



# THE PROFESSIONAL EDGE®

Winter 2018-19

EXCLUSIVE NEWSLETTER FOR FBLA-PBL PROFESSIONAL DIVISION MEMBERS

## Join us as we Create. Lead. Inspire. at #NLC19

There are plenty of opportunities for Professional Division members at this year's NLC in San Antonio, Texas. From exhibiting, presenting workshops, judging, and networking with members from all divisions. Trust me, this is a conference you will not want to miss.

Register today!

### REGISTRATION RATES

| NLC Fees | Early Bird<br>on or before May 17 | Regular<br>May 18-June 10 | On-site<br>June 11-On-site |
|----------|-----------------------------------|---------------------------|----------------------------|
| Member   | \$120                             | \$130                     | \$180                      |
| Guest    | \$55                              | \$65                      | \$105                      |



*L to R: Shannon McConnell,  
Ryan Paul, & Alan Rzepkowski*

### 2018-19 NATIONAL OFFICERS

|  |  |   |
|--|--|---|
| <b>President</b><br>Ryan Paul<br>Massachusetts<br><a href="mailto:pdpres@fbla.org">pdpres@fbla.org</a> | <b>Vice President</b><br>Alan Rzepkowski<br>Maryland<br><a href="mailto:pdvp@fbla.org">pdvp@fbla.org</a> | <b>Secretary/Treasurer</b><br>Shannon McConnell<br>North Carolina<br><a href="mailto:pdst@fbla.org">pdst@fbla.org</a> |
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next  
generation  
of leaders

Make an  
impact



## BE AN FBLA-PBL JUDGE FBLA-PBL NEEDS YOU

Use your expertise to help our students grow!

**Dates:**

June 25 & 26 (collegiate)

June 30 & July 1 (high school)

**Where:**

San Antonio, Texas

Henry B. Gonzalez Convention Center

900 E Market St, San Antonio, TX 78205

\*Parking and Lunch provided by FBLA-PBL

**Sign Up Here:**

Judges Resource Center

[www.fbla.org/judges](http://www.fbla.org/judges)

FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA, INC.

For additional information:

Contact Aric Mills at [judges@fbla.org](mailto:judges@fbla.org) or 703.860.3334 x129

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# GET INVOLVED WITH THE PROFESSIONAL DIVISION



DO ME A FAVOR... I need you to think back to your time in FBLA and PBL... Think back to being a high school or college student and being in an organization that tells you it will better prepare you for your future. I want you to remember the time you spent with your fellow members making a difference in your schools and communities. Think back to the conferences you traveled to and the overnight stays all across this country. Now think of all of the individuals that you encountered that made a difference in your life along the journey. Think of all those individuals who contributed to the success of your future. I'd bet that some of those individuals were in the Professional Division of our organization. And now is the time for you to be one of those individuals who are giving back to the future professionals.

The Professional Division is a very integral part of the success of FBLA-PBL, Inc. For those of us who have been a member of FBLA-PBL, we always leave with such an appreciation and love for this organization that has given us so much. We often bring a real business world experience with us to the membership. We have the option to serve as judges or present workshops at regional, state, and national conferences. We have a direct way to influence and mentor the future leaders of our country.

Once I graduated from college, I knew giving back was not going to start on its own, it had to start with ME! Here are a few resources to think about when you decide to get involved:

- Consult the National Professional Division Directory—locate and organize with other PD Members in your area.
- Utilize your National PD Officers and National Staff to find ways to get involved.
- Reach out to Local Chapters and get involved with the Chapter Adviser.
- Reach out to your State Adviser and get involved.
- Don't wait for someone to ask you to get involved. Take it upon yourself to seek out these opportunities.

There's also a long list of characteristics of being a great volunteer, and I will touch on a few that I believe are "top of the list" when being a volunteer. I would bet most of you reading this article have these attributes! **Be passionate.** It's often said that when you align your passions with your volunteer work, you will make an incredible impact. Passion is just as infectious as energy. Each of these lend to one another! Remember, not every volunteer role is "frontline", and those people in the background are making as much impact as those "frontliners", because without both kinds the organization would fail. **Be reliable and committed.** This one is pretty simple—if you make a commitment to an organization, make sure you can follow through! Organizations count on that commitment to the cause! Of course, as with all things in life, things happen and we all are very busy, just stay open and honest! As with all of us in the business world, we must give that same dedication to being reliable and committed as we do our careers. **Be selfless.** This is what volunteering is all about. Giving your time to a cause you believe in, in order to help others in the process. The whole experience can be very rewarding! A little selflessness can go a long way and you might just find you get a lot out of the experience. **Be a team player.** Last but not least, being a part of a team is essential to volunteering. Things are very rarely changed by just one person. Instead it's the collective efforts of a group of committed individuals, working together that makes the difference. Stay flexible and open, respect diversity, and be compassionate and you can achieve something wonderful with your peers and for the organization we all love!

There you have it! Find ways to stay passionate, be yourself, stay positive, and offer your skills to a great cause and you will be on your way to achieving greatness! So I urge you to make volunteering through the FBLA-PBL Professional Division a priority now, because volunteering begins with YOU!

—Shannon McConnell, National Professional Division Secretary/Treasurer

## What You're Getting Wrong About Negotiations

Whether you're haggling over an automobile or trying to reach an agreement with a potential vendor, knowing how to negotiate is a skill that will get you far. And yet, many of the assumptions people make about negotiation are suspect, to say the least.

Let me show you what I mean. In my time as an executive coach, I've observed a number of business owners and executives making what I thought were tactical errors in their negotiations. Here are some of the ones that stood out to me the most.

### Thinking It's Wrong to Make the Initial Offer

Here's what conventional wisdom tells you: The person who makes the first offer is entering into a vulnerable position, and as such it's generally better to go second in the negotiation process.

I'm not sure that I agree with this—at least not all of the time. The way I look at it, the person who goes first sets the tone. You create the initial reference point around which all further offers will be based—and statistically, most counter-offers don't veer too far from the initial one.

The bottom line? It may not always be right to offer first, but there can be real power to it.

### Only Accepting One Outcome

Entering into a negotiation, some executives tend to think there is only one outcome they could possibly be content with.

I think there's some real merit to having a specific goal in mind, and to being able to visualize what you want to come out of the negotiation process. At the same time, though, I'd recommend not getting too set in your ways. You may receive some other possible outcomes that are different, but perhaps just as good—if not more so. At least be open to them!

### Accepting an Offer Too Quickly

This one may surprise you: Even if you're given an offer that's just what you want, you can err in accepting it too quickly.

The reason for this is simple: If you accept an offer in a way that seems flippant or thoughtless, the other party won't feel as satisfied in the process. They may even feel like they gave you too good an offer. And that's something that will stick with them—making them less likely to want to work with you again in the future.

Contact me today at [www.rickgoodman.com](http://www.rickgoodman.com) or call 888-267-6098.

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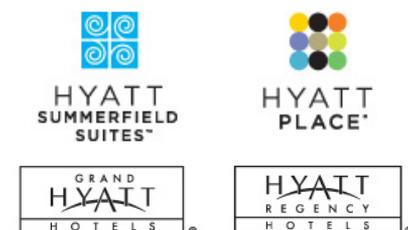
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