement and performance in chapter management and growth. Each event is aligned to specific career clusters and NBEA Standards and offers study materials including sample tests, online videos, and suggested website resources. View the competitive events flow chart with your students to help them determine which event is best for them.

**Educational Programs**—members create online leadership profiles, participate in an online stock market game, enhance their knowledge with world-recognized skills certifications, and have access to select college scholarships. One of our most successful programs, which boasts more than 12,000 student participants each year is the Business Achievement Awards (BAA). The Business Achievement Awards is a leadership development program that is easy to integrate into your classroom. The co-curricular activities are aligned to the career clusters, NBEA standards, and FBLA goals. View the alignments.

Chapter advisers direct students through each of the four levels, while students work at their own pace to independently complete projects. Your members focus on activities and curriculums that prepare them for corporate America, develop an appreciation of entrepreneurship, and understand the benefits of continuing education.

**Community Service**—many schools require community service hours for graduation. Did you know that your students can earn recognition for community hours and earn a pin for 500 hours documented during their high school career? View how with the CSA awards program. Many chapters also plan community service projects throughout the year. Start integrating FBLA into your business program today by using the community service lesson plan which is from the Human Services Career Cluster. This can be a spring board for your students to start planning your chapter’s community service project for competition.

Need more ideas how to integrate FBLA into your classes? Contact Lisa Smothers (membership@fbla.org).
How To Keep Your Members Coming Back

To recruit members and keep them coming back, you must come up with some creative ideas to go along with the typical business at hand. Try some of the ideas below to get your chapter off to a great start.

1. It’s Fun To Be In F-B-L-A. Try a creative marketing strategy, consider writing an FBLA recruitment speech to the tune of a famous song, such as the YMCA song. Your officer team can record themselves singing the song and play it during business classes.

2. Operation Freshman Class. When recruiting, it’s important to target the incoming freshman class. Write letters to freshmen who you think would benefit from FBLA, make signs for freshmen, and give classroom presentations.

3. Membership Recruitment Requirement. Require each officer to recruit a minimum of five new members (Membership Madness). This guarantees an increase in new membership as the officers will be actively seeking out people and talking about FBLA.

4. Footprints. Use a theme like “Taking the Next Step in Building your Future” for your FBLA chapter. Then, design footprints with FBLA information that encourage students to come to an informational FBLA meeting. The footprints can be placed around campus and are both eye-catching and informative.

5. Classroom Presentations. Chapter officers go into the freshman and sophomore classes in a specific department and give a short speech on why the students should join FBLA. This is a good way to give a personalized description of all that FBLA offers.

6. Alumni Day. Inviting a chapter’s prominent alumni back to a meeting or weekend day might be a great way for current FBLA members to ask questions and garner a stronger understanding of the world outside the safety net of school. It’s also a good way to keep a chapter’s alumni involved in FBLA.

7. Pizza Bowling Night! Your chapter could start off the year by having a social at the local bowling alley while eating pizza. This activity is a great start to the year and really helps to break the ice and start new friendships.

8. Guest Speakers. Have FBLA members invite family members in business careers to speak at chapter meetings and help prepare students for competitive events.

9. Business Tours. Tour a local business, providing members with the opportunity to see how the skills learned within FBLA can be applied to the real world. Choose businesses that the chapter already has contact with or those that already have established tour programs. Schedule the tour away from school hours to ensure maximum participation.

10. Participate in Super Sweeps. This program, which focuses on recruitment and retention, is designed to motivate your members and help you define some of your chapter activities throughout the year.
Are YOU ready to build on your leadership skills? Are YOU ready to apply and practice your leadership abilities? Join the millions of students across the USA in the Lead2Feed Student Leadership Program.

Lead2Feed was inspired by a leader on leadership, co-founder, former chairman and CEO of Yum! Brands, David Novak. Lead2Feed gives you the opportunity to lead, create, and implement team projects that meet a need in your community. You will apply leadership lessons through service. Student teams enter their projects in the Lead2Feed Challenge for an opportunity to win up to $180,000 in charity grants and technology packages to schools. (Your national service project, March of Dimes, qualifies as a nonprofit organization.)

Ask your adviser to join the fastest-growing FREE leadership program at Lead2Feed.org/join.

Eleven (11) FBLA Winners in the 2017–18 Lead2Feed Challenge!

Two First Place winners received $10,000 for their charity and $2,000 in technology products for their schools.
- Fair Grove High School, MO—Sanda Robinson, Adviser
- Odessa High School, WA—Terry King, Adviser

Three Second Place winners received $5,000 for their charity and $1,000 in technology products for their schools.
- Centennial High School, OR—Adriann Hardin, Adviser
- Jay M. Robinson Middle School, NC—Suzie Melton, Adviser
- Grassfield High School, VA—Davis Thaw, Adviser

Two Third Place winners received $2,500 for their charity and $1,000 in technology products for their schools.
- East Coweta High School, GA—Robin Crouse, Adviser
- Lakewood High School, FL—Lamonicas Stedhan, Adviser

Four Honorable Mention Teams received $1,000 for their charity.
- Beecher City High School, IL—Kristine Sayers, Adviser
- Jay M. Robinson Middle School, NC—Suzie Melton, Adviser
- Roseburg High School, OR—Larina Warnock, Adviser
- Cedar Crest High School, PA—Amy Sullivan, Adviser

Preparing Students for Digital-Skill Jobs

Digital skills are the foundation for students entering the workforce with a living wage. The most effective way to help students gain these skills and earn credentials that validate them is through score-based assessments and certifications.

Using score-based assessments provides greater tools than pass or fail options, including:
- Helping teachers and students understand existing levels of competency
- Identify skills needing additional training
- Clearly seeing and measuring progress

TOSA is the standard in digital skills assessment and certification. It covers desktop applications (Excel, Word, PowerPoint, Outlook), digital skills (DigComp and Adobe design apps) and programming languages (PHP, Java, C#, HTML5). The TOSA certification exam has been developed by Isograd and our unique and innovative technology is used by more than 5,000 universities and companies in over 30 countries. Terry James—360-633-3902; www.isograd.com.

MyOptions

Welcome back to a new academic year! We know the beginning of a new school year can be busy but we hope you will add one more quick to do to your list and participate in our FREE annual research initiative with myOptions! If you have not received a packet of student forms, you can request one by clicking the link below. These questionnaires not only help our organization but also provides your students with a personal account at MyOptions.org that will provide them with free college and career planning resources. The students aren't the only ones who benefit – you will also receive a High School Teacher report which captures details on your student’s responses to help you better understand their career ambitions and help them achieve their post-secondary goals. We have a trusted partnership with myOptions; student privacy is strictly protected and will not be available to commercial marketers. Click here to get started: http://MyOptions.FBLA-sign-up-request-2018-19-copy.sqizmo.com/s3/.

Crimson Education

As your students begin thinking about college, it’s important to provide them with the resources and guidance to help them maximize their potential. Getting into college, particularly the top universities, is becoming increasingly competitive. To stand out, students must showcase what makes them unique, whether through a distinctive passion, experience, or personal statement.

Crimson Education specializes in helping students maximize their unique potential. 99% of our students have been accepted into one or more of their top 8 US university choices, with hundreds securing offers from Ivy League schools. We work with schools and teachers to provide their students with the support needed to get into their dream schools.

If you’re interested in learning more, email us at usa@crimsoneducation.org!
SPONSORS & PARTNERS

Congratulations 2018 Spring Stock Market Game winners:
Be sure to sign up for our Fall 2018 Stock Market Game, which starts September 11

FBLA Winners
1st Place: Irvine High School, KY—Stephanie Fair, adviser
2nd Place: Irvine High School, KY—Stephanie Fair, adviser
3rd Place: Yorba Linda High School, CA—Samiya Hai, adviser

Destinations Career Academies (www.k12.com/Destinations) are tuition-free online high schools that combine traditional academics with courses in high-demand career fields like IT, Marketing, Business and Health Care. Extracurricular activities such as projects, competitions, helps prepare students to be ready for wherever life takes them after high school—into college or straight to the workforce.

- Find your passion by exploring a variety of career electives
- Prepare for exams for industry-recognized certification such as the ACT’s National Career Readiness Certificate
- Participate in a Career and Technical Student Organization like FBLA
- Earn college credits while in high school on select courses
- Enter college ready to concentrate on the career of your choice
- Programs and career fields vary by academy; but include Information Technology, Health Science, Business Management, Finance, Marketing, Manufacturing, Agriculture, Architecture and Construction, Education and Training, and Hospitality & Tourism

U.S. Army ROTC
Available at almost 1,000 colleges and universities nationwide, Army ROTC sets your students apart from their peers by providing unmatched personal development. It also provides great benefits, like advanced career training, opportunities for college scholarships and the chance to develop invaluable leadership skills. For more information, please visit goarmy.com/rotc/fbla18 or call (219) 902-5884.

Custom Shades Sunglasses Fundraiser
Our CUSTOM SUNGLASSES FUNDRAISER utilizes the sale of COOL sunglasses to expand your program. With our 100% customized sunglasses with your school logo, colors, and name, we focus our product on high-quality shades at a discounted price so your group is able to make HIGH PROFIT MARGINS.

300 pair: $5.00 each, 200 pair: $6.25 each, 150 pair: $7.00 each, 50 pair: $7.50 each
Suggested retail is $15. Use Custom Shades fundraiser as a way to help pay for those FBLA trips! Contact us for FREE sample and FREE design mockups. All orders using the Code #FBLASHADES2018 receive a 10% DISCOUNT on orders above 200 pair.
Call us 1-888-751-8107 or find us at www.MoneyMakerShades.com.

The Cornell University SC Johnson College of Business
Cornell University is an ivy-league institution that places an emphasis on students learning across multiple disciplines, and the SC Johnson College of Business is no different. The Charles H. Dyson School of Applied Economics and Management provides a unique business education that puts students in a position to succeed in a changing world. The School of Hotel Administration is an accredited business program that sees business through the lens of hospitality. At Cornell University business is more than management and finance; it’s about changing the world and paying attention to service. Join us for virtual information sessions every other Wednesday throughout the fall to learn more! www.business.cornell.edu
**SPONSORS & PARTNERS**

**FUNDRAISERS & DISCOUNTS**

**MEMBER BENEFITS**

- **Geico**
  - Save hundreds on your car insurance with special FBLA-PBL savings.
  - geico.com/fbla-pbl
  - 800.368.2734

- **Office Depot OfficeMax**
  - Receive a discount on over 96,000 items at Office Depot and OfficeMax locations or online.
  - officediscounts.org/fbla

- **Alamo**
  - Unlimited mileage and up to 20% off!
  - 800.GO.ALAMO
  - Contract ID# 7000461

- **FranklinCovey**
  - Save 40% on in-store purchases when you use the FBLA-PBL coupon.
  - Download the coupon at fbla-pbl.org/discounts.

- **HP**
  - Save up to 15% when you shop via the FBLA-PBL website.
  - Look for the link at fbla-pbl.org/discounts.
  - 800.473.4732

- **The Princeton Review**
  - FBLA-PBL members receive 10% off courses for the SAT, ACT & GMAT.
  - Visit fbla-pbl.org/discounts to get started.

**Country Meats** features fresh smoked snack sticks that everyone loves! Sell for $1.00 and receive 45% profit! For FREE SAMPLES call 800.277.8989 or visit countrymeats.com/samplepack.

**Custom Shades Sunglasses Fundraiser** offers a high profit fundraiser featuring customized sunglasses with your school logo, colors, and name. Call 888-751-8107 or visit www.MoneyMakerShades.com.

**DormCo.com** guarantees $200 for distributing FREE $5.00 gift cards for graduating seniors along with posting an online link to DormCo.com and also offers custom T-shirts (non-FBLA). Contact Jeff@DormCo.com.

**Schermer Pecans** offers a delicious and healthy fundraising product. Call 800-841-3403, email schermerpecans@yahoo.com or visit pecantreats.com.

**School Spirit Coffee** provides personalized packaging for their coffee fundraiser. Call 800.570.1443, email Debbie@schoolspiritcoffee.com, or visit schoolspiritcoffee.com.

**Tom-Wat Fundraising** features multiple fundraisers from catalog sales to cookie dough and much more. Call 800.243.9250, email sales@tomwat.com, or visit tomwat.com.

**Great Hotel Discount Programs for Members**

**Wyndham Hotels**
- 20% off at participating Wyndham properties
- Corporate ID 8000001640

**Hyatt Hotels**
- 10% off at participating Hyatt properties
- 877.393.8034
- Group Code: CRS1684
The Future Business Leaders of America—Phi Beta Lambda, Inc. (FBLA-PBL) National Board of Directors met on June 27, 2018, in Baltimore, Maryland. Attending were Stacee McIlff, Chair—Western Region, Glenn Morris, Chair-elect—Western Region, Jessica DeVaill—Mt. St. Mary’s Region, Tina Dierkes—North Central Region, Elizabeth Garofalo—Eastern Region, Cherie Hooks—Southern Region, Julie Jensen—Mountain Plains Region, Robert Koller—Eastern Region, Stacy Nahas—Business & Industry, Ron Pierce—Business & Industry, Max Michel—FBLA National President, Kimberly Clark—PBL National President, Ryan Paul—PBL National President, Lisa R. Weeks, Past Chair—Southern Region, Jean Buckley, President & CEO, Richard Bowen, Conference Director, Kelly Scholl, Education Director, and Troy White, Director Marketing & Membership.

**FBLA National President Max Michel** reported on his team’s activities this year as they relate to our four organizational goals.

Customer Service—FBLA has 196,736 members and 5,229 chapters. Officers trained state officer teams through online webinars and roundtables and launched a Social Media Ambassador program.

Relationships—Mountain Plains VP Ryan James Solis and Eastern Region VP Tina Dierkes met with New Mexico Department of Education officials and advocated for their support of FBLA as an official CTSO.

Resources—During FBLA-PBL Week, the team released a set of alumni interviews and other initiatives celebrating CTE.

Image & Awareness—Social media followers have increased to over 1,000. Officers presented checks to chapters affected by hurricanes, and they advocated on behalf of CTE during FBLA-PBL Week to various state legislators.

Max discussed the potential of a mobile app for all members called myFBLA-PBL. The prototype developed is available at http://tiny.cc/myfbla and he welcomes feedback.

**PBL National President Kimberly Clark** focused on her team’s efforts this year.

Customer Service—PBL has 8,148 members and 380 chapters. The team held state officer roundtables each month to facilitate discussion between state and national officers and created a group chat with only the state presidents.

Resources—The team has been pursuing a partnership with the U.S. Chamber of Commerce to provide real connections and opportunities for PBL members.

Relationships—Officers appointed a five-member virtual officer team and held a panel at each NFLC to educate FBLA state officers about PBL.

Image & Awareness—The team implemented six business tours at the St. Louis NFLC. They continued the Humans of FBLA-PBL initiative by sharing members’ unique life stories through social media. Officers created several videos to guide members, and launched the Each One Reach One Day social media campaign to promote awareness of FBLA-PBL to government officials and the general public.

PD National President Ryan Paul reported on his team’s activities this year.

Membership is up for a total of 3,926 members.

Conference—A pilot partnership with PBL was extended, finding a joint booth at NLC with new promotional materials. Officers eliminated PD competitive events and recognition sessions because participation numbers were low. At NLC, the team provided PD membership recruitment materials to judges, and offered continuing education credits for PD members and advisers.

Communication—Officers created three editions of The Professional Edge.

Organization—The team researched membership types and market best practices.

Support—Officers canceled this year’s PD competitive events sponsorship and will evaluate for next year.

**President & CEO Jean Buckley** presented the management report on behalf of the national staff.

Strategic Planning Process—Jean presented a timeline outlining the strategic planning process which started at the June 2017 board meeting, the hiring of The Ostara Group in July, board retreat in October, mission and values subcommittees in December, and approval of a new mission in January. In March, the scope and sequence task force met to define levels and grade appropriate experiences for each division. We hired Sarah Heath, PhD in Workforce Education, to develop the curriculum framework for the scope and sequence, and the three division review committees will meet this ongoing year.

PBL Update—We hired a Collegiate Division Manager, consolidated and simplified programs, expanded communication and awareness, added business tours, developed videos/tutorials, streamlined the website, and will pilot a PBL stand-alone fall conference.

PBL Career Connections, on October 25–27, 2018 in New York City.

ML Update—Dues increased August 1. We held a ML Track at New Orleans NFLC, and piloted ML competitive events at Baltimore NLC. New recognition programs include LEAD, Young Leaders Award, and Champion Chapter.

Database—Researched and evaluated leading databases and contracted with Impexim. Features will include dashboards, super-user access for states, advisers to set up username and password, member portal and free standardized conference module for states. The current plan is to close IMPaK and transition to the new system in December/January.

CEA/Association Drive—In June 2017, the FBLA-PBL Board voted to not sell the National Center. To date, six of the 10 property owners have agreed to sell. There has been a petition for a historic designation review by the CEA properties and Jean serves as a consulting party.

Other Highlights—This year includes all CMHs online, Governor’s letters, digital badging, national officer training, 26 legislative visits, 3 fall conferences, CTE Month, Capitol Hill reception, state key contact training, new dress code, 116 national partners, FBLA and PBL competitive events were 100% sponsored with cash awards, and we received our first estate gift.

**COMMITTEE REPORTS**

Finance Chair Lisa Weeks distributed the June 2018 projected financials. The organization is in a strong position financially with increased revenues this year and an operating surplus. This affords us the opportunity to continue moving forward with the many ongoing strategic initiatives and priorities.

Policy & Bylaws

Lisa Weeks reported there were no new policy or bylaws proposed at this time.

**OTHER BUSINESS**

Chair-elect Ron Pierce was elected.