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Calendar of Events

APRIL

1 Champion Chapter: Receipt deadline

16–20 NBEA Convention—Chicago, Illinois

30 Professional Membership Recognition Awards: Receipt deadline

MAY

1 Adviser Wall of Fame: Application postmark deadline

4 Spring Stock Market Game ends

10 National Leadership Conference: Intern application receipt deadline
Young Leader Award: Receipt deadline
Competitive Event Registration due (from state advisers) by 11:59 p.m. eastern
Multimedia & Website Development and Community Service Project (for prejudged portion) must be received at the national center by 11:59 p.m. eastern

15 March of Dimes Fundraising Report: Receipt deadline

17 All competitive events computer production tests must be received at the national center by 11:59 p.m. eastern

FBLA NLC and IFL: Early bird registration deadline

JUNE/JULY

7 Last day to make competitive events changes by 11:59 p.m. eastern

9 FBLA Local Voting Delegates: Registration deadline

28–29 FBLA Institute for Leaders—San Antonio, Texas

29–7/1 FBLA NLC—San Antonio, Texas

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PRESIDENT’S MESSAGE

Dear Members and Advisers,

With the State Leadership Conference season drawing to an end, I want to congratulate those who competed at States and those who qualified for the National Leadership Conference. Competing at States itself is a huge accomplishment, and I hope you took advantage of all the opportunities available at the State Leadership Conference.

For those who qualified for the National Leadership Conference, this year’s conference in San Antonio will be one to remember. From the historical sites like the Alamo to the restaurants and shops on the Riverwalk to exciting theme parks, San Antonio offers a lot of exciting activities for your chapter. I wish you luck as you study for the competitive events, and I can’t wait to meet you in San Antonio!

If you did not qualify for the NLC, you can still attend the conference and compete in open events, attend workshops, and meet thousands of members from across the world. Even if you don’t attend the NLC, there are still other ways to get involved in your chapter and finish the year off strong. You can lead a community service event, run for a chapter officer position, or organize a roundtable with local businesspeople.

As you wrap up the year, we hope you continue to create, lead, and inspire, stepping up as leaders and making a difference in your communities.

Eu Ro Wang
2018–19 FBLA National President

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 FBLA 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. *Pick up your ribbon at the March of Dimes exhibit booth at the FBLA NLC.

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March of Dimes

March of Dimes

Nick Albers, MA in Business Education, Dual Credit Track ’18

bsu.edu/online/businesseducation
Start Making Plans to Attend the FBLA National Leadership Conference

This year’s National Leadership Conference (NLC) is only a few months away. It will be held on June 29–July 2 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 Six Flags Fiesta, or following the voting session on July 1, take your FBLA-Middle Level students to the National Bridge Caverns or the Texas Hill Country and a Ranch tour.

The Conference kicks off on June 29 with the Opening General Session. This will take place at the Henry B Gonzalez Convention Center. The keynote speaker will be Sherry Winn, an in-demand motivational speaker, two-time Olympian, and a National Championship basketball coach.

Throughout the conference, students who qualified to compete at the National Leadership Conference at their State Conferences will be competing in the following online test events: Business Math & Financial Literacy, Career Exploration, Business Etiquette, Introduction to Computer Science & Coding, Multimedia & Website Development, and Digital Citizenship.

Presentation events include: Elevator Speech, Community Service Project, and Critical Thinking.

Get your students excited about this conference and have a competition where they create a one-page flyer advertising San Antonio and this year’s National Leadership Conference. Select the best one, offer a prize, and use it to promote the NLC to your chapter members.

We hope to see you and your chapter members this Summer in San Antonio.

Early Bird Registration ends May 17!
It was a banner year for LEAD submissions. More than 500 entries were received and awarded this year which is a 31% increase over last year which was the first year for this membership recognition program.

Eighty-eight FBLA-Middle Level students received a Silver award this year, and pins were sent out to the States to be awarded.

And twenty-seven students earned the Gold award which will be presented at the FBLA National Leadership Conference in San Antonio, Texas.

View the winners at www.fbla-pbl.org/middle-level/recognition-awards/lead/winners/
**Tallo** (formerly STEM Premier) and FBLA-PBL are proud to announce the top Middle Level student profile on Tallo! Katrina Acheson 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 Katrina 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.

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 the Middle Level by featuring a Middle Level 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.

On Tallo, students are encouraged to share what they do both inside and outside of the classroom, like Katrina, who is on her middle school’s field hockey team and plays the violin in the Bay Youth Orchestra of Virginia.

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. Middle Level members can join for free by visiting http://www.tallo.com/fblaml. Encourage your students to join today—opportunities are waiting!
Valley City State University is pleased to offer optional 2000-level continuing education credit to FBLA-Middle Level advisers attending and participating in the 2019 FBLA National Leadership Conference. This credit may be used for teaching licensure renewal, salary adjustments, and professional development credit. This credit will not count toward undergraduate or graduate degree requirements.

CTE 2000 FBLA-PBL National Leadership Conference (Pass/Fail)—one continuing education credit. Requirements to fulfill course requirements will include a summary of the conference main speakers and breakout sessions attended.

Cost of the credit will be $75 for one continuing education credit. Registration can be found at vcsu.edu/extend. Only online registration will be accepted. Registration for the continuing education credit will close on Monday, July 2, 2019. For more information, contact Rick Ross at 701.845.7182 or rick.ross@vcsu.edu.

Valley City State University, located in Valley City, North Dakota, is an institution of higher education accredited by the Higher Learning Commission and the National Council for the Accreditation of Teacher Education. Valley City State University has been named to the U.S. News and World Report “Best Colleges” list for 18 consecutive years.
Everyone is talking about Lead2Feed, but is it for you? Here’s a quick check:

- Do you teach any grade 6–12?
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Lead2Feed is a FREE, easy to implement, flexible program for you. Blend six of our new NOW GO LEAD 12 lesson pack into your Spring Semester and students will be Empowered to Lead, Inspired to Serve. Lead Lesson 1, then students work in groups to complete the other lessons and community service. Tell your story—Lead2Feed Challenge. Submission deadline is on or before May 31.

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.mesf.org.

Geico

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.
The Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) National Board of Directors met on January 11, 2019 in Salt Lake City, Utah. Attending were Glenn Morris, Chair—Western Region, Ronald Pierce, Chair-elect—Business/Industry, Jessica DeVaal—Mountain Plains Region, Tina Dierkes—North Central Region, Cherie Hooks—Southern Region, David Jones—Eastern Region, Jody Jones—Southern Region, Robert Kollar—Eastern Region, Brenda Merkel—Mountain Plains Region, Peter Rustemeyer—Western Region, Susan Seufferer—North Central Region, Eu Ro Wang—FBLA National President, Corbin Robinson—PBL National President, Ryan Paul—PD National President, Stacee McIlf, Past Chair—Western Region, Jean M. Buckley, President & CEO, Richard Bowen, Conference Director, Kelly Scholl, Education Director, and Troy White, Director—Marketing & Membership.

National Honorary Life Membership Proposal
The board approved the D.C. State Chapter nomination of Gladys Fitzhugh-Pemberton as a National Honorary Life Member.

New State Chair Approvals
Kimalee Bayliss, FBLA and FBLA-Middle Level State Chair, Arkansas; Molly Anderson, FBLA and FBLA-Middle Level State Chair, California; Dr. Jeffrey Victor, FBLA-PBL State Chair, New Jersey; and Kimberly MacDonald, FBLA State Chair, North Carolina were approved by the board.

Association Drive Update
Jean gave a brief update on the property sale of Association Drive and the impact the historical review could have on delaying the timeline for the developer Foulger-Pratt.

NAP Recommendations for NLC 2020
The board supported the NAP Recommendations for the 2020 National Leadership Conference.

Database Conversion
Troy gave an update on the database conversion with a demonstration of the software and the functionality of its components.

PBL Career Connections Conference (PBL CCC)
Troy shared information on the success of the 2018 conference and provided a status on lodging and meeting space options for the 2019 conference which again will be held in New York City.

National Leadership Conference (NLC) Preview
Richard provided an overview of the 2019 NLC in San Antonio, Texas including hotel and convention center layouts.

State Leadership Summit Preview
Kelly reviewed the agenda for the State Leadership Summit, the conference program, and the details on facilitation of share sessions by board members.

FBLA National President Eu Ro Wang reported on his team’s activities this year as they relate to our four organizational goals.

Customer Service—Membership is at 163,262 members (-279 members) and 4,415 chapters (-93 chapters). The officers launched the Sister Chapter Program to connect local chapters and focused on communications between state officer teams and members.

Relationships—FBLA swept all five regions for the ACTE Outstanding Business Students Awards. Eu Ro met with legislators and is working to create a National Legislative Advisory Board of government officials who support FBLA-PBL, CTE, and our mission.

Resources—The officers have been working to create a list of potential sponsors to contact. They created chapter tool kits to facilitate everyday practice in chapters and government affairs packets for local and state chapters to connect with legislators. They also relaunched the FBLA Innovation Center.

Image & Awareness—The officers launched videos ‘Sixty Second Sundays’ (weekly video from a member on FBLA tips) and ‘Welcome Back’ (council announcement).

PBL National President Corbin Robinson presented a proposal on updating the national officer uniform. There was much discussion with the board preferring a uniform look (not just a suit) that is distinct and represents the organization and its legacy. Corbin will work with staff to update the proposal. Corbin then proceeded to report on his team’s activities this year as they relate to our four organizational goals.

Customer Service—Membership is at 3,984 members (-9.66%) and 205 chapters (-8.88%). The team contacted 484 schools about chartering a chapter, continued their state officer roundtables, and added member roundtables. Their communication strategy is done through social media and videos.

The officers established four national committees (Bylaws, Virtual Chapter, Membership Opportunities, and Conference Experience) to work on their organizational goals and initiatives. Corbin distributed a report to improve the conference experience and asked for feedback.

Relationships—PBL also swept all five ACTE Outstanding Business Student Awards. The team created PBL flyers and provided a recruitment video for the FBLA NFLCs. They raised $500 for March of Dimes at the PBL CCC through an exclusive Broadway memorabilia raffle.

Resources—The team contacted about 20 potential national sponsors and secured a meeting with General Electric. Corbin presented a mentorship proposal which aims at creating meaningful mentorship connections between PBL and PD members.

Image and Awareness—The team is researching college scholarship opportunities to add to the website and have a spring goal to recruit an additional 35 members and 10 chapters from last year along with securing 45 items for the NLC silent auction.

Corbin presented a proposal for an internship scholarship program and requested $10,000 for selected members to receive $1,000 each to offset the cost of an unpaid internship. There was discussion on requirements, scalability, and whether this specific proposal or opportunity is the best use of funds. The board did not approve the expenditure to fund the program.

PD National President Ryan Paul reported that Professional Division membership is up 188 members (7.6%). The PD team has pulled back from a formal program of work to focus on board initiatives, specifically alumni program.

STRATEGIC ISSUES
Framework Project
Jessica and Kelly provided an update on the strategic priority to define distinctly experiences for each division. In March 2018, the Scope & Sequence Task Force met and developed overarching themes for each division, along with the knowledge, experience, and skills needed. The themes are Middle Level = Explore, FBLA = Experience, and PBL = Engage. Dr. Sarah Heath has been contracted to develop a framework for each level. The PBL Review Committee met in September 2018, FBLA will meet in February 2019, and Middle Level in March 2019. Each Review Committee will have working groups to review revisions on the framework.

PBL (continued)
Corbin presented proposed PBL bylaw amendments drafted by the PBL national officers and titled Innovate PBL Plan. The chair stated that today’s process is to provide feedback to Corbin. Any proposed amendments would go to the Policy & Bylaws Committee for review and action. Corbin also reviewed the Lifelong Association Resolution which the board approved.

Finance Report
Finance Chair Stacee McIlf distributed the December 31, 2018 financial statements. She noted that we are in a strong financial position and have a positive fund balance.

Investment Status and Policy Recommendations
Stacee introduced Bob Kollar who provided an overview of our current investments, how they are invested and used, and his observations.

Association Governance Proposals
Chair-elect Ron Pierce provided an overview of the work of the Governance Committee. Ryan Paul reviewed the information sent to the board on December 11, 2018, beginning with the proposed board Conflict of Interest Amendment (Article V, Section 6 of the Corporate Bylaws) and the rationale for the proposed changes. The board approved the proposed board Conflict of Interest Amendment.

He reviewed the Background Summary Recommendation to amend the Corporate Bylaw regarding the succession of directors (Article IV, Section 2) which the board approved.

Ryan reviewed the Board Nomination Process, background, and recommendations suggested by the Governance Committee along with the Board Composition and Rotation Schedule. There was much discussion and recommendation changes, so the Governance Committee will make revisions and send back to the board to review.

The board then met in closed session to review the CEO search process and status, and then adjourned.
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DormCo.com guarantees $200 for distributing FREE $5.00 gift cards for graduating seniors along with posting an online link to DormCo.com and also offers custom T-shirts (non-FBLA). Contact Jeff@DormCo.com.

Harvard Student Agencies (HSA) accepts motivated and ambitious high schoolers as interns to help publicize their academy programs. HSA also works with chapters that wish to fundraise through their programs. To learn more about this opportunity, email academies@hsa.net.

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.

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FBLA-MIDDLE LEVEL ADVISERS’ HOTLINES