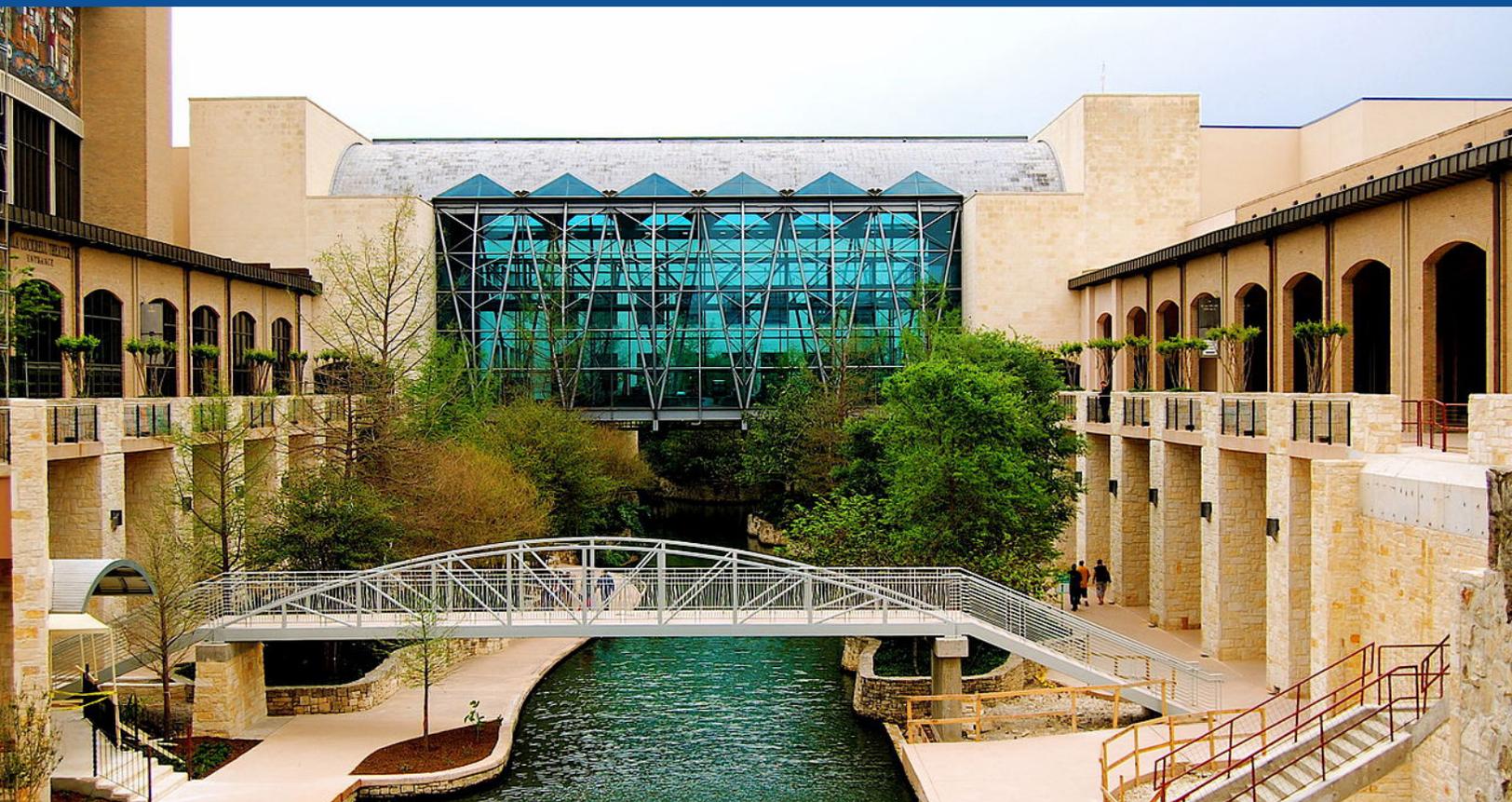


HOTLINE



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Calendar of Events

APRIL

- 1 Membership Madness and Membership Mania: Receipt deadline
Membership Achievement Award: Receipt deadline
100 Percent Class Participation: Receipt deadline
Outstanding Chapter: Receipt deadline
Distinguished Business Leader Scholarship: Receipt deadline
Chapter/State Membership Recognition Awards: Receipt deadline
National Bylaws Amendment: Receipt deadline
- 16–20 NBEA Convention—Chicago, Illinois
- 18 Webinar: 2019 NLC
- 25 BAA America award: Receipt deadline
CSA Achievement award: Receipt deadline
- 30 Professional Membership Recognition Awards: Receipt deadline

MAY

- 1 FBLa Adviser Wall of Fame: Application postmark deadline
- 4 Spring Stock Market Game ends
- 10 National Leadership Conference: Intern application receipt deadline
Businessperson of the Year Nomination: Receipt deadline
Competitive Event Registration due (from state advisers) by 11:59 p.m. eastern
All prejudged materials must be received at the national center by 11:59 p.m. eastern
- 15 March of Dimes Fundraising Report: Receipt deadline
National officer candidate application: Receipt deadline
FBLa 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
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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Editor: Kamal Clark

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!

There are resources available on FBLA Connect (fbconnect.org) to help you prepare for the National Leadership Conference. The Competitive Events Interview Series under the Resources tab has articles where national finalists offer tips and advice on preparing for events, and the Competitive Events Study Guides under the Resources tab has study guides on different competitive events from national finalists.

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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Get a Jump Start on Next Year



Now that spring is here it is the perfect time to start thinking about building up your chapter for next year. Target underclassmen so that they can take advantage of a spring field trip, an end-of-the year banquet, or even attending the National Leadership Conference from June 29 to July 2 in San Antonio, Texas as a local chapter voting delegate or attending the Institute for Leaders #IFL which begins the day prior to the NLC. At IFL, your new members and your local chapter officers can deep dive into the TIME to LEAD track which will introduce them to the tools and techniques that they will need to achieve and lead at the chapter level. Your students will gain experience in goal setting, running meetings, membership recruitment, communications, fund development, community service, and how to prepare and win in FBLA competitive events. This will get them excited about the next year—consider giving them a discount for this year and have them pay next year’s dues at the same time. You can hold funds in your FBLA account until August 1. Here are some quick tips to help you recruit and retain your members.

- Be specific and concrete in your recruitment message—it’s not just about joining an organization; it’s about gaining new skills, making new friends, about going on trips etc...
- Set up a bulletin board or put up posters advertising FBLA and your next meeting in a high traffic area, such as a grocery store, community center, library, or school with ongoing descriptions of activities and events.
- Plan a Social Gathering. Have new members meet with your FBLA president and other officers in an informal way, outside of the chapter environment, giving them a chance to get acquainted and ask questions regarding club operations.
- Ask members to wear pins or T-shirts that read “Ask Me about FBLA” to generate conversation about your chapter.
- Prepare and follow a proper meeting agenda. (This point cannot be emphasized enough—agendas are critical to meeting success! Plan meetings to be interesting, entertaining, and informative.
- Try a Lighthearted Tactic: At each meeting an inactive member is selected and a stuffed animal is dropped off at the member’s home. It becomes the member’s responsibility to return the stuffed animal in person at a regular meeting, where the returning member is properly greeted and recognized. The stuffed animal is then sent along on its next assignment. The whereabouts of the stuffed animal should be regularly publicized in the chapter newsletter or email blast.
- It’s called an incentive. One major way chapters keep their best members is by offering incentives. FBLA can do this as well, through existing scholarship programs, internships, and partnerships with instructors, food at meetings; helping pay the way to conferences in fun locations... the list goes on and on. Push these incentives, these benefits. This is what’s going to get your chapter new members.
- Develop a chapter polo or T-shirt that your members can wear on the day of meetings. Did you know that MarketPlace can do custom orders?
- Have your chapter secretary send a “welcome and thank you for joining” letter or card to new members.

With these ideas your chapter will be ready to offer “A World of Opportunity” to next year’s members.

CHECK OUT THE FBLA-PBL MARKETPLACE!

THIS IS YOUR OFFICIAL SOURCE FOR FBLA-PBL
BRANDED MERCHANDISE AND PUBLICATIONS.



Apparel, Publications,
Jewelry, Supplies,
and much more!

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 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 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 & Campaign Rally for the offices of National President, Secretary, and Treasurer. 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 from their State Conferences to compete at the National Leadership Conference 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: Data Security, Digital Photography, Human Resource Management, Project Management, Public Relations, and Python Programming. There are also workshops they can attend on topics such as leadership, national programs, entrepreneurship, technology, and career planning.

Each region will meet on June 30. This meeting will include state success stories, regional vice president candidate speeches, candidate Q&A, and all membership and chapter awards including BAA America and CSA Achievement 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. 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). Local chapter voting delegates vote on the election of their regional vice president.

This conference concludes on July 1 with an evening awards of excellence where the top 10 in each event receive trophies and are recognized on stage. There is a FBLA social following this program. Get your students excited about this conference by having a competition where they create a brochure advertising San Antonio and this year’s National Leader-

ship Conference. Select the best one, offer a prize, and use it to promote the NLC to your chapter members. Get your officers involved by having them work with you to create a personalized conference schedule for your students who plan on attending this event, which is always the highlight of the FBLA year.

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



SPECIAL FBLA WORKSHOP BY THE FOUNDATION FOR ECONOMIC EDUCATION

Don’t miss this interactive workshop teaching you how the world really works—through an economics lens. Enjoy inspiring talks, fun games, and an opportunity for Q&A so you can ask questions or solicit advice. All participants will receive the classic book “Economics in One Day” and a Certificate of Achievement sponsored by the Foundation for Economic Education (FEE.org/educate). *Limited to the first 250 registrants. Register [here](#). Please bring a pen and notepad.



ISOGRAD FBLA 2019 TOSA EXCEL TOURNAMENT

Isograd is launching the 2019 TOSA Excel Tournament where FBLA students across the country can compete to be one of 10 finalists invited to compete at the FBLA NLC for over \$5,000 in prizes and the title of TOSA Excel 2019 Champion! For more information and to register visit marketing.isograd.com/2019exceltournament.



CREATE. LEAD. INSPIRE. in
SAN ANTONIO, TX for #NLC19

NLC FEES		
Early Bird on or Before May 17	Regular May 18–June 10	Onsite June 11–Onsite
NLC Member: \$120	NLC Member: \$130	NLC Member: \$180
IFL FEES		
Early Bird on or Before May 17	Regular May 18–June 10	Onsite June 11–Onsite
IFL Member: \$120	IFL Member: \$130	IFL Member: \$180
IFL Adviser: \$55	IFL Adviser: \$65	IFL Adviser: \$105

As the NLC approaches, check fbla.org/NLC for a complete listing of workshops and descriptions. If you would like to suggest a topic or recommend a speaker, please email conferencemanager@fbla.org. Workshops are subject to change. Workshop topics focus on business ethics, careers of the future, college information (applications, funding, freshman 101, etc.), communication, community service, cyber security, e-commerce, entrepreneurship, etiquette for the job, finance, hospitality, international/global business, job skills, management, marketing, social media (Google Apps, latest tools, etc.), technology (web, gaming, networking, future, etc.), and FBLA-PBL programs. Workshops are geared specifically for students, advisers, and Professional Division members.

FBLA Keynote Speaker

Coach Sherry Winn

Coach Sherry Winn is an In-Demand Motivational Speaker, a Two-Time Olympian, and a National Championship basketball coach. She has over 3,000 hours of speaking experience and is recognized as one of the top leadership and team building seminar presenters for 2016 and 2017.

Coach Winn is a Two-Time Amazon Best Seller. She has written five books including, “Unleash the Winner Within You: A Success Game Plan for Business, Leadership and Life.”

With over 34 years of practicing leadership as an elite athlete and collegiate basketball coach, Sherry is an expert on coaching leaders and team members to championship status. She has shared her WIN Philosophy™ and WINNING Principles™ with companies such as Technicolor, New York Life, Edward Jones, Anytime Fitness, and StubHub.

A recognized authority on leadership and team development, Coach Winn shares with you the WINNER Principles which will enable you to rejuvenate, invigorate, and stimulate you and your team members to become agents of change.

Coach Winn, the originator of the WIN Philosophy and the WINNER Principles, is also known for her passion and belief system that ALL things are possible.



BAA Awards on the Increase

It was a banner year for Business Achievement Awards (BAA) submissions. More than 8,100 entries were received and awarded this year. The America Award deadline is April 25 and those students that achieve this level will receive their pins at their Regional Campaign Rally and Recognition Session in San Antonio, Texas.

Seven hundred ninety-seven students received a Leader award this year, and pins were sent out to the States to be awarded.

Congratulations!

View the winners at www.fbla-pbl.org/fbla/programs/education/baa/.



Continuing Education Credit



Valley City State University is pleased to offer optional 2000-level continuing education credit to FBLA-PBL 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. Registra-

tion can be found at vcvu.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@vcvu.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.

Tallo (formerly STEM Premier) and FBLA-PBL are proud to announce the top FBLA student profile on Tallo! Timothy Tucker (FBLA) 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 Timothy 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

How To Build a Great Profile

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

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 FBLA by featuring an FBLA 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.

Timothy, who's interested in pursuing a career in orthodontics or dentistry, displays 7 FBLA digital badges on his profile.

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 members can join for free by visiting www.tallo.com/fbla. Encourage your students to join today—opportunities are waiting!

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

The screenshot shows a Tallo profile for Timothy Tucker, a high school student at Coffee County High School in Georgia. The profile includes a profile picture, GPA (3.4), PSAT/NMSQT score (840), number of credentials (2), and number of skills (16). It also features a video titled 'WHAT TIME IS IT? TIME FOR TIM', a list of digital badges (7 FBLA badges), and sections for Education, Accomplishments, Extracurricular/Community Service, and Experience. Callouts from the text on the left point to these specific sections on the profile.

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

Questions? Visit tallo.com or contact us at support@tallo.com | 855 765 7836

In Pursuit of Insurance Careers

Insights for promoting a career in insurance to your students

The risk management and insurance industry employs 2.7 million people in the United States. And the U.S. Bureau of Labor Statistics reports that 400,000 positions will open by 2020. But insurance careers are too often treasures hidden in plain sight.

Although demand for new talent is high, students may not have such prospects on their radar based on misconceptions of insurance as a whole.

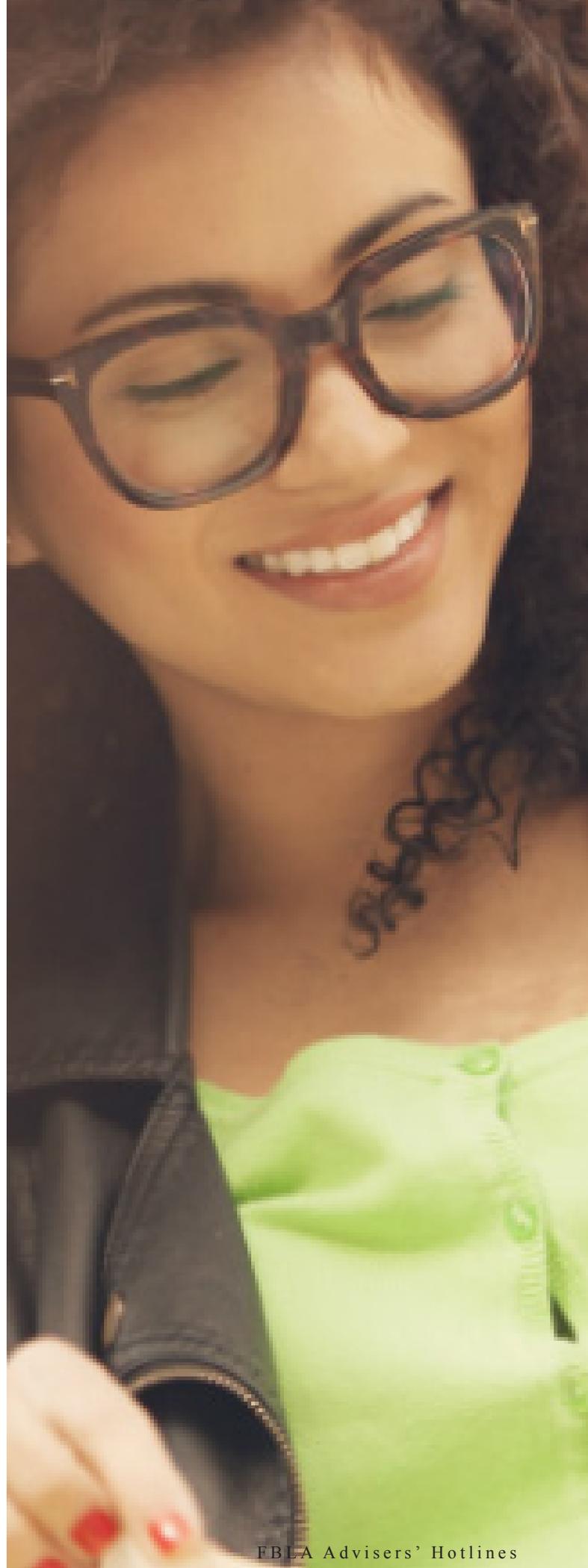
Insurance makes the world a better place

The insurance industry is often misunderstood so jobs in insurance may not cross the minds of most high school students. You can make a difference by letting students know how important insurance is and why they may be perfect for a job in the industry.

Insurance not only provides a way for individuals and corporations to prepare, and pay, for the unexpected, it also helps those with greater needs. The insurance industry, and the 2.7 million people who work in it, does a lot of good beyond its policies and coverages. Here's just one example: The Insurance Industry Charitable Foundation has donated \$31 million in local community grants and more than 300,000 hours of volunteer service since it was formed in 1994.

Then there's microinsurance—coverage focused on protecting people in the developing world who live on less than \$4 a day. Insurance organizations provide coverage for crop or livestock issues, illnesses and disease, and natural disasters, and new technologies are making these strategies more effective every day.

It's an exciting area, where companies are making money helping protect the people who need it most.



For students interested in a career that makes a difference, encourage them to learn about the vast career roles available in the insurance industry.

Nearly all college majors translate to careers in insurance

If students show an interest in the insurance industry, they may feel as though they would have to major in risk management and insurance to obtain a job. However, a person with a background in nearly any major can be successful in the industry. This is due to the fact that insurance jobs require a variety of factors that allow talent to be successful. From people who excel within math, to people who are great in connecting with others, the industry has career tracks for individuals with many types of skills.

As a result, the best college majors for insurance really depend on the types of positions that most closely align with a student's interests. Someone with a strong background in mathematics could find opportunities working as a data analyst or actuary.

And they might obtain that mathematical background by studying physics, engineering, or economics.

Many of the best majors for insurance agents, underwriters, and similar careers are actually found in the liberal arts. Liberal arts degrees can help teach communication skills, research skills, analytical ability, and a variety of similar traits with wide applicability to the workforce and life. Employers consider many of these skills to be impossible to train.

Though students can translate any major into a career in insurance, specializing in risk management and insurance can help students stand out. RMI majors differentiate themselves from other internship and job applicants, yet remain qualified to apply to more general business jobs. RMI majors don't just learn business basics, they become experts in the world of risk management.

Encourage your students to learn more about career opportunities in insurance by pointing them toward [InsureMyPath.org](https://www.insuremypath.org) for helpful career planning tools and resources.



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DormCo.com

Dorm Company Corporation, the leader in College Dorm Supplies, provides your FBLA chapter with a guaranteed \$200 fundraiser. Pass out free DormCo.com \$5 DormCo Dollar gift cards and post a link online. No direct selling. No cost. Easiest \$200 fundraiser ever! Advisers please sign up at: www.DormCo.com/FBLA and email FBLA@DormCo.com.

A little about DormCo.com—Dorm Company Corporation’s founder was a high school FBLA member and actively believes in the values that FBLA provides our future business leaders. Beyond offering a guaranteed \$200 Fundraiser, the DormCo program also provides 10% of referred online sales and other ways to provide your chapter and associated school value. Donations, giveaways, contests, and more! Partner with DormCo.com and explore the possibilities.



Foundation for Economic Education

FBLA students (ages 14+) are invited to attend top-rated by Forbes [3-Day Summer Camps](http://FEE.org/seminars) focused on Economics, Leadership, and Entrepreneurship. Meet top students, professors, and network with Business Leaders from around the country. This life-changing experience is only \$79 and includes full tuition, all meals, dorm housing, and a college tour. Register today at FEE.org/seminars to secure your spot.

Educators & FBLA Advisers bring a fun 4-hour workshop to your high school at no charge introducing college-level economics with a dash of political science and philosophy. Free books for students and additional programs available at FEE.org/educate. *Sponsored by the Foundation for Economic Education—a non-political, nonprofit educational organization inspiring tomorrow’s leaders with sound economic principles and real-world applications, leadership and success skills, while encouraging an entrepreneurial spirit.*



Competition University

Competition University Helps Students Shine at Competition!

CU’s online courses have the specific content FBLA competitors need to help them advance in their role play events and objective tests. CU’s Prep Track courses contain lessons, glossaries, games, quizzes, cases, and practice exams, making FBLA preparation a mouse click away, conveniently accessible at any time. Students who dive into the course created for their competitive event will build confidence, knowledge, and skills to succeed at competition. Learn more about individual & school enrollment. [Watch this overview](http://CompetitionUniversity.com). Visit CompetitionUniversity.com to see the growing list of courses, find the order form, or enroll directly into a course.

**If CU’s content conflicts with the FBLA Competitive Event Guidelines, the Guidelines prevail.*



Lead2Feed Student Leadership Program

Everyone is talking about Lead2Feed, but is it for you? Here’s a quick check:

- Do you teach any grade 6–12?
- Do you have a class or chapter of 3 or more students?
- Would a charity in your community benefit from \$10,000?
- Do you value the process of helping teens recognize and practice leadership skills?



[Lead2Feed](http://Lead2Feed.com) 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.

SPONSORS & PARTNERS

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.



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BOARD SYNOPSIS

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, Stacey McIff, 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 Stacey McIff 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

Stacey 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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