



# HOTLINE



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## FROM YOUR PBL NATIONAL PRESIDENT CORBIN ROBINSON

Greetings, Phi Beta Lambda!

I hope your classes have gone well and your transition into winter break was smooth. Your students time off from classes provided the perfect opportunity for them to begin preparing for the rest of the PBL year. State Leadership Conference season will be in full-swing before we know it. With that comes the joys of competitive events and officer elections! These opportunities are one of the reasons our members are some of the best and the brightest; you all displayed this excellence this past October at the PBL Career Connections Conference.



When the National Officer Team started planning for the brand-new PBL Career Connections Conference, we knew the focus should be on building a career. What transpired in New York was beyond anything we could have imagined. You and the members showed up poised, polished, and professional! We came together to network, forge connections, and learn; all while making lifelong memories. From seeing members' eyes light up from new ideas, to the excitement when a member is offered an internship, PBL Career Connections was a conference that will go down in history.

Having your students run for state or national office is another way for them to challenge themselves. Have them grow their leadership skills by serving the association that has served them. The future of FBLA-PBL depends on strong student leaders stepping up to make a difference. Tell them to shake away any doubts they may have about their ideas, goals, and vision; step out as a leader, put them into action, and they will be amazed at what can happen. While your National Officer Team is hard at work today, it will take your leadership to continue innovating in the coming years.

The progress your National Officer Team has been working on this year is exciting! Our four national committees—Bylaws, Membership Opportunities, Conference Experience, and Virtual Chapter—have been hard at work identifying opportunities for growth and change. You can be confident we are working towards a better Phi Beta Lambda. Several of our projects include an internship funding program, professional mentorship opportunities, enhancing member leadership offerings, and much more. It's an exciting time to be a member of PBL!

I hope you have a blessed holiday season as you continue to shine bright. Keep being the best, my friends. I am rooting for you.

Corbin Robinson, PBL National President

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## Calendar of Events

### JANUARY

- 15 March of Dimes Grant: Application deadline
- 22 Spring Stock Market Game begins

### FEBRUARY

- 1-28 National Career and Technical Education Month
- 3-9 FBLA-PBL Week
- 3 Share your FBLA-PBL Story Day
- 4 Webinar: National President's Forum
- 5 Each One Reach One Day
- 6 Adviser Appreciation Day/ Professional Attire Day
- 7 Career Awareness Day
- 8 FBLA-PBL Spirit Day
- 9 Community Service Day
- 19 Spring Stock Market Game Registration deadline

### MARCH

- 1 National dues deadline to receive spring publications  
National Awards Program Committee: Application receipt deadline  
CMAP Awards: Receipt deadline (Director, Executive, and President Awards)
- 2 PBL Business Leader—spring issue copy deadline

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# MEMBERSHIP REMINDERS

**There is still time to register more members. Here are some tips:**

1. Select returning members from the membership list so they keep the same membership number.
2. Select the proper grade of each student as you register him or her.
3. When paying via check, please include a copy of the invoice.
4. To print an invoice, log into your membership record and click on statement and then right click to print.
5. Purchase orders do not count as payment.
6. Paid members cannot be removed from records. Once a member is paid, refunds cannot be made.
7. Review membership records prior to district/regional and state conferences. Email spelling corrections to [membership@fbla.org](mailto:membership@fbla.org).
8. The membership deadlines to be eligible for NLC voting and competitive events is April 15. This is a receipt date that will not be extended. Check with your state adviser; state deadlines may be earlier than national deadlines.

## **Reminder: It's not too late to apply for the March of Dimes Grant!**

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/march-of-dimes-grant-application-form-20182019/](http://fblapbl.wufoo.com/forms/march-of-dimes-grant-application-form-20182019/) to apply. **Do not miss out on this opportunity!**



# THOUGHTS FOR YOUR CHAPTER

## Encourage Your PBL Members to Use LinkedIn

LinkedIn is one of the best professional networks for postsecondary students to use in order to help them not only secure potential internships, but to build and showcase their skills to potential employers upon graduation. As advisers, you have the opportunity to work with your students to help them highlight their strengths and to help them support their job-hunting efforts today and in the future.

LinkedIn says approximately 200,000 college students join every month, encouraging companies to use the site to recruit internship and entry-level positions. You don't want your students to miss those opportunities by not having an online profile. Remind them that it's never too early to start building a network with people in their career area. They can start by linking to classmates who are in their major. While they are friends and classmates now, in the future they become business referrals. Your students should also ask professors who are on LinkedIn to write a recommendation for them. Connecting with professors ensures that they will stay connected with them after they graduate.

PBL members should keep in mind that LinkedIn is their professional face to the business world. It is not like Facebook and they should not post silly pictures or say inappropriate things. They should treat their LinkedIn profile as their online résumé. Your students



are creating their own personal brands and this is their sales pitch to future employers and to the world. They should keep their profile updated with the major projects that they have done in PBL and all the courses they have taken. A complete profile attracts more views and your students might land an internship (while still in college) just through LinkedIn.

As college students, your PBL members should capitalize on building relationships with people in the industry that they wish to attain. Getting an idea of the different functions available in an enterprise along with the career trajectory of those people will help them plan out how long it will take them to reach their career goals based on where they are right now.

Here are some benefits to having a LinkedIn account to share with your students. They can:

- Check out career paths. Find people who are in LinkedIn who are already employed in their desired profession. Check out their profiles to see what they have done to become successful. See if your students can incorporate something from their career path into theirs.
- Prepare for interviews. When you have a job or internship interview, review the profile of the person who will interview you. Having this background knowledge during the interview will help impress the interviewer.

# THOUGHTS FOR YOUR CHAPTER

- Share updates with others. When they update their LinkedIn profile or experiences, their network is automatically informed about these changes. They don't have to send out individual emails to everybody. A nice side benefit is that this automatic notification brings them to their attention and awareness. Then, they will be on their mind when they learn about job possibilities that fit their qualifications.
- Extend their résumé. Many companies prefer receiving one-page résumés. That's not room for a lot of information. LinkedIn provides a place to have more in-depth information than what a short résumé can ever hope to provide. Have them put their LinkedIn profile URL on their résumés (and business cards). Future employers can then find more information about your students on LinkedIn.
- Join a group. LinkedIn automatically shows the groups an individual may like to join based on the information in their industry. Read their posts to glean information about the industry and to gain insight on the current trends. Individuals should also post thoughtful comments so group members can get to know who they are. Group connections are helpful during a job search.
- Search for jobs. And last but not least, use LinkedIn to help you find a job. When you click on the Jobs link, it shows jobs that are compatible to your profile. You can also search for additional job openings. While having access to jobs posted on LinkedIn is great, LinkedIn has a unique feature that is not available on other job websites. LinkedIn tells you how many people in your network or group work at the company. Those people can help you get the job that you are interested in.

Sometimes hundreds of people compete for single job openings. If your students use LinkedIn to showcase their accomplishments, projects, and leadership activities, they will be a step ahead of their competition and can land the job of their dreams.

Four Divisions. One Goal. Your Career Success.

FBLA      Phi Beta Lambda

Middle Level      Professional Division

**YOU**

**FBLA-Phi Beta Lambda** YOUR LIFETIME ASSOCIATION

Connect with the Professional Division today!

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# PBL SWEEPS THE ACTE

## PBL Sweeps the ACTE Business Education Division Outstanding Business Student Awards

PBL is proud to sweep the @actecareertech awards for the postsecondary division. Congratulations to:

- **Region I**—Allyssa Covert—West Virginia
- **Region II**—Amy Ray—North Carolina
- **Region III**—Kerri Young—Missouri
- **Region IV**—Ciara Gibbs—Louisiana
- **Region V**—Abi Sheen—Nebraska

Allyssa and Abi attended the ACTE Convention in San Antonio and received their awards. They are pictured to below with their awards.



# SPONSORS & PARTNERS

## Brave Software

Enter the Brave Software Challenge for your chance to win a MacBook Air, iPad Pro, Go Pro, Nintendo Switch Fortnite or Amazon gift cards. To enter visit this link [be.brave.io/fblamarketingchallenge/](https://be.brave.io/fblamarketingchallenge/) and complete the submission form. You will then receive a unique USER referral code. Encourage your friends and family to download the Brave Software browser from your unique download link. The students with the highest number of Brave software installs by using creative marketing efforts will win the awesome prizes listed above. The Challenge begins January 15, 2019 and ends February 28, 2019. For contest rules and more information please visit [be.brave.io/fblamarketingchallenge/](https://be.brave.io/fblamarketingchallenge/).



Recommend your PBL students for the Business and Government Relations Academic Internship Program in Washington, D.C.! This eight-week program allows students to earn academic credit from George Mason University, intern with a major corporation or industry trade group, live in furnished apartments just blocks from the national monuments and White House. Students also attend guest lectures, professional development seminars and site briefings, while taking advantage of numerous networking opportunities.

Sample internship placements include:

- American Chemistry Council
- AT&T
- Ford Motor Company
- Grant Thornton, LLP
- International Paper
- National Association of Foreign-Trade Zones
- Siemens
- U. S. Telecom
- Williams & Jensen

Full scholarships are available through the Leadership Scholars Program if students apply by January 15. The Priority Deadline for admission is February 12. PBL members receive special admissions and scholarship consideration!

**LIVE. LEARN. INTERN.**  
[www.DCinternships.org](http://www.DCinternships.org)

## IMA® (Institute of Management Accountants)

Nominate your students for the CMA Scholarship. For more than 40 years, the CMA® (Certified Management Accountant) certification has been the global benchmark for management accountants and financial professionals. By earning the CMA, your students can stand out from their peers as they enter the workforce after graduation.

Give your students the opportunity to take the CMA exam at no cost. You can nominate up to 10 high-achieving students from your school each academic year for a CMA Scholarship. Students can take the exam while still in school. Click [here](#) to learn more.



## Congratulations 2018 PBL Fall Stock Market Game Winner:

1st Place: Butler Community College, Janice Akao, adviser (KS)

The Spring Session of the Stock Market Game is January 22, 2019–May 3, 2019. Cost is \$10.95 for 1–5 participants. Information/Registration is available in the Advisers Area.



FBLA-PBL members could receive a special discount on **GEICO** auto insurance. Visit [geico.com/fbla-pbl](https://geico.com/fbla-pbl) or call **GEICO** at 1-800-368-2734 for a free quote today. By identifying yourself as a Future Business Leaders of America-Phi Beta Lambda member, you will also help support your association. Be sure to have your current coverage information available in order to secure a comparable quote. **NOTE: Discount not available in Michigan, Mississippi, and Tennessee.**





# FBLA-PBL Week



February 3–9, 2019

The second week of February is FBLA-PBL Week. Chapters are encouraged to publicize their activities, boost their membership, and gear up for spring events.

FBLA-PBL Week coincides with National Career and Technical Education (CTE) Month.

## **Sunday: Share Your FBLA-PBL Story Day**

Share your FBLA-PBL story on social media. Tell why you joined, your favorite FBLA-PBL memory, or what FBLA-PBL has done for you. Tag your story on Facebook, Twitter, or Instagram with #FBLAPBLWeek.

## **Monday: National Presidents' Forum**

All three division national presidents (FBLA, PBL, and Professional Division) host a live Internet broadcast to kick off FBLA-PBL Week.

## **Tuesday: Each One Reach One Day**

Talk to peers and community members about your FBLA-PBL experiences. Don't forget to ask them to join! Use online recruitment resources for FBLA, FBLA-Middle Level, PBL, and the Professional Division.

## **Wednesday: Professional Attire Day/Adviser Appreciation Day**

Dress for success and share your appreciation for those that teach, lead, and mentor your chapter.

## **Thursday: Career Awareness Day**

Get involved with your Professional Division and connect with community leaders.

## **Friday: FBLA-PBL Spirit Day**

Show your FBLA-PBL pride by posting a group photo to the FBLA-PBL Facebook page and using the hashtag #FBLAPBLWeek on Twitter and Instagram.

## **Saturday: Community Service Day**

Choose a community service project to support. Suggested activities include working with the March of Dimes, volunteering at a homeless shelter, or conducting a blood drive.

[fbla.org/FBLAPBLweek](http://fbla.org/FBLAPBLweek)

# FUNDRAISERS & DISCOUNTS



**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](http://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](http://www.MoneyMakerShades.com).



**Schermer Pecans** offers a delicious and healthy fundraising product. Call 800.841.3403, email [schermerpecans@yahoo.com](mailto:schermerpecans@yahoo.com) or visit [pecantreats.com](http://pecantreats.com).



**School Spirit Coffee** provides personalized packaging for their coffee fundraiser. Call 800.570.1443, email [Debbie@schoolspiritcoffee.com](mailto:Debbie@schoolspiritcoffee.com), or visit [schoolspiritcoffee.com](http://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](mailto:sales@tomwat.com), or visit [tomwat.com](http://tomwat.com).

## MEMBER BENEFITS



Your shopping supports FBLA-PBL.



Receive a discount on over 96,000 items at Office Depot and OfficeMax locations or online. [officediscounts.org/fbla](http://officediscounts.org/fbla)



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



Save up to 15% when you shop via the FBLA-PBL website. Use Company Code EP10687. Look for the link at [fbla-pbl.org/discounts](http://fbla-pbl.org/discounts). 800.473.4732



Save hundreds on your car insurance with special FBLA-PBL savings. [geico.com/fbla-pbl](http://geico.com/fbla-pbl) 800.368.2734



Save 40% on in-store purchases when you use the FBLA-PBL coupon. Download the coupon at [fbla-pbl.org/discounts](http://fbla-pbl.org/discounts).



Save 20% with your FBLA-PBL card. ID# 5492731



FBLA-PBL members receive 10% off courses for the SAT, ACT & GMAT. Visit [fbla-pbl.org/discounts](http://fbla-pbl.org/discounts) to get started.

## Great Hotel Discount Programs for Members

Major hotel chains offer reduced rates, don't miss out!



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