

# **Local Chapter Annual Business Report**

**Future Business Leaders of America—Phi Beta Lambda  
University of California, Berkeley  
Chapter #11355 Berkeley, California**



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**Berkeley PBL LCABR**

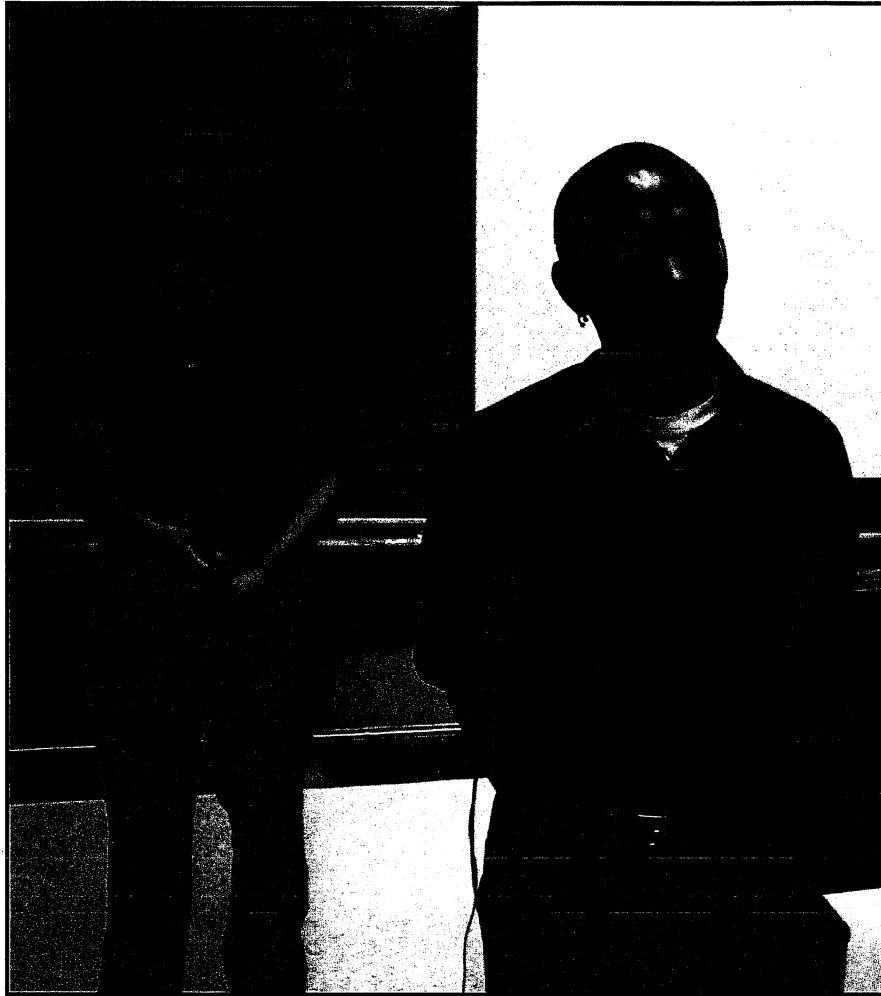
# **Chapter Overview**



**The UC Berkeley chapter of the Future Business Leaders of America—Phi Beta Lambda is constantly defined and re-defined to agree with the profile of professionalism through business leadership. This has allowed the chapter to become known as a prominent identity not only at the PBL level, but also amongst the campus and corporate worlds alike.**

**Chapter Information  
Letter to Chapter Membership**

# Report Authors



**Brian Lu**

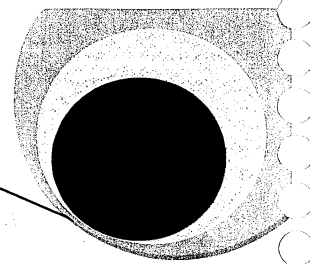
*Fall 2010 Marketing Committee Member  
Spring 2011 Marketing Committee Chair*

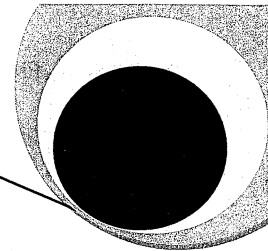
Designed Fall 2010 Community Service large-scale graphic designs. Held photoshoot for Fall 2010 Bachelor and Bachelorette Social participants. Developed Spring 2011's Recruitment Week marketing campaign and graphic designs. Organized Berkeley PBL's first Professional Marketing Mixer, with representatives from nine different companies.

**Christopher Buenaventura**

*Fall 2010 President  
Spring 2011 Publications Committee Member*

Led chapter to a Sweepstakes win after organizing the largest delegation to the State Business Leadership Conference in Spring 2011. Developed Fall 2010's Recruitment Week marketing campaign and graphic designs. Coordinated on Berkeley PBL's first Inter-Organizational Social, with fifteen different student groups. Created articles and designs for Spring 2011 publications.





# Letter to Chapter Membership

Dear Members of the Berkeley Chapter of Phi Beta Lambda,



Thank you and welcome to the Future Business Leaders of America—Phi Beta Lambda! I am honored to be your President for the Spring 2011 Semester—the Berkeley chapter of PBL is a unique organization with a strong set of core ideals, and to be part of the engine of progress is simultaneously exciting and humbling. Over the course of the semester, you will be instilled with a sense of pride, accomplishment, and confidence through the variety of projects, workshops, and activities, and you will develop your business acumen in an environment that encourages creativity, determination, and teamwork.

This academic year has been an especially unique time in Berkeley PBL: a slew of new developments have occurred, including the formation of the Consulting Division and a new focus on projects designed to enhance business acumen in a concentrated setting, in addition to our participation in the State Business Leadership Conference, where we have the opportunity to network with other PBL chapters in California. You will have the opportunity of participating in a variety of competitive events—we have earned an impressive record of accolades, and hope to continue doing so this semester.

To be part of the executive team, directing PBL to ever-higher ambitions, is a truly rewarding experience. But most importantly, to be part of PBL, to be part of a community of future business leaders at a prominent university: that is what fills me with the motivation to continue my work in PBL, and an implicit characteristic we all come to appreciate.

With the projects and events set for next semester we progress into uncharted territory; here, we create a trail for ourselves, never forgetting our origin as an organization at its very core focused on its members. As your President, I hope to meet and surpass your expectations—in the end, it's your success we value, and your leadership skills that will change the world. Thank you for your interest, and I look forward to a spectacular semester.

Best regards,

David Zeng

Spring 2011 Chapter President



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