

Tomorrow's Business Leader

Winter 2018 - 2019



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Tomorrow's Business Leader

Calendar of Events

March

- 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



Register your team at marchforbabies.org/fbla-pbl for March for Babies. Once you register, set a goal and begin fundraising. Let's do it for the babies!

There's More Online! Check Us Out...



FutureBusinessLeaders



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fblapblinc



fbla_pbl



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Table of Contents

President's Message	1
Fall Stock Market Game Winners	1
Competitive Event Winners.....	2
Why High School Students Need LinkedIn	3
Discover the Possibilities of a Career in Insurance or Risk Management	5
The Legislative Activities of FBLA Student Leaders.....	8
National Sponsors and Partners.....	9
National Fundraisers and Discounts	10
Chapter News	11

On the Cover

FBLA students promote the benefits of Career and Technical Education during visits to the Department of Education and Capitol Hill.

Congressman Krishnamoorthi of Illinois and Congressman Norman of South Carolina are serving as the Honorary Co-Chairs of NLAB.

President's Message

By *FBLA National President Eu Ro Wang*



Dear Members and Advisers,

Since we began our membership year in August, thousands of you have participated in our programs, served your communities, recruited new members, and built your chapters. But now, it's the time of year we have all been waiting for: competitions.

For those who have competed at regionals already and are advancing to states, congratulations! At this year's State Leadership Conference, challenge yourself to take a step out of your comfort zone. You may perhaps spark a conversation with a complete stranger or may take on the role of leading your team. Whatever you choose to do, dream bigger, conquer your fears, and challenge yourself. There are resources available for you to use in our Winter Toolkit (bit.ly/WinterToolkit), and the competitive event guidelines on our website are at your disposal. I wish you the best of luck in your events!

For those who may not be advancing to state or for those who chose not to compete, there are still a myriad of different opportunities to get more involved in FBLA for the rest of the year. I encourage all of you to recruit more members, complete Business Achievement Awards, and embark on new community service projects.

Running for chapter, region, state, or national officer positions is also another great way to get more involved. Our organization subsists on strong individuals stepping up as leaders, who inspire and challenge their peers to achieve incredible feats. While the National Officers serve you today, it is up to you to shape the future of FBLA.

Regardless of whether or not you are competing at your State Leadership Conference, challenge yourself to step out of your comfort zone. I can't wait to see the different ways you create, lead, and inspire in the coming months.

Best Regards,

Eu Ro Wang, 2018-19 FBLA National President

Congratulations 2018 Fall Stock Market Game Winners

FBLA Winners

1st Place: Wicksburg High School (Alabama)—Sarah Swafford, adviser

2nd Place: Mountain Pointe High School (Arizona)—Tamara Reichert, adviser

3rd Place: South Forsyth High School (Georgia)—Carla Yonk, adviser

FBLA-Middle Level Winners

1st Place: Moyock Middle School (North Carolina)—Megan Frazier, adviser

2nd Place: Moyock Middle School (North Carolina)—Megan Frazier, adviser

3rd Place: Bailey Middle School (North Carolina)—Teresa Lester, adviser



Our Spring Session of the Stock Market Game is January 22, 2019–May 3, 2019. Cost is \$10.95 for 1–5 participants. Information/Registration is available in the Advisers Area.

Competitive Event Winners

LifeSmarts Fall Challenge Winners

Congratulations to the LifeSmarts Fall Challenge winners who are eligible to compete at the NLC.

Srushti Naik and Jason Liang

California—Mira Loma High School

Zachary Wang and Santiago Velasco

Colorado—Cherry Creek High School

Mantra Dave and Venkatesh Shenoy

Illinois—Normal Community School

Brandon Ford and Haley Boegler

Missouri—Lebanon Technology and Career Center

Robert Taber and Howard Lupton

North Carolina—West Cateret High School

Hunter Jacobs and Xavier Thomas

North Dakota—Divide County High School

Manan Shah and Rashmi Kapse

New Jersey—Monroe Township High School

Ryan Lim and Caleb Cho

Pennsylvania—Upper Dublin Senior High School

Jay Sharma and Trevor Hill

Virginia—Robinson Secondary School

Juliane De Los Santos and Chasen LeTellier

Washington—Cheney High School

Jacen Knoll and Mitchell Gunderson

Wisconsin—Cadott High School

Cody Milmine and Quynn Kennedy

Wyoming—Buffalo High School

Virtual Business Management Challenge Winners

These Management Challenge Round 1 qualifiers are eligible to compete at the NLC.

Alin Bocardo and George Montano

Arizona—Metro Tech High School

Snehith Nayak and Samyak Navad

California—Lynbrook High School

Conner Snyder

Indiana—New Prairie High School

Hunter Jacobs

North Dakota—Divide County High School

Max Tomes, Jackson Hirschfeld, and Wyatt Ehlers

Nebraska—Centennial High School

Eric Zhong, Jonathan Li, and Lilian Loi

Pennsylvania—Upper Dublin Senior High School

Sean Titensor, Brandon Titensor, and Nora Leszynski

Utah—Viewmont High School

Mitchell Salentine, Alex Dunn, and Aiden Zdrojewski

Wisconsin—Muskego High School

Virtual Business Finance Challenge Winners

These Finance Challenge Round 1 qualifiers are eligible to compete at the NLC.

Ryan Smalstig and Joseph Almaraz

Arizona—Apollo High School

Akhil Aggarwal, Eric Yang, and Raka Acharya

California—Lynbrook High School

Summer Morris and Victoria Wells

Georgia—Thomson High School

Levi Lansdown

Missouri—Seymour High School

Aditya Reddy, Nicholas Chen, and Annie Wang

New Jersey—Piscataway High School

Mitchell Gribman and Andrew Belder

Pennsylvania—Council Rock High School South

Ryan Covington and Luis Guizar

Texas—Oak Ridge High School

Serena Le and Shawn Panh

Washington—Hazen High School

Why High School Students Need LinkedIn Profiles

If you are a high school student who is at least 16 years old you need a LinkedIn profile. Whether you are college or career bound, LinkedIn allows you to create valuable connections with decision makers who can help you achieve your goals. Additionally, LinkedIn can help you accomplish the following:

Stand out from the college competition.

The fact that you have a LinkedIn profile could set you apart from other applicants. Including a link to your profile on your college application will allow admissions staff to see your work history and any professional accomplishments you may have, which gives them a more complete view of you as a person.

Build your network.

It's never too early to start building a professional network. Start by connecting with family members, friends of your parents, and co-workers from current or summer jobs. Depending on the social media policy in your school district, you may or may not be able to connect with current teachers.

Connect with other students.

You should use LinkedIn to network with other students. While they are friends now, in the future they could become business referrals. Your friends and friends of theirs may end up working somewhere that interests you.

Connect with industry leaders.

LinkedIn gives you access to influential people in your desired industry/profession. Reach out to people whose careers you admire, explain to them why you are requesting to connect, and don't be intimidated by titles.

Build your personal brand/digital footprint.

The information you share on LinkedIn speaks to who you are, so make sure to only post things you would want a future boss to see. You should share written content you have created via LinkedIn Publishing, videos via the Post feature and be sure to link any portfolio websites you may have to your profile. Sharing content that others have created is also important for both brand building and relationship building purposes.

Research career paths.

Find people on LinkedIn who are successfully employed in your desired industry/profession. Review their employment history to see how they worked their way up. Incorporate things they have done into your overall plan.

Research companies.

Use LinkedIn as a tool to help you determine whether or not you would be interested in working for a particular company. For larger organizations, LinkedIn company pages give a general overview of the company, a total employee count with links to their LinkedIn profiles, employee headcount by function, new hire information, current job openings, the members of your network who work there, and links to content that the company has posted over time.

Research colleges.

LinkedIn university pages provide all of the same information as LinkedIn company pages, plus they provide a way to research the alumni of that school. By clicking the "see alumni" button on a university page, you can then filter the alumni by where they live, where they work, what they do, what they studied, what they are skilled at, and how you are connected. This will allow you to get a feel for what the students have gone on to do after graduation.

Prepare for interviews.

When you have a job, internship or college interview, you should always review both the LinkedIn company or university page and the profile of the person who will interview you. Mentioning pertinent information that you found will impress your interviewer.

Search for internships or jobs.

When you click on the Jobs icon at the top of the page, LinkedIn shows jobs you may be interested in based on your saved Profile and Career interests. If you have not yet saved those preferences, simply click on the Update Career interests link. You can also search for additional job openings in the navigation bar at the top of the Jobs page. Once you have found an opportunity that interests you, be sure to see if you have any connections who work there. They may be able to help you get the job that you are interested in or at least be able to give you some insights into the position.



Get job email alerts.

Once you have created your profile and have saved your Profile and Career interests, you can then set email alerts to receive notifications of new job listings.

Get referrals.

Networking is about who you know and who those people know. If there is someone on LinkedIn that you would like to meet, ask a mutual acquaintance for an introduction.

Join a group.

LinkedIn has groups for just about every industry and profession. Follow the thought leaders and experts who post content in your groups. Read their posts to gain their insights about current topics of interest. Ask questions and post thoughtful comments so group members become aware of who you are, then send customized connection requests to those people with whom you have interacted.

Get a customized LinkedIn URL.

Having a customized URL makes your profile appear more professional and helps to drive your LinkedIn page to the top of Google searches on your name. First and last name is preferred, but if that's already taken, try your last name first, followed by your first name. If that's not available, try adding a middle initial or a major nearby city.

Get endorsements for skills.

First, you need to decide which skills to add to your profile so that your connections can endorse you for them. When looking at job postings that you are interested in, choose the skills that are most commonly featured. You can also look to the profiles of executives who you admire for further inspiration.

Get recommendations.

People who view your profile will usually read the recommendations you've received to see what others have said about you and your work. As a high school student, you may have recommendations from teachers, recommendations from former employers or supervisors at organizations at which you have volunteered and possibly personal recommendations for things such as a National Honor Society application. Simply ask those people if they are comfortable having those recommendations posted on LinkedIn and then follow the steps to have it included on your profile.

Highlight accomplishments.

The accomplishments section of your profile provides many different ways for you to distinguish yourself. You can share courses you have taken, projects you have completed, honors and awards you have received, test scores you have earned, organizations you belong to and any languages you may speak. If you have volunteer experience, add that to its own section or treat it as work experience if you have never had a formal job.

Learning to use LinkedIn during your high school years will give you a distinct competitive advantage. You will enter college or the working world with an established network of associates. You will have in depth information about the types of people in your potential industry, including their level of education and the evolution of their career paths. You will have a grasp on industry trends and the companies that influence them. And perhaps most importantly, you will have a polished, professional digital presence.

—Rachel Mezzatesta, Social Business Advocate | PassionateConnector | CEO of Socially Savvy

Discover the Possibilities of a Career in Insurance or Risk Management

Insurance and risk management careers are often ranked among the best in the United States, and yet, hardly anyone even knows about them. For instance, in 2018, actuary ranked as one of the 10 best jobs in the country, outranking software developer, dental hygienist, and web developer. (careercast.com/jobs-rated/2018-jobs-rated-report)

Oh, and did we mention that insurance firms need to hire half a million people between now and 2022? There's a reason that college students who major in risk management and insurance almost always land jobs right after graduation.

How does insurance affect the world? Well, whenever a major disaster happens, one of the first things we hear on the news is the damage measured in terms of insurance dollars. But the industry's impact on the world, society, and you, goes far beyond claims.

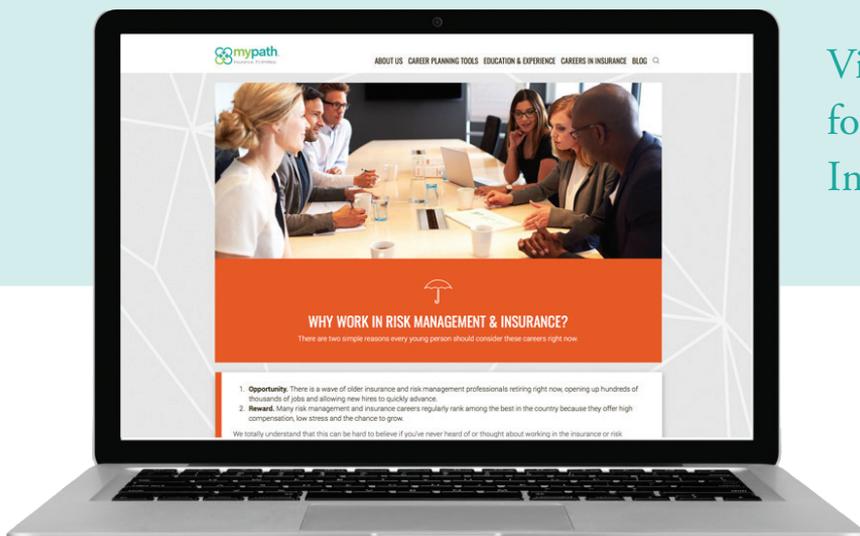
No matter how ready we think we are, there's no way to completely prepare for everything life throws at us. For example, insurers paid more than \$68 billion in claims in the aftermath of Hurricane Sandy. But the value was

also an emotional one—a chance for millions of victims to rebuild and regain a sense of normalcy in their lives. Insurance helps us face difficult times with the confidence that we'll be able to move on afterward.

One thing you don't often hear on the news is that not every check from an insurance company comes in the wake of tragedy. Each year, the industry donates over \$500 million—and countless employee volunteer hours—to deserving charities, such as those focused on education, health, and community development, according to the Insurance Information Institute.

Risk is a fact of life, but it's also the cornerstone of human progress. As an old saying goes, 'Leap and the net will appear.' For anyone taking on a new challenge, insurance is that net.

Whether you're starting a company, developing a life-saving vaccine, or traveling into outer space, insurance gives you the confidence you need to take the next step. And by moving forward, you bring the rest of us with you. Many of the innovations we take for granted might never have happened without the security of insurance.



Visit us at insuremypath.org
for more information.
Insurance. It's limitless.



Another benefit to society comes in the form of 2.3 million American jobs. It takes a lot of people to make sure that the safety net is always present, so the industry has a constant need for new talent to join its ranks. That's because insurance is all around you, protecting the buildings in which you live; the car you drive; your health; and even the movies, shows, and music you enjoy.

As an individual, insurance helps you in an obvious way, through the protection and peace of mind it provides. From knowing that your doctor's appointment is covered to taking your first solo drive, insurance allows you to appreciate what's happening now rather than worry

about what could happen later. And if you work in the insurance industry, you'll discover another set of rewards. For one, you're part of a stable and fulfilling industry. The high demand for insurance professionals means you'll always be needed. It's also an extremely diverse industry, with a huge range of career paths, opportunities for professional growth, and the chance to make a difference in the world.

Visit us at insuremypath.org for more information. Insurance. It's limitless.

The high demand for insurance professionals means you'll always be needed. It's also an extremely diverse industry, with a huge range of career paths, opportunities for professional growth, and the chance to make a difference in the world.



Join us as we
Create. Lead. Inspire.



Registration Rates

NLC Fees	Early Bird On or Before May 17	Regular May 18–June 10	On-site June 11–On-site
FBLA	\$120	\$130	\$180
Guest	\$55	\$65	\$105

IFL Fees	Early Bird On or Before May 17	Regular May 18–June 10	On-site June 11–On-site
Member	\$120	\$130	\$180
Adviser	\$55	\$65	\$105

Competitive Events

Test your skills in more than 70 individual, team, or chapter competitive events. As you compete against the best of the best in the nation for a top ten trophy. This year our FBLA-Middle Level competitive events program has nine events for members to compete in. You might take home a medal! And you don't have to be a state winner to compete at the NLC—our Open Events program allows all members to take tests without preregistration or prequalification.

Campaigns and Elections

Looking to Create. Lead. Inspire.? Apply to be an FBLA national officer for the 2019–20 membership year. Visit the NLC page of fbla-pbl.org to learn more.

Institute For Leaders (IFL)

Make the most of the NLC by attending the Institute for Leaders (IFL). Held June 28–29 (prior to the NLC), IFL is a great way to prepare for next year and build your leadership skills.

Workshops and Exhibits

Join professional speakers, national and state officers, and motivating business leaders in NLC workshops as they cover a variety of topics. Meet exhibitors offering information on fundraising, universities, vendors, and more.

Online Registration

Advisers can preregister students online until May 17 to take advantage of early bird savings.

Housing

State housing assignments for FBLA's official 2019 NLC hotels will be announced soon at fbla-pbl.org/conferences.

More Information

Get up-to-date information about the NLC as details are posted at fbla-pbl.org/conferences.

Register Today at fbla-pbl.org/conferences

The Legislative Activities of FBLA Student Leaders

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is the largest career student business organization in the world. With over 230,000 members worldwide, FBLA-PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences. By developing numerous programs that highlight leadership development, academic competitions, educational programs, and community service, among others, students are able to gain the skills necessary to become successful in their future endeavors.

This past December, FBLA National President Eu Ro Wang and FBLA Student Representative of Government Affairs Steven Segal traveled to Washington, D.C. to meet with more than seventy-five congressional offices to advance Career and Technical Education (CTE).

They also met with Secretary Betsy DeVos of the Department of Education, the Office of the Vice President of the United States, the Office of Ivanka Trump, and the Office of the Secretary of Commerce. Included in this trip to Washington, D.C., Eu Ro and Steven met with several education supporters including the former Secretary of the Department of Education, John King.

In addition to spreading awareness for the broad CTE community, the FBLA delegation endorsed for the launch of the National Legislative Advisory Board (NLAB), a bipartisan advisory board of federal legislators and education policy experts that support FBLA-PBL's mission and CTE. Through NLAB, FBLA hopes to strengthen awareness and relationships with

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is the largest career student business organization in the world.



Eu Ro Wang (right), FBLA National President and Steven Segal (left), FBLA Student Representative on Government Affairs

federal legislators and the broader education advocacy community. These relationships won't only advance FBLA's reach, curriculum, and exposure, but they can positively affect the relationship between the Federal Government (including the Executive and Legislative Branch) and the entire CTE Community.

Meeting with officials at the nation's capital gave Eu Ro and Steven the opportunity to further encourage congressional officials to interact and consider FBLA-PBL and the CTE community when they negotiate significant topics such as the resolutions recognizing the importance of CTE, Perkins Act, the Higher Education Act, and other future legislation that may affect CTE. FBLA-PBL hopes their efforts working with legislators on the trip will encourage stronger legislation in favor of CTE programs.

National Sponsors and Partners



Find your grind

Find Your Grind

First things first, Find Your Grind wants to know: Who do you want to be?

We've all been given this road to happiness: guess on a career, hope your strengths fit, and pray your future self enjoys the life your job makes possible.

It's an expensive game of chance that's left an entire generation crushed with debt and disengaged at work. So, Find Your Grind is flipping the script: Let's start with lifestyle, then your strengths, then a job. At FindYourGrind.com, we help connect who you are and what you're good at with lifestyles that make you jolt out of bed each morning.

Are you a humanitarian driven by doing good, a maker practicing perfection, maybe an explorer blazing paths? Take the Find Your Grind assessment to find out, then translate that purpose into strengths and skills relevant across a slew of growing careers—from esports attorney to ethical hacker.

There's a new roadmap. Find out who you can be: findyourgrind.com/quiz.

GEICO

GEICO continues to provide a special discount opportunity for members of FBLA-PBL. See how much more you could save! Visit geico.com/fbla-pbl or call 1-800-368-2734 and mention that you are a FBLA-PBL member. Have your current coverage information available in order to secure a comparable quote.

NOTE: Discount not available in Michigan, Mississippi, and Tennessee.



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 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!



Tallo (formerly STEM Premier)

Tallo is 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.Tallo.com/fbla and FBLA-Middle Level: www.Tallo.com/fblaml.

National Fundraisers and Discounts



Country Meats features fresh smoked snack sticks that everyone loves! Sell for \$1.00 and receive 45% profit! For FREE SAMPLES call 800.277.8989 or visit countrymeats.com/samplepack.



Custom Shades Sunglasses Fundraiser offers a high profit fundraiser featuring customized sunglasses with your school logo, colors, and name. Call 888.751.8107 or visit www.MoneyMakerShades.com.



DormCo.com guarantees \$200 for distributing FREE \$5.00 gift cards for graduating seniors along with posting an online link to DormCo.com and also offers custom T-shirts (non-FBLA). Contact Jeff@DormCo.com.



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



Schmermer Pecans offers a delicious and healthy fundraising product. Call 800.841.3403, email schmermerpecans@yahoo.com or visit pecantreats.com.



School Spirit Coffee provides personalized packaging for their coffee fundraiser. Call 800.570.1443, email Debbie@schoolspiritcoffee.com, or visit schoolspiritcoffee.com.



Tom-Wat Fundraising features multiple fundraisers from catalog sales to cookie dough and much more. Call 800.243.9250, email sales@tomwat.com, or visit tomwat.com.



GEICO – Save hundreds on your car insurance with special FBLA-PBL savings. Visit geico.com/fbla-pbl or call 800.368.2734.



Amazon.com – Your shopping supports FBLA-PBL.



Office Depot OfficeMax – Receive a discount on over 96,000 items at Office Depot and OfficeMax locations or online at officediscounts.org/fbla.



Alamo – Unlimited mileage and up to 20% off! Call 800.GO.ALAMO (Contract ID# 7000461)



Mens Wearhouse – Save 40% on in-store purchases when you use the FBLA-PBL coupon. Download the coupon at fbla-pbl.org/discounts.



FranklinCovey – Save 20% with your FBLA-PBL card. ID# 5492731



HP – Save up to 15% when you shop via the FBLA-PBL website. Use Company Code EP10687. Look for the link at fbla-pbl.org/discounts or call 800.473.4732



The Princeton Review – FBLA-PBL members receive 10% off courses for the SAT, ACT and GMAT. Visit fbla-pbl.org/discounts to get started.

Great Hotel Discount Programs for Members

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Chapter News



New Jersey

Wallkill Valley Regional High School FBLA raised \$15,710 for the March of Dimes with Super Night 2018 on November 16. Two hundred twenty-four students participated. Activities during this ten-hour lock-in included a 3-on-3 basketball tournament, volleyball tournament, handball tournament, movie night, a game room, and dancing. In order to participate in the event, students were required to raise a minimum of \$50 for the March of Dimes; prizes were awarded to the top fundraising students. The theme this year was “Lights, Camera, Action.”



Schools shop for their family and friends for the holiday season. The members helped students select the perfect gift, helped them wrap it, and sent them back to class with presents ready to go under the tree. On December 10–12, students set up again at our second elementary school. Students in grades third through fifth at Murray Park and Quest Elementary Schools were able to shop with their high school buddies as well. This is a great program that allows our members to be positive role models while teaching the elementary students about budgeting when purchasing gifts for their family and friends. It is something that is looked forward to each and every year.

Utah

The Herriman FBLA Chapter wanted to address the big issue of financial stress, by helping those that shape the leaders of tomorrow: teachers.

Nationwide, teachers often feel financial stress caused by their income. Teachers at Herriman High School in Utah, are no different. Utah pays their teachers one of the lowest salaries in the nation, while the teachers manage some of the largest class sizes. Jordan School District, in which Herriman High School resides, experiences the most population growth in Utah with little growth in teacher compensation. Teachers all over Utah and especially here at Herriman High School are rapidly leaving the profession and a lot of them cite salary as the reason. According to the recent Utah Education Policy Report, 56% of teachers who started in 2008 left by 2015. Teachers often have the biggest impact on youth and are more effective without financial stress. Teachers are more effective without financial stress. To improve our staff’s financial security, we decided to introduce a day on which we will provide financial resources in order to inform teachers of practices that can assist with their financial burdens.



Wisconsin

Each year the Ripon FBLA Chapter puts on a holiday shop called the Keepers Store for our two elementary schools. On December 3–5, members helped students in grades kindergarten through second at Barlow Park and Journey Elementary



Missouri

Pacific High School FBLA takes a day out of each month to go to Meramec Valley Early Childhood Center. They read books and play games with the kids. Wednesday, December 12 was a special day for the kids. Santa Claus came and visited with the preschoolers. Santa was a popular visitor and spent time reading to the children. Chapter members enjoy going to the Center and the teachers always assign fun activities to the chapter members. On this particular visit members made Rudolph the Red-Nosed Reindeer headbands.



Illinois

On Wednesday, December 12, 25 members of Wauconda FBLA served over 115 meals at their local American Legion. The Wauconda High School Show Choir contributed to this festive event by singing Christmas songs during the dinner. Twenty-seven meals were also delivered to cancer families unable to attend. The District 118 Board of Education sponsored the meal and a number of board members helped serve dinner... and even stayed in the kitchen to wash dishes afterwards!

FBLA-PBL Week Proclamations



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2018-19  FBLA-PBL

2019 NATIONAL
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SAN ANTONIO, TX
JUNE 29-JULY 2