

LEADER

A Publication for Members and Advisers of Phi Beta Lambda



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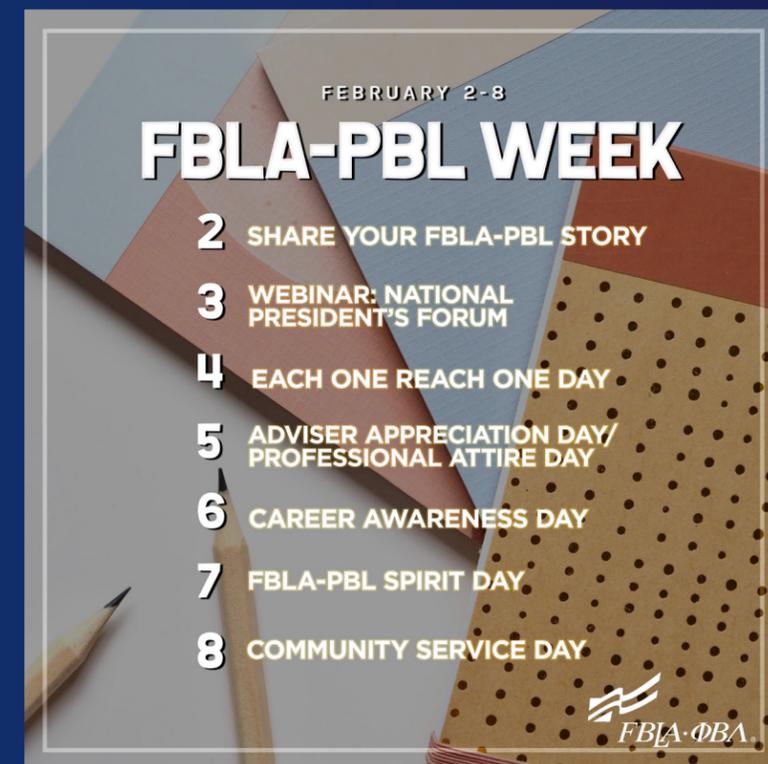
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Salt Lake City: 2020, Here We Come!





Message from the President

Dear Members,

Happy FBLA-PBL week! This week is a special time of the year where we celebrate all the values that represent FBLA-PBL: Service, Education, and Progress. If you haven't already, be sure to check out the different daily activities that chapters are participating in, like Adviser Appreciation Day. [Visit our website for more information!](#)

There's a lot to celebrate this FBLA-PBL week: we hosted our second annual Career Connections conference with great success and received input on how we continue to improve it.

Although we have faced some challenges with our database, we have pushed out resources and tutorials that are available on our website to help your chapter register members in time to attend the National Leadership Conference. I encourage you to take a look at these resources so your chapter will be ready to hit the ground running. Additionally, your national team is publishing brand new resources this week to help you and your chapter.

As we begin to enter competition and conference season, here are some tips to succeed:

- Relax! You've got this. A nervous attitude can overshadow your hard work and preparation.
- Keep your eyes on the prize: don't let minor distractions or inconveniences take your focus from your competition.
- Cheer each other on: you've made it this far thanks to your chapter – take some time to cheer your peers on and enjoy the conference with them.

When conferences and competitions are over, there are still plenty of activities for your chapter to participate in before the National Leadership Conference. Get recognized at the NLC by completing your CMAP, recruiting Professional Division members, and more.

If you have any questions or concerns, please be sure to reach out to me at pblpres@fbla.org. Best of luck in your competitions and conferences, and I will see you at the National Leadership Conference in Salt Lake City, Utah!

Max Michel

Max Michel, National President, FBLA-PBL



PBL Career Connections Conference a Success



As the biggest city in the nation and one of the world's most important centers for everything from finance to fashion, New York City is a hot spot for tourists from around the globe. Bustling with diverse cultural life and a vibrant youth scene, the Big Apple is one of the most exciting destinations for college students. It was also the site for the PBL Career Connections Conference which was held on October 24-26 at the New York Marriott East Side, with more than 200 participants.

The conference began on Thursday evening with a networking session and opening reception. PBL members and advisers joined 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 provided the PBL members at this conference with opportunities and connections. Students walked away with increased confidence and real advice from those professionals already in the workforce. They also exchanged plenty of business cards.

On Friday, students and advisers connected with companies in New York City and attended a full day of business tours and company presentations from the career cluster areas of Entertainment/Media, Finance/Accounting,

Hospitality Management, Marketing, Retail, and Technology. Students were able to tour a variety of different businesses including American Express, Bregal Sagemount, Dow Jones, Grand Hyatt New York, Hill Holliday, IBM, iHeartMedia, Mash USA, Inc., Men's Wearhouse, New York Marriott EastSide, New York Marriott Marquis, New York University (NYU), SIFMA (Securities Industry and financial Markets Association), USA Today and WeWork Bryant Park.

The Conference wrapped up on Saturday afternoon, following career boosting workshops. PBL members also had the opportunity to have professional headshots taken for their LinkedIn profiles and career use.

While all this was going on, PBL members also were able to bring in their resume and have it reviewed by business professionals. When you are applying for any job, your resume is your calling card and is often the first impression made during a job search.

These reviewers evaluated students resume with the same attention as a prospective employer might adding the value of not just spotting errors, but also finding areas that might require additional emphasis.

This conference not only helped PBL members shape their career plan, but also helped them asses their skills and interests to make informed decisions about their future.



FBLA-PBL Attends ACTE Convention



PBL national officers Ellie Murphy and Travis McConathy attended ACTE Vision in Anaheim where they received their Outstanding Business Education Student Awards.

In addition, they, along with several FBLA national officers, supported the Business Education Division's sessions and served as hosts at the "first timers" breakfast welcoming business educators to their first ACTE Vision conference. Meanwhile, back in the FBLA-PBL booth, student leaders promoted FBLA-PBL by sending an e-blast to the 4,500-plus attendees to come by and sign up for information on starting a local chapter.

Post-Secondary Outstanding Business Student award winners included:

- Max Michel – Florida
- Travis McConathy – Louisiana
- Ellie Murphy – Illinois
- Elizabeth Johnson - Utah



from your National Officers



Ellie Murphy

My journey with FBLA-PBL started on an unassuming day in 2013. A simple online objective test, in a room with 50 of my peers who were undoubtedly more prepared and qualified than I. A timid freshman in high school, I decided to take a chance. At the recommendation of my business teacher, I sat for the "Introduction to Business" test. I made it to the State Leadership Competition but didn't even place. Flash forward, I am waiting to go into the judging room at the 2019 Phi Beta Lambda National Leadership Conference in San Antonio, Texas. I had made it into the final round, and after competing in another round of finals and cleaning up my campaign for national office I stood ready to finish out my 5th National Leadership Conference. I looked down at my notes hastily written 5 minutes prior in the sequestered room. Gathering my thoughts, I walked into the room and sold my judges a massage chair. The next thing I know, I am standing on stage at the 2019 National Leadership Conference as they announce my name as the 1st place winner of Client Service. What allowed me to rise from not placing in at a State Leadership Conference to becoming a national champion? My time spent in FBLA-PBL. Year after year, advisors and directors took the time to teach me valuable leadership skills. I went from a shy freshman in high school, to a sophomore intern on Capitol Hill. My experiences in FBLA-PBL have allowed me to cultivate my communication skills and make meaningful professional connections. During the Fall of 2018, I had the pleasure of interning for a Congresswoman on Capitol Hill. This past summer, I was extended an offer to return to the Hill and work for a Congresswoman in a minority leadership position. **Without my experience in FBLA-PBL, I would have never had the confidence to pursue an internship of that caliber.** Both of these experiences allowed me to further cultivate my professionalism and allowed me to gain hands-on experience working with amendment proposal and legislative policy. After graduation, I am planning on pursuing a JD at Georgetown University. I would like to concentrate on law pertaining to international human rights violations, working with international governments to bring those who commit crimes against humanity to justice. After my time in law, I would like to pursue a career as a foreign service officer for the Department of State. The three tenants of FBLA-PBL are service, education, and progress. My hope for a career as a foreign service officer is to serve my country through educating foreign governments and making progress in the fight for international justice. I am forever indebted to FBLA-PBL for awakening these passions inside of me and equipping me with the skills and resources necessary to make a difference in our world.



Travis McConathy

The first Career and Technical Student Organization was Family, Career and Community Leaders of America my eighth grade year of middle school. I had no idea what I was getting myself into. Starting my freshman year of high school, I joined Future Business Leaders of America and I have never once looked back. Throughout the course of my high school career, I was an active member of both Family, Career and Community Leaders of America and Future Business Leaders of America. With Family, Career and Community Leaders of America, I served as the student representative for four years. With Future Business Leaders of America, I found my place in high school. The passion I had for this Career and Technical Student Organization was like no other. From starting my freshman year serving as the student representative for my grade, to continuing on to serve as the reporter, historian, assistant secretary, vice president, and eventually finding the courage to step outside of my comfort zone and run for Louisiana state reporter, **I could not be happier with how much this organization has helped me find myself.** After graduating in May of 2017, I took a year off before I decided to attend McNeese State University. During my tenure at McNeese State, I joined Phi Beta Lambda to continue to pursue my passion that Future Business Leaders of America sparked inside of me. Within my first year in Phi Beta Lambda, I served as the Louisiana State Secretary/Treasurer and continued my time on the state team when elected to Vice President of Membership in March of 2019. This past June, I ran a successful campaign for Phi Beta Lambda National Secretary at the 2019 National Leadership Conference in San Antonio, Texas. I am also serving as the President of my local chapter at McNeese State University. This organization has given me the opportunity to create everlasting friendships, meet amazing people from across the country, and truly find my place in this big world. While attending McNeese State University, I am majoring in Mass Communications with a concentration in Public Relations. While in my studies, I also hold a job with KPLC 7 News as their morning AP/Editor. My future career goals include obtaining my bachelor's degree in Mass Communications and moving my way up through the newsroom in the broadcast industry. If not for FBLA-PBL, I would not have discovered my love for video editing that has led me to where I am now.



Elizabeth Anderson

I joined FBLA-PBL as a naive high school freshman, who had no idea what career path to take in life. Eight years later, FBLA-PBL has brought me confidence, direction, and opportunities that I never would have imagined in high school. I took business classes that I never would have before; I competed in events that I previously knew nothing about. After over 20 business courses, 10 competitions, and 4 years of education to finish my degree in Hospitality Management through the Woodbury School of Business, I have been able to find success in my schooling and my career. I will graduate from Utah Valley University in May 2020 and have been offered a position in the Marriott Voyage Leadership Development Program as an Assistant Manager of Operations at the Seattle Marriott Redmond hotel, beginning in July 2020. There is no way I would have found my way into this position without my knowledge of business and the networking and professional skills I have developed through my participation and leadership in FBLA-PBL. After I finish the 12-month program, I will continue to work for Marriott in Room Operations, with a goal to be a Senior Director of Operations. **Being a part of FBLA-PBL changed my perspective of myself and what possibilities were ahead of me.** I was able to find a career I am truly passionate about, and network with other students with similar interests from all around the country. As a leader in FBLA-PBL I had to learn how to take charge of a group, delegate responsibilities, and be innovative in my thoughts and ideas to improve my chapters. As a competitor, I had to learn to think on my feet, be confident in my abilities, and face fears that I didn't know I had. As a freshman, I did not anticipate having a job lined up after graduating college, and certainly not in a different state working for a hotel. However, FBLA-PBL changed my direction and has put me in an incredible position to continue to follow my dreams and pursue my career.

Get
HIRED!

Tips for Creating a Winning Resume

Resumes are one of the most important elements in the hiring process because they are often the prospective employer's first impression of a candidate. Whether you are applying for a specific position or building your professional network, a strong resume increases your chances of securing an interview. Use these tips to make sure your resume stands out.

LIMIT TO ONE PAGE: Unless your industry calls for longer documents, resumes are generally expected to fit on one side of one page. Keep it concise by limiting extra wording and irrelevant or detailed information. Don't force the content to fit by reducing the font to an illegible size or filling up all the white space.

USE A PROFESSIONAL EMAIL ADDRESS: Your email address should be your name, not your interests or funny references. School email addresses are appropriate, but make sure you will have access after graduation since employers often keep resumes on file for future positions.



ORGANIZE YOUR RESUME USING THE CORRECT FORMAT: If using a chronological resume, you should list your most current school and your most recent job first, followed by other schools and jobs. As a college student or graduate, you should not reference your high school; however, you can list awards, honors, and leadership positions from high school.

DEMONSTRATE THE IMPACT YOU MADE: Employers want to know that you will provide value if they choose to hire you. Don't just provide a list of responsibilities in previous roles and experiences. Where possible, include results or positive outcomes related to the employment history, education, and other activities listed on your resume. Use words that show important facts such as volume, time, money, etc. Save the major details for the actual interview.



USE ACTION WORDS: Action words are strong and powerful. Be sure you are using words that truly describe you, your skills, and your accomplishments. You can look online to find strong action words as well as find the list of words that are used too often on resumes.

KEEP TENSE AND PUNCTUATION CONSISTENT: Punctuation such as bullets and periods should be used consistently throughout your document. Be sure all bullet points are parallel. In addition, use present tense for current job duties, and past tense for past job duties.

DON'T USE A GENERIC DESIGN: Document templates are available online and as part of common software. These are a great way to start designing the layout for your resume, but make sure yours stands out from others. Customize it by modifying fonts, colors, alignment, and other formatting elements.

SAVE AN ELECTRONIC VERSION WITH PROPER FORMATTING: Fonts and formatting can appear differently when a document is opened on a device other than the one used to create it. Keep it consistent by sending your document as a PDF. Include your first and last name in the file name (i.e. "John Smith Resume.pdf") so the recipient can easily identify you if they save the file in a folder with other documents.



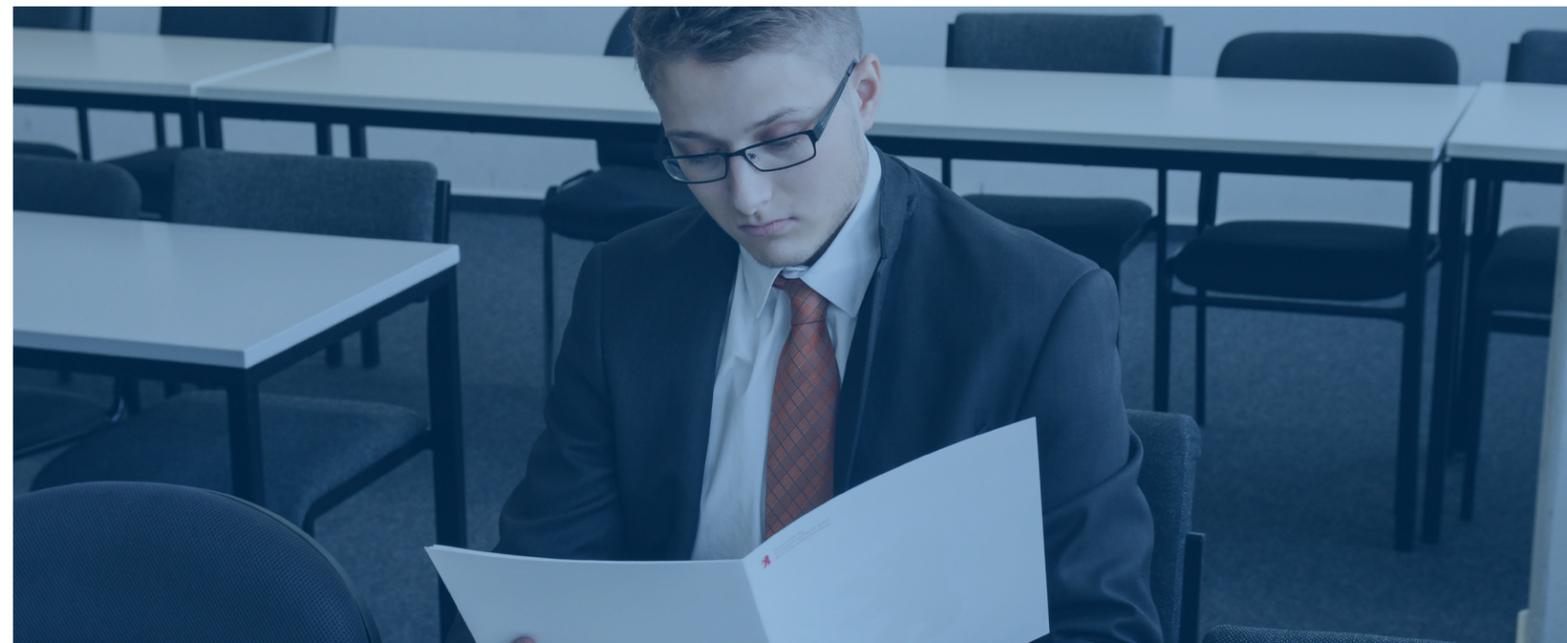
KEEP PAPER COPIES AND USE QUALITY PRINTING MATERIALS: Bring a copy of your resume to interviews. To make a great first impression, print using quality color ink on resume paper, which has a higher weight (between 24-32 lb.) and a woven or linen finish.

CUSTOMIZE VERSIONS FOR EACH COMPANY OR POSITION: Many employers use software to scan resumes to look for keywords related to the job description. If you are applying for a specific position, review the job posting and incorporate the strongest keywords into your resume. Match your skills to the skill set required by the company.

PROOFREAD, PROOFREAD, PROOFREAD: Your resume will be one of the most important documents you ever write. The impact of this document can be life-changing. With each version, modification, or change to your resume, be sure you proofread each section several times. Even one typographical error on a resume can prove to be the reason you are not hired.

GET FEEDBACK FROM MULTIPLE SOURCES: Ask a friend, family member, coworker, professor, or colleague to review your resume for typos and quality of content. Need help? Submit your resume to FBLA-PBL to be reviewed by a Professional Division member. Visit <https://www.fbla-pbl.org/pd/programs/resume-review/>.

These tips are provided by Tina Dierkes and Ryan Paul. Both are business professionals who have served as FBLA-PBL state advisers and members of the national Board of Directors.





Mid-Year Meeting and State Leadership Summit

By Max Michel, PBL National President

For the first time in over 20 years, your PBL National Officers hosted a mid-year meeting with fellow FBLA officers at the FBLA-PBL National Center in Reston, Virginia. The mid-year meeting is an opportunity made available thanks to the hard work of the national staff and board members – and boy, did their investment pay off.

The mid-year meeting was an incredibly productive opportunity for both the FBLA and the PBL national officers to revisit their program of work, evaluate progress, and make changes to better serve the members. They were joined by President & CEO Alex Graham, Membership Director Lisa Smothers, Chair of the Board of Directors, Ron Pierce, and Chair-Elect of the Board of Directors, Susan Seuferer. Following a presentation of the Mid-Year Report by both Teams, the officers had breakout sessions where they could discuss new opportunities and initiatives. In-fact, you can view the PBL National Officer Team's changes by visiting tinyurl.com/UpdatedPOW.

The mid-year report encompasses the accomplishments since the last Board of Director's meeting, which was held November 17th. You can take a look at the PBL quarterly and mid-year report by visiting tinyurl.com/PBLReports2020.

The next day, eight of the PBL National Officers had the opportunity to tour the White House while PBL National President Max Michel attended the FBLA-PBL National Board of Directors Meeting.

Your national officers weren't the only ones to meet in Reston – the national office hosted a State Leadership Summit for all FBLA-PBL State Key Contacts beginning on Friday evening, January 10 and lasting until Sunday, January 12. In attendance were over 150 guests – including our peer organizations like Business Professionals of America, Technology Student Association, and more.

The Summit kicked off with an Open House/Networking Reception at the National Center. We were also excited to welcome Mr. Scott Stump, Assistant Secretary for Career and Technical Education at the United States Department of Education. Mr. Stump gave opening remarks at the open house, and later gave an update on Perkins V Funding, a federal law that helps fund Career and Technical Education (CTE) and Career and Technical Student Organizations (CTSOs).

Inspired by the conversations at the mid-year meeting and State Leadership Summit, the national officers pushed out an e-blast with some brand-new Spring resources for recruiting. You can read the e-blast at tinyurl.com/PBLSpringRes.

As always, please reach out to the national officers if you have any questions, comments, or concerns.



PBL Quarterly Report

A WORLD OF OPPORTUNITY

FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA | 2019-20



President: Max Michel
Secretary: Travis McConathy
Treasurer: Nicole Clark
Parliamentarian: Kylie Douppnik
Southern Region: Keenan Carter
Eastern Region: Justin Flemons
North Central Region: Ellie Murphy
Western Region: Liz Anderson
Mountain Plains Region: DJ Hardwick

To Define a Distinctly Different Experience for PBL:

- Formed two committees:
 - the Awards and Recognition committee to evaluate how to make PBL more relevant to College students,
 - the Virtual Chapter Committee, which looks at engaging the Virtual Chapter in a more meaningful way.
- Published resources:
 - Published career relevant resources on networking and resume development that collectively received 1,000s of impressions.
- Hosted Strategy Roundtables
 - Held digital and in-person roundtables with members and officers to define direction of PBL and its conferences.

To Seek Out Untapped Membership Opportunities:

- Focus on Recruiting:
 - Sent monthly e-mail update to all PBL members with information, resources, and call to actions
 - Followed up on chapter leads obtained at FBLA NLCs and SFLCs
 - Hosted senior networking sessions at SFLCs
 - Wrote recruitment letter in FBLA's Tomorrow Business Leader
- Engaging sister organizations
 - Initiated communication with National Association of Parliamentarians
- Membership Statistics:
 - As of 10/31/2019, membership stood at 1,456, a YoY decrease of 519 (26%).

To Become a Student-First Membership Organization:

- Focus on Communication
 - Worked with Mr. Graham to push out e-mail blasts in preparation for Career Connections that garnered a 20-30% open rate
 - Hosted "Career Connections Countdown," a 30-day social media blast leading to the Career Connections Conference
- Focus on Engagement:
 - Engaged alumni to mentor and share opportunities with PBL members
 - Facilitated inter-chapter communication and resource sharing
 - Seeking out business tours in preparation for NLC.

How the Board can continue building upon our progress:

- Alumni engagement for mentorship
- Insight on immediate direction of PBL, roles and officers
- Salt Lake City area connections for NLC Business Tours, networking reception



It's Not Too Late to Recruit!

Second Semester Recruitment

By Ellie Murphy, PBL North Central Region Vice President

When thinking of recruitment, it can be easy to focus on the fall semester rush season. However, the start of a new semester brings new opportunity to recruit for your Phi Beta Lambda chapter. There are plenty of ways to connect with students on your campus beginning in January. Many chapters have dodgeball tournaments that serve as both a fundraiser for their chapter as well as a recruitment tool. Athletic events sponsored by your chapter provide the perfect opportunity for current members to bring along friends to learn more about PBL in a casual, relaxed environment. Another great way to promote second semester recruitment is to partner with the sponsor or professor at your college or university. Often times, professors are willing to offer extra credit for attending a Phi Beta Lambda sponsored event. This is a great way to encourage participation in extracurricular organizations, as well as bolster potential membership. A good example of this is when Misericordia University PBL members recently toured the New York Stock Exchange and spoke with a professional market maker before witnessing the closing bell to end the day of trading at the world's largest stock exchange.

The beginning of the second semester is also the perfect time to table in the dining hall common area or the lobby of your business building. My local chapter hosted a "Coffee with the Officers" event, where the officers handed out coffee and donuts to students passing by while providing flyers with information about our weekly meetings. This was a great way to engage with potential membership and make a personal connection. Another way to engage potential membership is to launch a social media initiative on your local chapter social media accounts. Facebook, Instagram, and Twitter are all popular mediums of communication for college students. Sponsor a raffle or giveaway! Raffle baskets featuring gift cards to popular attractions in your town will encourage students to enter, giving you access to potential members! Finally, reach out to other chapters in your state and learn what they have done in the past to recruit. It is always a good idea to collaborate with other chapters, as you all will benefit from a multitude of recruitment options! These are just a few of the ways you can engage with the student population at your college or university during the second semester. It isn't too late! Best of luck with your recruitment.



Photo by Sarah Swinton on Unsplash



Photo by Brooke Cagle on Unsplash

Phi Beta Lambda

The Collegiate Division of FBLA-PBL



What we offer:

#PBLCareer Connections

A 3-day conference with business tours at the nation's leading companies and direct access to hiring managers for internships and jobs.



National Leadership Conference

A multi-day conference dedicated to networking with students across the nation, competing, and developing new skills through workshops and resume review



Competition & Skills Development

With over 60 competitions to choose from, and unforgettable workshops and resume reviews at our conferences, PBL will build your skillset for the workforce



Join our Network:

7,000+ members across the United States



900+ Advisers at 350+ chapters in 40 states



Millions of Alumni who've gone through the FBLA-PBL Experience, 77 years strong.



How we're different:

Conferences like no other:

Our career connections conference sets us apart; few organizations will provide you direct access to hiring managers at Fortune 100 companies to launch your career journey



Virtual Involvement:

Can't join a physical chapter? Join our virtual chapter and enjoy access to our benefits, experiences, and conferences.



And more...

From scholarships, cash prizes, and exclusive opportunities, we set up our members for success in college and beyond.



Interested in starting up a chapter?

Check out our website at www.fbla-pbl.org

Join the world's largest student business organization today!

About us:

FBLA-PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Participate in PBL Recognition Programs

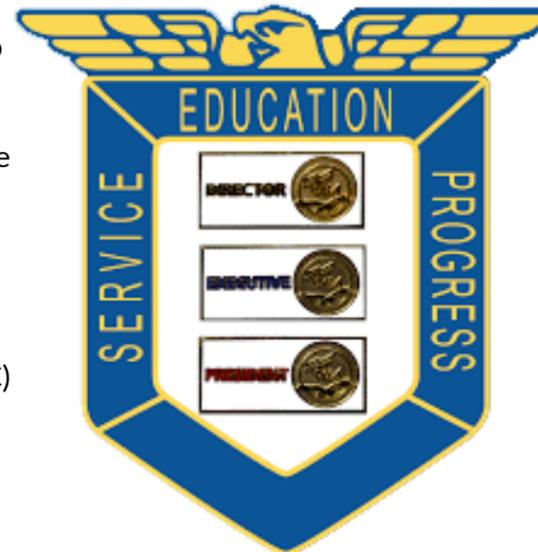
Now that the membership year is in full swing, review the chapter and individual recognition programs that are available to PBL chapters and members.

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](#)). There is a heavy emphasis on career preparation skills such as preparing a resume, participating in PBL Career Connections, and preparing for job interviews and internships.

A pin is sent to the local adviser to present to student recipients for the Director level, while the Executive Level is sent to the State adviser to award at the State Leadership Conference. The President level will be awarded at the Opening General Session of National Leadership Conference in Salt Lake City Utah.

Recognition: Pin at each level; website; ribbon for President level (NLC)
Deadline: March 1



CHAPTER RECOGNITION

[Outstanding Chapter](#) – local chapters complete a series of membership, community service, and education activities (15 activities).

Recognition: Certificate in 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

- o **Recognition in each category:** Plaque awarded to top chapter in each region. These are awarded at the National Leadership Conference.

- o **Deadlines:**

 - o April 15 (Largest Local Chapter)

 - o April 30 (Largest Local Chapter Membership–Professional Division)



When people think of the United States, we often think of how advanced we are: cutting edge technology, globally recognized universities, endless economic growth, and the list goes on. What we often don't think about is how far behind we are in prematurity health and awareness.

The March of Dimes, our longest and largest national partner, gave the United States a “C” rating for prematurity health and awareness – there are even great discrepancies between regions – the southern region of the United States consistently ranks among the lowest in the nation. With healthcare as advanced as ours, why do issues like prematurity still affect moms and babies across the U.S.?

According to the March of Dimes, the United States is among the worst in the developed world for prematurity health. Several factors affect this outcome: from a lack of funding in research to challenges in state legislatures, moms and babies face stagnant progress in the fight for health. The March of Dimes is no stranger to this arena: in-fact, the March of Dimes played a significant role in the vaccine development for Polio. Their long history gives credit to their mission.

We encourage your chapter to support this often overlooked charity; the work that the March of Dimes does for the mom and baby community is incredible. From helping fund research to providing support for mothers and babies in the Neonatal Intensive Care Unit (NICU), your donation to the March of Dimes goes far.

Get your chapter involved with hosting a march for babies, a coin drop, or more ideas available on our YouTube channel webinars. FBLA-PBL is proud to be partnered with such an organization, and we hope to see you supporting this cause. Visit MarchofDimes.org for more information on how you can get involved.

By Max Michel and Keenan Carter, National Youth Council Members

The National Youth Council is a committee of 15 college students who have been selected because of their demonstrated leadership ability and their potential for service to the March of Dimes Foundation. The purpose of the National Youth Council is to assist the March of Dimes in the design and implementation of programs targeted to young people.

Institute of Management Accountants (IMA)

Student membership in IMA gives you a competitive edge as you prepare for life after graduation. As a vibrant association of more than 125,000 professionals, students, and academics around the world, our mission is to support members at every stage of their careers.

For a limited time, you can [join IMA for only \\$25](#) (regularly \$39). Joining IMA gives you access to scholarships and competitions, networking and professional development opportunities, our Student Leadership Conference, CMA® (Certified Management Accountant) certification, and more!

[Become an IMA student member for only \\$25!](#)



Where Are They Now

Alumni Interview:

Erin Sherman

with Vivian Clarke

Erin Sherman - former PBL National Treasurer (2003-2004) and PBL National President (2004-2005) - currently holds the position of Vice President for College Services at Northwest Vista College in San Antonio, Texas. In this interview, she shares her experiences with PBL, college, and her career.

VIVIAN CLARKE: What positions did you hold on the local, state, and national levels?

ERIN SHERMAN: I joined Phi Beta Lambda in college, and I have never left the organization. I was hooked. I held the positions of Vice President and President at the local level and Vice President of Advancement and President at the Texas state level. I also held the positions of National Treasurer and National President. I have remained active in the organization and have been a member of the National Awards Program (NAP) Committee since 2012. I am also a member of the Texas Phi Beta Lambda State Executive Committee. I continue to be blessed by each moment of my involvement with FBLA-PBL.

VC: What did these positions teach you?

ES: All leadership positions provide lessons and opportunities for growth. One valuable lesson I learned was that you cannot fake being present and active, nor should you want to. If you follow your passion, then you will show up and care, whether that is holding to commitments, lending support when needed, maintaining a proactive approach, or holding yourself and your colleagues to a high standard. By approaching interactions, whether professional or personal, from the standpoint of care, you will build stronger relationships, teams, and gain a deeper appreciation for your colleagues and loved ones.

VC: What do you do as the Vice President for College Services at Northwest Vista College?

ES: Northwest Vista College is located in northwest San Antonio, Texas (near Sea World) and has approximately 18,000 students. As a Vice President, my role is to help guide and support the vision, mission and strategic direction of the college. I accomplish this through a variety of avenues, including the divisions that fall within my direction as part of College Services. College Services divisions include the following:

- The Quality Enhancement Plan (QEP)
- Institutional Research, Planning, and Effectiveness (IRPE)
- Finance and Purchasing
- Resource Management
- Information Technology and Communications (ITC)
- Risk Management
- College Events
- Capital Improvement Projects (CIP)

VC: How did your position as PBL National President prepare you for the transition from school to work?

ES: The experience of holding the position of PBL National President taught me many lessons that remain valuable. One is that it is a disservice to my colleagues and myself not to be prepared. The majority of positions, commitments, meetings require preparation to be fully engaged and to be able to contribute. For me, it is not acceptable that I attend a meeting and not be prepared by completing research, gathering feedback, or completing commitments ahead of time. I also continue to work on showing my colleagues the respect they deserve by following the philosophy I learned as a PBL officer that if you are fifteen minutes early, you are on time, and if you are right on time, you are late.

Another lesson I learned that remains valuable to me is intentionality with my time commitments. Maintaining some level of life/work balance is essential. It allows me to be a better colleague, spouse, and family member. The one major area I still try to balance is time for myself and my friends, and I continue to work on this!

VC: Did your PBL experience influence your career path?

ES: My experience in PBL, and as National President, in particular had a profound impact on my career path. As National President, I was completing my final semester of my undergraduate degree in Accounting from Texas A&M University – Corpus Christi (TAMUCC) and was about to enter my Master of Accountancy program, also at TAMUCC. I was on stage handing out awards with a representative from KPMG, one of our national sponsors and one of the Big Four accounting firms. The gentleman on stage was asking me about my major between events, and he handed me his business card when he found out I was an accounting major. Long story short... I had an offer from KPMG before I finished my Master of Accountancy degree. I was an auditor with KPMG until I married my husband and moved to Corpus Christi, Texas. KPMG does not have an office in Corpus Christi, and TAMUCC offered me a position because of my auditing background to address some internal audit findings. The rest is history, and I am still working in higher education, which I LOVE!



VC: In your opinion, what's the most important trait of a leader? How did PBL help you develop that trait?

ES: I believe coming from a place of care is critical. Appreciating and embracing that individuals are individuals with varying backgrounds and experiences is important when considering how a decision or action will impact individuals or groups of individuals. Caring means respecting and valuing differing viewpoints [and considering feedback]. It also means following through on commitments and remaining flexible and agile throughout decision execution. When you start with the assumption that your colleagues are coming from a position of bringing the best intentions, you are able to provide a level of grace and support that leads to enhanced collaboration.

PBL provided me the opportunity to work with a variety of individuals with vastly different backgrounds and experiences. PBL was one of the initial training grounds for developing this trait and learning to appreciate colleagues with varying viewpoints and contributions.

VC: If you could time travel back to college, what is one thing you would tell yourself?

ES: Calm down! I was wound pretty tight in college, and everything seemed large scale and impactful. Just chill out and take things one step at a time, and life will be a lot less stressful!

Chapter News

1200 Items Collected for Shelter at MSU-WP Food Drive

WEST PLAINS, MO. – A total of 1,288 items were collected by members of the Student Government Association, Student Nurses Association, and Phi Beta Lambda student business organization at Missouri State University-West Plains during their food drive for Samaritan Outreach Center, the local homeless shelter in West Plains.

Among the goods collected were ramen noodles and canned soups, vegetables and fruits, along with such supplies as plates, napkins, gloves and paper towels.

The food drive at the October 30 MSU-West Plains Grizzly volleyball game also garnered \$80 in monetary donations. Around 800 items were collected at the event the year before.



Phi Beta Lambda Members Collect Items for Centre County "Toys for Tots"

STATE COLLEGE – Members of South Hills School of Business & Technology's community service club, Phi Beta Lambda (PBL), recently collected 65 holiday items for the Nittany Leathernecks Detachment's Centre County Toys for Tots campaign. Every year, South Hills students team up with the United States Marine Corps and other organizations throughout the region to provide holiday presents for needy children in Centre County.



Submit your news and success stories to the FBLA-PBL National Center!

Share your local or state chapter news with other FBLA-PBL members. Simply fill out this [form](#) and you may see your story in a national publication or highlighted at a national conference!

Please note that all submissions should summarize/report on a chapter or state activity which has already occurred (do not submit plans for an upcoming event). Submissions must be in English for publication consideration.

Chapter News

GNTC's Phi Beta Lambda Focuses On Meeting Community Needs

CHATTANOOGA, TN. – Dressed in hair nets and gloves, four members of Georgia Northwestern Technical College's student organization Phi Beta Lambda measured out 12 ounce bags of macaroni noodles before sealing and packaging them at the Chattanooga Area Food Bank.

The GNTC students were volunteering at the Northwest Georgia Branch of the food bank which supports seven in GNTC's service area as well as Fannin and Gilmer counties. The three students, Raul Soto, Zillali Aguilar-Moreno and Flor Querido spent around four and a half hours at the food bank on Wednesday and headed to the Chattanooga branch on Friday to continue assisting in packing food that will be distributed to the local community. "This PBL has decided that we are going to find specific groups in the community that are in need and offer assistance," Georgina Valderrama, PBL coordinator said. "We are here because we love to help."

The Wednesday trip was Mr. Soto's second time assisting the food bank, an organization he has come to admire through his past volunteer work. The Industrial Systems Technology student first volunteered with the Chattanooga Area Food Bank during the summer when one of his instructors, Grace Beam, organized a volunteer trip for his class. Mr. Soto organized the PBL trip to the Dalton food bank and said the entire volunteer process was well coordinated. "They are very organized," he said. "If you go on their website you can find everything including volunteer information."



On the GNTC group's return trip Friday the group packed what the food bank calls "sack packs" which are given out to regional elementary school students who may not have access to a meal over the weekend. Bags hold cereal, milk, juice, fruit, granola bars, soup, and even recipes, according to the food bank's website. The packs are distributed throughout 20 counties and nearly 2,000 elementary students take one home every week.

According to Melanie Hammontree, director of Development of the Chattanooga Area Food Bank, the food packed by the four volunteers could have far reaching effects. The food bank services a 20 county area in both Tennessee and Georgia as well as the food pantries in those areas. The Chattanooga food bank will be full when the GNTC volunteers arrive on Friday she said, hypothetically if the organization received no more donations in three weeks the warehouse would be completely empty. "That is how much food we go through and send out to those pantries," said Ms. Hammontree. "We could not do what we do in these communities without donations and the volunteers who help sort through the food."

The macaroni Phi Beta Lambda sorted through on Wednesday was donated to the bank through a partnership with a manufacturer. In four and a half hours, the four volunteers packed around 400 of the 12 ounce bags, putting a 300-pound dent in the 1,100-pound shipment the food bank received.

The seven GNTC counties the Chattanooga Area Food Bank serves are Catoosa, Chattooga, Dade, Gordon, Murray, Walker and Whitfield. Floyd and Polk counties are serviced by the Atlanta Community Food Bank, who like the Chattanooga Area Food Bank, is a part of the national organization Feeding America.

According to Ms. Valderrama, Phi Beta Lambda's next community undertaking will be to gather food and diapers for the Latin American Association Dalton Outreach Center. The PBL organization is made up of students from several GNTC campuses and all GNTC students are welcome to participate or join.





Salt Lake City:

2020, Here We Come!

by Elizabeth Anderson, PBL Western Region Vice President

Welcome to Salt Lake City, Utah, the location of our 2020 PBL National Leadership Conference. I am lucky enough to call Salt Lake home, and I am excited to share its beauty with all of our members! Utah is known for the Sundance Film Festival, Utah Jazz, and Historic Temple Square.

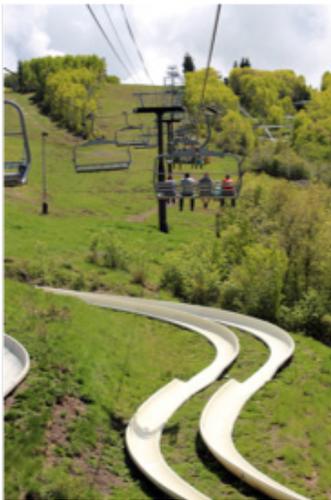
Our conference will be held in downtown Salt Lake, with the beautiful Wasatch Mountains surrounding us. From our hotels and convention center, we are within walking distance to local restaurants, shops, two malls, and various attractions.

For those members who have been to Salt Lake, welcome back! For those who have not visited Salt Lake before, I hope you take time to see the many sites and attractions that make Salt Lake unique.

Lagoon Amusement Park is a quick 20 minute drive away from Salt Lake City and has rides for everyone. Lagoon has the oldest operating wooden roller coaster in the world. Inside of the park is "Lagoon-a Beach", a water park with slides, pools, and tubes. Take a ride on Catapult or the Sky Coaster with a friend and be strapped in 200 feet above the ground to soar through the sky. Enjoy the newest ride, Cannibal, with a 112 degree drop off from a 208 foot tall tower and speeds up to 70 MPH. Cannibal has been named one of the world's scariest roller coasters, and will be a ride that will not be forgotten.



If you like the outdoors, Salt Lake is the place to be. During the winter, Utah is known for the "Best Snow on Earth", but in the summer these ski resorts turn into mountain resorts for hiking, biking, zip lining, and more. Snowbird, Park City, and Sundance are all within an hour drive from Salt Lake and each have their own summer programs. Visitors can take trams to the top of mountain peaks, ride on Alpine Slides, and see the world from 7,000+ feet. Park City also has the Olympic Park that was used in the 2002 Winter Olympics.



The top tourist attraction in Salt Lake is Temple Square. Located in downtown Salt Lake, Temple Square shows the history of Utah, has beautiful architecture, and offers free tours in many of the buildings.

Other great sites to check out are the Clark Planetarium, Utah State Capitol, Cathedral of the Madeleine, Utah Museum of Contemporary Art, as well as the Leonardo. These museums and buildings are some of the most popular sites to visit in Salt Lake and are all within walking distance of our hotels.

Two malls are within walking distance of the convention center. The Gateway mall has many entertainment options including laser shows at the Clark Planetarium, comedy shows at The Lounge by Wiseguys, and concerts at The Depot. City Creek is a large outdoor mall across two city blocks with many restaurants and shops available.

I am excited to share Salt Lake City with all of the FBLA-PBL members! Our 2020 National Leadership Conference will show you A World of Opportunities.