



# HOTLINE



2018-19 FBLA-PBL



## THIS ISSUE:

<b>President's Message</b>	<b>3</b>
<b>Start Making Plans to Attend the PBL National Leadership Conference</b>	<b>4</b>
<b>PBL IFL/NLC Scholarship</b>	<b>5</b>
<b>Tallo</b>	<b>6</b>
<b>Continuing Education Credit</b>	<b>7</b>
<b>Sponsors &amp; Partners</b>	<b>8</b>
<b>Board Synopsis</b>	<b>9</b>
<b>Fundraisers &amp; Discounts</b>	<b>10</b>

## National Board of Directors

### Glenn Morris, Chair

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Western Region

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Business/Industry Representative

### Jessica DeVaal

State Chair  
North Dakota Career & Technical Education  
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### Tina Dierkes

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### David Jones

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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

## Calendar of Events

### APRIL

- 1 Outstanding Chapter: Receipt deadline  
National Bylaws Amendment: Receipt deadline
- 15 PBL national dues deadline eligibility date for competitive events and voting delegates  
Chapter/State Membership Recognition Awards: Receipt deadline  
National dues deadline to receive spring publications
- 16–20 NBEA Convention—Chicago, Illinois

### MAY

- 1 Adviser Wall of Fame: Application postmark deadline
- 4 Spring Stock Market Game ends
- 10 National Leadership Conference: Intern application receipt deadline  
Competitive Event Registration due (from state advisers) by 11:59 p.m. eastern time
- 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, Texas
- 24–27 PBL NLC—San Antonio, Texas

## 2018–19 PBL National Officer Team

### Corbin Robinson

PBL National President  
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[pblpres@fbla.org](mailto:pblpres@fbla.org)

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### Amy Ray

PBL National Treasurer  
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### Abigail Sheen

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### Joel Beckwith

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### Kerri Young

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### Allyssa Covert

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### Lisa Xiang

PBL Western Region Vice President  
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# PRESIDENT'S MESSAGE

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, 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

**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.**



# Start Making Plans to Attend the PBL National Leadership Conference

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.

Make sure to attend one of the following adviser sessions to learn specific NLC details and receive a conference gift. They will take place on the following dates and times:

Throughout the conference, students who qualified to compete at the National Leadership Conference 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 and your students 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, encourage your students to 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 8:30 am. Your 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 and your chapter members this Summer in San Antonio.



# PBL IFL/NLC Scholarship

Encourage your PBL members to apply for the PBL National Leadership Conference (NLC)/Institute for Leaders (IFL) Scholarship program which is funded through the diversion of \$1 of each member's national dues.

The purpose of the scholarship is to assist members in attending the NLC or the IFL. The NLC Scholarship amount is \$400 and the IFL Scholarship is \$115.

**Deadline:** April 15



**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.

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. PBL members can join for free by visiting <http://www.tallo.com/fblapl>. Encourage your students to join today—opportunities are waiting!



For Talent

# 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

The screenshot shows a Tallo profile for Amy Ray, a student at the University of North Carolina at Charlotte. The profile includes a profile picture, name, university, and class year. Key sections highlighted include:
 

- Profile Header:** Name (Amy Ray), University (University of North Carolina at Charlotte - North Carolina), Class of 2020, GPA (4.0), and Geographic Preference (Public Accountants).
- Education:** A table listing current and past schools with their respective GPAs and enrollment status.
- Accomplishments:** A list of awards such as the ACTE Outstanding Business Student Award, Future Business Educator award, and various leadership roles.
- Digital Badges:** A section for earned digital badges, currently empty.
- Career Interests:** Public Accountants.
- Skills:** A section for listing skills.
- Credentials:** A section for listing credentials.
- Geographic Preferences:** A section for listing geographic preferences.
- Associations:** Phi Beta Lambda, Phi Theta Kappa International, and Beta Alpha Psi.

\*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

## CONTINUING EDUCATION CREDIT

*FBLA/PBL Leaders*



**VALLEY CITY**  
STATE UNIVERSITY



Valley City State University is pleased to offer optional 2000-level continuing education credit to PBL advisers attending and participating in the 2019 PBL 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](http://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](mailto: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.*

# 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](http://www.mcsf.org).

## Geico



FBLA-PBL members could receive a special discount on GEICO auto insurance. Visit [geico.com/fbla-pbl](http://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.*

# 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.

# FUNDRAISERS & DISCOUNTS



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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

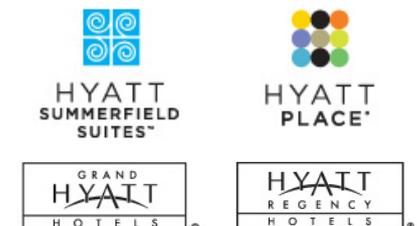
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