Phi Beta Lambda Advisers,

It is great to be back for another exciting year with FBLA-PBL! Over the summer, many of you joined us in Baltimore for our annual National Leadership Conference. It was rewarding to watch our members interact with the Baltimore business community, network with one another, and celebrate competitive event victories. PBL members met with Baltimore’s leaders with confidence, poise, and enthusiasm—one of them even landed an internship! In addition, we announced the inception of the brand new PBL Career Connections Conference!

The Career Connections Conference is a career-oriented, PBL-exclusive event taking place in New York City this October. The conference was created in response to feedback collected from PBL members. The three-day conference will include a day of business tours, networking with NYC business leaders, and workshops—hosted in an innovative training space. Members will have the opportunity to experience Wall Street, professional sports team management, Big Four accounting firms, and more! The National Officer Team cannot wait to kick-off this inaugural event; make plans to bring your chapter to New York!

Beyond business tours and our new conference, we are working hard to ensure the membership experience is continuously improving. At training, the team decided four National Committees will be essential to collecting consistent feedback from members, evaluating critical parts of the membership experience, and continuing to move PBL forward. Applications for the National Committees opened in August and applicants interviewed with the National Officer Team earlier this month. I am thrilled to work with the individuals chosen to work on the National Committees!

Your National Officer Team has confidence in the future of our association. As Phi Beta Lambda ventures through innovation and change, I recognize there may be some tough times along the way. However, I firmly believe the future is bright. PBL members continue to be unparalleled in their leadership, ambition, and passion. I challenge you to push your members to do more, step up to the challenge, and keep striving for excellence. Together, we will break barriers like never before.

In leadership

Corbin Robinson, PBL National President
Glenn Morris, Chair
PBL State Adviser
California PBL
glenn@capbl.org
Western Region

Ron Pierce, Chair-elect
RSA Consulting Group, LLC
Business/Industry Representative

Jessica DeVaal
FBLA-PBL State Chair
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Mountain Plains Region

Tina Dierkes
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David Jones
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FBLA-PBL Division Presidents

Eu Ro Wang
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Corbin Robinson
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Ex-Officio Members

Stacey Y. McIff, Past Chair
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Western Region

Jean M. Buckley
FBLA-PBL
President and CEO
ceo@fbla.org

Calendar of Events

OCTOBER
9 Fall Stock Market Game Registration deadline
20 Membership deadline for fall publications
Super Sweeps ends

NOVEMBER
1–30 Prematurity Awareness Month
15 American Enterprise Day
16 PBL Business Leader—winter issue copy deadline
17 March of Dimes World Prematurity Day
28–Dec 1 ACTE Convention—San Antonio, Texas

DECEMBER
14 Fall Stock Market Game ends
15 Dues deadline to receive winter publications
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.

March of Dimes

All PBL local and state 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/r1j7xjev1ss1kxh/ to apply. Do not miss out on this opportunity!

The Comprehensive Business Exam℠

The CBE℠ is a criterion-referenced exam designed to assess the core business content knowledge of soon-to-graduate college seniors who will earn an undergraduate business degree.

The Comprehensive Business Exam℠ provides a valid and reliable measure of the general business knowledge undergraduate students possess by assessing the eight most common professional components taught in any four-year business degree program.

- Accounting
- Finance
- Management
- Marketing
- Economic Environment
- Social Environment
- Legal Environment
- International Business

Encourage your PBL members to take this exam and validate their business skills today to give them the competitive edge in today’s job market. Learn more here: www.cbeexam.com/index.html
Attend the First-Ever PBL Career Connections Conference

Are your PBL members studying Accounting? Hospitality Management? Marketing? Music? Business? Or maybe they aren’t sure of what major to declare and are still exploring their options. They may be learning a lot in the classroom and from your local chapter activities, but what if they could gain much more by networking with business leaders in New York City?

As the biggest city in the nation and one of the world’s most important centers, New York City has everything from finance to fashion. It is bustling with diverse cultural life and a vibrant youth scene, which makes it one of the most exciting destinations for college students.

New York City is also the site for the first-ever PBL Career Connections Conference which will held October 25–27, 2018 at the New York Marriott East Side.

The conference will begin on Thursday evening, October 25 with a networking session and opening reception from 7:00 p.m. to 9:00 p.m. You and your students will join the PBL National Officers, FBLA-PBL alumni, board members, and business professionals from New York City. Being visible and getting noticed is a big benefit of networking. Sometimes it is all about who you know. Networking provides your students with opportunities and connections. A strong network can easily be utilized as a resource center for a variety of career needs. Consider each connection as a one-of-a-kind book of experiences that help lead to future career success. Students will walk away with increased confidence and advice from professionals already in the workforce. Remind your students to bring plenty of business cards.

On Friday, students and advisers will connect with companies in New York City and attend a full day of business tours and company presentations from the career cluster areas of Entertainment/Media, Entrepreneurship, Finance/Accounting, Hospitality Management, Marketing/Sports Marketing, Retail, and Technology.
You and your students can walk on Wall Street and see the Federal Reserve and Goldman Sachs, tour Bloomberg, visit Uber, Yotel, MetLife Stadium, Sony Music Entertainment, or the famous Plaza Hotel. Are your students interested in internships? Have them polish up their résumé and speak with a recruiter at one of the many business tours. Are you interested in learning how social media can help your career? Tour LinkedIn and attend a FREE “Rock Your Profile” workshop. Are any of your students interested in graduate school? They can tour NYU and learn about the graduate program there. Our website has a complete listing of all the tours. Look for tour sign-up forms soon!

The Conference will wrap up on Saturday afternoon, following career boosting workshops. PBL members and advisers can choose to attend four workshops from topics ranging from personal branding, using social media from a business networking standpoint, securing internships, gaining effective résumé and interview techniques as well as a variety of other topics. PBL members will also have the opportunity to have professional headshots taken for their LinkedIn profiles and career use.

Don’t miss out on this unique opportunity. Visit our website for more details and to register today! Business tour space is limited.
Participate in PBL Recognition Programs

Now that the membership year is in full swing, review the chapter and individual recognition programs that are available to PBL chapters and members. Make sure to promote these to your students.

Local Chapter Programs:

Big Ten—top ten chapters (based on paid members) are listed on fbla-pbl.org. Rankings change weekly.
- **Dates:** September 1 through April 1

**Outstanding Chapter**—local chapters complete a series of membership, community service, and education activities (15 activities).
- **Recognition:** Certificate in National Leadership Conference (NLC) registration packet; ribbon (NLC); standing recognition in Regional Campaign Rally and Recognition Session (NLC); website
- **Deadline:** April 1

Membership Recognition Categories: (all are based on paid members)

1. Largest Local Chapter
2. Largest Local Chapter Membership–Professional Division
- **Recognition in each category:** Certificates for top two chapters in each region; plaque for top chapter. These are awarded at the National Leadership Conference.
- **Deadlines:**
  - April 15 (Largest Local Chapter)
  - April 30 (Largest Local Chapter Membership–Professional Division)

Individual Member Programs:

PBL Career and Membership Achievement Program (CMAP)—leadership development program that focuses on Service, Education, and Progress. There are three Levels: (Director, Executive, and President). The President level is awarded at the NLC.
- **Recognition:** Pin at each level; website; ribbon for President level (NLC)
- **Deadline:** March 1
Congratulations 2018 Spring Stock Market Game winners:

PBL WINNERS
1st Place: Harrisburg Area Community College, PA—Nicole McCartan, adviser
2nd Place: Harrisburg Area Community College, PA—Nicole McCartan, adviser

Budget Challenge
Our patented 10-week interactive “Road Test” is an online game played in real time that simulates the financial life of a working adult.

Participants build and execute a budget while working to achieve these key financial goals:
• Establishing an emergency fund
• Paying all bills on time
• Paying off a credit card
• Protecting credit health
• Saving for retirement
• Paying down student loan debt

Our online “written test” provides current and relevant material on fast changing financial topics.

Give them a “Test Drive” on the financial highway with Budget Challenge® the Road Test for Personal Finance®, Learning that Lasts™.

Teacher accounts are always free. Students play for only $25/student. Advisers sign up at budgetchallenge.com/signup. Check out our video and share our downloadable flyer!

Questions? support@budgetchallenge.freshdesk.com.

STEM Premier is an online platform connecting the next generation of talent (age 13+) with colleges and companies across the country. PBL 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 PBL Digital Badge to be recognized as an official PBL 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.

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

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 PBL 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.
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.
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 Stacey Mclell, Chair—Western Region, Glenn Morris, Chair-elect—Western Region, Jessica DeVaal—Mt. Plains Region, Tina Dierkes—North Central Region, Elizabeth Garofalo—Eastern Region, Cherie Hooks—Southern Region, Julie Jensen—Mountain Plains Region, Robert Kollar—Eastern Region, Stacy Nahas—Business & Industry, Ron Pierce—Business & Industry, Max Michel—FBLA National President, Kimberly Clark—PBL National President, Ryan Paul—PDL 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 roundtable events launched a Social Media Ambassador program.

Relationships—Mountain Plains VP Ryan James Solis and CEO Jean Buckley 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 check 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 demo can be viewed 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 expanded by having 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 January, 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 be meeting this coming 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 content at Baltimore NLC. New recognition programs include LEAD, Young Leaders Award, and Champion Chapter.

Database—Research and evaluated leading databases and contracted with Impexium. 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.

STRATEGIC PLANNING PROCESS

Values Statement
Chair McIff led the discussion on values and the board approved the following: We value service as essential to responsible leadership. We value the continual pursuit of business knowledge, skills, and experiences. We value honesty, professionalism, and ethical leadership.

OTHER BUSINESS

January 2019 State Leadership Summit (LS)
The board discussed the upcoming State Leadership Summit. Suggestions include sharing success stories, new database information and training, fewer workshops, and more facilitated conversations.

Approval of New State Chairs
Ross Dillard, FBLA-PBL State Chair, District of Columbia; Kent Seuferer, FBLA-PBL State Chair, Iowa; and Dale Fowler, FBLA State Chair, Texas were approved by the board.

Strategic Priorities
Karen Hirsch and Rebecca Zanatta with The Ostara Group reviewed the Organizational Priorities developed at the October Retreat.

Karen provided an overview of the work from the Scope and Sequence Task Force Meeting held in March 2018. The task force was comprised of participants with a variety of backgrounds. Their goal was to determine “How can we define distinctly different experiences for students in each division?” Their theme recommendation was Middle Level = Exploration, High School = Experience, and PBL = Engage. The next step is to develop the curriculum framework this summer.

COMMITTEES

Chair McIff reviewed the committees and the expectations for the January 2019 meeting.

Programs & Services—Strategic Priority #1: “Defining distinctly different experiences for each division.”

Membership, Marketing, & Public Relations—Strategic Priority #2: “Serving more students by seeking out untapped membership opportunities.”

Alumni Strategy Task Force—Strategic Priority #3: “Building out a robust alumni strategy.”

Investment Strategy Task Force—Sub-committee of Finance Committee

COMMITTEE REPORTS

Finance
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.

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

OTHER BUSINESS

Chair-elect
Ron Pierce was elected.