

LEADER

A Publication for Members and Advisers of Phi Beta Lambda



A LEGACY OF
LEADERSHIP



National Board of Directors

Lisa Weeks, Chair
FBLA-PBL State Adviser
Alabama State Department of Education
lweeks@alsde.edu
Southern Region

Stacey Y. McIff, Chair-elect
PBL Adviser
Snow College (UT)
stacey.mciff@snow.edu
Western Region

Tina Dierkes
PBL Adviser
Southwestern Illinois College (IL)
tina.dierkes@swic.edu
North Central Region

Elizabeth Garofalo
FBLA Adviser
Canastota High School (NY)
egarofalo@canastotacsd.org
Eastern Region

Cherie Hooks
FBLA Adviser
Swainsboro High School (GA)
chooks@emanuel.k12.ga.us
Southern Region

Julie Jensen
FBLA Adviser
Aurora High School (CO)
jjensen@4rhuskies.org
Mountain Plains Region

Lee C. Marcoux
FBLA State Director
Connecticut State Department of Education
lee.marcoux@ct.gov
Eastern Region

Glenn Morris
PBL State Adviser
California PBL
glenn@capbl.org
Western Region

Stacy M. Nahas
KPMG LLP
stacynahas@kpmg.com
Business & Industry Representative

Deborah Parman
PBL Adviser
Colorado Mesa University
dparman@coloradomesa.edu
Mountain Plains Region

FBLA-PBL Division Presidents

Niel Patel
FBLA National President
fblapres@fbla.org
Missouri

Albert Amaya
PBL National President
pblpres@fbla.org
Florida

Blake Reynolds
Professional Division National President
pdpres@fbla.org
Massachusetts

Ex-Officio Members

Karen Heslep, Past Chair
PBL Adviser
Arkansas State University Mountain Home
kheslep@asumh.edu
Southern Region

Jean M. Buckley
FBLA-PBL
President and CEO
ceo@fbla.org

National Staff

ADMINISTRATION

Jean M. Buckley
President & CEO
ceo@fbla.org

Elena R. Daly
Executive Assistant to President
eeassistant@fbla.org

Becky Grant, CMP
Programs Coordinator
programscoordinator@fbla.org

Mary Ait
Staff Accountant
finance@fbla.org

Colin Murphy
Customer Service Associate
general@fbla.org

MEMBERSHIP

Troy D. White
Director, Marketing & Membership
marketing@fbla.org

Lisa Smothers
Membership Director
membershipdir@fbla.org

Ashley Witherspoon
Customer Service/Database Associate
custserv@fbla.org

CONFERENCE

Richard Bowen
Conference Director
conferencedir@fbla.org

Robert Smothers
Conference Manager
conferencemgr@fbla.org

EDUCATION

Kelly Scholl
Education Director
education@fbla.org

John Golden
Education Associate
education2@fbla.org

COMMUNICATIONS

Laura Morgan
Communications Manager
communications@fbla.org

FBLA-PBL

1912 Association Drive
Reston, VA 20191-1591
P 703.860.3334
F 866.500.5610
fbla-pbl.org

2016–17 PBL National Officer Team

Albert Amaya
PBL National President
Florida
pblpres@fbla.org

Kimberly Clark
PBL National Secretary
Missouri
pblsec@fbla.org

Warren Sukienik
PBL National Treasurer
Tennessee
pbltres@fbla.org

Elizabeth Alvarez
PBL National Parliamentarian
Florida
pblparl@fbla.org

Mary Golden
PBL Eastern Region Vice President
New York
pblervp@fbla.org

Merry Dimanh
PBL Mountain Plains Region Vice President
Texas
pblmpvp@fbla.org

Emmalee Smith
PBL North Central Region Vice President
Wisconsin
pblncvp@fbla.org

McKenzie Worley
PBL Southern Region Vice President
North Carolina
pblsrvp@fbla.org

Mark Creech
PBL Western Region Vice President
Arizona
pblwrvp@fbla.org



FBLA-PBL 2016–2017
**A LEGACY OF
LEADERSHIP**



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Future Business Leaders of America-
Phi Beta Lambda



FUTURE BUSINESS LEADERS OF AMERICA  PHI BETA LAMBDA

Calendar of Events

NOVEMBER

- 1–30 Prematurity Awareness Month
- 25 *PBL Business Leader*—Winter issue chapter news deadline
- 30–Dec. 3 ACTE Convention—Las Vegas, NV

DECEMBER

- 7 Webinar: Professional Division
- 10 Non-Stop November ends
- 15 Dues deadline to receive winter publications (11:59 p.m. ET)
- 16 Fall Stock Market Game ends

JANUARY

- 1 Action Awareness begins
- 15 Application Deadline: March of Dimes Grant
- 23 Spring Stock Market Game begins

FEBRUARY

- 1–28 National Career and Technical Education Month
- 3 FBLA-PBL 75th Anniversary
- 5–11 FBLA-PBL Week
- 5 Share Your FBLA-PBL Story Day
- 6 Webinar: National Presidents' Forum
- 7 Each One Reach One Day
- 8 Adviser Appreciation Day/Professional Attire Day
- 9 Career Awareness Day
- 10 FBLA-PBL Spirit Day
- 11 Community Service Day

Chapter News



Message from the President

Greetings, PBL members!

On behalf of the entire PBL national officer team, welcome to the 2016–17 PBL membership year! This is a special year for FBLA-PBL as we celebrate 75 years of service, education, and progress. As we kick off the celebration of this milestone, your national officer team has been hard at work developing and working on new and exciting programs that we know each and every one of you can benefit from.

To celebrate our 75th anniversary, it is important that we celebrate each and every achievement. Whether it's something you accomplish as a member, as a local chapter, or even as a state chapter, be proud of your efforts to meet and surpass the goals that we have set out.

Looking forward to the year ahead, we understand that this is an important year for our organization. We challenge you to discover what kind of legacy you will leave. Through our competitive events program, participation in our membership programs, or through a leadership position in your local or state chapter, I know that together we will leave *A Legacy of Leadership!*

The national officer team is here to serve YOU. We encourage you to reach out to us with anything that you may need throughout the year. We are confident that this will be an outstanding year for PBL!

Albert Amaya
2016–17 PBL National President

March of Dimes Grants

Did you know that FBLA-PBL offers grants for local and state chapters to support their March of Dimes activities? All grant funds must be used for activities and projects to increase awareness and/or donations for the March of Dimes. Other service projects are not eligible for funding.

Awards

Local Chapters: up to \$1,000

State Chapters: up to \$2,500

Find more information and apply online at go.fbla.org/MoD_grant.



2016-17 PBL NATIONAL OFFICERS



Albert



Kimberly



Warren



Elizabeth



Mary



Merry



Emmalee



McKenzie



Mark

PBL National Officers Foster Patriotism During 2016–17 National Officer Training

On Thursday, July 28, 2016, four members of the PBL national officer team—PBL National President Albert Amaya, PBL National Secretary Kimberly Clark, PBL Mountain Plains Region Vice President Merry Dimanh, and PBL Southern Region Vice President McKenzie Worley—laid a wreath at the Tomb of the Unknown Soldier at Arlington National Cemetery. Other members of the national officer team attended the ceremony. Officers participated in the ceremony as part of FBLA-PBL's 75th anniversary celebration.

The four officers were selected based on their scores on an FBLA-PBL knowledge test administered during national officer training. The ceremony at Arlington followed a morning of all nine officers meeting with congressional representatives to discuss the importance of Career and Technical Education (CTE).

"Being a part of the wreath laying ceremony was very special for me because my grandpa was a war veteran," said Dimanh. "He brought our family to the U.S. and believed in all the freedoms it would give the future generations of our family, and that's why I am able to be a national officer of FBLA-PBL today. The experience was beyond humbling and I was very honored to be a part of this ceremony in honor of our unknown soldiers."



The specific goals of FBLA-PBL are to:

- develop competent, aggressive business leadership;
- strengthen the confidence of students in themselves and their work;
- create more interest in and understanding of American business enterprise;
- encourage members in the development of individual projects which contribute to the improvement of home, business, and community;
- ***develop character, prepare for useful citizenship, and foster patriotism;***
- encourage and practice efficient money management;
- encourage scholarship and promote school loyalty;
- assist students in the establishment of occupational goals; and
- facilitate the transition from school to work.

NLC Sponsors

FBLA-PBL appreciates our new and returning 2016 NLC competitive event sponsors. With their support, all of our PBL national competitive events were sponsored again this year. For more information on our partners, visit the scholarship, fundraising, and educational programs pages on fbla-pbl.org.

NEW SPONSORS



RETURNING SPONSORS



NLC Recognition

Find a list of competitive event winners at fbla-pbl.org.

PBL MEMBERSHIP AWARDS

Largest Local Chapter

Johnson & Wales University (RI)—221 members

Largest State Chapter

Pennsylvania—706 members

Largest Increase in State Chapter Membership

North Carolina—122 new members

State Recruitment of Chapters

Florida—5 chapters

Georgia—5 chapters

Virginia—5 chapters

Largest Local Chapter—Professional Division

Central Carolina Community College (NC)—30 members

Largest State Chapter—Professional Division

North Carolina—156 members

MARCH OF DIMES

2015–16 Top March for Babies States

1st Place: California

2nd Place: Georgia

3rd Place: Pennsylvania

4th Place: Mississippi

5th Place: Maryland

2015–16 Top March for Babies Chapters

1st Place: University of Pittsburgh (PA)

2nd Place: West Georgia Technical College (GA)

3rd Place: Meridian Community College (MS)

4th Place: Remington College Memphis (TN)

5th Place: University of California-Riverside (CA)

MOST CMAP ENTRIES

Local Chapter

Eastern Region: Rutgers University-New Brunswick (NJ)

Mountain Plains Region: Bismarck State College (ND)

North Central Region: University of Illinois-Urbana (IL)

Southern Region: West Georgia Technical College-Douglas Campus (GA)

Western Region: Northern Arizona University (AZ)

State Chapter

Eastern Region: New Jersey

Mountain Plains Region: North Dakota

North Central Region: Missouri

Southern Region: Georgia

Western Region: Arizona & California

SCHOLARSHIPS

Distinguished Business Leader

(\$500 at NLC)

Taylor Libbert (MO)

National Technical Honor Society (\$1,000)

Jason Elliot Medina (TX)

2015–16 CMAP PRESIDENT LEVEL

Elizabeth Caron (KS)

Jasmine Swinland (ND)

Cooper Self (NE)

Hiam Hafizuddin (IL)

Maria Pizzo (MO)

Taylor Libbert (MO)

Albert Amaya (FL)

Bryan Barfield (GA)

Regina Adams (GA)

Victoria Williams (GA)

Cindy Wilson (GA)

Jamie Barton (NC)

Meagan Arnold (VA)

Stacy Mosley (WV)

Member Recognition

Leave a Legacy with CMAP

The Career and Membership Achievement Program (CMAP) is a comprehensive leadership and membership recognition program for college students. It utilizes PBL projects, goals, and programs to help college students develop their leadership and job skills, with a special emphasis on career development and preparation for the world of work.

PBL members work independently through three integrated levels of the CMAP:

- Director
- Executive
- President

Members may complete more than one level per year and must report and log their progress. Each level builds upon previous work, and your students receive recognition when they complete each level. You must be a member of the PBL division.



Learn more at go.fbla.org/CMAP.



The CMAP Director level focuses on an introduction to community service, career research, and PBL involvement at the local level.

Recognition: Pins presented at a local awards ceremony or PBL event.

Deadline: March 1



The CMAP Executive level focuses on developing job interview skills, state and national PBL involvement, public relations activities, and leadership skills.

Recognition: Pins presented at a PBL state meeting or conference.

Deadline: March 1

Prerequisite: Director Award



The CMAP President level focuses on total association leadership, business skills, and involvement in community.

Recognition: Pins, ribbons, and certificates presented at the National Leadership Conference.

Deadline: March 1

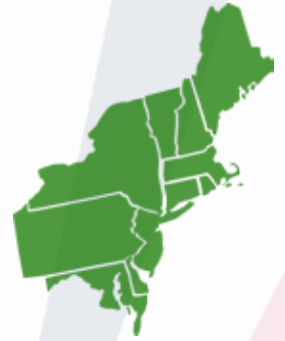
Prerequisite: Director & Executive Awards

Region Roundup

EASTERN REGION

Mary Golden, Eastern Region Vice President

The Eastern Region has had an incredible start to the year! Membership has increased from this point last year, especially in New York thanks to the Home State Advantage program. Chapter Organization Packet requests are rolling in and by the end of this year, the Eastern Region hopes to have a 75% increase in activated/reactivated chapters. PBL National President Albert Amaya has been talking with Puerto Rico PBL and we hope to have increased activity this year.



MOUNTAIN PLAINS REGION

Merry Dimanh, Mountain Plains Region Vice President

Howdy, folks! The Mountain Plains Region achieved great recognition these past few months, with Oklahoma PBL dominating Super Sweeps, North Dakota PBL securing several corporate sponsors for their state chapter, and Kansas PBL holding their Fall Leadership Conference at Central Christian College of Kansas in McPherson. Several states also conducted fundraisers and awareness campaigns for the March of Dimes, our national service partner during November, Prematurity Awareness Month. Way to start leaving *A Legacy of Leadership!*

NORTH CENTRAL REGION

Emmalee Smith, North Central Region Vice President

Hello, North Central Region! As your North Central Region Vice President, I look forward to working with all of the states in our region. It is my goal to increase membership, communicate with state officers, and help develop struggling state chapters. I really enjoyed visiting with members from all over our region at the NFLC in Milwaukee. I cannot wait to see all of you on stage, competing and networking at workshops in Anaheim this summer for the 2017 National Leadership Conference. Please feel free to reach out to me about any concerns you have related to FBLA-PBL. You can reach me at pblncvp@fbla.org, or you can friend me on Facebook. I would love to connect with you on social media. Let's leave *A Legacy of Leadership* this year!



SOUTHERN REGION

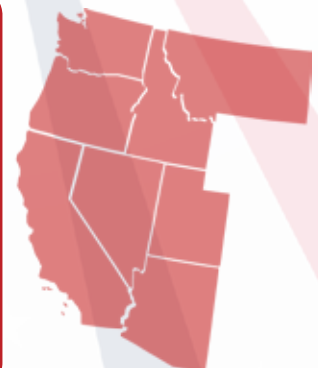
McKenzie Worley, Southern Region Vice President

As the fall semester comes to a close, I would like to congratulate the Southern Region PBL members on their hard work. We still have a lot of work to do to meet our membership goal, and by working together I know we can accomplish it with no problems! Eighteen Southern Region chapters completed Super Sweeps, and I know we can have even more chapters complete Non-Stop November and Action Awareness! I look forward to working with all of you to make this another great year for the Southern Region. If I can assist you in any way, please contact me at pblsrvp@fbla.org.

WESTERN REGION

Mark Creech, Western Region Vice President

Big shout out to Arizona State University, Northern Arizona University EC, Embry-Riddle Aeronautical University and Central Arizona College for completing Super Sweeps and helping Arizona place third in the nation. California's SFLC took place November 19–20 at the Fremont Marriott in Silicon Valley and was a huge success. Utah PBL hosted their FLC October 27–28 at the Hilton Hotel in downtown Salt Lake City. Students from chapters across the state gathered to hear from business leaders, connect with fellow PBL members, and celebrate *A Legacy of Leadership* and 75th anniversary of FBLA-PBL. Washington PBL's state officer team is ready to transform their state chapter with their newest theme: Nonstop Leadership.



Sponsors & Partners

FBLA-PBL members could receive a special discount on **GEICO** auto insurance. Visit geico.com/fbla-pbl or call GEICO at 800.368.2734 for a free quote today.

By identifying yourself as an FBLA-PBL member, you will also help support your association. Be sure to have your current coverage information available in order to secure a comparable quote.



Custom Shades Sunglasses Fundraiser utilizes the sale of COOL sunglasses to expand your program. With our 100% customized sunglasses with your school logo, colors, and name, we focus our product on high-quality shades at a discounted price so your group is able to make HIGH PROFIT MARGINS.

- 300 pair—\$5 each
- 200 pair—\$6.25 each
- 150 pair—\$7 each
- 50 pair—\$7.50 each



Suggested retail is \$15. Use Custom Shades fundraiser as a way to help pay for those FBLA trips! Contact us for FREE samples and FREE design mockups. All orders using the code **#FBLASHADES2016** receive a 10% DISCOUNT on orders above 200 pair.

Call us at 888.751.8107 or find us at MoneyMakerShades.com.

Extended Stay America is now providing a 5% discount for all FBLA-PBL members and advisers. Each of their spacious suites offers a fully equipped kitchen, free Wi-Fi, free grab-and-go breakfast, and on-site laundry facilities. Visit extendedstayamerica.com to make a reservation using **corporate code EAFBA**. You may also call 800.345.1947 to make a reservation and identify yourself as an FBLA-PBL member to receive the discount.



amazon.com.

As you shop online, please remember to access Amazon.com using the link

go.fbla.org/amazon

When you shop through our portal, FBLA-PBL receives a donation for each purchase you make.



Congratulations 2016 Spring **Stock Market Game** winners:

PBL WINNERS

1st Place: Embry-Riddle Aeronautical University (AZ)—*Javad Gorjidoz, adviser*

2nd Place: BridgeValley CTC—South Charleston (WV)—*Allen Montgomery, adviser*

3rd Place: BridgeValley CTC—South Charleston (WV)—*Allen Montgomery, adviser*

Be sure to sign up for our Fall 2016 Stock Market Game, which began September 12.



Chapter Recognition



**Diamond
Chapter**

In honor of FBLA-PBL's 75th anniversary, we are creating a chapter recognition award exclusively for the 2016–17 membership year!

Chapters earning **Diamond Chapter** status will be recognized in the 2017 NLC program and members attending the NLC will each receive a Diamond Chapter name badge ribbon. All entries must be submitted online at go.fbلا.org/diamond with required documentation by **5:00 p.m. Eastern Time on April 1, 2017**.

FBLA, PBL, and FBLA-ML chapters must complete **10** of the 19 activities listed below. Items 1, 2, & 3 are **required**.

1. **REQUIRED.** Chapter earns Membership Achievement Award. *Upload award submission confirmation.*
2. **REQUIRED.** Chapter submits at least one article with photos for *Tomorrow's Business Leader* (FBLA & FBLA-ML) or *PBL Business Leader* (PBL). All articles must be submitted online at go.fbلا.org/news. *Article does not have to be published to receive credit. *Upload screen shot of submission confirmation email.*
3. **REQUIRED.** Create a chapter recruitment plan. *Upload copy of plan.*
4. Recruit 75% of underclassmen in your school (FBLA & PBL: freshman & sophomores; FBLA-ML: lower two grades in your school). *Underclassmen school enrollment _____ Number of paid underclassmen members _____*
5. 75% of chapter members complete one level of BAA (FBLA), MAP (FBLA-ML), or CMAP (PBL). *Upload chapter roster as of March 1 and highlight members achieving BAA, MAP, or CMAP.*
6. 75% of chapter members compete at district/regional/state conference. *Upload chapter roster as of March 1 and indicate members competing.*
7. Chapter achieves Chapter Challenge (Super Sweeps, Non-Stop November, & Action Awareness). *Upload Super Sweeps, Non-Stop November, & Action Awareness Certificates.*
8. Chapter spends at least \$75 at FBLA-PBL MarketPlace. *Upload copy of receipt.*
9. Recruit at least 75% of your chapter membership as PD members (i.e., 50 student members = 38 PD members). *Upload copy of official membership roster including PD members. Will be verified based on national membership records.*
10. Chapter contributes at least \$75 to FBLA scholarship fund. *Upload copy of receipt/invoice.*
11. Chapter raises at least \$75 for March of Dimes. *Upload copy of official March of Dimes reporting form that was submitted to your state MoD office.*
12. Chapter members collectively contribute 75 hours of community service. *Provide description of activities.*
13. 75% of chapter members participate in a chapter community service project. *Provide 75-word summary of project and one photo.*
14. Have chapter Instagram page with at least 75 followers and follow national FBLA-PBL account @fbلا_pbl. *Provide username.*
15. Plan at least one activity to celebrate FBLA-PBL Week or Career and Technical Education (CTE) Month. *Provide description of activity and one photo of activity.*
16. Present FBLA-PBL history presentation at chapter meeting. *Post photo to social media with hashtag #FBLAPBL75. Upload screenshot of post.*
17. Conduct chapter officer/member installation ceremony. *Upload photo of an officer or member being installed.*
18. Prepare brief history of local chapter (timeline, story, PowerPoint, etc.). *Upload copy of history.*
19. Meet with a local or state elected official and post photo on Instagram or Twitter with hashtag #FBLAPBL75. *Upload screenshot of post.*



FUTURE BUSINESS LEADERS OF AMERICA and PHI BETA LAMBDA

Chapter Recognition

Chapter Challenge

go.fbla.org/challenge

Open to all FBLA, FBLA-Middle Level, and PBL chapters, this contest encourages recruitment, retention, and member involvement. NLC delegates from chapters that complete *Super Sweeps*, *Non-Stop November*, and *Action Awareness* receive a pin in their NLC registration packets.



Congratulations to the chapters achieving Super Sweeps!

South Arkansas Community College (AR)
Arizona State University (AZ)
Central Arizona College (AZ)
Embry-Riddle Aeronautical University (AZ)
Northern Arizona University (AZ)
Cerritos College (CA)
Florida International University (FL)
Columbus Technical College (GA)
South Georgia Technical College-Americus (GA)
Southern Regional Technical College-Tifton (GA)
West Georgia Technical College-Douglas Campus (GA)
Heartland Community College (IL)
Central Christian College of Kansas (KS)
Elizabethtown Community & Technical College (KY)
Southeast Missouri State University (MO)

University of Missouri-Columbia (MO)
East Central Community College (MS)
Central Carolina Community College (NC)
Durham Technical Community College (NC)
Miller-Motte College, Jacksonville (NC)
Pfeiffer University (NC)
Wake Technical Community College (NC)
Bismarck State College (ND)
Chadron State College (NE)
Midland University (NE)
University of Nebraska-Lincoln (NE)
Rutgers University-New Brunswick (NJ)
Binghamton University (NY)
Cayuga Community College (NY)
Morrisville State College (NY)

State University of New York College of Oswego (NY)
Oklahoma Panhandle State University (OK)
Oklahoma State University-Tulsa (OK)
Tulsa Community College (OK)
University of Tennessee-Knoxville (TN)
Stephen F. Austin State University (TX)
Texas State University San Marcos (TX)
University of Texas at Dallas (TX)
James Madison University (VA)
Alderson-Broaddus University (WV)
BridgeValley Comm-Tech College-South Charleston (WV)
West Liberty University (WV)

Super Sweeps Leader Board FINAL STANDINGS

1st: Oklahoma (8,819 pts)

2nd: West Virginia (970 pts)

3rd: Arizona (246 pts)

4th: North Carolina (218 pts)

5th: New York (198 pts)



There is still time for your chapter to complete Non-Stop November and Action Awareness!

Non-Stop November

(November 1–December 10)

Chapters complete two required tasks and three out of eight optional tasks that focus on World Prematurity Awareness Month and American Enterprise Day. States are encouraged to recognize chapters that complete Non-Stop November at their respective state conferences. All chapters that complete Non-Stop November will receive ribbons at the NLC.

Action Awareness

(January 1–March 1)

Chapters will be required to complete one task for each day of FBLA-PBL Week, one task for CTE month, and promote awareness of FBLA-PBL programs. All chapters that complete Action Awareness will receive ribbons at the NLC.

Fundraisers & Discounts

FUNDRAISERS



Association Motor Club Marketing (AMCM) offers a roadside assistance program that earns profit now and on renewals. Email fbla@amcm-online.com, call 605.254.8876, or visit amcmfbla.com.



Country Meats features fresh, smoked snack sticks that everyone loves! Sell for \$1 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 MoneyMakerShades.com.



Ozark Delight lollipops are only available for fundraising. They do not sell to stores or other retail markets. Call 800.334.8991 or visit ozarkdelight.com.



Schermer Pecans offers a delicious and healthy fundraising product. Call 800.841.3403, email schermerpecans@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.

MEMBER BENEFITS



Your shopping supports FBLA-PBL. go.fbla.org/amazon

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Free ride for new users (up to \$20) on uberX, UberBLACK, or UberSUV (excludes uberT). Code: FBLAPBL



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



Save hundreds on your car insurance with special FBLA-PBL savings. geico.com/fbla-pbl 800.368.2734



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



One free certification test for FBLA, PBL, and PD members. Access codes are in the Adviser Area at fbla-pbl.org.



Unlimited mileage and up to 20% off! 800.GO.ALAMO Contract ID# 7000461



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



FBLA-PBL members receive 10% off courses for the SAT, ACT & GMAT. Visit go.fbla.org/princetonreview to get started.



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

Great Hotel Discount Programs for Members

Major hotel chains offer reduced rates—up to 15% off—don't miss out!

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Visit go.fbla.org/discounts and save 10%.

extended STAY AMERICA
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Up to 15% off their best available rates
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All discounts subject to change

Chapter News

NORTH CAROLINA



Central Carolina Community College PBL sponsored a team to participate in the Spartan Race at Ft. Bragg, NC. Members are part of the Wellness & Fitness committee of the chapter, created to encourage members to exercise, participate in outdoor group adventures, and live a healthy life. The event kicked off a series of events that will take place over the academic year that will include chapter events like outdoor hiking, paddling at Jordan Lake, mountain biking on area trails, camping, college intramural teams, skiing, and finish with another Spartan Race in Charlotte next April.

NEW JERSEY



Rutgers PBL MEMBERS participated in Scarlet Day of Service, the largest community service event of the year. Rutgers PBL enjoyed volunteering and giving back to the community at Saint Peter's Episcopal Church, located in Spotswood, NJ. As a large group, they split up tasks that the volunteers of the church had a hard time completing. Inside the church, lights were tested and church seats and windows were washed. Outside, they collected garden vegetables and plucked weeds. Although the individuals of Rutgers PBL were all working on different tasks, they all shared a common belief, which was their love for community service.

KENTUCKY



Elizabethtown Community & Technical College PBL participated in a community service project at Feeding America, Kentucky's Heartland local food bank. PBL Members volunteered almost 30 hours by assembling bags of food for the Backpack Program.

The Backpack Program provides at-risk students with nutritious and easy-to-prepare food in a take home bag each Friday afternoon. These backpacks are needed to ensure students get enough to eat on the weekends and during school breaks when other resources are not available.

OKLAHOMA



Oklahoma Panhandle State University PBL hosted its fourth annual Purp Out with the March of Dimes, in conjunction with the university's chili cook-off and last home football game.

This year, the group expanded their event by placing balloon bouquets in the stadium, offering to paint faces purple, pink, and/or white; selling pink, purple, or white tulle bows; and giving away sugar cookies with purple icing and purple punch. Additionally, the football team aided in the cause by wearing purple March of Dimes stickers provided by PBL. The group hopes the event continues to grow as they continue to STICK IT TO PREMATURITY in the years ahead!

WEST VIRGINIA



West Liberty PBL held its annual Big Little celebration. New members were given the opportunity to get to know active members while participating in various events during PBL Rush Week. Events included dinner at River City, an ice cream social, tent day on the quad, and the induction ceremony. All WLU PBL members received an invitation to the Big Little ceremony, which was held in the WLU College of Business Incubator with balloons placed throughout the room for the new members to pop and find out who their Big and other family tree members would be.

WISCONSIN



The Milwaukee School of Engineering (MSOE) PBL held the first "Shark Tank" event on campus. Students were tasked with presenting an original product or service idea to a panel of industry professionals and fellow students. Presentations were judged on their creativity, ingenuity, and business savvy. After each presentation, the panel of judges asked questions to further inquire about the business proposal in an attempt to better understand the goal and direction of each idea.

PBL was excited to reach out to students outside the business school, including students studying BioMedical Engineering, Management Information Systems, Technical Communications, and more.

Submit your chapter news and photos at go.fbla.org/news.