

LEADER

A Publication for Members and Advisers of Phi Beta Lambda



Inside:

- **#PBLCareers Recap page 2**
- **Phi Beta Lambda Virtual Chapter page 4**
- **Live. Learn. Intern. 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

Elena Daly
Executive Assistant to CEO
assistant@fbla.org

Becky Grant, CMP
Programs Coordinator
programscoordinator@fbla.org

Ashlee Woodson
Sponsors & Partners Coordinator
sponsorsandpartners@fbla.org

Mary Ait
Staff Accountant
finance@fbla.org

Colin Murphy
Customer Service Associate
general@fbla.org

MEMBERSHIP

Troy D. White
Director, Marketing & Membership
marketing@fbla.org

Lisa Smothers
Membership Director
membership@fbla.org

Tom Payne, CPA
Director, PBL College/University Relations
phibetalambda@fbla.org

Ashley Witherspoon
Customer Service/Database Associate
customerservice@fbla.org

CONFERENCE

Richard Bowen
Conference Director
conferencedirector@fbla.org

Robert Smothers
Conference Manager
conferencemanager@fbla.org

EDUCATION

Kelly Scholl
Education Director
education@fbla.org

Aric Mills
Education Associate
education2@fbla.org

COMMUNICATIONS

Kamal Clark
Communications Coordinator
communications@fbla.org

FBLA-PBL

1912 Association Drive
Reston, VA 20191-1591
P 703.860.3334
F 866.500.5610
fbla-pbl.org

2018–19 PBL National Officer Team

Corbin Robinson
PBL National President
Illinois
pblpres@fbla.org

Amber Raub
PBL National Secretary
Missouri
pblsec@fbla.org

Amy Ray
PBL National Treasurer
North Carolina
pbltres@fbla.org

Abigail Sheen
PBL National Parliamentarian
Nebraska
pblparl@fbla.org

Brianna Lake
PBL Eastern Region Vice President
New York
pblervp@fbla.org

Joel Beckwith
PBL Mountain Plains Region Vice President
Nebraska
pblmpvp@fbla.org

Kerri Young
PBL North Central Region Vice President
Missouri
pblncvp@fbla.org

Allyssa Covert
PBL Southern Region Vice President
West Virginia
pblsrvp@fbla.org

Lisa Xiang
PBL Western Region Vice President
California
pblwrvp@fbla.org



Table of CONTENTS

Message from the President	1
#PBLCareers Recap.....	2
ACTE Business Awards	3
March of Dimes Webinar	3
Phi Beta Lambda Virtual Chapter	4
Live. Learn. Intern.	5
Stories of Phi Beta Lambda	6
Sponsors & Partners.....	7
Fundraisers & Discounts	8



FutureBusinessLeaders
ProfessionalDivision



@FBLA_National
@PBL_National
@ProfessionalDiv



fbla_pbl



fblapblinc



fbla_pbl



Future Business Leaders of America-
Phi Beta Lambda



Calendar of Events

FEBRUARY

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

MARCH

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



National Officers



Message from the President

Phi Beta Lambda,

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

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

I encourage you to continue honing your skills through competitive events and running for office. Step out of your comfort zone this State Leadership Conference season. Stretch your abilities and discover the things you never imagined you could do. You might find a new interest through a competitive event you haven't considered before; or you might overcome a fear of public speaking through a performance event. Whatever you do, step up, step out, and make it a challenge.

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

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

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

In leadership,

Corbin Robinson, PBL National President

Interested in knowing all of the hardwork the PBL National Officers have done so far? View the National Officers Mid-Year Report [here](#).

#PBL Careers Recap

This past October 25–27 something amazing took place for the PBL division of FBLA-PBL. These dates will forever hold a significant place in this great organization’s history. Why you ask? Because on October 25–27, PBL held its very first PBL Career Connections Conference (#PBL Careers).

This conference was something new for PBL members. When the FBLA-PBL National Center started planning for this conference, we all had one thought in mind, make this something completely different from anything this division has ever experienced. We wanted this conference to be something PBL members would remember for years to come. That is why this conference was held in the largest city in the nation, New York City. Bustling with diverse cultural life and a vibrant youth scene, New York City can give anyone motivation to go after their dreams and ultimately reach success. We took all of the steps in order to make this conference less about where our members are now and more about where they want to be. Which is why #PBL Careers consisted of a networking session, business tours, workshops, and most importantly...opportunities.

The networking session was held Thursday evening, October 25 at the New York Marriott East Side, with more than 200 participants. It was held from 6:00 p.m. to 8:00 p.m. with light refreshments and a beautiful décor that couldn’t be missed. Members spent their time networking with other PBL members, FBLA-PBL alumni, board



members, as well as an abundance of business professionals that attended in order to meet America’s brightest college students and potential job candidates. During the networking session, a March of Dimes fundraiser was also held in which Broadway items and tickets were raffled off. Contributions were tracked during the evening and a total of \$511 was raised for the March of Dimes. It was a phenomenal way to start an amazing experience.

On Friday, the group of 200 members were split into nine tour groups and had the opportunity to connect with companies in New York City. They attended a full day of business tours and company presentations from the career cluster areas of Entertainment/Media, Entrepreneurship, Finance/Accounting, Hospitality Management, Marketing/Sports Marketing, Retail, and Technology.

Some students seemed a little wary of going out into the Big Apple all alone, but their nerves were eased by having skillful tour leaders to navigate them through the city. Members walked on Wall Street, toured Bloomberg, visited Uber, Yotel, MetLife Stadium, Sony Music Entertainment, and other great businesses. Members interested in learning how to use social media in order to market themselves toured LinkedIn and attended a free “Rock Your Profile” workshop. We even had something for members who were interested in continuing their education by having them tour NYU and learn about their graduate program. The door was opened for so many students on Friday, all they had to do was walk in with their résumés.



The Conference wrapped up on Saturday afternoon with career boosting workshops, résumé reviews, and professional headshots for their LinkedIn profiles and career use. PBL members could choose to attend three workshops from topics ranging from personal branding, using social media from a business networking standpoint, securing internships, gaining effective résumé and interview techniques, as well as a variety of other topics.

According to Brenna Dugan, a junior Business and Marketing Major, “NYC was an absolute dream and insanely inspiring. From meeting with CEO’s to marketing directors to data analysts, we got fully submersed into business life in the big city. This was a rare opportunity and it was awesome to be there with PBL!”

Terrell Hightower, a senior Business Administration Major added, “Experiencing NYC with Alderson-Broadus PBL was a great experience and it’s a great reason why you should join PBL to experience phenomenal opportunities like this.”

#PBL Careers was created with the intent for students to not use their A-game on competitive events but instead use it to secure the next step in their young professional lives—a job. This conference was built on the foundation of creating opportunities for the amazing members that have put so much time into competing in career related competitions. It was time for these members to show they cannot only do it as an extra-curricular activity, but also as a valued employee for a company.

Be on the lookout for information on next year’s PBL Career Connections Conference.

When the door is opened, will you walk through?

ACTE Business Awards

PBL Sweeps the ACTE Business Education Division Outstanding Business Student Awards

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

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

“Allyssa and Abi attended the ACTE Convention in San Antonio and received their awards.”



FBLA-PBL WEEK

FEBRUARY 3-9

#FBLAPBLWeek



March of Dimes

To kick off the March for Babies campaign, a live webinar will be held January 29 at 7:00 p.m. Eastern Time. Please use this [link](#) to join the webinar.



Phi Beta Lambda Virtual Chapter

by Amy Ray, National Treasurer in collaboration with CA PBL

Why Virtual?

The virtual chapter is designed for those who are interested in PBL but may not have enough resources or experience to start a chapter at their college or are unable to participate in their college's local chapter activities. As a virtual chapter member, you will have the support necessary to start a chapter through your state officer teams and the National Center. You will also have complete access to our member recognition programs, conferences, competitive events, and more!

Who is it for?

If you attend classes strictly online rather than on campus or attend a college without an active chapter, this is for you! Through the virtual chapter, individuals can join PBL and participate fully in conferences, competitive events, member recognition programs, and other elements of the organization.

Membership in this chapter is open to individuals who meet the following criteria:

- Enrolled in a post-secondary school
- Attending a college which does not have an active local chapter
- Members who are unable to participate in their active local chapter. Examples of this include but are not limited to: online students, non-traditional students, graduate/doctorial students, etc...

How much are dues?

Membership in PBL Virtual Chapter is affordable. Your national dues are \$10 per year and state dues vary from \$4 to \$20 per year. You can choose your affiliation state based on your home state or where your college is located.

Join today and give your career the attention it deserves!

How do I register for conferences?

Contact your state or local adviser to find out how to register for conferences and be involved in PBL events. For those without a State Chapter, reach out to the National Center to learn about these events.

Here's what members have to say about the Virtual Chapter:

Being a member of Virtual PBL has been one of the best things that has happened to me. I have become friends with people from all over the country and have truly bettered myself in the process. I even walked into an internship interview and when the interviewer saw I was a member of PBL I was offered an internship on the spot!

—Jessica Daniel, Washington DC

I was a member of FBLA in high school and wanted to stay involved at the college level, but since there was no existing chapter at my school, I was ready to quit FBLA-PBL and pursue my other interests. The virtual chapter is what brought me back into FBLA-PBL. In addition to getting acquainted with the structure of the organization at the college level, I met new friends and was able to utilize new-found resources that helped me establish a chapter at my college.

—Lona Kwan, California

Phi Beta Lambda is the premiere student leadership association that provides college students with unparalleled opportunities. The Virtual Chapter is incredible because it enables every college student the ability to take advantage of PBL membership.

—Corbin Robinson, Illinois

Live. Learn. Intern.

The Fund for American Studies Academic Internship Program in Washington, D.C. (June 8 – August 2, 2019)

Business + Government Relations Track

www.DCinternships.org/GovtRelations

Spend 8 weeks in the nation's capital with undergraduate students from around the country and world who are all interested in the legislative process and learning about business and regulation. The intensive schedule is designed to maximize your time in Washington by combining learning in the classroom with practical internship experience.

The Business and Government Relations track of The Fund for American Studies Academic Internship Program will give you an insider's view of Washington. The comprehensive package includes a guaranteed internship placement, courses for academic credit from George Mason University, furnished housing, a variety of guest lectures and briefings, as well as opportunities for professional development and networking.

Students intern with the government relations offices of major corporations, trade associations, and private firms. Sample internship placements include:

- Akin Gump Strauss Hauer & Feld, LLP
- American Chemistry Council
- AT&T
- Caterpillar Inc.
- Ford Motor Company
- Grant Thornton, LLP
- International Paper
- LobbyIt.com
- MetLife
- Motorola Solutions
- National Association of Foreign-Trade Zones
- Security Industry Association
- Siemens

Picture yourself working on one of these exciting projects:

- Develop a strategic marketing plan for a business group lobbying a bill on Capitol Hill.
- Attend a Congressional briefing or hearing and write a detailed online report.
- Research data for a report on cyber terrorism threats and other national security priorities.
- Plan and develop a social media campaign for a government relations office.
- Attend a strategy meeting with coalition groups advocating for new comprehensive energy policies.

- Plan lobbying meetings, attend conferences, or assist in coordinating events with coalitions with similar goals.
- Analyze congressional reports and create voting recommendations.

Alumni Testimonials

“Upon arriving in D.C., I was anxious, nervous, and excited for what my internship would entail. I was able to meet the CEO of the fortune 100 company that I was working with on my third day on the job, sit in on meetings with U.S. Representatives, attend congressional events while representing my company, and experience an absolutely incredible summer in an office setting. The things I learned at my internship will be extremely valuable when I enter my career.” —*Jeff Skinner, Georgia College, Intern, Caterpillar Inc.*

“I built strong friendships and gained invaluable exposure to the bustling world that is Washington, D.C. From grabbing a coffee with my mentor to networking with Senators and Congressmen and women on Capitol Hill, nothing could be more transformative and concretely set the path for my career in government relations, politics, and law.” —*Alexis Doss, Agnes Scott College, Intern, The Hohlt Group*

Application Deadlines + Instructions

Visit www.DCinternships.org/GovtRelations for more information and to begin an online application. Questions may be directed to Josh Walberg at 202.986.0384 or GovtRelations@tfas.org. Applications will be accepted on a rolling basis until the final deadline of March 12. Apply by the Priority Deadline on February 12 for priority internship placement and scholarship consideration.

LIVE. LEARN. INTERN.

www.DCinternships.org

Stories of Phi Beta Lambda

Phi Beta Lambda's "Dining with the Distinguished" attracts record crowd

(Rutgers Business School) Phi Beta Lambda's annual Dining with the Distinguished event was held November 30 at the Busch Student Center with a record turnout of nearly 300 students and professionals.

A total of 70 professionals representing more than 50 companies came to network with more than 200 students from Rutgers University.

"Every year, Rutgers PBL's Dining with the Distinguished is recognized as a top event at RBS and a signature networking event for the Rutgers community, and we are proud to offer students the opportunity to meet and dine with recruiters and industry professionals in a formal dinner setting," said chapter President Matthew Peyrek.

"I am grateful to our co-sponsors and partners who made this event possible," Peyrek said. "Nothing would have been possible without the hard work of External Vice President Chelsea Wong, Event Coordinator Breanna Schad, and the entire public relations and events committee."

From accounting and finance to engineering and health, professionals from a wide range of disciplines were in attendance. This event attracts some of the biggest names in the industry including EY, Deloitte, Morgan Stanley, JP Morgan Chase, PEOPLE Magazine, BASF, and Prudential. It has been consistently voted the "Best Overall Event" or "Best Networking Event" in the business school for five years running.

—Matthew Peyrek, Rutgers Business School



Building with Business



Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL), and the fields of business and computer science have offered me a sense of community and acceptance which was lacking within my educational career. Together, they have assisted in successfully propelling me to a higher plan of not only professional achievement, but personal acceptance as well.

I grew up in a financially struggling community caused by the loss of industry from impractical business practices and the failure to compete with an ever-growing technology-based world. During my high school years, I helped care for my father who lost almost full mobility because of injuries he sustained from seven IED explosions while serving in Afghanistan. Limited resources defined my high school career which included working two jobs, striving for academic excellence, and creating a healthier youth culture with my high school.

However, it was not until college that my involvement with FBLA-PBL started through Phi Beta Lambda. With this involvement I was able to learn and grow as a respectable leader and professional within the organization, my family, my local community, my college campus, and even state and national governments.

Due to my high school GPA and extra involvement aiding military families, I was rewarded with a scholarship at my local college. I accepted this scholarship in order to earn my bachelor's degree and still be available to aid with routine appointments and the other daily needs of my father. During my studies of marketing and programming principles, I was inspired to find a way to grow my local community because both disciplines apply to every possible area of life and commerce. Coming from a community with little to offer, I was surrounded by a sense of cognitive dissonance, or a lack of belonging amongst my peer group. FBLA-PBL offered an environment of not only professional growth, but also personal growth. From the acceptance I found with the local, state, and national levels, it gave me the confidence to take that spark and build it into a flame of passion and direction; from that I lead our chapter to an almost 200% active membership increase within a year.

FBLA-PBL bestowed upon me the gifts of leadership and determination. By continuing my education in computer science and business, I strive to continue building up small businesses and small community economies through my own application software and social media development-based business. I will use this to aid these institutions in keeping up with the ever-evolving technology-based global community we thrive within. I will carry with me the messages of my father and FBLA-PBL which have inspired me to become the professional, the leader, and the woman I am today.

—Brianna Lake, PBL Eastern Region Vice President

Sponsors & Partners

GEICO continues to provide a special discount opportunity for members of FBLA-PBL. See how much more you could save! Visit geico.com/fbla-pbl or call 1-800-368-2734 and mention that you are a FBLA-PBL member. Have your current coverage information available in order to secure a comparable quote.

NOTE: Discount not available in Michigan, Mississippi and Tennessee.



Congratulations 2018 PBL Fall Stock Market Game Winner:

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

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



STEM Premier is offering **EXCLUSIVE** badges for PBL National Competitors, and PBL State Officers. Create your profile and request your **EXCLUSIVE** badges using the following [link](#).

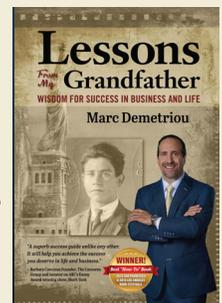


Lessons From My Grandfather: Wisdom for Success in Business and Life By Marc Demetriou

You are never too young or too old to make your dreams come true...to choose to be what you want to be. *Lessons From My Grandfather* shows how you can achieve success and fulfillment in life by following 15 timeless principles handed down by the author's grandfather.

An Ellis Island immigrant, Charlie left his country at just 16 with nothing but a bag full of dreams, his wits, and the desire to succeed—and he transformed his world. Through his steadfast willingness to work hard, and a determination to control life rather than allowing it to control him, Charlie succeeded on his own terms, finding happiness and financial security.

Demetriou tells Charlie's inspirational story, then applies his lessons to today. The result provides both clarity and vision for helping you recognize your unique talents, along with lifelong principles that will allow you to identify and reach your goals in life and business. www.grandfatherlessons.com



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.

MEMBER BENEFITS



Your shopping supports FBLA-PBL.



Save hundreds on your car insurance with special FBLA-PBL savings. geico.com/fbla-pbl 800.368.2734



Receive a discount on over 96,000 items at Office Depot and OfficeMax locations or online. officediscounts.org/fbla



Save 40% on in-store purchases when you use the FBLA-PBL coupon. Download the coupon at 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. 800.473.4732



FBLA-PBL members receive 10% off courses for the SAT, ACT & GMAT. Visit 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™

GRAND
HYATT
HOTELS®

HYATT
REGENCY
HOTELS®

Hyatt Hotels

10% off at participating Hyatt properties
877.393.8034

Group Code: CR51684