

# LEADER

A Publication for Members and Advisers of Phi Beta Lambda

**Are you  
ready for  
#NLC17PBL?**



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**A LEGACY OF  
LEADERSHIP**



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**Middle Level**      **Professional Division**

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# Calendar of Events

## APRIL

- 1 **Receipt Deadlines: (online submissions)**
  - Membership Madness
  - Membership Mania
  - 100 Percent Class Participation
  - Connect Ten
  - Diamond Chapter
  - Good Neighbor
  - Membership Achievement Award
  - Outstanding Chapter
  - Distinguished Business Leader Scholarship
  - National Bylaws Amendment
- 11–15 NBEA Convention—Chicago, IL
- 15 Dues deadline for chapter/state membership awards at NLC (11:59 p.m. ET)  
Receipt Deadline: Big 10 Awards membership deadline
- 19 Webinar: 2017 NLC (Anaheim, CA)
- 30 Professional Division Membership Awards dues deadline
- April/May March for Babies: Check with your local March of Dimes Office for specific dates

## MAY

- 1 Adviser Wall of Fame: Nomination deadline
- 5 Spring Stock Market Game ends
- 12 Receipt Deadlines:
  - NLC competitive event registration (11:59 p.m. ET)
  - NLC Intern application
  - Businessperson of the Year nomination
  - Prejudged materials must be received at FBLA-PBL National Center via online submission
- 15 Application Deadline: National Officer Candidate (5:00 p.m. ET)  
March of Dimes Fundraising Report (sent to state MoD office)
- 19 Receipt Deadline: All competitive events computer production tests must be received by FBLA-PBL National Center via online submission (11:59 p.m. ET)
- 20 NLC and IFL: Early bird registration deadline (11:59 p.m. ET)

## JUNE

- 2 Last day to make competitive events name changes (11:59 p.m. ET)
- 4 PBL Voting Delegates: Registration deadline
- 9 FBLA Local Chapter Voting Delegates: Registration deadline
- 23–24 PBL Institute for Leaders—Anaheim, CA
- 24–27 PBL NLC—Anaheim, CA





## Message from the President

Greetings, PBL members!

Where did our time together go? It feels like just yesterday we were at the 2016 National Leadership Conference in Atlanta, Georgia and now we are preparing to attend the 2017 National Leadership Conference in Anaheim, California. This year, we set out to leave *A Legacy of Leadership* and members, I believe we have done just that.

For 75 years, our organization has helped hundreds of thousands of high school and college students by providing them the skills and resources necessary to be successful out in the world of business, and this year was no different. I thank our wonderful advisers, local chapter officers, and state officers for their commitment and hard work to ensure that we are providing our members the best experience possible.

I would like to thank the members of my national officer team for their dedication to making sure that we carry out our vision for this outstanding organization. Each of you has pushed me to be the best leader I can be, and I have truly enjoyed our time together. I wish you all the best of luck in your future endeavors!

As we approach the National Leadership Conference, remember to continue taking advantage of everything this year has left to offer. Remember to continue to #Strivefor75!

Ladies and gentlemen, last year I asked you all to *Soar to Success* with me and now as we start our descent, make sure to continue the celebration of our 75th anniversary by joining us in Anaheim for #NLC17PBL!

See you this summer!

Albert Amaya  
2016-17 PBL National President



Albert



Kimberly



Warren



Elizabeth



Mary



Merry



Emmalee



McKenzie



Mark

2016-17 PBL NATIONAL OFFICERS

# A stroke ahead

## How teaming up with a mentor can move you into a leading position

Professional networking—via social media, at conferences, or through college connections—is certainly good for your career. But if you’re ready for something more impactful, consider a mentor. Unlike most networking contacts, a mentor makes a long-term commitment to you and your future. With a mentor, you have regular, private communication that enables you to ask important questions, examine your goals, and stretch your ideas about who you are and what you want to become. Mentoring (and being mentored) requires mutual respect and trust and the recognition that professional expertise, experience and savvy (in other words, a successful career) take time and hard work.



## Coaching is key

A mentoring relationship can help you achieve ambitious goals by providing opportunities to:

- Observe and interact with another more experienced professional
- Receive honest feedback and direct encouragement
- Acquire and enhance knowledge, skills, and perspectives
- Ask questions
- Gain access to practical resources and tools

## The starting line

When you look for a mentor, start by seeking out respected colleagues within your own field. A mentor can be a senior professional, but often someone closer to your own age and experience level will relate best to your current situation. Also consider what you want help with – job skills, people skills, or work/life balance issues? You can search for a mentor via a formal program such as the one KPMG provides, or simply ask someone whom you respect and admire if he or she would consider becoming your mentor. A mentor's commitment to you can vary over time and as your mentoring relationship develops. So you might approach your potential mentor with a flexible proposal that is considerate of his or her time and responsibilities.

After you find a mentor and agree to begin, establish some parameters and a working schedule. Find out where/when/how often your mentor is available to talk or meet. During your first conversation, share your background and goals. Discuss your strengths and areas for improvement. Explain what you want to accomplish as soon as possible and what you want to develop for the long term. Agree to action items and next steps. Finally, decide how you'll measure progress.

## Tailor your training

Focus will make your conversations more personally meaningful and professionally productive. Think about what you want to work on with your mentor:

- Are there specific goals you think your mentor can help you with?
- What challenges are you hoping your mentor can help you overcome?
- How can your mentor best provide encouragement, feedback, knowledge, perspective, networking opportunities or visibility to leadership?

## Get into the flow

Your meetings can revolve around work or personal life (especially work/life balance topics). Questions that could spark a lively discussion include:

- What are your long-term goals?
- What path did you take to get to this career stage?
- What do you wish you had known or done five years ago?
- What are the challenges you face in your typical day/week/month?
- How do you resolve conflicts at work?
- How have you balanced work with the rest of your life?
- What should I be doing differently?
- What additional education or training do I need?
- How should I prioritize my career goals?
- How do I measure my success?

## Everyone wins

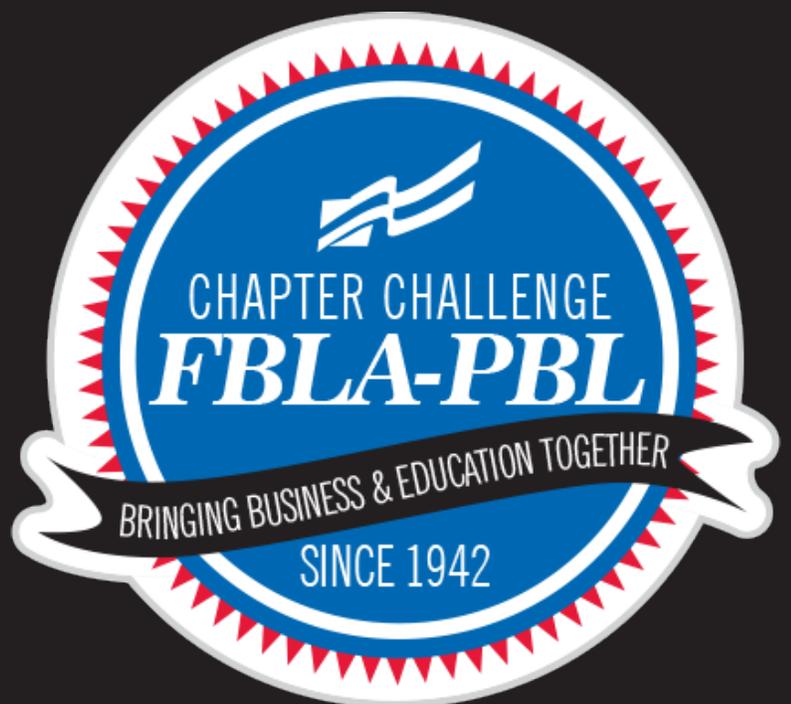
The value of mentoring is well recognized by companies that practice comprehensive talent development. At KPMG, approximately 12,000 employees are involved in mentoring or being mentored. This commitment by mentors to give help, and willingness among mentees to take help, enables employees at all levels to benefit from the combination of inspiration and example that can create career champions. ●

# National Recognition

# CONGRATULATIONS

**These chapters earned the Chapter Challenge award by completing Super Sweeps, Non-Stop November, & Action Awareness. NLC attendees from these chapters will each receive a pin in their chapter's NLC registration packet.**

Central Arizona College (AZ)  
South Arkansas Community College (AR)  
Florida International University (FL)  
Columbus Technical College (GA)  
South Georgia Technical College-Americus (GA)  
Southern Regional Technical College-Tifton (GA)  
Central Christian College of Kansas (KS)  
Elizabethtown Community & Technical College (KY)  
East Central Community College (MS)  
Southeast Missouri State University (MO)  
University of Missouri-Columbia (MO)  
Chadron State College (NE)  
University of Nebraska-Lincoln (NE)  
Rutgers University-New Brunswick (NJ)  
Cayuga Community College (NY)  
Morrisville State College (NY)  
Central Carolina Community College (NC)  
Durham Technical Community College (NC)  
Oklahoma Panhandle State University (OK)  
Texas State University San Marcos (TX)  
University of Texas at Dallas (TX)  
James Madison University (VA)  
West Liberty University (WV)



# RUTGERS

## School of Management and Labor Relations

Gary Minkoff, Rutgers Business School (RBS), instructor of professional practice in entrepreneurship, recently announced the winning team in the joint program/competition in his technology ventures class. The class is offered to undergraduates in partnership with the design and manufacturing class in the School of Engineering's Mechanical and Aerospace Engineering (MAE) program, which is led by Professor Mina Pilegri, and her graduate assistants, Brandon Ashworth and Merrill Edmonds.

The competition was based on a semester-long project in which 17 RBS/MAE teams (two RBS students, plus MAE teams of approximately five students) worked collaboratively using the lean startup methodology to iterate and articulate successive versions of the value proposition and business viability of various technologies being researched and/or developed by the MAE students.

Chelsea Olivares and Erin Pasko took Minkoff's class through Rutgers Business School. Olivares, a communications major with a concentration in public relations said, "When we started meeting with the engineering students, we spoke different languages. But we all brought different strengths to the problem and worked very well together."

The judges chose the Urban Wind Turbine Project: a small electricity generating wind turbine to help address global warming by reducing reliance on greenhouse-producing power sources. The project included engineering, selling, and leasing small roof-top wind-powered turbines; selling rechargeable batteries; and producing the necessary software.

The \$1,000 prize provided by Wilkin & Guttenplan P.C. was divided among the team members, and an additional \$1,500 worth of professional advising services from Wilkin & Guttenplan P.C. was awarded to assist the team in bringing this winning project to fruition.

Guttenplan's firm has a great respect for the potential of these student collaborations. "We are very pleased to be able to partner with two great programs in entrepreneurship at Rutgers Business School and the Design/Manufacture class in the Mechanical/Aerospace Engineering program in the School of Engineering," said Guttenplan. "We hope to be supportive as these students explore the intersection of technology and business, and where it adds value, be a resource to them, or anyone else exploring a venture at Rutgers. With our own experience as entrepreneurs, and the wisdom we've gained from advising countless entrepreneurial clients, we would be thrilled to do whatever we can to help these emerging entrepreneurs at Rutgers be successful."

The winning team clearly agrees. "We are very excited about the professional advising services from Wilkin & Guttenplan P.C.," said Pasko. "We definitely plan to keep the team together, and after graduation this spring, see how far we can take the urban wind turbine project."



# Facebook Jobs vs. LinkedIn Jobs: Which Site Is Better for Finding Your Dream Job?

In February 2017, Facebook rolled out a new feature aptly called Facebook Jobs in North America, where local businesses can post open jobs and passively look for suitable candidates who can then apply through Facebook. Businesses can use their company page to post job openings and communicate with applicants through Facebook Messenger.

LinkedIn Jobs, which launched in January 2005, is a more mature, robust platform and does offer more options and features at this time. Right now, it is not an equal playing field comparison, as LinkedIn is currently a better option for most job professions and industries. However, it behooves LinkedIn to be aware of its drawbacks and the pros of Facebook Jobs to remain competitive, given Facebook's much larger user base that can populate its job and candidate pools.



vs.



## PROS

- Laser-like focus on local jobs. A job seeker can set from a 2-mile to 100-mile radius parameter for free. This is a powerful tool made very accessible to a large audience. LinkedIn only allows a few choices in multiples of 5 miles for the search.
- Multiple job type choices are given: Full-time, Part-time, Internship, Volunteer, and Contract.
- Many of the jobs listed across varied locations are entry-level and part-time roles in digital media, recruiting, personal care services, retail, and outdoor & recreation industries. Given the smaller pool of candidates on Facebook Jobs, job seekers applying to these openings will find themselves in a smaller pool of considered candidates.
- Facebook Jobs automatically populates an application with the Facebook profile information entered when the person's profile is initially set up. This is a great convenience to not have to re-enter information for an application that is already listed on a profile. However, the job seeker will have to ensure their Facebook profile is populated in a professional manner to be used in job-seeking efforts.
- Facebook Jobs permits a text section asking "Why do you think you're a good candidate for <company name>?" The job seeker can demonstrate their knowledge of the company and help the hiring manager connect the dots between the company's needs and the candidate's experience.

## PROS

- Suggested jobs are offered based on the content of your profile. You can set preferences for the types of jobs you want suggested to you based on location, experience level, experience type (profession), industry, and company size.
  - Just below the job search fields is access to LinkedIn Salary (<http://linkedin.com/salary>), where you can research salaries for the positions in the locations you are targeting, alongside the job-opening search. This is extremely helpful for job seekers to educate themselves on what the marketplace dictates for their skills as they put together their online application.
  - With Premium Membership, a job seeker can see how they compare to other applicants in skill, current title, past experience, education, and location matching, based on what is listed in the users' profiles. You can use The LinkedIn Profile Cheat Sheet to ensure your profile is optimized properly with the right key words in the right places (<http://linkedinprofilecheatsheet.com>).
  - LinkedIn has the option to quickly apply using their InEasy Apply feature (if the employer uses this option, apply through the company's website using your résumé or LinkedIn profile or upload a résumé to the LinkedIn Job posting).
  - A job seeker can create a Job Search Alert, where the job seeker is notified of newly posted roles that meet their search criteria.
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vs.



## CONS

- A location must be set for a search. An option does not exist to search for a position without a location. If a job seeker is doing a relocation or if a job seeker is open to relocation, a search will need to be done for the target role in every city targeted for the new job, setting the radius for the search for each city.
- There are much fewer jobs at the executive level listed compared to the executive job listing for LinkedIn Jobs, due to Facebook Jobs' infancy compared to LinkedIn Jobs. However, it is something to be noted if you are looking for an executive role. Additionally, this con is still inadvertently a pro, since those early adopter executives that find a relevant executive job posting on Facebook Jobs will find themselves among fewer competitors since fewer candidates look at Facebook Jobs at this point compared to LinkedIn Jobs.
- At this time, there is not a source to search for related salaries for positions, as there is with LinkedIn Jobs.
- Many people use Facebook for personal use. If a job seeker chooses to use Facebook Jobs to look for positions, then the user's profile needs to look professional to compete in this business context. A meld of personal and business personas is a con for many job seekers.

## CONS

- The competition is fierce on LinkedIn Jobs. While Facebook has many more monthly users than LinkedIn, LinkedIn Jobs has more activity than Facebook Jobs. This means a job seeker will face more competition on LinkedIn Jobs.
- A job seeker needs to whittle through sponsored job postings and have a solid command of Boolean search terms to find jobs that meet their keyword parameters. While it is great that LinkedIn Jobs has more jobs to choose from, there are also more jobs to sift through to get to the right positions for the applicant.
- If a job seeker is looking for entry-level or part-time work, LinkedIn is a bit lacking for opportunities meeting these criteria. LinkedIn tends to have more representation of openings in mid-to-senior level roles in the corporate areas.

So which is better to find your dream job? The answer is "it depends." If a job seeker is looking for entry-level jobs in specific industries, Facebook Jobs could be a better option where to start a search. However, as an executive adopting Facebook Jobs as a job search tool in this early stage, an executive job seeker can find themselves in a much smaller pool of candidates for consideration. I believe a job seeker should not rule either option out entirely, but try each option often to determine which the best provider is for relevant opportunities.

**Facebook Jobs** (<https://www.facebook.com/jobs/>)

**LinkedIn Jobs** (<https://www.linkedin.com/jobs/>)

Lisa Rangel is an executive résumé writer at Chameleonresumes.com, a *Forbes* Top 100 Career Website and recently named one of the top 28 résumé writers in 2016 by Career Toolkit. She is also the LinkedIn Premium Career Group Moderator and has been featured in *Inc.*, BBC, *Investor's Business Daily*, *Forbes.com*, Fox News, Yahoo Finance, US News, and so many more reputable media outlets. Lisa also recently launched a new podcast "The Pretend You're Fired Today Podcast" – <http://pretendyourefiredtoday.com>. Download her LinkedIn Profile Cheat Sheet now at <http://linkedinprofilecheatsheet.com>

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To see highlights from last year's SLC, you can view a YouTube video [here](#).

The conference website ([www.imasl.org](http://www.imasl.org)) will be updated in late August when complete registration details will be posted. Official registration will open on Sept. 5.

For more information, please contact Jodi Ryan at [jryan@imanet.org](mailto:jryan@imanet.org).



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# Region Roundup

## EASTERN REGION

*Mary Golden, Eastern Region Vice President*

Happy conference season! I am so excited to see the hard work and dedication you've all put into preparing for your SLCs. I could not be more proud of what the Eastern region has accomplished this year. We recruited a new state chapter in the District of Columbia. Maine, Maryland, and New York have all surpassed their membership from this time last year. Membership is up considerably within the region, which is absolutely incredible to see. Keep striving for 75, recruiting new members, and have an awesome SLC! I will see you all in Anaheim for the National Leadership Conference.



## MOUNTAIN PLAINS REGION

*Merry Dimanh, Mountain Plains Region Vice President*

Our members are hard at work preparing for their competitive events—studying their test materials, standing before their peers for advice, and polishing their presentations before it's time to step before a panel of judges and give it their best shot. As you host your State Leadership Conferences, a fun, new way to broadcast your member's efforts would be to share a Live video feed into the State Officer's Boardroom on Facebook.

I encourage all of you to continue your efforts in recruitment and retention. I also want to give a shout out to the North Dakota and South Dakota chapters for beating their last year's membership numbers. As we near the end of the school year, plan to leave *A Legacy of Leadership* by preparing transition training for the next generation of officers. I look forward to seeing all of you again soon!

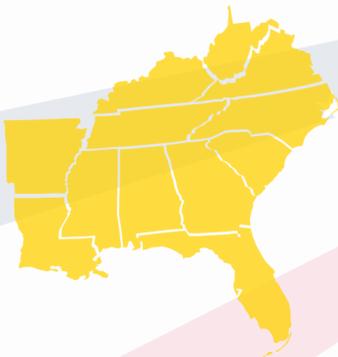
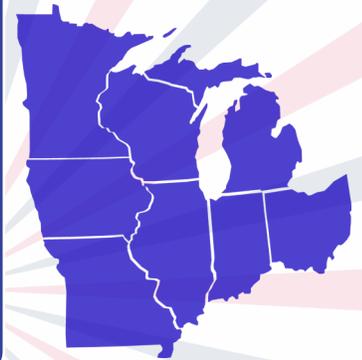
## NORTH CENTRAL REGION

*Emmalee Smith, North Central Region Vice President*

With SLCs coming to a close, we are one step closer to the pinnacle of all your hard work—the NLC. This is what you've been working towards all year with your fundraisers, service projects, and late-night study sessions for competition.

I cannot wait to experience the culmination of all your success in Anaheim. I'm so excited to network with you in workshops, hang out at Disney, and present your awards at the Awards of Excellence Program.

It has been a true honor serving alongside eight extremely talented, dedicated individuals this year as your North Central Region Vice President and a member of the 2016–17 national officer team. Having dedicated almost eight years of my life to FBLA-PBL, this was the perfect way for me to leave my legacy of leadership. I'm so grateful for this experience, and I couldn't have done it without you! Thank you for allowing me to serve this wonderful organization in its 75th year!



## SOUTHERN REGION

*McKenzie Worley, Southern Region Vice President*

This semester has been very successful for the southern region! We had 88 members complete CMAP levels. CMAP is a great program; and I encourage you all to get involved next year and gain the recognition you deserve for the work you do on the local, state, and national levels.

I have enjoyed serving as your Southern Region Vice President and I look forward to seeing you in Anaheim! If I can assist you in any way, please contact me at [pblsrvp@fbla.org](mailto:pblsrvp@fbla.org).

## WESTERN REGION

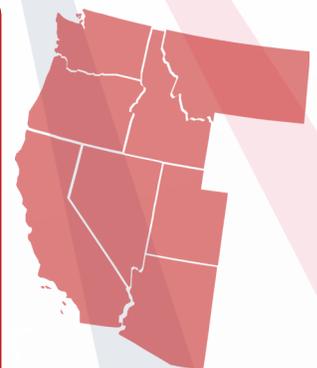
*Mark Creech, Western Region Vice President*

As we approach the end of the school year, I thank all the local chapter officers and advisers for your commitment to your chapters.

Every year, chapters face the daunting task of recruiting new members. Recruiting is not an exact science and it is ever evolving. This year, the national officer team adopted a slogan of "Strive for 75" to help us reach our national membership goal of 10,075.

At the national level we continuously strive to make FBLA-PBL the best student organization in the world. We do this by adding value to members. Career Membership Achievement Program (CMAP) is a value-added activity that helps participants make a successful transition from classroom to workforce.

Congratulations to all of the Western Region PBL members who earned pins for CMAP this year!



The 2017 National Leadership Conference (NLC) in Anaheim, California is your chance to compete, run for office, and network with members and business professionals from around the country. Start preparing now for this opportunity to celebrate FBLA-PBL's 75th anniversary and leave *A Legacy of Leadership*.



## KEYNOTE SPEAKER

### Thomas Nestor



Thomas Nestor is a best-selling author, professional speaker, and the CEO of Thomas Nestor Leadership Institute, a company specializing in creating learning and development for leaders and organizations. Thomas's purpose is to teach people how to lead in a world that seems to crave leadership.

As a critically-acclaimed keynote speaker, multiple business owner of child development centers, and best-selling author, he doesn't tell people what to do, but guides them in the direction of where they need to go.

## OPEN EVENTS

Everyone can compete! The Open Events program offers tests members can take without prequalification or preregistration. You don't have to be a state winner—just a member. PBL members may take two open events.

June 26—10:00 a.m.  
Advertising  
Agribusiness  
Current Events in Business

June 26—11:30 a.m.  
Health Care Management  
Insurance & Risk Management  
Journalism

## NLC INTERNSHIPS

Members can enhance their experience by working as an NLC intern in Anaheim! Conference interns help national staff with conference logistics, headquarters office management, and more. Interested applicants must be available to attend the NLC and work during these dates and times:

June 24–27 8:00 a.m.–5:00 p.m.

To participate, members must be available during the majority of the NLC. Interns must pay the conference registration fee, accommodations, travel, and meals. Complete the application at [go.fbla.org/NLC](http://go.fbla.org/NLC) (including a current résumé and one letter of recommendation).

**Application receipt deadline is Friday, May 12.**

## INSTITUTE FOR LEADERS

This high-energy, intensive, two-day seminar is a focused leadership experience for state and local chapter officers, as well as members and advisers. This training conference prepares student leaders and members to assume their elected responsibilities and develop valuable life skills.

## NATIONAL ANTHEM

We are looking for a PBL member to sing the national anthem at the 2017 NLC in Anaheim, California. Interested performers should make an MP3 demo or YouTube video singing the national anthem and submit by 5:00 p.m. EDT on May 12 at [go.fbla.org/anthem](http://go.fbla.org/anthem).

A music specialist will review all submissions. Participants are encouraged to perform the anthem in traditional acappella style in their demo.

*Note: Anthem singer must be paid NLC attendee.*

## NATIONAL OFFICER ELECTIONS

An important and exciting part of the NLC is the election of your national officers. Students interested in running for national office can request the *National Officer Candidate Guide* from their state adviser, or download it from [go.fbla.org/NLC](http://go.fbla.org/NLC).

Candidates display literature at their campaign booths where members can talk with them about their platforms. Don't miss the spirited competition and bid for delegate votes by the candidates and their campaign teams.

National voting and all regional voting will be conducted via electronic ballot. Voting delegates should bring a data-enabled device (phone, tablet, etc.) to cast their votes. Delegates may share devices. *Standard message and data rates may apply.*

## CONFERENCE APP

Download the free *FBLA-PBL National Conferences* app. Receive message updates, create your personal schedule, learn about exhibitors, and more! Conference details will be available in the app approximately one week before the NLC.

# Fundraisers & Discounts



**Association Motor Club Marketing (AMCM)** offers a roadside assistance program that earns profit now and on renewals. Email [fbla@amcm-online.com](mailto:fbla@amcm-online.com), call 605.254.8876, or visit [www.amcmfbla.com](http://www.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 [www.countrymeats.com/samplepack](http://www.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](http://www.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 [www.ozarkdelight.com](http://www.ozarkdelight.com).



**Schermer Pecans** offers a delicious and healthy fundraising product. Call 800.841.3403, email [schermerpecans@yahoo.com](mailto:schermerpecans@yahoo.com), or visit [www.pecantreats.com](http://www.pecantreats.com).



**School Spirit Coffee** provides personalized packaging for their coffee fundraiser. Call 800.570.1443, email [Debbie@schoolspiritcoffee.com](mailto:Debbie@schoolspiritcoffee.com), or visit [www.schoolspiritcoffee.com](http://www.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](mailto:sales@tomwat.com), or visit [www.tomwat.com](http://www.tomwat.com).

## MEMBER BENEFITS

**amazon.com**  
Your shopping supports FBLA-PBL.  
[go.fbla.org/amazon](http://go.fbla.org/amazon)

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

**Office DEPOT OfficeMax**  
Receive a discount on over 96,000 items at Office Depot and OfficeMax locations or online.  
[officediscounts.org/fbla](http://officediscounts.org/fbla)

**GEICO**  
Save hundreds on your car insurance with special FBLA-PBL savings.  
[geico.com/fbla-pbl](http://geico.com/fbla-pbl)  
800.368.2734

**amcm**  
Receive 28% off emergency roadside service. Look for purchase links at [go.fbla.org/discounts](http://go.fbla.org/discounts).

**MEN'S WEARHOUSE**  
Save 40% on in-store purchases when you use the FBLA-PBL coupon. Download the coupon at [go.fbla.org/discounts](http://go.fbla.org/discounts).

**Brainbench**  
One free certification test for FBLA, PBL, and PD members. Access codes are in the Adviser Area at [fbla-pbl.org](http://fbla-pbl.org).

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

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

**The Princeton Review**  
FBLA-PBL members receive 10% off courses for the SAT, ACT & GMAT. Visit [go.fbla.org/princetonreview](http://go.fbla.org/princetonreview) to get started.

**hp**  
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](http://go.fbla.org/discounts). 800.473.4732

## Great Hotel Discount Programs for Members

Major hotel chains offer reduced rates—up to 10% off—don't miss out!

**LEXINGTON HOTEL** **Americas Best Value Inn**  
Visit [go.fbla.org/discounts](http://go.fbla.org/discounts) and save 10%.

**PARK HYATT** **ANDAZ** **GRAND HYATT HOTELS**

**HYATT REGENCY HOTELS** **HYATT PLACE** **HYATT SUMMERFIELD SUITES**

### Hyatt Hotels

10% off at participating Hyatt properties  
877.393.8034  
Group Code: CR51684

**extended STAY AMERICA**  
5% discount on room rate  
[extendedstayamerica.com](http://extendedstayamerica.com)  
Corporate Code: EAFBA

All discounts subject to change

# Chapter News

## ALABAMA



The Auburn University PBL chapter is using technology to keep members informed. The meeting room used for chapter meetings is equipped with synchronized video and screen recorded capabilities. Meetings can now be viewed remotely and revisited at a later date. This technology helps members that want to be involved stay informed if they cannot attend due to school and work conflicts.

## ARIZONA



Central Arizona College recently held a food drive to benefit Florence, Arizona food banks. The event took place at the Arizona PBL winter conference hosted by Central Arizona College.

Five chapters attended the conference and each chapter contributed food donations to the drive.

## TEXAS



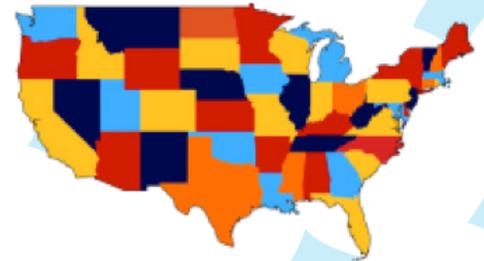
On World Prematurity Day, members of the University of Texas at Dallas PBL chapter held a Boba for Babies fundraiser at the Student Union on campus. 100% of the proceeds were donated to the local March of Dimes Dallas Chapter, resulting in a 311% increase in the total donations made last year by the chapter. The fundraiser raised \$309 in four hours. Some people stopped by just to donate \$5 or \$10 because they supported the mission of the March of Dimes to fund lifesaving research to end premature birth, birth defects, and infant mortality.

## VIRGINIA



Banquet for Babies is an annual event that George Mason University holds to raise awareness for premature births, birth defects, and the March of Dimes. The event is usually held in the month of December and is open to the George Mason University community. This event is beneficial since after conducting a survey, the George Mason University community had very little awareness on the topic and the March of Dimes organization. George Mason University will continue to hold this event to spread awareness and to promote the March of Dimes.

## VIRTUAL



The Virtual PBL officer team hosted their first webinar during FBLA-PBL week as a part of their "Business Professional and Alumni Webinar Series" initiative. The goal of this program is to get Virtual PBL members connected with business professionals and PBL alumni across the nation. These webinars consist of a question-and-answer session with the speaker, a presentation about a specific business- or PBL-related topic, followed by questions from the viewing members. Webinars are open to all PBL members and may be viewed on the Virtual PBL YouTube channel.

Submit your chapter news and photos at [go.fbla.org/news](http://go.fbla.org/news).