

# Tomorrow's Business Leader

# NFLC18WRAP-UP



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FBLA-PBL State Chair  
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[jdevaal@nd.gov](mailto:jdevaal@nd.gov)  
Mountain Plains Region

**Tina Dierkes**  
PBL Adviser  
Southwestern Illinois College  
[tina.dierkes@swic.edu](mailto:tina.dierkes@swic.edu)  
North Central Region

**Cherie Hooks**  
FBLA Adviser  
Swainsboro High School (GA)  
[chooks@emanuel.k12.ga.us](mailto:chooks@emanuel.k12.ga.us)  
Southern Region

**David Jones**  
State Adviser  
Maryland FBLA-PBL  
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FBLA Adviser  
Chariton High School (IA)  
North Central Region

## FBLA-PBL Division Presidents

**Eu Ro Wang**  
FBLA National President  
[fblapres@fbla.org](mailto:fblapres@fbla.org)  
Massachusetts

**Corbin Robinson**  
PBL National President  
[pblpres@fbla.org](mailto:pblpres@fbla.org)  
Missouri

**Ryan Paul**  
Professional Division National President  
[pdpres@fbla.org](mailto:pdpres@fbla.org)  
Massachusetts

## Ex-Officio Members

**Stacee Y. McIff, Past Chair**  
PBL Adviser  
Snow College (UT)  
[stacee.mciff@snow.edu](mailto:stacee.mciff@snow.edu)  
Western Region

**Jean M. Buckley**  
FBLA-PBL  
President and CEO  
[ceo@fbla.org](mailto:ceo@fbla.org)

# National Staff

**ADMINISTRATION**  
Jean M. Buckley  
President & CEO  
[ceo@fbla.org](mailto:ceo@fbla.org)

**Elena Daly**  
Executive Assistant to CEO  
[eassistant@fbla.org](mailto:eassistant@fbla.org)

**Becky Grant, CMP**  
Programs Coordinator  
[programscoordinator@fbla.org](mailto:programscoordinator@fbla.org)

**Ashlee Woodson**  
Sponsors & Partners Coordinator  
[sponsorsandpartners@fbla.org](mailto:sponsorsandpartners@fbla.org)

**Mary Ait**  
Staff Accountant  
[finance@fbla.org](mailto:finance@fbla.org)

**Colin Murphy**  
Customer Service Associate  
[general@fbla.org](mailto:general@fbla.org)

**MEMBERSHIP**  
Troy D. White  
Director, Marketing & Membership  
[marketing@fbla.org](mailto:marketing@fbla.org)

**Lisa Smothers**  
Membership Director  
[membership@fbla.org](mailto:membership@fbla.org)

**Tom Payne, CPA**  
Director, PBL College/University Relations  
[phibetalambda@fbla.org](mailto:phibetalambda@fbla.org)

**Ashley Witherspoon**  
Customer Service/Database Associate  
[customerservice@fbla.org](mailto:customerservice@fbla.org)

**CONFERENCE**  
Richard Bowen  
Conference Director  
[conferencedirector@fbla.org](mailto:conferencedirector@fbla.org)

**Robert Smothers**  
Conference Manager  
[conferencemanager@fbla.org](mailto:conferencemanager@fbla.org)

**EDUCATION**  
Kelly Scholl  
Education Director  
[education@fbla.org](mailto:education@fbla.org)

**Aric Mills**  
Education Associate  
[education2@fbla.org](mailto:education2@fbla.org)

**COMMUNICATIONS**  
Kamal Clark  
Communications Coordinator  
[communications@fbla.org](mailto:communications@fbla.org)

**FBLA-PBL**  
1912 Association Drive  
Reston, VA 20191-1591  
P 703.860.3334  
F 866.500.5610  
[fbla-pbl.org](http://fbla-pbl.org)

## 2018–19 FBLA National Officer Team

**Eu Ro Wang**  
FBLA National President  
[fblapres@fbla.org](mailto:fblapres@fbla.org)  
Massachusetts

**Keerti Soundappan**  
FBLA National Secretary  
[fblasec@fbla.org](mailto:fblasec@fbla.org)  
Georgia

**Galadriel Coury**  
FBLA National Treasurer  
[fblatres@fbla.org](mailto:fblatres@fbla.org)  
Arizona

**Michael Zhao**  
FBLA National Parliamentarian  
[fblaparl@fbla.org](mailto:fblaparl@fbla.org)  
California

**Garett Koch**  
FBLA Eastern Region Vice President  
[fblaevp@fbla.org](mailto:fblaevp@fbla.org)  
New Jersey

**Madelyn Remington**  
FBLA Mountain Plains Region Vice President  
[fblampvp@fbla.org](mailto:fblampvp@fbla.org)  
Texas

**Eli Amyx**  
FBLA North Central Region Vice President  
[fblancvp@fbla.org](mailto:fblancvp@fbla.org)  
Missouri

**Ty Rickard**  
FBLA Southern Region Vice President  
[fblasrvp@fbla.org](mailto:fblasrvp@fbla.org)  
Alabama

**Trentyn Tenant**  
FBLA Western Region Vice President  
[fblawrvp@fbla.org](mailto:fblawrvp@fbla.org)  
Oregon



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## Calendar of Events

### JANUARY

- 1 Action Awareness begins
- 11-13 State Leadership Summit—Radisson Hotel in Salt Lake City, UT
- 15 March of Dimes Grant: Application deadline
- 22 Spring Stock Market Game begins
- 28 LifeSmart Spring Competition begins

### FEBRUARY

- 1-28 National Career and Technical Education Month
- 3-9 FBLA-PBL Week
- 3 Share your FBLA-PBL Story Day
- 4 Virtual Business Finance Spring Challenge competitive event begins
- Virtual Business Management Spring Challenge competitive event begins
- 5 Each One Reach One Day
- 6 Adviser Appreciation Day/Professional Attire Day
- 7 Career Awareness Day
- 8 FBLA-PBL Spirit Day
- 9 Community Service Day
- 19 Spring Stock Market Game Registration deadline
- 21 *Tomorrow's Business Leader*—spring issue copy deadline
- 22 LifeSmarts Spring Competition ends

### MARCH

- 1 FBLA national dues deadline  
eligibility date for FBLA voting delegates, and competitive events
- National dues deadline to receive spring publications
- Action Awareness ends
- National Awards Program Committee: Application receipt deadline
- FBLA Business Achievement Awards: Receipt deadline (Future, Business, and Leader Awards)
- Virtual Business Finance Spring Challenge competitive event ends
- Virtual Business Management Spring Challenge competitive event ends



### ACTE Award Winners

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FutureBusinessLeaders



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# President's Message

By FBLA National President Eu Ro Wang



Dear Members and Advisers,

I hope you have had a swift and smooth transition to the holidays season and winter. Over the past few months, I have met with incredible members from across the country. Your passion, joy, and love for our organization have truly inspired me.

Only a few months into the school year, our organization has accomplished impressive feats. We are growing in membership and members are creating, leading, and inspiring by growing their local chapters, participating in our programs such as Super Sweeps and Non-Stop November, and serving their communities.

We had a very successful NFLC season! From the classic deep dish pizzas in Chicago, to the hot air balloons in Albuquerque, to the NASCAR Hall of Fame in Charlotte, we had an amazing time, creating, leading, and inspiring together. In our three NFLCs, we were also able to raise \$5363.78 for the March of Dimes, our national service partner. From the amazing networking opportunities to the incredible workshops, we hope you had a phenomenal time.

From creating new resources to new legislative initiatives, your national officer team has been hard at work to help you and your chapters. All resources created by the National President's Executive Council such as the Chapter Toolkit and the Legislative Affairs Packet will be posted on [issuu.com/futurebusinessleadersofamerica](http://issuu.com/futurebusinessleadersofamerica). We hope that these resources help you create, lead, and inspire!

In just the first couple months of our membership year, we have made incredible strides. With FBLA competitive events just around the corner, how will you create, lead, and inspire?

Best Regards,  
Eu Ro Wang  
2018-19 FBLA National President

## Congratulations to the members who helped FBLA sweep the ACTE Outstanding Business Education Student Awards for the fifth consecutive year!

Region I



Garett  
Koch  
New Jersey

Region II



Ty  
Rickard  
Alabama

Region III



Marley  
Kreger  
Wisconsin

Region IV



Maddy  
Remington  
Texas

Region V



Galadriel  
Coury  
Arizona

## March of Dimes

All chapters are now eligible to apply for the March of Dimes Grant.

Local chapters may apply for grants up to \$1,000 and state chapters may apply for up to \$2,500. The application deadline is January 15 at 5:00 p.m. Eastern Time. Please use [fblapbl.wufoo.com/forms/r1j7xjev1ss1kxh/](http://fblapbl.wufoo.com/forms/r1j7xjev1ss1kxh/) to apply. Do not miss out on this opportunity!



## Super Sweeps

Three hundred-twenty FBLA chapters from 36 states participated in **Super Sweeps**, the first part to the FBLA Chapter Challenge. Chapters that participate in Super Sweeps choose four required activities and six additional projects to complete. Required activities include (1) setting a goal to increase membership, (2) creating a membership committee to focus on ways to bring in and retain members, (3) submitting dues for five paid underclassmen, and (4) preparing and following an agenda for at least one chapter meeting.

The six additional activities focus around recruitment and retention. Chapters choose from projects such as preparing flyers about the benefits of FBLA-PBL, planning a new member induction ceremony, creating FBLA fact sheets, sponsoring chapter member recruitment content, creating a chapter newsletter, and hosting an FBLA spirit day. All chapters that achieved Super Sweeps were awarded an online certificate of recognition. Delegates of these chapters that attended the FBLA NFLC received Super Sweeps ribbons to wear throughout the conference.

**Congratulations to the top states earning Super Sweeps recognition!**

### FBLA

- 1<sup>st</sup> Place—**Wyoming**
- 2<sup>nd</sup> Place—**Indiana**
- 3<sup>rd</sup> Place—**Massachusetts**
- 4<sup>th</sup> Place—**Iowa**
- 5<sup>th</sup> Place—**North Dakota**
- 6<sup>th</sup> Place—**Kansas**
- 7<sup>th</sup> Place—**Nebraska**
- 8<sup>th</sup> Place—**Alabama**
- 9<sup>th</sup> Place—**Illinois**
- 10<sup>th</sup> Place—**West Virginia**

## Eight Tips for a Professional Press Release

Have you or your chapter done something great? Outstanding? Amazing? Let the world know! Grab the attention of busy reporters (and the FBLA-PBL National Center) by drafting a flawless press release. The following eight tips could mean the difference between your chapter's notoriety or anonymity.

- 1. Hook 'Em.** Your first impression is the most important. Reel in reporters with a strong headline. Your headline should be descriptive, engaging, accurate, and no more than seven words.
- 2. Get to the Point.** You have three seconds to keep that reporter's attention. Don't waste time with filler and fluff. Your first paragraph should get to the point and answer the five Ws of journalism (Who, What, When, Where, Why). You can fill in the details in subsequent paragraphs.
- 3. That's a Fact, Jack.** There's no place for ornamental prose in your press release. Support significant information with hard numbers and facts. Did you hold a can drive to stock a local food bank? Awesome! Quantify how much you collected and how many people you helped.
- 4. He said what?** Now it's time to add some color and life to those facts. Whenever possible, include quotes from credible sources or people present at your event. Not only is it valuable information, it provides a human element to your story.
- 5. Proofread.** Don't send that press release until you and at least one other person have scoured the page for errors. Even one typo could be the difference between making a headline or the waste bin.
- 6. Include your contact info.** You've written a brilliant press release and hooked the attention of the local media. Don't forget to let them know who to get in touch with. Include your name, email, and phone number at the top of the page.
- 7. Keep it short.** Less is almost always more. Limit your press release to one page. If you want to include additional information, provide links to your chapter website or blog.
- 8. Say Cheese!** If you're submitting your press release to the FBLA-PBL National Center, include two to three photos showcasing your event or achievement.

Now that you're a press release pro, what are you waiting for? Visit [www.fbla-pbl.org/news](http://www.fbla-pbl.org/news) to submit your news to the National Center! Because good news deserves to be shared.



**Thank you for attending the FBLA NFLCs!**

**Chicago**  
**2,854**

**Albuquerque**  
**252**

**Charlotte**  
**FBLA: 1,198**  
**FBLA-Middle Level: 174**



**Thank you for donating to the March of Dimes!**

**Chicago**  
**\$2,888.10**

**Albuquerque**  
**\$603.66**

**Charlotte**  
**\$1,872.02**



*Photos: Congratulations NFLC Middle Level Track  
Bronze Level Class of 2018*

*Thank you to all of the chapters who celebrated #PrematurityAwarenessMonth in November and #WorldPrematurityDay on November 17.*

*FBLA-PBL appreciates your support of our national service partner, March of Dimes.*

## Fall Membership Awards

FBLA Largest Local Chapter

FBLA Largest State Chapter

FBLA Largest Increase in State Chapter Membership

FBLA State Recruitment of Chapters

FBLA Largest Local Chapter—Professional Division

FBLA Largest State Chapter—Professional Division

**Palm Beach Gardens Community High School (FL)**

**Georgia**

**Puerto Rico**

**Florida, Georgia, and North Dakota**

**Divide County High School (ND)**

**Georgia**

## NFLC Attendance Awards

Chicago, IL

Albuquerque, NM

Charlotte, NC

Largest Local Chapter Delegation

**Kingman High School (KS)**

**Tri-Valley Central School (NY)**

**Central High School—Tuscaloosa (AL)**

Largest State Chapter Delegation

**Missouri**

**New York**

**North Carolina**

“Every successful individual knows that his or her achievement depends on a community of persons working together.”

*-Paul Ryan, Speaker of the House*

The same can be said for every individual FBLA chapter. A chapter’s success depends on the support they receive from their school and/or community. Whether it be financial or verbal, a community can provide more support than members realize.

At Gainesville High School in rural southern Missouri, nearly all of the FBLA chapter’s revenue depends on support by local businesses and community members. The chapter receives limited support from their school due to a lack of resources; most of the money needed to pay for trips and events must be paid for by the chapter.

So, how does the chapter create income? One option is to raise dues. However, raising dues could deter potential members. Gaining sponsors is an easy and lasting way to earn money. Start with personal connections. Send letters or visit local businesses with connections to members or advisers. Encourage them to support your chapter and explain how this support would benefit them as well. Sponsorships are also a great way to confirm income for the following year. If they supported you once, they are likely to do so again.

Fundraising is always vital. Creating a mix of different types of fundraisers is a great way to receive continued community support without tiring people out. You

can do this by hosting fundraisers that are event-based as well as fundraisers that are outreach driven. Check with businesses or companies that offer fundraisers for their products. Gainesville FBLA partners with Krispy Kreme and Red Wheel to sell products to its members. Also, creating fundraisers that draw people in to one place is a great way to advocate for your chapter.

A community can provide some of the greatest support just through advocacy. The conversations that people have with those who are unfamiliar with your club/organization spread more awareness than you think. An FBLA chapter can experience even more success by obtaining the support of those within their communities and families.

*-Eli Amyx, FBLA North Central Region Vice President*





Networking can be awkward and terrifying. However, it is also one of the most important skills to success. Every aspect of business relies on meeting new people and discussing ideas.

Before I became an FBLA member, I was awkward and shy when speaking with strangers. I have gained confidence through the various networking opportunities I have had in FBLA. Many of these networking opportunities occur during November. Local chapters begin planning holiday events, states hold fall conferences, and the FBLA National Fall Leadership Conferences all occur during this month. With all of these opportunities to meet new people, how do you make the best first impression without freaking out?

### **Smile and stand up straight.**

By acting confident, you will build confidence in yourself. Pretend as if everything is under control, and no one else will know that you are freaking out on the inside.

### **Remember: Everyone feels just as awkward as you do.**

No matter how anxious you are about talking to others, others are nervous about talking to you. It's perfectly acceptable to make mistakes or stumble through your words a bit, the person you are talking with will understand. Everyone is nervous to approach each other, so don't hesitate to take the first step.

### **Prepare a few questions to ask people.**

Many conversations, especially with strangers, reach a moment where neither person knows what to say. Statements shorten, conversation dwindles, and awkwardness escalates. Before you begin to network, keep in mind some questions to ask people to spark ideas and invigorate conversation. The following are some of my go to questions:

- What is your greatest attribute?
- Tell me about the company you work for, what do they do?
- What do you spend your free time doing?
- What is your favorite place you've traveled?

### **Listen.**

A conversation has two pieces, sharing and listening. Make sure that you are really listening to what the other person is saying while they are talking, rather than thinking of the next thing you will say. Repeat what they say back to them, and take time to understand what they are sharing. Not only will the person you are having a conversation with feel valued, you will get more out of the conversation and have a more interesting time than just passively listening.

In the end, networking is just about taking the first step. It may be awkward and uncomfortable at first, but after some practice you will be amazed at all the people you meet. Good luck!

*-Galadriel Coury, FBLA National Treasurer*



# FBLA-PBL Week

## February 3–9, 2019

The second week of February is FBLA-PBL Week.

Chapters are encouraged to publicize their activities, boost their membership, and gear up for spring events.

FBLA-PBL Week coincides with National Career and Technical Education (CTE) Month.

### **Sunday: Share Your FBLA-PBL Story Day**

Share your FBLA-PBL story on social media. Tell why you joined, your favorite FBLA-PBL memory, or what FBLA-PBL has done for you. Tag your story on Facebook, Twitter, or Instagram with #FBLAPBLWeek.

### **Monday: National Presidents' Forum**

All three division national presidents (FBLA, PBL, and Professional Division) host a live Internet broadcast to kick off FBLA-PBL Week.

### **Tuesday: Each One Reach One Day**

Talk to peers and community members about your FBLA-PBL experiences. Don't forget to ask them to join! Use online recruitment resources for FBLA, FBLA-Middle Level, PBL, and the Professional Division.

### **Wednesday: Professional Attire Day/Adviser Appreciation Day**

Dress for success and share your appreciation for those that teach, lead, and mentor your chapter.

### **Thursday: Career Awareness Day**

Get involved with your Professional Division and connect with community leaders.

### **Friday: FBLA-PBL Spirit Day**

Show your FBLA-PBL pride by posting a group photo to the FBLA-PBL Facebook page and using the hashtag #FBLAPBLWeek on Twitter and Instagram.

### **Saturday: Community Service Day**

Choose a community service project to support. Suggested activities include working with the March of Dimes, volunteering at a homeless shelter, or conducting a blood drive.

**fbla.org/FBLAPBLweek**

# NATIONAL FUNDRAISERS & DISCOUNTS



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## Great Hotel Discount Programs for Members

*Major hotel chains offer reduced rates, don't miss out!*

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A N d A Z.



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Students have been led to believe that life works in this order: pick a job; go to college; and then hope you enjoy the lifestyle that job brings. **Find Your Grind** believes this is backwards. It's more important to first help students identify lifestyles that fit their strengths and values, then expose them to multiple and flexible career paths to support their lifestyle. The mission of **Find Your Grind** and its complete career exploration and personal finance curriculum is simple: To expose, enlighten, and educate students and teachers to the possibilities of tomorrow. Visit [www.findyourgrind.com](http://www.findyourgrind.com) for more information.



HARVARD  
STUDENT  
AGENCIES

## Harvard Student Agencies

The Academies at Harvard ([www.acADEmIES.hsa.net](http://www.acADEmIES.hsa.net)) are intensive five-day academic enrichment programs that take place on the Harvard campus, as well as condensed weekend programs that take place across the globe. The Academies at Harvard are organized by Harvard Student Agencies ([www.hsa.net](http://www.hsa.net)), the largest student run corporation in the world. The programs offer high schoolers an unparalleled and challenging academic experience lead by Harvard student instructors and world class speakers. For the summer of 2019, five academies will be running: Business, Coding, Politics, Pre-med, and World Schools Debate. The application is now open, and accepted on a rolling basis—apply now: [hsaacademies.typeform.com/to/iVDu5m](https://hsaacademies.typeform.com/to/iVDu5m).

The Academies accept motivated and ambitious high schoolers as interns who help publicize and organize their global schedule of Weekend Academies. These interns earn commissions for tickets sold, and The Academies often partners with campus student groups that wish to fundraise through this program. To learn more about this opportunity, email [academies@hsa.net](mailto:academies@hsa.net) with any questions!



## Schulze School of Entrepreneurship at the University of St. Thomas

Grounded in the University of St. Thomas mission to educate students to be morally responsible business leaders, the Schulze School of Entrepreneurship prepares students with the skills and confidence they need to unlock their entrepreneurial potential. Offering the four-year, full-tuition Schulze Innovation Scholarship, the Schulze School equips students with tools to challenge the status quo, craft better solutions, and create enduring value. A full range of supporting services—including access to seed capital, mentoring programs, free legal advice and multiple business plan competitions—complement the comprehensive classroom experience. Students leave the Schulze School ready to construct entrepreneurial solutions in their own startups or as innovation leaders in existing businesses.

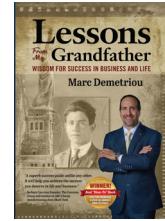


Cornell University

**Cornell University** is an Ivy-League institution that places an emphasis on students learning across multiple disciplines, and the SC Johnson College of Business is no different. The Charles H. Dyson School of Applied Economics and Management provides a unique business education that puts students in a position to succeed in a changing world. The School of Hotel Administration is an accredited business program that sees business through the lens of hospitality. At Cornell University business is more than management and finance; it's about changing the world and paying attention to service. Join us for virtual information sessions every other Wednesday throughout the fall to learn more! [www.business.cornell.edu](http://www.business.cornell.edu)

## **Lessons From My Grandfather: Wisdom for Success in Business and Life** By Marc Demetriou

You are never too young or too old to make your dreams come true...to choose to be what you want to be. Lessons From My Grandfather shows how you can achieve success and fulfillment in life by following 15 timeless principles handed down by the author's grandfather.



An Ellis Island immigrant, Charlie left his country at just 16 with nothing but a bag full of dreams, his wits, and the desire to succeed—and transformed his world. Through his steadfast willingness to work hard, and a determination to control life rather than allowing it to control him, Charlie succeeded on his own terms, finding happiness and financial security.

Demetriou tells Charlie's inspirational story, then applies his lessons to today. The result provides both clarity and vision for helping you recognize your unique talents, along with lifelong principles that will allow you to identify and reach your goals in life and business. [www.grandfatherlessons.com](http://www.grandfatherlessons.com)

## **Lead2Feed Student Leadership Program**

Are you seeking stronger leadership skills?

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



The Lead2Feed 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 your chapter a chance to win a grant for your charity or school.

You and your teacher/adviser can register at [Lead2Feed.org](http://Lead2Feed.org) for FREE access to lessons and resources. Form a team of 3 or more students and you are on your way to *Now Go Lead!* Find Lead2Feed on social media and connect with teens across the U.S. who are doing amazing work in their communities and changing the world! We can't wait for you to join the movement!

## **CareerSafe Online**



Future business leaders are not immune to workplace hazards, cyber insecurity or insufficient employability skills. CareerSafe Online provides fully online, low-cost training for students that will help them succeed in all aspects of their future job. Whether it is lack of information on obtaining a job, physical safety hazards on a job site, or navigating the risks associated with the ever-evolving internet, CareerSafe's safety courses are an engaging and informative solution to helping students mitigate risks and stay safe in the classroom, on the jobsite, or out in the world.

Visit [www.CareerSafeOnline.com](http://www.CareerSafeOnline.com) to see which course will help maximize safety as well as your future business leaders' success.

**STEM Premier** is an online platform connecting the next generation of talent (age 13+) with colleges and companies across the country. FBLA members can join and create a digital profile showcasing their skills, talents, and accomplishments. From there, they can share their profile, link up with mentors, and request digital badges.

STEM Premier is now offering EXCLUSIVE badges for FBLA and FBLA-Middle Level National Competitors, FBLA State Officers, and Middle Level Young Leaders. Create your profile and request your EXCLUSIVE badges using the following links, FBLA: [www.stempremier.com/fbla](http://www.stempremier.com/fbla) and FBLA-Middle Level: [www.stempremier.com/fblaml](http://www.stempremier.com/fblaml).



## Utah

The Pleasant Grove High School (Utah) chapter of FBLA celebrated American Enterprise Day on a business tour at doTerra headquarters. doTerra is a multi-level marketing company based in Pleasant Grove, Utah that sells essential oils and other related products. doTerra is also known for reaching out and serving communities through their non-profit organization called Helping Hands. The doTerra business strategy is of great interest to the students at Pleasant Grove because the company is located in our town. The doTerra facilities are impressive and the tour was very informative. Our students learned a lot about this very successful business.



## Maryland

On October 31, Maryland FBLA hosted its 2018 State Fall Leadership Conference (SFLC) at the Hunt Valley Inn near Baltimore. With over 300 members and advisers at the conference, attendees were able to attend exciting workshops hosted by guest speakers as well as network with others from around the state.

One of the greatest opportunities the SFLC has to offer is its workshops.

Presented by business professionals and the Maryland FBLA (MDFBLA) State Officer Team, these 45-minute workshops covered a variety of topics, including soft skills,

entrepreneurship, leadership, and general FBLA tips. As the first state conference of the year, the SFLC gave members insight into upcoming MDFBLA activities and goals. Local chapter officers, members, and advisers received valuable advice to bring back and share with their home chapters.

During the general session, our keynote speaker Rhett Laubach, from YourNextSpeaker, LLC, discussed the importance of gratitude and serving others in life. His speech implemented interactive activities that made the audience feel engaged, and his story of discovering purpose in his own life truly inspired our members. Following his speech, students participated in Networking Bingo, a networking competition that encouraged them to meet new people in which they could win gift cards and prizes. By the end of the conference, our members walked away feeling motivated to “Create. Lead. Inspire.” this upcoming FBLA year!

## Wisconsin

On October 28th, the Dodgeland Future Business Leaders of America (FBLA) held their third-annual fundraiser for the local food pantry, The Gathering Source. Students went door to door during the Juneau trick or treat hours to collect donations for the pantry. This started when students in the organization decided they wanted to help the pantry but they wanted to do it in a more unique way than a typical school canned food drive. FBLA members made a committee and planned out what they had to do to accomplish their goal. In this committee students chose to spread the word by going door to door and putting little announcements that told the local people in Juneau what they were doing, when it was occurring, and how to participate.



Then on trick or treat day a group of ten students went out to go door to door to collect the donations from Juneau residents during the normal trick or treat time. The group brought the donations to Dodgeland High School to be counted the next day at school. In the end FBLA members gathered a grand total of 592 non-perishable food items and \$50 in cash to donate to The Gathering Source.

## Alabama

Members of the Lincoln High School chapter of the Future Business Leaders of America and the chapter adviser, Susan Evans, hosted the 2018 Purple Tie Affair on November 3, 2018 in the Lincoln High School cafeteria in Lincoln, Alabama.

During this event, Bryauna Mathews and Tristian Payton took on the responsibility of representing our chapter's March of Dimes fundraising team. Tristian Payton and Bryauna Mathews spoke during the event and thanked everyone for coming; they also introduced the entertainment, bagpiper Trent Bradford. Our school's event planning class took on the task of preparing the food and desserts for the event while our chapter members served and waited tables. That evening's dinner consisted of million dollar spaghetti, salad, and garlic bread with vanilla cupcakes frosted with purple icing for dessert. Along with the cupcakes, we included a very successful dessert dash where tables could bid and whoever bid the highest got first pick on a wide variety of sweets, from cheesecakes to pies.



The LHS drama club produced a play titled "Baby Weight," which was a production meant to detail what parents of premature babies experience. A total of 75 people were served and we raised a total of \$2,406.56. Money was raised from ticket sales, a silent auction, dessert dash, and a mission moment.

Chapter President Jackson Smith said, "Being the first year we hosted this event, the results exceeded our expectations. We are well on our way to reaching our \$5,000 fundraising goal for March of Dimes this year!"

## Georgia

On October 4, 2018, 18 students from Bowdon High School FBLA attended the SIEGE College Fair. The Georgia Game Developers Association, Inc. has sponsored the Southern Interactive Entertainment and Game Expo for the past 12 years. While most people are aware of video games as an entertainment product, there exists a general lack of awareness that game development requires highly-educated and specialized skill sets in physics modeling, artificial intelligence, massively-scalable networking infrastructures, digital security, graphic design, 3D animation, project management, and intellectual property law, among others. The students moved through several workshops learning about career opportunities, college degrees, free resources, and even how to create their own game! They enjoyed a college fair where they received information from several colleges offering a variety of Computer Science degrees. They had the opportunity to talk with college students and exhibitors about many new and exciting paths of study.



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SAN ANTONIO, TX  
JUNE 29 - JULY 2

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