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Calendar of Events

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

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
Phi Beta Lambda,

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: you spoke, and the national team listened! The three-day conference will include a day of business tours, networking with NYC business leaders, and workshops—hosted in an innovative training space. You will have the opportunity to experience Wall Street, professional sports team management, Big Four accounting firms, and more! Your National Officer Team cannot wait to kick-off this inaugural event and we look forward to seeing you there!

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 welcome the members of our National Committees! (see page six)

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, you continue to be unparalleled in your leadership, ambition, and passion. I challenge you to continue stepping up to the challenge in your local and state chapters. Together, we will break barriers like never before.

In leadership,

Corbin Robinson, PBL National President

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!
PBL MEMBERSHIP AWARDS

Largest Local Chapter
Arkansas State University (AR)—171 members

Largest State Chapter
North Carolina—629 members

Largest Increase in State Chapter Membership
West Virginia—64 new members

State Recruitment of Chapters
North Carolina—3 chapters

Largest Local Chapter—Professional Division
Central Carolina Community College (NC)—44 members

Largest State Chapter—Professional Division
North Carolina—171 members

MARCH OF DIMES

2017–18 Top March for Babies States
1st Place: Pennsylvania
2nd Place: Georgia
3rd Place: Mississippi

SCHOLARSHIPS

Distinguished Business Leader ($500 at NLC)
Giulia Paulet (AZ)

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

2017–18 CMAP PRESIDENT LEVEL

Cynthia Landaverde (AR)
Kathryn Daley (AZ)
Kyandra S. Smith (GA)
Rachetau McCoy (GA)

Samuel Oliver Jr. (GA)
ShaDarrius Jones (GA)
Andrea Burton-Willis (GA)
Dylan Kennedy (MO)
Jessica Everett (MS)
Emilia Arrington (NC)
Rebecca Nord (ND)
Yuqing Feng (NJ)
Sam Lemin (OK)
Anand E. Persaud (VA)
Laurel A. Eaton (VA)
Timothy Rodriguez (VA)
Jeremy Linaburg (WV)
Sarah L. Jones (WV)

View the complete list of competitive event winners at fbla-pbl.org
Tips & Tricks for Competitive Events

It is almost that time of year again—competitive events season! The question that so many of us wonder when preparing for competition is: How do I get on the National stage? It’s taken me a couple of years to accumulate some tips and tricks that will hopefully assist you in your preparation. Listed below are my top eight tips for competitive events.

1. **Read the rubric.** The rubric is what the judges are judging you on. Be sure you know the rubric and prepare your presentation around it. Trust me, from a judge’s perspective it is so much easier to follow if you present in order of the rubric. Use keywords from the rubric in your presentation. This is strategically presenting your case.

2. **Have a main point.** Just like any presentation or speech there has to be a main point. Be sure to state that point and make it clear for the judges to understand. For example, if you are giving a speech in Public Speaking then you want to clearly state how your speech relates back to the goals.

3. **Show passion.** Remember that judges are judging many other competitors. The thing that will set you apart from the rest is if you are passionate about your topic. From the judge’s perspective, they can tell whether or not you actually enjoyed the topic.

4. **Make it memorable.** Remember how the judges have so many other competitors to listen to? You MUST make your presentation memorable. They have to remember you and what made you unique amongst the rest of the competition.

5. **Research. Research. Research.** Perhaps you’re not into presenting and you enjoy taking objective tests. My advice for that would be to do your research. Then once you’re finished doing that—do your research again. Your adviser probably has a textbook about your event. However, the tests change every year. Be sure to look at the competencies and read up on those other areas that the test could cover.

6. **Role play research.** If you’re thinking about doing a role play where you take a test then give a presentation, then you need to make sure you’ve done your research. I’ve worked with students who even went as far as to purchase their own textbooks to study when competing in events like Sports Management.

7. **It is natural to be nervous.** We’ve all been there. I am nervous before every competition that I compete in. Find something that eases your nerves and allows you to excel in your area. For example, I listen to “Party in the USA” before every competition. Cheesy, I know. But it is what keeps my nerves bearable and allows me to compete successfully.

8. **Have fun!** How many times do you get to do this? Not too many. Be sure to take a breather and have fun with it. If you’re not having fun in the first place, then we need to reevaluate the situation.

There you have it—my top eight tips and tricks to competitive events. Of course, these are just my top eight; there are plenty more out in the world. Remember that every judge is completely different and there’s not a single perfect way to compete—you just have to get up and try. Be sure to do what works best for you and may the odds be ever in your favor.

-Dylan Kennedy
Missouri FBLA-PBL

Check out the PBL competitive events section on the national website for references and study materials.
For more than 75 years, FBLA-PBL has been committed to providing members with the skills they need to be successful and impact the world through 60 plus competitive events. More than 450 campuses across the country have PBL Chapters—that’s 450 postsecondary institutions that are positively impacted by community service, leadership programs, and career-driven students.

Here are some recruitment tips:

**Sponsor and host a recruitment booth.** Set up during a campus activity or in a high traffic area, such as your school’s hallways, cafeteria, foyer, or outdoor landing. Use music, food, and giveaways to attract potential members. This is a great opportunity to develop and practice your elevator pitch! Publicize any awards your chapter or members have won at SLC and NLC; people like to join successful groups.

**Invite non-members to PBL events.** Every member has at least one friend that’s not already a part of PBL, so bring him or her to the next meeting! Provide a guestbook to gather email addresses and introduce the guests at group meetings. Include fun activities like “Build Your Own Banana Split” and gift bag giveaways that contain candy, gum, PBL pens, etc. Obtain testimonials from former members now working in the business world to highlight the value of PBL membership and share these with potential members.

**Make all members feel welcome.** Learn the names of your fellow members and USE THEM!—not only in meetings, but also to make friends outside of meetings. People are more likely to join if they already have a friend in PBL!

**Educate members.** Make business come alive by touring local businesses, arranging for internships, or working with FBLA-PBL’s national partner, Junior Tours, who makes it both fun and easy to plan a PBL chapter trip. Whether it is to New York City, Washington, D.C., or Chicago, IL, this program has something for everyone.

**Organize a community service project.** Members recognize the importance of being responsible citizens and could make connections with community or business leaders when they contribute directly to the community. This is a great way for members to gain additional management experience outside of the classroom. Try the following time-tested projects: plan or participate in a blood drive; raise awareness and/or money for the March of Dimes, our national community service partner; volunteer at a nursing home; become a soldier’s pen pal; sponsor a literacy project; or participate in a local blood drive.

**Connect with community, state, and national leaders.** Write a letter or plan to visit your legislator in order to create awareness for PBL. You can also plan a special activity for your members, past alumni, and professional members to participate in this month.

**Take advantage of national programs.** It is not too late for local chapters to vie for the Big 10. Start preparing for your competitive events now, so you can shine at the 2019 PBL National Leadership Conference in San Antonio, Texas. What better way to validate your skills, than to win an award in your particular skill area from our national competitive events program.

The job market right now is the most competitive it has been in recent history. It takes much more than a college degree to land the job of your dreams. It takes ambition, creativity, savvy, and knowing the right people. Simply put, it takes much more in 2018 than it did in the last decade. By working with business leaders and members you can build a large network of educators, alumni, and business professionals that will hopefully provide the edge you need to advance your career and also open more doors of opportunity for other members in PBL.

**Access all of the PBL recruitment tools at** [www.fbla-pbl.org/pblrecruit](http://www.fbla-pbl.org/pblrecruit)
In June 2018, thousands of students embarked on a journey to improve their professionalism and compete for the experience of a lifetime in Baltimore, Maryland. This sequence of events took place at the Phi Beta Lambda National Leadership Conference. This conference is a staple of our organization and an event that every member looks forward to attending. The parts of this conference that are advertised include competitive events, business tours, and networking opportunities. Instead of focusing on those aspects, let’s look at the opportunities that aren’t advertised.

For the average student, this conference starts with travel. While some people may look at flights and road trips as a common occurrence, for many individuals, much like myself, these FBLA-PBL National Conferences are their very first big trip. For a member in West Virginia who has never been more than an hour or two from home, or the member from Mississippi who has never stepped foot in an airport, this opportunity is monumental.

After the thrill of travel comes the surprise of being around thousands of people who are all unique in their personality, background, and aspirations, yet still share the common ground provided in FBLA-PBL. This common ground can be explained in one word, family. Cliché, I know, but it is true. Over the past seven years I have watched new friendships form, seen students go through culture shock, witnessed individuals find similarities when talking to people from across the nation, and most importantly, I have seen growth. Growth that spans past an increase in membership and sees constant acceptance and love from one member to another.

The FBLA-PBL NLCs are where students find their passions, friends, and ultimately their futures. This past conference in Baltimore facilitated all of that and more. Going to a National Leadership Conference is a life changing adventure, I know because it changed mine.

Alyssa Covert,
PBL Southern Region Vice President
PBL National Committees

2018-19 Phi Beta Lambda National Committees
Official Charter

Whereas, the Phi Beta Lambda National Officer Team recognizes the value of member assistance and feedback in the process of executing the national Program of Work, these four National Committees shall be empowered to carry out the duties they are hereinafter charged with;

Whereas, the Committee on Membership Opportunities shall develop those proposals necessary to further the benefits PBL provides its membership; the Committee on the Conference Experience shall continuously evaluate and provide suggestions for an enhanced conference experience; the Committee on the Virtual Chapter shall propose a Virtual Chapter Member Handbook and Virtual Chapter Bylaws; the Committee on the Bylaws shall deliberate and propose to the National Officer Team amendments to the PBL National Bylaws;

Whereas, the membership of the four national committees shall be as follows;

**Membership Opportunities**
- Kerri Young, Co-Chair
- Allyssa Covert, Co-Chair
- Jeancarlo Leon, Florida
- Gabrielle Murphy, Illinois
- Jacob Mohammad, North Carolina
- Aris Lawson, North Carolina

**Virtual Chapter**
- Amy Ray, Co-Chair
- Amber Raub, Co-Chair
- Robert Buono, California
- Isaac Wiegand, Wisconsin
- Jess Daniel, Virginia
- Justin Wilcher, Mississippi

**Conference Experience**
- Brianna Lake, Co-Chair
- Lisa Xiang, Co-Chair
- Casandra Rutschke, North Dakota
- Jeremy Linaburg, West Virginia
- Peter Frantz, Maryland
- Afrika Sansbury, Georgia

**Bylaws**
- Abi Sheen, Co-Chair
- Joel Beckwith, Co-Chair
- Tyler Thomas, Ohio
- Matthew Peyrek, New Jersey
- Thomas Meehan, Pennsylvania
- Billy Brown, Texas

**Chief of Staff to the National President**
- Sean Willett, California

Therefore, by the power vested in the PBL National President by the PBL National Bylaws, Article VII, Section 1(d), let it be known the aforementioned committees are officially appointed and approved by the National Executive Council, pursuant to Article IX, Section 2(d) of the same, on September 20, 2018.
The Career and Membership Achievement Program (CMAP) is a comprehensive leadership and membership recognition program for college students. It utilizes PBL projects, goals, and programs to help college students develop their leadership and job skills, with a special emphasis on career development and preparation for the world of work.

PBL members work independently through three integrated levels of the CMAP:

- Director
- Executive
- President

Members may complete more than one level per year and must report and log their progress. Each level builds upon previous work, and you receive recognition when you complete each level. You must be a member of the PBL division.

The CMAP Director level focuses on an introduction to community service, career research, and PBL involvement at the local level.

**Recognition:** Pins presented at a local awards ceremony or PBL event.

**Deadline:** March 1

The CMAP Executive level focuses on developing job interview skills, state and national PBL involvement, public relations activities, and leadership skills.

**Recognition:** Pins presented at a PBL state meeting or conference.

**Deadline:** March 1

**Prerequisite:** Director Award

The CMAP President level focuses on total association leadership, business skills, and involvement in community.

**Recognition:** Pins, ribbons, and certificates presented at the National Leadership Conference.

**Deadline:** March 1

**Prerequisite:** Director & Executive Awards

Learn more at [fbla.org/CMAP](http://fbla.org/CMAP)
Sponsors & Partners

FBLA-PBL members could receive a special discount on GEICO auto insurance. Visit 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.

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**IMA® (Institute of Management Accountants)**

Congratulations to the winners of the PBL Cost Accounting Competition at the 2018 National Leadership Conference, sponsored by IMA® (Institute of Management Accountants). Now that you’re back on campus, please be sure to check out all the exclusive benefits IMA has to offer, including scholarships, competitions, conferences, speakers for your chapter meetings (live or via webinar), and more. To help you take advantage of these opportunities, we’re offering PBL members the chance to join IMA for just $25! Head to our Student Membership page and enter promo code **FALLSTUDENT18** at checkout. For more information on our student programs, please visit [www.imanet.org/students](http://www.imanet.org/students) or email Jodi Ryan, IMA director of student engagement, at jryan@imanet.org.

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**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. Badges are also available for each level of the CMAP program.

STEM Premier users also gain access to free resources, tools like our automatic résumé 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](http://www.stempremier.com/fblapbl).
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.

**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.

**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

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

<table>
<thead>
<tr>
<th>Hotel Chain</th>
<th>Discount</th>
<th>Contact Information</th>
</tr>
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<tr>
<td>Wyndham Hotels</td>
<td>20% off</td>
<td>877.670-7088, Corporate ID 8000001640</td>
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<tr>
<td>Hyatt Hotels</td>
<td>10% off</td>
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