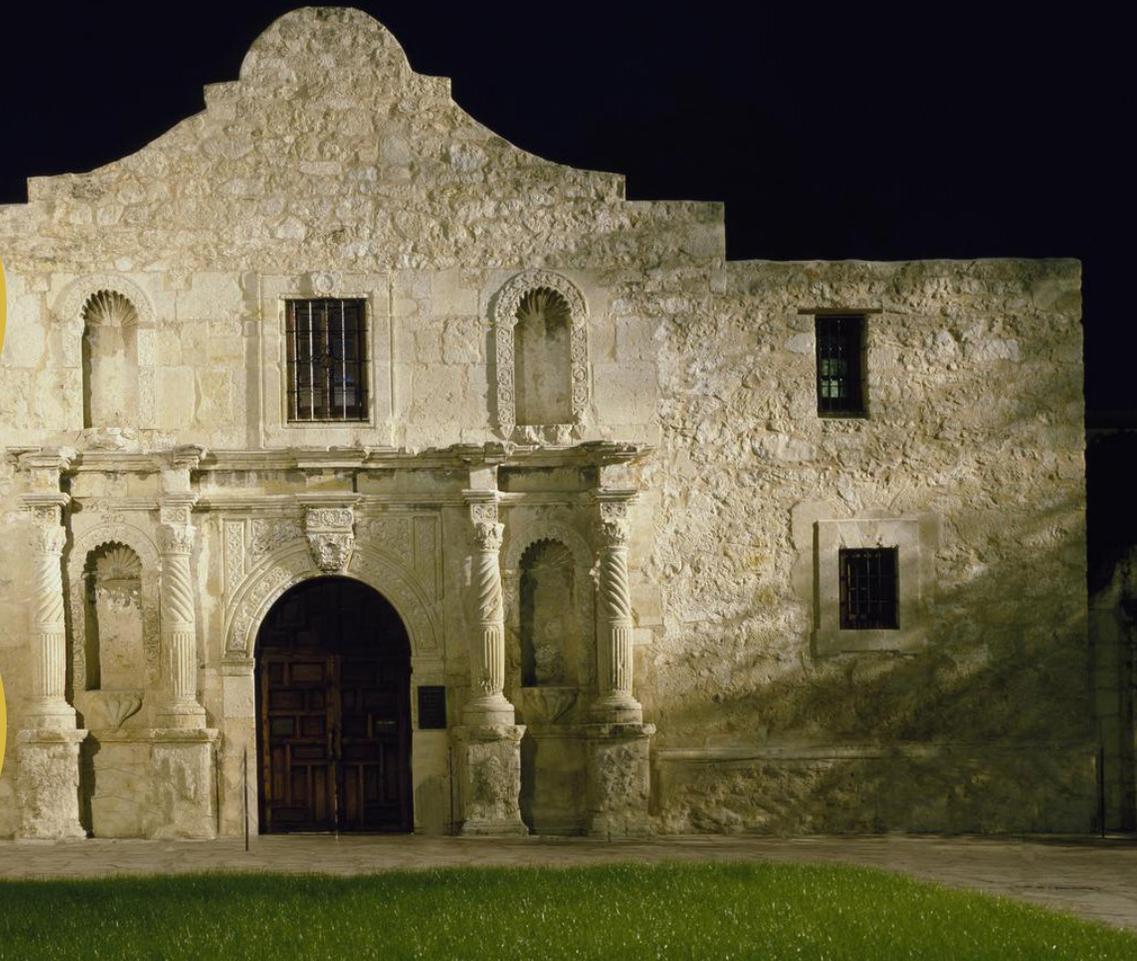


# LEADER

A Publication for Members and Advisers of Phi Beta Lambda

**ARE YOU  
READY FOR  
#NLC19?!**



## **Inside:**

- **Get Ready for #NLC19 page 3**
- **Competitive Events Foster Learning page 4**
- **Tallo page 5**

## National Board of Directors

**Glenn Morris, Chair**  
State Adviser  
California PBL  
Western Region

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

**Jessica DeVaal**  
State Chair  
North Dakota Career & Technical Education  
Mountain Plains Region

**Tina Dierkes**  
PBL Adviser  
Southwestern Illinois College  
North Central Region

**Cherie Hooks**  
FBLA Adviser  
Swainsboro High School (GA)  
Southern Region

**David Jones**  
State Adviser  
Maryland FBLA-PBL  
Eastern Region

**Jody Jones**  
State Adviser  
Florida FBLA-PBL  
Southern Region

**Robert Kollar**  
PBL Adviser  
Duquesne University (PA)  
Eastern Region

**Brenda Merkel**  
PBL Adviser  
Presentation College (SD)  
Mountain Plains Region

**Peter Rustemeyer**  
FBLA Adviser  
Hazen High School (WA)  
Western Region

**Susan Seufferer**  
FBLA Adviser  
Chariton High School (IA)  
North Central Region

FBLA-PBL Division Presidents

**Eu Ro Wang**  
FBLA National President  
Massachusetts

**Corbin Robinson**  
PBL National President  
Illinois

**Ryan Paul**  
Professional Division National President  
Massachusetts

Ex-Officio Members

**Stacey Y. McIff, Past Chair**  
PBL Adviser  
Snow College (UT)  
Western Region

**Jean M. Buckley**  
FBLA-PBL  
President & CEO

## National Staff

### ADMINISTRATION

**Jean M. Buckley**  
President & CEO  
[ceo@fbla.org](mailto:ceo@fbla.org)

**Elena Daly**  
Executive Assistant to CEO  
[assistant@fbla.org](mailto:assistant@fbla.org)

**Becky Grant, CMP**  
Programs Coordinator  
[programscoordinator@fbla.org](mailto:programscoordinator@fbla.org)

**Ashlee Woodson**  
Sponsors & Partners Coordinator  
[sponsorsandpartners@fbla.org](mailto:sponsorsandpartners@fbla.org)

**Mary Ait**  
Staff Accountant  
[finance@fbla.org](mailto:finance@fbla.org)

**Colin Murphy**  
Customer Service Associate  
[general@fbla.org](mailto:general@fbla.org)

### MEMBERSHIP

**Troy D. White**  
Director, Marketing & Membership  
[marketing@fbla.org](mailto:marketing@fbla.org)

**Lisa Smothers**  
Membership Director  
[membership@fbla.org](mailto:membership@fbla.org)

**Tom Payne, CPA**  
Director, PBL College/University Relations  
[phibetalambda@fbla.org](mailto:phibetalambda@fbla.org)

**Ashley Witherspoon**  
Customer Service/Database Associate  
[customerservice@fbla.org](mailto:customerservice@fbla.org)

### CONFERENCE

**Richard Bowen**  
Conference Director  
[conferencedirector@fbla.org](mailto:conferencedirector@fbla.org)

**Robert Smothers**  
Conference Manager  
[conferencemanager@fbla.org](mailto:conferencemanager@fbla.org)

### EDUCATION

**Kelly Scholl**  
Education Director  
[education@fbla.org](mailto:education@fbla.org)

**Aric Mills**  
Education Associate  
[education2@fbla.org](mailto:education2@fbla.org)

### COMMUNICATIONS

**Kamal Clark**  
Communications Coordinator  
[communications@fbla.org](mailto:communications@fbla.org)

### FBLA-PBL

1912 Association Drive  
Reston, VA 20191-1591  
P 703.860.3334  
F 866.500.5610  
[fbla-pbl.org](http://fbla-pbl.org)

## 2018–19 PBL National Officer Team

**Corbin Robinson**  
PBL National President  
Illinois  
[pblpres@fbla.org](mailto:pblpres@fbla.org)

**Amber Raub**  
PBL National Secretary  
Missouri  
[pblsec@fbla.org](mailto:pblsec@fbla.org)

**Amy Ray**  
PBL National Treasurer  
North Carolina  
[pbltres@fbla.org](mailto:pbltres@fbla.org)

**Abigail Sheen**  
PBL National Parliamentarian  
Nebraska  
[pblparl@fbla.org](mailto:pblparl@fbla.org)

**Brianna Lake**  
PBL Eastern Region Vice President  
New York  
[pblervp@fbla.org](mailto:pblervp@fbla.org)

**Joel Beckwith**  
PBL Mountain Plains Region Vice President  
Nebraska  
[pblmpvp@fbla.org](mailto:pblmpvp@fbla.org)

**Kerri Young**  
PBL North Central Region Vice President  
Missouri  
[pblncvp@fbla.org](mailto:pblncvp@fbla.org)

**Allyssa Covert**  
PBL Southern Region Vice President  
West Virginia  
[pblsrvp@fbla.org](mailto:pblsrvp@fbla.org)

**Lisa Xiang**  
PBL Western Region Vice President  
California  
[pblwrvp@fbla.org](mailto:pblwrvp@fbla.org)



# Table of CONTENTS

Message from the President .....	1
11 Things You'd Only Understand If You're Spending Your Summer Making Money.....	2
Get Ready for #NLC19.....	3
Competitive Events Foster Learning.....	4
Tallo .....	5
Sponsors & Partners.....	6
Fundraisers & Discounts .....	7



## Calendar of Events

### MAY

- 1 PBL Adviser Wall of Fame: Application postmark deadline
- 4 Spring Stock Market Game ends
- 9 National Leadership Conference: Intern application receipt deadline  
Businessperson of the Year Nomination: Receipt deadline
- 10 All prejudged materials must be received at the national center by 11:59 p.m. eastern  
Competitive Event Registration due (from state advisers) by 11:59 p.m. eastern
- 15 March of Dimes Fundraising Report: Receipt deadline  
National officer candidate application: Receipt deadline  
PBL State Chapter Voting Delegates: Receipt deadline
- 17 All competitive events computer production tests must be received at the national center by 11:59 p.m. eastern  
PBL NLC and IFL: Early bird registration deadline

### JUNE

- 4 PBL Local Voting Delegates: Registration deadline
- 7 Last day to make competitive events changes by 11:59 p.m. eastern
- 23–24 PBL Institute for Leaders — San Antonio, TX
- 24–27 PBL NLC — San Antonio, TX



FutureBusinessLeaders  
ProfessionalDivision



@FBLA\_National  
@PBL\_National  
@ProfessionalDiv



fbla\_pbl



fblapblinc



fbla\_pbl



Future Business Leaders of America-  
Phi Beta Lambda

# National Officers



## Message from the President

Hello, Phi Beta Lambda!

It is the most wonderful time of the year—if you like competitive events, elections, and networking. It's state conference season! I always enjoy seeing the social media posts celebrating competitive event wins, election results, and reflecting on a successful year. One of the best parts about state leadership conferences is finding out who will compete at the National Leadership Conference in San Antonio, Texas. The NLC is guaranteed to be an excellent experience and this year's conference will feature several new opportunities!

Your national officer team has been hard at work designing new, worthwhile sessions for our time together in Texas this summer. Some of the additions include three panels highlighting getting hired, entrepreneurship, and our alumni; and a networking reception. Don't miss these opportunities to meet other members and business professionals in a relaxing environment. Back by popular demand, we are excited to offer two business tours and host a state officer round table. Be on the lookout for these exciting opportunities—you don't want to miss out!

With NLC comes a new membership year; seniors will graduate and the mantle will be passed to underclassmen. I strongly encourage underclassmen to take the reins of leadership with bold optimism. Don't be afraid to step up, voice new ideas, ignite innovation, and push our association forward! The longevity of PBL resides in the willingness of young leaders to heed the call. As for those who are graduating, I challenge you to continue your involvement with FBLA-PBL. We have an obligation to volunteer our time and resources for the next generation of leaders who are in the midst of their PBL experience. We can do this through the Professional Division.

Whether you are an underclassman or a graduating senior, I wish you all the best this state conference season. Enjoy the competitive events, elections, and fellowship opportunities. I hope you take this time to try something new, challenge yourself, and continue learning.

In leadership,

Corbin Robinson  
PBL National President

### March of Dimes

Each individual that raises \$100 or more for the March of Dimes will have the opportunity to receive a SPECIAL March of Dimes "\$100 Goal Getter" ribbon at the PBL National Leadership Conference. You also enter yourselves into a raffle to win a \$100 American Express Gift Card. The Challenge begins now and ends May 30. Begin fundraising at [www.marchforbabies.org/fbla-pbl](http://www.marchforbabies.org/fbla-pbl). \*Pick up your ribbon at the designated ribbon station at the PBL NLC.



# 11 Things You'd Only Understand If You're Spending Your Summer Making Money

There are two types of people in this world, those who will actually get to enjoy their summer, and those who will be trapped in the four walls of whatever place is giving them a paycheck.

If you relate more closely with the latter, here are some things you've definitely caught yourself doing or saying.

**1. "I can't, I have work."**

This is your famous line until everyone gets tired of inviting you places because they already know what you're going to say.

**2. If you're not at work you're either too tired to do anything after work.**

... or going to bed early to prepare for tomorrow's shift.

**3. Having major FOMO when you're at work.**

Those beach instagram posts get you every time, it's starting to feel like a personal attack.

**4. Somehow you have off the only day there's nothing going on.**

Why is it that on the rare chance you have off no one's around?

**5. Or if you have off you have a million errands.**

Sometimes even days off aren't really days off.

**6. Wishing you actually had to work on your days off.**

Because you'd rather be making money than sitting around staring at the ceiling.

**7. You want to go shopping with all the money your making but all you wear is work clothes**

(and pajamas) so what's the point?!

**8. You don't get excited about Fridays.**

Whats it matter? It's not a weekend if you're working!

**9. You don't get the true joy of summer either.**

No tan for you, no beach trips for you, and absolutely no frozen margaritas for you!

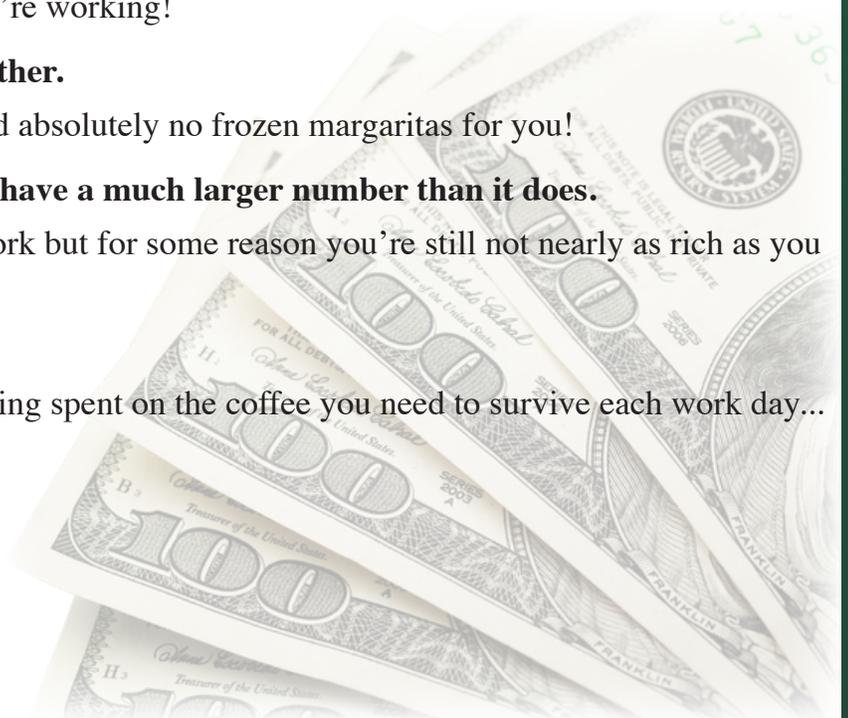
**10. You feel like your bank account should have a much larger number than it does.**

It doesn't make sense that all you do is work but for some reason you're still not nearly as rich as you feel you should be.

**11. You run on coffee!**

But then again, maybe all that money is being spent on the coffee you need to survive each work day...

—By Abbie Wood at SUNY Binghamton



# Get Ready for #NLC19

This year's National Leadership Conference (NLC) is only a few months away. It will be held on June 24–June 27 in San Antonio, Texas. San Antonio has a rich colonial heritage. The Alamo, an 18th-century Spanish mission preserved as a museum, marks an infamous 1836 battle for Texan independence from Mexico. Following the San Antonio River, the miles-long River Walk is a landmark pedestrian promenade lined with cafes and shops. HemisFair Park's 750-ft. Tower of the Americas overlooks the city.

Come in early and take advantage of some of the discounted tours that we are offering such as a city tour, a day at a Six Flags Fiesta Texas, or a tour of LBJ Ranch.

The Conference kicks off on June 24 with the Opening General Session & Campaign Rally for the offices of National President, Secretary, and Treasurer. The keynote speaker will be Jeff Butler, a speaker, author, and international consultant.

Throughout the conference, students who qualified to compete at the NLC at their State Conferences will be competing in individual, team, and chapter events. If your students did not qualify, there is still an opportunity for them to compete in one of the following Open Events: Advertising, Construction Management, Health Care Administration, Nonprofit Business Management, Political Science, and Supply Change Management.

In addition to the popular business tours, your PBL National Officer team is premiering four new conference initiatives this year. PBL members will have the opportunity to attend three unique panels that are crafted for professional development:

- “Getting Hired” Panel
- Entrepreneurship 101 Panel
- Alumni Spotlight Panel

You should also make plans to join your National Officers, PBL members, PBL advisers, and San Antonio business professionals for the Networking Reception. In addition to expanding your network, bring a small donation to support our national service partner, the March of Dimes.



Each region will meet on June 25. This meeting will include state success stories, regional vice president candidate speeches, candidate Q&A, and all membership and chapter awards including CMAP President pins.

An exciting part of the NLC is the election of the 2019–20 national officers. Candidates display literature at their campaign booths where members can talk to them about their platforms. And remember, each local chapter receives at least two voting delegates (Less than 50 paid members: 2 voting delegates; 50-100 paid members: 3 voting delegates, and more than 100 paid members: 4 voting delegates). Online Voting will take place the morning of June 27 beginning at 8:00 a.m. PBL local chapter voting delegates will vote for the National President, Secretary, Treasurer and their Regional Vice President.

This conference concludes on June 27 with an evening awards of excellence where the top 10 in each event receive trophies and cash awards.

We hope to see you this summer in San Antonio.

# Competitive Events Foster Learning



Although not all of us are going into the world of business, I have learned many important skills in Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) through competitive events. I found the events that were most helpful to me were the ones with a public speaking element.

Not only did they push me out of my comfort zone in small doses, but they also gave me the opportunity to think creatively. I think it is important that when you are doing something such as public speaking to push yourself to think outside the box and practice in front of people (especially if you are nervous). I find it's the activities that push us past our limits that do the most for our learning or skills development and that's exactly what this organization can do for you.

—Amber Raub, PBL National Secretary



## SPRINGTIME SAVINGS.

You could save even more money on car insurance with a special discount.

Simply tell GEICO you're a member of the Future Business Leaders of America-Phi Beta Lambda and see how much more money you could save!

**GEICO**® #MemberDiscount

For a free quote 24 hours a day, visit [geico.com/fbla-pbl](http://geico.com/fbla-pbl) or call 1-800-947-AUTO.

Some discounts, coverages, payment plans and features are not available in all states, in all GEICO companies, or in all situations. GEICO contracts with various membership entities and other organizations, but these entities do not underwrite the offered insurance products. Discount amount varies in some states. One group discount applicable per policy. Coverage is individual. In New York a premium reduction may be available. GEICO may not be involved in a formal relationship with each organization, however, you still may qualify for a special discount based on your membership, employment or affiliation with those organizations. GEICO is a registered service mark of Government Employees Insurance Company, Washington, D.C. 20076; a Berkshire Hathaway Inc. subsidiary. GEICO Gecko image © 1998-2018. © 2018 GEICO

**Tallo** (formerly STEM Premier) and FBLA-PBL are proud to announce the top PBL student profile on Tallo! Amy Ray is recognized for having an outstanding student profile on Tallo, a digital platform and app that connects the next generation of talent with opportunities at colleges and companies across the country. Students like Amy use Tallo to create a free profile and show off their talents and passions. Companies and colleges use Tallo to find and connect with qualified candidates for jobs, internships, apprenticeships, and other opportunities.



For Talent

The more information a student adds to their profile, the higher their chances are of being noticed by a company or college. Students have the ability to specifically show off their involvement with PBL by featuring a PBL Digital Badge in their Tallo digital profile.

When a student curates their profile to showcase what makes them unique, it helps them stand out from the crowd with colleges and potential employers.

As an accounting and finance major at the University of North Carolina at Charlotte, Amy's profile features years of top grades in her accounting courses and past internships and job experience.

Tallo users also gain access to free resources, tools like our automatic resume generator, and get matched up with over \$20 billion in scholarship opportunities. FBLA-PBL members can join for free by visiting [www.tallo.com/fblapl](http://www.tallo.com/fblapl). Join today—opportunities are waiting!

## How To Build a Great Profile

**Hey Talent** - Here are some helpful tips to make your Tallo profile awesome

**Upload a profile pic**  
Colleges and companies want to see the face behind your talent

**Add scores & interests**  
Show your aptitude and indicate what career fields you want to explore

**Shine with videos**  
You're more than grades - show personality, skills and involvement with videos

**Request Digital Badges**  
Request, earn, and display your digital badges on your Tallo profile

**Highlight activities**  
Add all the things you're involved in like experiences & accomplishments

\*Only high school students have the ability to be rated & ranked on Tallo

Questions? Visit [tallo.com](http://tallo.com) or contact us at [support@tallo.com](mailto:support@tallo.com) | 855 765 7836



## Coaching is key

A mentoring relationship can help you achieve ambitious goals by providing opportunities to:

- Observe and interact with another more experienced professional
- Receive honest feedback and direct encouragement
- Acquire and enhance knowledge, skills, and perspectives
- Ask questions
- Gain access to practical resources and tools

## The starting line

When you look for a mentor, start by seeking out respected colleagues within your own field. A mentor can be a senior professional, but often someone closer to your own age and experience level will relate best to your current situation. Also consider what you want help with – job skills, people skills, or work/life balance issues? You can search for a mentor via a formal program such as the one KPMG provides, or simply ask someone whom you respect and admire if he or she would consider becoming your mentor. A mentor's commitment to you can vary over time and as your mentoring relationship develops. So you might approach your potential mentor with a flexible proposal that is considerate of his or her time and responsibilities.

After you find a mentor and agree to begin, establish some parameters and a working schedule. Find out where/when/how often your mentor is available to talk or meet. During your first conversation, share your background and goals. Discuss your strengths and areas for improvement. Explain what you want to accomplish as soon as possible and what you want to develop for the long term. Agree to action items and next steps. Finally, decide how you'll measure progress.

## Tailor your training

Focus will make your conversations more personally meaningful and professionally productive. Think about what you want to work on with your mentor:

- Are there specific goals you think your mentor can help you with?
- What challenges are you hoping your mentor can help you overcome?
- How can your mentor best provide encouragement, feedback, knowledge, perspective, networking opportunities or visibility to leadership?

## Get into the flow

Your meetings can revolve around work or personal life (especially work/life balance topics). Questions that could spark a lively discussion include:

- What are your long-term goals?
- What path did you take to get to this career stage?
- What do you wish you had known or done five years ago?
- What are the challenges you face in your typical day/week/month?
- How do you resolve conflicts at work?
- How have you balanced work with the rest of your life?
- What should I be doing differently?
- What additional education or training do I need?
- How should I prioritize my career goals?
- How do I measure my success?

## Everyone wins

The value of mentoring is well recognized by companies that practice comprehensive talent development. At KPMG, approximately 12,000 employees are involved in mentoring or being mentored. This commitment by mentors to give help, and willingness among mentees to take help, enables employees at all levels to benefit from the combination of inspiration and example that can create career champions. ●



# Sponsors & Partners

## Institute of Management Accountants (IMA®)



The CMA® (Certified Management Accountant) certification is the global benchmark for management accountants and financial professionals. Why? Because CMAs can explain the “why” behind numbers, not just the “what.” And that can give you greater credibility, higher earning potential, and ultimately a seat at the leadership table. Visit [imanet.org/cma](http://imanet.org/cma) for more information.

## Marine Corps Scholarship Foundation

Marines make legendary sacrifices. Sending their children to school shouldn't be one of them. That's why at the Marine Corps Scholarship Foundation, we've been Honoring Marines by Educating their Children since 1962—awarding more than 40,000 scholarships nationwide valued at nearly \$125M. True to the spirit of Semper Fidelis, we provide need-based scholarship support to every single eligible student who applies—leaving no Marine family behind.



Understanding that career paths are as unique as the students choosing them, we offer scholarship support to those attending undergraduate and career and technical education programs. Learn more and view complete eligibility criteria at: [www.mcsf.org](http://www.mcsf.org).

## The Intern Group

Are you still deciding how to spend your summer? On one hand, you want to do something that would benefit your résumé but you also want to travel the world. Why not do both?



The Intern Group is the leading provider of international internship programs across the globe and they help ambitious young professionals like you to combine professional development with a travel adventure. They partner with over 2,500 host organizations, ranging from small boutiques, to globally renowned companies such as KPMG and Grant Thornton. Stand out in your future job interviews by gaining international business experience in London, Dublin, Barcelona, Madrid, Hong Kong, Shanghai, Tokyo, Bangkok, Australia, Chile, Colombia, or Toronto.

Spots for summer internships are filling up fast, and we recommend applying at least three months in advance. [Learn more](#) about how you can climb the career ladder while traveling the world this summer.

# 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.



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



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



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).



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



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



Save up to 15% when you shop via the FBLA-PBL website. Use Company Code EPI0687. Look for the link at [fbla-pbl.org/discounts](http://fbla-pbl.org/discounts). 800.473.4732



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!*

### WYNDHAM

HOTELS & RESORTS

WYNDHAM GRAND

DOLCE  
HOTELS AND RESORTS

esplendor  
BOUTIQUE HOTELS

DAZZLER  
HOTELS

WYNDHAM

TRYP  
BY WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

LA QUINTA

WINGATE  
BY WYNDHAM

WYNDHAM  
GARDEN

HAWTHORN  
SUITES BY WYNDHAM

Americinn

RAMADA

RAMADA  
encore

BAYMONT

MICROTEL  
BY WYNDHAM

Days Inn

Signia

Howard Johnson

Travelodge

### Wyndham Hotels

20% off at participating Wyndham properties  
877.670.7088

Corporate ID 8000001640

PARK HYATT®

ANdAZ.



HYATT  
SUMMERFIELD  
SUITES™



HYATT  
PLACE™



### Hyatt Hotels

10% off at participating Hyatt properties  
877.393.8034

Group Code: CR51684