

Tomorrow's Business Leader

WINTER 2019



INSIDE
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Regional Roundup
NLC 2020 Salt Lake City
Pull Out NLC Poster

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On the Cover

Jessica DeVaal FBLA-PBL Quilt

TABLE OF CONTENTS

FBLA National President's Column	1
Second Semester Recruitment	2
From Your National Officers	3
Mid-Year Meeting and State Leadership Summit	5
Mid-Year Report	6
March of Dimes	7
FBLA Quilt	8
Uniform Challenge	8
Regional Roundup	9
Sponsorship Information	11
Chapter News	12
Where Are They Now – Joe Riley	13
2020 NLC Salt Lake City	15
Call for Conference Interns	18
Pull Out NLC Poster	19
IFL Article	20

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PRESIDENT'S MESSAGE

By FBLA National President

Dear Members and Advisers,

Over the past few months, thousands of you have explored a *World of Opportunity* by working with FBLA's service partners, participating in community service projects, introducing FBLA to new students, and building your chapters. To date, many of you have chosen to unleash your leadership potential by participating in the Business Achievement Awards and Community Service Awards program.

Now is the exciting time we have all been waiting for: competitions. Congratulations to those of you who have already advanced to the State Leadership Conference after placing in your regional event! To help you succeed, competition guidelines are available on our website. Beyond competing in your event, I encourage you to take advantage of the myriad of opportunities that exist at the State Leadership Conference. Consider attending invaluable workshops, hold conversations with new members to expand your network, and partake in the election process. Be willing to take new risks to make the most out of your FBLA journey. Best of luck at your conference!

Even if you are not competing in an event, there are still numerous ways for you to remain active in your local chapter. To help your state win reserved seating at our National Leadership Conference, you can recruit more members to complete levels of the Business Achievement Awards. Additionally, you can lead your chapter's efforts to participate in the Chapter Challenge and earn a ribbon at the National Leadership Conference. Finally, as community-minded leaders, now is the perfect time to spearhead new community service projects to continue making a difference in other people's lives.

I highly encourage you to consider running for a chapter, regional, state or national officer position to create positive change, serve others and give back to the organization. Serving as an officer in FBLA is a highly rewarding and life changing experience. Our organization depends on great leaders who can step up and inspire the next generation of leaders, and you can be that leader. To use your voice to positively influence the future of FBLA, I strongly suggest you run for an officer position.

I am excited to witness the amazing feats you accomplish over the next couple of weeks. Through competitive events, officer elections and new service projects, now is the time for you to showcase your skills and expertise. Always believe in yourself and know that you are an integral part of our FBLA family. I am excited to see you at our National Leadership Conference in Salt Lake City!

Travis Johnson

2019-2020 FBLA National President

@TravisJohnson_9 on Twitter and Instagram



SECOND SEMESTER RECRUITMENT

Get a Jump Start on Next Year!

Spring is just around the corner and if you are a local chapter officer, 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 Salt Lake City, Utah as a local chapter voting delegate or attending the Institute for Leader #IFL which begins the day prior to the NLC. At IFL, New and returning members can dive deep into sessions which will introduce them to the tools and techniques that they will need to achieve and lead at the chapter level. Members 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.

Here are some quick tips to help you recruit and retain 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, going on FBLA 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, a 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 cat or dog is dropped off at the member's home. It becomes the member's responsibility to return the stuffed cat in person at a regular meeting, where the returning member is properly greeted and recognized. The stuffed cat is then sent along on its next assignment. The whereabouts of the stuffed cat 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 incentives and benefits. This is what's going to get your chapter new members!





FBLA Has Prepared Me For My Future

By Drake Vorderstrasse, FBLA Mountain Plain Region VP

I have had the pleasure of maintaining an elevated level of activity in Future Business Leaders of America (FBLA) for the entirety of my high school career. What started as a means of impacting my community through service has turned into a pillar of my development as a student, leader, and person. The 'success' I have been granted by the organization is a by-product of the hours upon hours put in to leave a legacy.

In my school, students are put onto a traditional class schedule of eight periods a day, with around 45 minutes allocated for each period. Despite this severe time constraint, our youth are expected to develop a comprehensive idea of what they want to do past their time in the educational system. Luckily, this is something my family educated me on prior to my attendance in high school. I was immediately pushed to join FBLA, and found myself enthralled by the limitless opportunities presented by the organization, especially the aspects regarding community volunteer opportunities and the American Enterprise System.

My involvement in FBLA motivated me to develop goals that strived for the absolute best from my peers and myself. I've preached the idea of leaving your comfort zone, especially through the plethora of opportunities provided by FBLA. I've exemplified this philosophy by competing in the 'Website Design' event despite my limited background in computer programming and graphic design. Through more than 50 hours of work, I collaborated with two of my fellow chapter members to put together a website promoting 'Accuracy Accounting,' our fictional accounting firm. The project would qualify for Nationals, further illustrating the idea that with an exceptional level of effort, you can succeed in any field you are passionate about.

This was not my first nor my last experience shaking things up and challenging myself in FBLA. Since developing this website, I have campaigned for and earned the position of Nebraska FBLA

State President, attended the National Leadership Conference for Broadcast Journalism, and campaigned for and earned the position of FBLA Mountain Plains Region Vice President. Never in my wildest dreams could I have ever imagined reaching this point in FBLA, but through the many late nights, hundreds of hours of hard work, and days full of stress, I've achieved something that at one point seemed insurmountable.

As a senior, I'm forced to face the reality of what FBLA has been preparing me for through all four years of high school: my future. This is a task that without Career and Technical Education would have been far too arduous to handle on my own. As a result of the time spent on project after project, I've already had the pleasure of visualizing what the future may hold.

Education and Marketing are two fields of work that I find most captivating. The amount of strategizing and outside-the-box thinking that is involved in any careers encapsulating these topics is exactly what I'm searching for. Determining how to effectively educate youth on financial literacy, where American Enterprise can go from where it is today, and through what methods can we combine corporate and small-town America amicably are three issues that I'm most passionate about pursuing.

Currently, I plan on attending a four-year university to earn a degree in Economics and possibly in Marketing. I hope to acquire a more comprehensive knowledge of the ins and outs of capitalism. During my collegiate experience, I'd like to intern at a marketing agency to get hands on experience spreading awareness of products and initiatives, which I could then apply while running my own non-profit in the foreseeable future. It is difficult to believe that after four long years in FBLA, I am finally entering the real world. I aim to continue leaving a legacy of service, education, and progress everywhere I go in life, be it during or after my time in this life-changing organization.



My Experience as a Business Student and FBLA Member

By Margo Boyd, FBLA Secretary

The single most impactful moment of my high school career was on my first day – walking into my first business class, I signed up for word processing. Although I was never able to become the keyboarding whiz I had hoped, the class opened countless doors for me. Thanks to my involvement and a particularly persistent adviser, I was introduced to Future Business Leaders of America (FBLA).

After being an active FBLA member through out my freshman year, I decided to take my involvement in FBLA to a new level and run for a chapter office. Although I didn't do a great job delivering my speech, my peers had enough confidence in me, and I was elected to serve as the Community Service Coordinator. I really enjoyed the position even though I worked tirelessly on behalf of FBLA. I gave 100% to the position and the two years I was in that role, I was able to coordinate countless events with local nonprofit organizations to assist the members of my chapter in gaining their community service hours and future employment. At the end of my second term, I had helped members of my chapter gain over 1,000 community service hours.

The first time I attended a state conference I knew I wanted to be a State Officer. The confidence I gained in both myself and my leadership ability allowed me to go on and pursue the position. During my junior year, I was selected I was elected to serve as the Executive Vice President of Oregon FBLA. That very summer, I stepped out of my comfort zone and ran for the position of FBLA National Secretary. I've never had to work so hard for something in my life and being elected for the role has been the greatest honor for me.

Prior to running for state or national office, my biggest without question was my public speaking skills. No matter how many business classes I signed up to take, Business Communications, Business Foundations and Advanced Applied Business was the biggest hurdle to my success. FBLA gave me the chance to improve my public speaking skills through numerous competitive events and past campaign speeches I've given. To this day, I still struggle with public speaking but my involvement in FBLA and my outstanding adviser, Dr. Warnock. He has taught me that leadership is not about always being the best at everything but trying your best at everything and learning along the way.

In the future, I would like to pursue a career in dentistry and will take everything I learned from my business classes and FBLA with me. Though my path to this may seem strange to some people, I knew that if I wanted to have my own dental practice, I would need to have a good understanding of business and I have grown to love business. I plan to major in political science, while taking the required classes to apply for dental school.

The challenges that I faced as a CTE student forced me to grow up in ways I didn't know I needed to and have been essential to my success. I am confident the skills I've learned over the last four years will serve me throughout my lifetime. I am so passionate about CTE programs that I've met with state representatives to advocate for funding and support on the national level. I intend to continue advocacy work and the ACTE Award will definitely lend credibility toward my future goals.



By Elizabeth Howell
FBLA National Parliamentarian

At this year's State Leadership Summit (SLS), state leaders had the opportunity to meet in Reston, Virginia to tour the FBLA National Center, network with others from across the nation, and attend workshops discussing how changes and ideas will impact their states. Some of the topics discussed at SLS included competitive events, alumni engagement, navigating the new database, and nonprofit financial management. During the conference, some of our national partners were able to sponsor the event and/or conduct a presentation about their organization. The organizations included the March of Dimes, Lead4Change, Intuit Education, and EDGE Productions. Also, the FBLA-PBL national officer teams had the opportunity to attend the Summit for the first time in over 20 years. In addition to an update from the Board of Directors and a discussion of the Salt Lake City NLC, attendees heard from the Assistant Secretary for Career, Technical and Adult Education, Scott Stump throughout the conference. Overall, everyone enjoyed this year's State Leadership Summit and is excited about the road ahead!



Goal 1: Define a Distinctly Different Experience for FBLA

MEMBERSHIP

As of December 31, FBLA membership is at 140,680 members and 3,893 chapters

MARCH OF DIMES

Promoted #MoDFBLA and featured chapters' Prematurity Awareness Month activities on the national social media platforms.

Met with a March of Dimes representative to discuss future plans in our partnership as the March of Dimes looks to enhance promotion of national partners.

Raised thousands of dollars for March of Dimes during the National Fall Leadership Conferences.

LEGISLATIVE OUTREACH

Met with staff members of over 10 legislators to discuss FBLA and Career and Technical Education.

Conducted virtual meetings with State Officer Teams to assist with legislative advocacy.

Worked with the office of Congressman Ralph Norman, member of FBLA's National Legislative Advisory Board, to release a Tweet promoting FBLA.

FINANCIAL LITERACY

Created the #ScholarshipOfftheWeek social media series to inform members of scholarship opportunities, including scholarships available through FBLA.

Launched the monthly FBLA Financial Literacy contest on social media.

Goal 3: Become a Student-First Organization

MEMBER INVOLVEMENT

Selected members for leadership positions on National Officer Councils.

Increased the amount of Social Media Ambassador positions and added a Videographer.

Launched and promoted the Social Media Takeover.

MEMBER OUTREACH

Conduct frequent outreach to State Officers to express continued support and seek feedback.

Created Regional Group Chats, groups with individual State Officer Teams, and scheduled meetings with Regions and State Officer Teams.

Answer members' questions through Q&A and Instagram Live sessions.

Goal 2: Seek Out Untapped Membership Resources

ASSOCIATION FOR CAREER AND TECHNICAL EDUCATION (ACTE)

Released an email blast to all conference attendees at ACTE'S CareerTech Vision, promoting free FBLA water bottles to individuals who visited the FBLA-PBL booth.

Increased awareness of FBLA by attending the First-Timer's Breakfast.

FBLA RECRUITMENT POWERPOINT

Developed an FBLA Recruitment PowerPoint to be distributed on social media, the national website and through email.

MIDDLE LEVEL TOOLKIT

Created a comprehensive Middle Level Toolkit to recruit new Middle Level chapters and assist current Middle Level advisers.

INFOGRAPHICS

Created infographics, highlighting information about FBLA, which will be emailed to new and existing chapters as part of our membership recruitment and retention campaign.

NEW CHAPTER TOOLKIT

Created a New Chapter Toolkit, with information ranging from testimonials to tips for recruitment, to ease the transition of new chapters into FBLA.

SOCIAL MEDIA

Released a "Welcome Back" video, garnering thousands of views. Developed new social media initiatives including: FBLA Teach Lounge, designed to help members with popular FBLA topics and programs; monthly Q&A sessions; Resource Report, which discusses resources for members such as FBLA Connect; Good News Report, created to highlight the achievements of state chapters; Motivational Mondays; Voices of the Mountain Plains; Money Mondays; and Fund raising Fridays.



When people think of the United States, we often think of how advanced we are: cutting edge technology, globally recognized universities, endless economic growth, and the list goes on. What we often don't think about is how far behind we are in premature health and awareness.

The March of Dimes, our longest and largest national partner, gave the United States a "C" rating for prematurity health and awareness — there are even greater discrepancies between regions — the southern region of the United States consistently ranks among the lowest in the nation. With healthcare as advanced as ours, why do issues like prematurity still affect moms and babies across the United States?

According to the March of Dimes, the United States is among the worst in the developed world for prematurity health. Several factors affect this outcome: from a lack of funding in research to challenges in state legislatures, moms and babies face stagnant progress in the fight for health.

The March of Dimes is no stranger to this arena, in-fact, the March of Dimes played a significant role in the vaccine development for polio – their long history gives credit to their mission.

We encourage your chapter to support this often-overlooked charity; the work that the March of Dimes does on behalf of women and children is incredible. From helping fund research to providing support for mothers and babies in the Neonatal Intensive Care Unit (NICU), your donation to the March of Dimes will go far.

Get your chapter involved with hosting a march for babies, a coin drop, or more ideas available on our YouTube channel webinars.

FBLA-PBL is proud to be partnered with such an organization, and we hope to see you supporting this cause. Please visit <https://www.marchofdimes.org/index.aspx> for more information on how you can get involved.

NATIONAL YOUTH COUNCIL

The National Youth Council is a committee of 15 college students who have been selected because of their demonstrated leadership ability and their potential for service to the March of Dimes Foundation. The purpose of the National Youth Council is to assist the March of Dimes in the design and implementation of programs targeted to young people.



They say your experience in FBLA-PBL stays with you and in North Dakota FBLA-PBL State Chair Jessica DeVaal's case, it will also keep her warm! Jessica started her FBLA journey at Red River High School in Grand Forks, ND in 2001-2002. She then continued to be engaged as a PBL member from 2002-2006 and was a two year state officer and two year local officer (including chapter president), as a student teacher at Grand Forks Central High School (2006) and a local chapter FBLA adviser at Century High School (2007-2016). The impact Jessica's FBLA-PBL time goes beyond just the education and networking opportunities, it started filling her closet! Her journey was accessorized with t-shirts from conferences and events and Jessica helped her mom repurpose her collection into a keepsake quilt.

"The quilt is made up of chapter t-shirts, NFLC and NLC shirts, group travel shirts, and probably a couple shirts from my time as the NC FBLA-PBLA state chair," reflects Jessica. "I started collecting again at the NFLC in Denver."

How have you marked your FBLA-PBL experience? Share with us on social media by tagging us on Twitter, Facebook, LinkedIn or Instagram!

Photo Credits: Used with permission from Jessica DeVaal and Glasser Images.

UNIFORM CHALLENGE



As a student at Crestwood High School in Sumter, South Carolina, FBLA-PBL means so much to me. FBLA has transformed my life and helped me become a leader through programming that sharpens my business acumen, competitions that further develop my abilities to succeed in a career, and community service projects that allow me to give back to those who have

supported my journey. **Most of all, FBLA-PBL has given me a sense of belonging. That sense of belonging is reinforced every time I put on the suit jacket or straighten my tie in preparation for an event or competition.**

That's why we need your help. The purpose of the FBLA uniform is to uphold a professional image and to prepare students for the business world. Do you know a complete uniform can cost up to \$300?

Through the National Uniform Challenge, FBLA-PBL aims provide one complete uniform for three members in each state representing our three student divisions: FBLA-Middle Level, FBLA-High School, and PBL-Collegiate. That's 150 uniforms for FBLA-PBL members in good standing who cannot afford a uniform due to their financial circumstances.

Let's not allow lack of access to a uniform or not being able to meet the dress code at a competition deny a student a sense of belonging. **Please donate today at <https://my.fbla-pbl.org/donate> to help the FBLA National Officer Team make the 2020 National Uniform Challenge a reality and ensure that every student can feel a sense of pride by wearing an FBLA-PBL uniform.** Any amount that you can give helps, and your tax-deductible donation will make a huge difference and will help us support our peers in meeting the dress code requirements.

Sincerely,

Travis Johnson, FBLA President

Eastern Region Updates

By Drew Lojewski (PA)

In the first half of my term as Eastern Region Vice President, the Eastern Region Council has been working extremely hard to enhance the region to benefit our membership section. Here are a few programs that the council implemented:

- The Eastern Region Leadership Committee (ERLC): A group of key student contacts from the region was created to have meetings regarding state and national progress to enhance communication between our state leaders and membership.
- State meetings will be conducted with individual state officer teams to focus on specific concerns in the states in each region. The goal is to improve communication between the states and share updates – achievements, upcoming conferences, staffing changes – any type of news, throughout the FBLA season.
- FBLA Teach Lounge was implemented on our regional Instagram (@EasternRegionFBLA) to help members with national programs, recent changes, and the Middle Level FBLA in short videos throughout the year.

The Eastern Region Council would like to wish you a successful year and **A World of Opportunity** for yourself and your chapter members, and we hope to see you at NLC in Salt Lake City!



(left to right): Drew Lojewski (PA), Justin Kaufman (PA), Maxwell Schwabe (PA)



(left to right): Mark Yukelis (NY), Drew Lojewski (PA), Skyleer Sieradzky (NJ), Andrew Fox (NY)

Mountain Plains Region

The Mountain Plains has sustained an impressive level of activity as we begin the second half of the FBLA Membership Year! Community Service, Business Achievement Awards, and Innovation are the three pillars of activity for the states of the Mountain Plains thus far. In complement to the hard work of the Mountain Plains states, the Mountain Plains Regional Council is proud to carry out the 'Voices of the Mountain Plains' initiative! The central goal of 'Voices of the Mountain Plains' is to provide an outlet for influential chapters, members, and alumni to share tips and information regarding certain facets of the FBLA experience. The first edition of this initiative featured Herington FBLA of Kansas discussing the importance of a dedicated community service program. Thank you to every member, adviser, and chapter that has contributed to the improvement of our organization in any way. FBLA as a whole encourages you to continue applying your dedication to our programs in any way you are able. The Mountain Plains Region cannot wait to see what the remainder of the year has in store!

North Central Region

By Ben Morrison
North Central
Region VP



As we continue through the winter months, it is important to highlight the accomplishments of the North Central Region so far, as well as the states within it. This year, the North Central Region Vice Presidents Council has worked together on several different projects. They have worked together to create stunning new infographics for the organization. They also contacted many past members and advisers to collect testimonials highlighting the impact of the organization on their occupations and everyday lives. Wisconsin has been making large improvements with FBLA-Middle Level students after appointing their State Vice President to be the liaison for the group. They will also continue to work with the March of Dimes and have already raised nearly \$1,000 dollars. Missouri is attempting to set record membership with their 2020 Perfect Vision Campaign and plans to celebrate this accomplishment at the Missouri State Leadership Conference.

The Western Region

Updates in Our Accomplishments

As the first half of our membership year comes to a close, the Western Region is proud to present some of the accomplishments we have made during the first half of the year. Each council member has been working tirelessly to create these initiatives to enhance membership and connection. Below are some of the accomplishments of the Western Region. The Western Region would like to extend well wishes to all of our members and we are excited to see you at the National Leadership Conference in Salt Lake City!

Motivational Monday

Every other Monday of the week the Western Region has created a video series containing stories of members that have succeeded in their FBLA careers. The videos were created to communicate with our members and to inspire them.

Q&A Month

The Western Region has implemented a monthly Q and A and a Webinar series to communicate specifically with members of the Western Region. These Q and A sessions are open – whatever questions you have, they will be answered. Also, our social media initiatives have quadrupled since we kicked off our social media awareness campaign.

Local Finance Packet

The Local Finance packet's rough draft has been completed by the Western Region council. This packet was created to help members who face financial difficulty attending NLC or their state leadership contest. The packet is designed to help each chapter or individual and comes equipped with the necessary tools to succeed in raising money and receiving sponsors.

Southern Region

By Ethan Ghozali
Southern Region
Vice President



It's been an honor to serve the Southern Region throughout this last semester. The Southern Region Council, state officer teams, and members have all been working hard to achieve the world of opportunity that FBLA represents. I'd like to take a moment to touch on some of our Southern Region Council efforts thus far:

- The FBLA National Care Package is currently being outlined; this initiative seeks to target chapters that demonstrate a decline in membership in order to provide concentrated resources and contact information.
- Two sample legislator letters have been drafted for members interested in establishing a connection with their local and state policy makers. Last year's legislative toolkit will also be re-released in the coming months.
- The Innovation Center social media campaign is in development and expected to launch this semester. We encourage members to visit the FBLA Innovation Center which will be regularly surveyed.

Thank you to all of the wonderful members in our region. I'm so excited to see you at the National Leadership Conference in Salt Lake City! Until then, the Southern Region Council and I wish you the best of luck in all your future endeavors!



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 or Tennessee.**



National Technical Honor Society (NTHS)

NTHS awards two \$1,000 scholarships to students that are members of both NTHS and FBLA-PBL. Apply at <https://fblapbl.wufoo.com/forms/r10x7rka1u00ifb/>.

Lead4Change

Are you seeking stronger leadership skills?

Are you involved in or looking for community service work and hours?

The Lead4Change Student Leadership Program provides leadership lessons that are practiced by creating and implementing a service project. We will take you through all the steps – and give you and your team a chance to win a grant for your charity or school.

Deadlines for submitting your project are February 7 and May 15.

You and your teacher/adviser can register at www.Lead4Change.org for FREE access to lessons and resources. Form a team of three or more students and you are on your way to **Now Go Lead!** Find Lead4Change on social media and connect with teens across the US who are doing amazing work in their communities and changing the world!

Students Attend a Business Tour at Chick-fil-A

CALIFORNIA | On October 14, members from Centennial High School in Corona, CA attended a Chick-fil-A tour at the Corona Crossings.

Students met with Bethany Hancock, Marketing Manager at Chick-fil-A and had the opportunity to gain insights behind a successful restaurant.

From producing quality food, to prestigious marketing skills, as well as a strong interconnected team, students gained knowledge of their business operations. The students asked insightful questions and became aware of key aspects which would allow them to stand out in the application process.

The students also learned how to effectively communicate in the workplace and how to collaborate with your colleagues. Being able to experience the business environment firsthand, students now have a better understanding of what they will need to accomplish in the future and how to become successful business leaders.



WHERE ARE THEY NOW – JOE RILEY?

What positions did you hold on the local, state, and national levels?

I served as the President of my local chapter for three years. I was elected as the State Reporter the summer after my sophomore year, then State President and National President the summer after my junior year.

What do you do as the Director for Oceania and Indo-Pacific Security at the White House? What did you do between high school and now to get this job?

As a Director on the National Security Council, I coordinate the various departments and agencies who work with these countries on national security issues. For example, one of my countries is Australia, so I helped coordinate the United States assistance to Australia with the recent bushfires. This involved the Department of Defense, the State Department, our Embassy in Canberra, the USAID, the Forestry Service, and several other departments and agencies. China's activities have also created a lot of concern for countries in the region, so I focus on these issues, as well. Prior to joining the National Security Council, I served in a variety of positions in the United States Army as an Infantry Officer, including overseas assignments and deployments to Afghanistan, Ukraine, Korea, Thailand, and the United Kingdom. Prior to the Army, I was able to get a Master's and Doctorate in International Relations at the University of Oxford in the United Kingdom as a Rhodes Scholar.



By Vivian Clarke
FBLA National Treasurer



How did your position as FBLA National President prepare you for the transition from school to work?

As a local chapter president, I was able to build a lot of experience in leading small teams and launching grassroots efforts, which have proven very helpful as a small business leader. As State and National President, I had to learn to delegate because there were far more responsibilities than I could take care of myself. Delegating has helped me lead larger organizations in the Army and in government.



Can you tell us about your business, Patriot Family Homes? How did FBLA prepare you to be an entrepreneur?

Our business specializes in providing short-term lodging (think Airbnb and Homeaway) for military families who are moving from base to base or traveling to see loved ones. We stumbled onto this idea after I deployed to Afghanistan, and we had to figure out something to do with our house. We are currently located primarily in the southeast but looking to expand. We are also moving beyond just military markets to include college towns, vacation communities, and other areas that have a large demand for short term housing. FBLA helped prepare me for entrepreneurship because it taught me how to launch grassroots campaigns (like a service project or a campaign), and it helped me learn how to manage people and coordinate among multiple stakeholders.

What advice can you give to someone looking to start a business?

- When looking for business ideas, think about problems or inefficiencies that you or your friends and family experience in daily life or at work. Then think about ways to solve these pain points and gaps.
- In the beginning, start small and take your time. Learn all facets of your business. Never pay someone to do a job you don't understand how to do or aren't willing to do yourself. This will help maintain quality control and inspire confidence and respect in employees.
- Make sure employees share your vision and values. You can teach skills and incentivize performance, but you can't solve laziness and shouldn't tolerate unethical behavior.
- When thinking about recruiting capital or getting loans to fund expansion, remember that a small business that you can control is often better than a bigger one that you can't. Taking other people's money adds additional reporting requirements and financial burdens, so be careful.

If you could time travel back to high school, what is one thing you would tell yourself?

Probably to relax a bit on studying for exams and academic work, and to focus more on developing practical business skills.

Is there anything else you'd like to share?

Our company Patriot Family Homes currently provides internship opportunities for military personnel leaving the service. We are also interested in exploring internship opportunities for FBLA members, so if you have an interest in real estate, hospitality, social media marketing, or interior design, please let us know.

A WORLD OF OPPORTUNITY: Exciting Opportunities in Salt Lake City

By Margo Boyd and Vivian Clarke

As the 2020 National Leadership Conference quickly approaches, now is the time to start planning your activities! Wondering what Salt Lake City has to offer? Alongside the conference sessions, competitions, and workshops, there are many sites to see, from the Great Salt Lake to the Hogle Zoo. Make sure to check out all the activities, attractions, and food options while creating your schedule with your chapter! We look forward to seeing you in the "Beehive State" this June!

RESTAURANTS

R&R BBQ

On the Menu: barbeque

Rating: 4.5/5 stars

Address: 307 W 600 S, Salt Lake City, UT 84101

CUPBOP

On the Menu: Korean BBQ cups

Rating: 4.5/5 stars

Address: 301 S Temple, Salt Lake City, UT 84101

VOSEN'S BREAD PARADISE

On the Menu: sandwiches, coffee, pastries, etc.

Rating: 4.6/5 stars

Address: 328 W 200 S, Salt Lake City, UT 84101

PRETTY BIRD CHICKEN

On the Menu: fried chicken

Rating: 4.5/5 stars

Address: 146 Regent St, Salt Lake City, UT 84111

NAUVOO CAFÉ

On the Menu: breakfast, sandwiches, pot pies, etc.

Rating: 4.5/5 stars

Address: 15 E S Temple 1st floor, Salt Lake City, UT 84150



Liberty Park

ATTRACTIONS

GREAT SALT LAKE STATE PARK

Address: 13312 West 1075 South, Magna, UT 84044

LIBERTY PARK

Address: 600 East 900 South, Salt Lake City, UT 84105

RED BUTTE GARDEN

Address: 300 Wakara Way, Salt Lake City, UT 84108

UTAH MUSEUM OF FINE ARTS

Address: 410 Campus Center Dr, Salt Lake City, UT 84112

HOGLE ZOO

Address: 2600 Sunnyside Ave S, Salt Lake City, UT 84108

NATURAL HISTORY MUSEUM OF UTAH

Address: 301 Wakara Way, Salt Lake City, UT 84108

LAGOON (AMUSEMENT PARK)

Address: 375 Lagoon Dr, Farmington, UT 84025

UTAH MUSEUM OF CONTEMPORARY ART

Address: 20 S W Temple, Salt Lake City, UT 84101

TRANSPORTATION

While in Salt Lake, be sure to utilize the public transportation system TRAX. TRAX is the light rail system running three lines all throughout Salt Lake City that is perfect to use when sight-seeing! It's important to check out the stop maps ahead of time and be ready to purchase a ticket to ride. A day pass is only \$6.25!

WEATHER

Remember your shorts and sunscreen when packing for NLC; the summer averages for Salt Lake City are between 80-90 degrees Fahrenheit. With sunny days and cooler nights, Salt Lake has it all!

FROM THE UTAH STATE OFFICERS

"One of the best parts of [Salt Lake City] is the food. **Crumble, Costa Vida, and Swig** are all amazing Utah-based restaurants and I HIGHLY recommend them."

- Ben Swan, Northern Region VP

"Salt Lake is really great because we have many hikes and outdoor activities within a 20 minute drive [from the city]. A few examples of outdoor activities you can do are tubing and hiking in **Brighton Canyon** or **Park City**."

- Sachin Sundar, Metro Region VP

"Salt Lake City is an amazing place to visit. The beauty of the mountains and our city has been taken for granted."

- Sarvesh Sriram, Eastern Region VP

"Salt Lake City is so beautiful, especially the scenery... There are so many places to visit, such as **Temple Square, City Creek...**, and **Trolley Square!**"

- Alicia Zhang, Communications VP



Red Butte Garden

NLC VOTING DELEGATES

Every year at NLC, state and local chapter voting delegates choose the next national officer team. These members are very important and make decisions that are vital to the future of our organization. Here are some tips for how to be a successful voting delegate.

1. Take time to meet the candidates.

All candidates give a speech at either the opening session or their respective regional rally; however, candidates also participate in the question and answer sessions and volunteer at campaign booths. Because of this, voting delegates should take time to learn as much as possible about all the candidates in order to make an informed decision.

2. Pay attention to social media.

Oftentimes, candidates will use social media to appeal to their voting delegates. Since these posts are directed at delegates, it is important to review them as they may answer questions and provide additional information about the candidates.

3. Know the conference schedule.

Between conferences, schedules may change, so it is important to know when delegates are expected to vote. Once voting begins, it is too late for additional delegates to enter the room. Therefore, all delegates should arrive early to ensure they are able to vote for their desired candidate.

4. Know the dress code.

Normally, regional and state voting occurs right before the March of Dimes Mini March for Babies, and because of this, the dress code is casual. However, all delegates should listen to the announcements during the opening session and pay attention to other updates throughout the conference to see if there are any schedule changes.

5. Be prepared to vote.

Voting delegates are required to bring a data-enabled device in order to vote. This is primarily due to Wi-Fi restrictions or the potential overload of Wi-Fi during voting hours.

CALL FOR CONFERENCE INTERNS

NLC Intern Application

Enhance your conference experience by working as an intern at the National Leadership Conference (NLC). Conference interns help national staff with conference logistics, headquarters office management, and more. Interested applicants must be available to attend the NLC during the following dates and times:

PBL Interns: June 24–27 @ 8:00 a.m.–5:00 p.m.

FBLA Interns: June 29–July 2 @ 8:00 a.m.–5:00 p.m.

To participate as an intern, it is necessary for you to be available during the majority of the NLC.

All interns must pay NLC registration and are responsible for their own room, travel, and meal expenses. This is an unpaid internship.

Complete the online internship application including a current résumé and a letter of recommendation from your local chapter adviser. Faxed and mailed applications will not be accepted. Refer to the FBLA-PBL Dress Code for conference attire guidelines.

Application Deadline: **May 10, 2020 @ 5:00 p.m. Eastern Time.**

Please apply at <https://fblapbl.wufoo.com/forms/nlc-intern-application/>



A WORLD OF OPPORTUNITY

 FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA | 2019-20 

2020 NATIONAL LEADERSHIP CONFERENCE

SALT LAKE CITY

FUTURE BUSINESS LEADERS OF AMERICA
JUNE 29-JULY 2

INSTITUTE FOR LEADERS

DYNAMIC & DISTINCT EXPERIENCES FOR HIGH
SCHOOL & COLLEGE BUSINESS LEADERS!

FBLA'S IFL JOURNEY INCLUDES:

5 TRACKS!

Fundamentals of OfficerShip for new and aspiring Officers!

Advanced OfficerShip for returning chapter/state officers and national officer candidates!

Project Management featuring visioning, experience mapping, and excellent execution!

Entrepreneurship featuring team-based pitch competitions!

Adviser Leadership concentrating on advancing through the FBLA Success Pyramid!

CHOOSE YOUR ADVENTURE PATHWAYS!

Journalism and Media Pathway will explore the business and world of journalism and modern media!

5 Star Fundraising Pathway will share proven techniques to fund your leadership journeys!

Social Entrepreneurship Pathway will teach you how to see the world's biggest issues as worlds of opportunity!

Power Pathway full of tips, tricks, and tools to navigate leadership detours!

PBL'S IFL JOURNEY INCLUDES:

2 TRACKS!

YOU, INC. where you'll advance as the CEO of the business and brand of being YOU!

Project Management where you'll learn a professional GPS system for navigating projects big and small!

CHOOSE YOUR ADVENTURE PATHWAYS!

Pitch Pathway master the skill of presenting great ideas, solutions and innovations!

Power Pathway full of tips, tricks, and tools to navigate leadership detours!



ARRIVE EARLY FOR THE FBLA-PBL
INSTITUTE FOR LEADERS AT THE
SALT LAKE CITY NLC!

 LOOK FOR MORE INFORMATION ABOUT IFL IN THE NLC GUIDE IN SPRING 2020!

A **WORLD** OF **OPPORTUNITY**

 **FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA | 2019-20** 

2020 NATIONAL LEADERSHIP CONFERENCE

SALT LAKE CITY

**FUTURE BUSINESS LEADERS OF AMERICA
JUNE 29-JULY 2**

#NLC20

#NLC20

