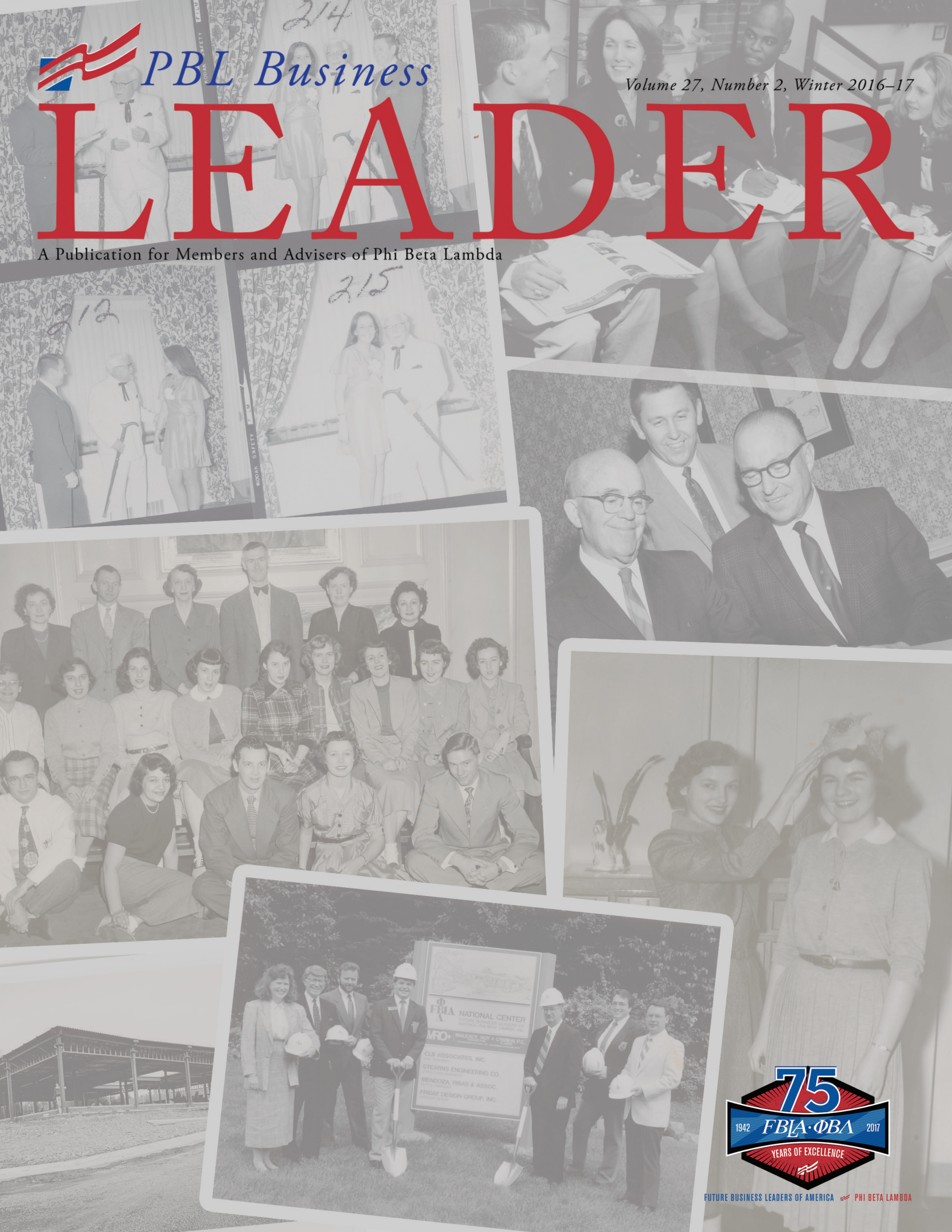


LEADER

A Publication for Members and Advisers of Phi Beta Lambda



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



FBLA-PBL IS A DIVISION OF FBLA-PHILADELPHIA CHAPTERS

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Future Business Leaders of America-
Phi Beta Lambda



FUTURE BUSINESS LEADERS OF AMERICA  PHI BETA LAMBDA

Calendar of Events

MARCH

- 1 Action Awareness ends
Receipt Deadlines:
 - CMAP awards
 - Dues deadline to receive spring publications
 - Application Deadline: National Awards Program Committee
- 3 *PBL Business Leader*—Spring issue chapter news deadline

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



Message from the President

Greetings, PBL members!

It is hard to believe that conference season is here and before we know it, we will be reunited in Anaheim, California for the 2017 National Leadership Conference. Just a few months ago, we were preparing for recruitment and the fall semester, and now we are in full recruitment mode again as we prepare for conference season! Make sure to use this as an incentive and opportunity to attract new members and make them competitors. In addition to competition, don't forget to participate in our national programs including the Career and Membership Achievement Program (CMAP) and our exclusive program celebrating our 75th anniversary, Diamond Chapter. Put your state chapter on the map by ensuring that your chapter participates.

I can't thank you enough for a great beginning to the membership year, but our job as officers and as members of this great organization is not over yet. There is still work to be done in order to make PBL the premiere collegiate student business organization of the future. I am so proud of the work you have done thus far, and I truly am looking forward to seeing the great things we accomplish together in the coming months.

On behalf of the PBL national officer team, best of luck at your state conferences. Remember to remain focused and keep your eye on the prize—I know I am! #Strivefor75

Albert Amaya
2016–17 PBL National President

FBLA-PBL: HELPING SAVE BABIES FOR MORE THAN 40 YEARS

Is your chapter raising money this year to support our national service partner, March of Dimes? Be sure to submit the official FBLA-PBL March of Dimes Reporting Form with your donation to your local March of Dimes office.

Only chapters who submit this form with their donations are eligible for March of Dimes awards at the NLC and to apply for grants next year.

The form is available at go.fbla.org/MoD.

2016-17 PBL NATIONAL OFFICERS



Achieve Your PBL Goals

by PBL Western Region Vice President Mark Creech

It's that time of year again, when we must reflect on the goals we set out to accomplish. As the Western Region Vice President, many of you have approached me with your PBL goals. Let me say what an honor it is for you to share them with me. I am humbled that you believe I can help you achieve PBL success.

Please keep in mind your goals should motivate you in a way that propels you into action. They must be specific, measurable, time bound, and attainable. Last year, my personal goal was to reach the Director and Executive levels in the Career Membership Achievement Program (CMAP).

To be successful in achieving your goals you must write them down. I'm sure you have heard this from your professors, parents, and peers. This adds validity to the process and helps clearly define the "why." When I did this, it became real and tangible. After several failed attempts to clearly define my goal, I reached out to a co-worker for whom I know goal setting is his strong point.

He looked at my goal (*I would like to reach the Executive level this year*) and surprisingly he said, "Mark, that's a great goal!" But, it didn't inspire me to action. He suggested that I rewrite it to something like "I will achieve Executive level status by March 1, 2016." Naturally, I kept it the way he stated it, because it was measurable, time bound, and attainable.

The next step was to make my action plan. After reading the requirements, I separated each task into categories based on whether they would take a short or long time to accomplish. I did this to help me execute amidst life's distractions. Family, school, work, and PBL are the order in which I prioritize my daily decisions. Often, accomplishing my personal goals are put on the back burner by all the energy I use on family, school, and work.

The real key to me completing this goal was that I did something every day to make my goal a reality. Sometimes, they were small steps, such as organizing my calendar of priorities, doing a specific task on my lunch break, or lumping requirements that were similar together. Most importantly, I did monthly accountability progress checks.

I kept score monthly of my progress and took appropriate actions on areas that were not up to par with my timetable. Wow, was that ever critical, because sometimes we think we're doing okay on a project only to find out too late that the completion of the project will never become a reality.

Thankfully, I was able to accomplish my goal of achieving the Executive level of CMAP. You still have almost two weeks to finish your 2017 goal of completing CMAP.

Please don't worry, for many of you the requirements for CMAP Director level are done. Let me give you an example of how you can complete CMAP.

Complete three (3) Service activities. This can be done with March of Dimes.

- Activity 1 (Required): Create a tri-fold brochure/rack card to promote Prematurity Awareness.
- Activity 6: Create a March of Dimes .org account.
- Activity 8: Participate in an activity for the March of Dimes.

Complete three (3) Education activities. The first activity is required.

- Activity 9 (Required): Complete the Goal Setting Worksheet.
- Activity 12: Email a PBL State or National Officer and describe what you have learned as a member of FBLA-PBL.
- Activity 14: Join LinkedIn and create a profile.

Complete four (4) Progress activities. The first three activities are required.

- Activity 17 (Required): Attend a local chapter meeting...
- Activity 18 (Required): Complete the PBL Internet Scavenger Hunt on the FBLA-PBL national website.
- Activity 19 (Required): Participate in Membership Madness. (Recruit five new members)
- Activity 24: Attended your State Leadership Conference the previous year.

To help everyone reach their CMAP goals, I am focusing on helping any member who would like to complete the Director level. Together, we can accomplish great things and build a legacy of leadership. Dream, plan, execute and achieve success.

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www.DCinternships.org/IBGA

June & July 2017

Final Application Deadline: March 14th

Spend your summer in Washington, DC and prepare for your future! The 8-week program allows students to intern in the field of corporate business and government affairs while earning academic credit in economics and government.

LIVE

Washington, DC attracts as many as 40,000 interns a year to live in a city that allows them to gain real-world experience, build their résumés and sharpen their professional skills.

You will live just blocks from the national monuments, State Department, and White House on the campus of George Washington University. Fully-furnished housing and roommate matching is provided as part of our comprehensive program.

LEARN

Earn course credit while you intern! You can earn 3 to 9 academic credits this summer. Our unique curriculum is designed to complement your DC experience with upper-level government, economics, and business ethics courses. Academic courses are accredited by George Mason University and taught by top-rated faculty from GMU and other prestigious universities.

INTERN

An internship is one of the most important investments you can make in your future. As part of our program, you are guaranteed a business or government affairs internship placement. We have been creating academic internship experiences for over 40 years and work with over 300 top organizations in DC.

CONNECT

Who you know does matter—especially when it comes to your future job search. Our comprehensive program is designed so you can make valuable professional connections and practice your networking skills in a real-world setting.

We offer a number of networking opportunities to enhance your internship experience and maximize your time in DC:

- mentor program with business professionals
- professional Development Seminars
- site briefings at key Washington institutions including the Federal Reserve and Security and Exchange Commission

APPLY NOW

It's not too early to make plans for the summer!

For more information and to begin an online application, please visit www.DCinternships.org/IBGA. Questions may be directed to Joel Troutman at IBGA@tfas.org or 202.986.0384.

National Recognition



Congratulations to the chapters achieving Non-Stop November!

Williams Baptist College (AR)
Central Arizona College (AZ)
Cerritos College (CA)
Florida International University (FL)
Columbus Technical College (GA)
South Georgia Technical College - Americus (GA)
Southern Regional Technical College - Tifton (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)
Pfeiffer University (NC)
Wake Technical Community College (NC)
Chadron State College (NE)
McCook Community College (NE)
University of Nebraska - Lincoln (NE)
Rutgers University - New Brunswick (NJ)
Cayuga Community College (NY)
Morrisville State College (NY)
State University of New York College of Oswego (NY)
Oklahoma Panhandle State University (OK)
Bloomsburg University (PA)
Texas State University San Marcos (TX)
University of Texas at Dallas (TX)
James Madison University (VA)
Northern Virginia Community College (VA)
BridgeValley Comm & Tech College - South Charleston (WV)
West Liberty University (WV)

Will you represent your state in competition at the NLC this summer in Anaheim?

Here are a few tips from a former PBL member who has taken home 10 top-ten trophies from NLCs.

- Review the event guidelines carefully. Make sure you are using the current guidelines for your event from this year's *Chapter Management Handbook*.
- For performance events, know the ratings sheet. See where you earn the most points and focus on those areas during your presentation.
- If your event has a pre-judged component (report, résumé, etc.) ask multiple people to proofread it before you submit for competition.
- Use the resources available on the national website and from the *MarketPlace*.
- If you plan to use slides/video during your presentation, always have a backup plan. If the computer battery dies or the projector fails, you still have to present to the judges.
- Talk to chapter members who competed in your event at a prior conference. Ask them what types of questions were on the tests.
- When practicing, ask friends or instructors to score you according to the event rating sheet. This can help you see where you need to improve.
- Study ... study ... study! And practice ... practice ... practice! Sometimes there are only a few points separating a national qualifier and someone who just misses out.

Still trying to choose your event for SLC competition?

Check out the handy chart on the next pages.

Choosing your PBL competitive event

START HERE

Do you feel comfortable speaking in front of a small audience?

YES

Would you like to work on a project or report that showcases your business or technical knowledge?

NO

Would you like to work as part of a team?

NO

YES

YES

Events requiring a project or report developed on a given topic or competencies.

Individual or Team Events

- Business Presentation
- Community Service Project
- Computer Animation
- Forensic Accounting
- Global Analysis & Decision Making
- Integrated Marketing Campaign
- Mobile Application Development
- Network Design
- Sales Presentation
- Small Business Management Plan
- Social Media Challenge
- Website Design

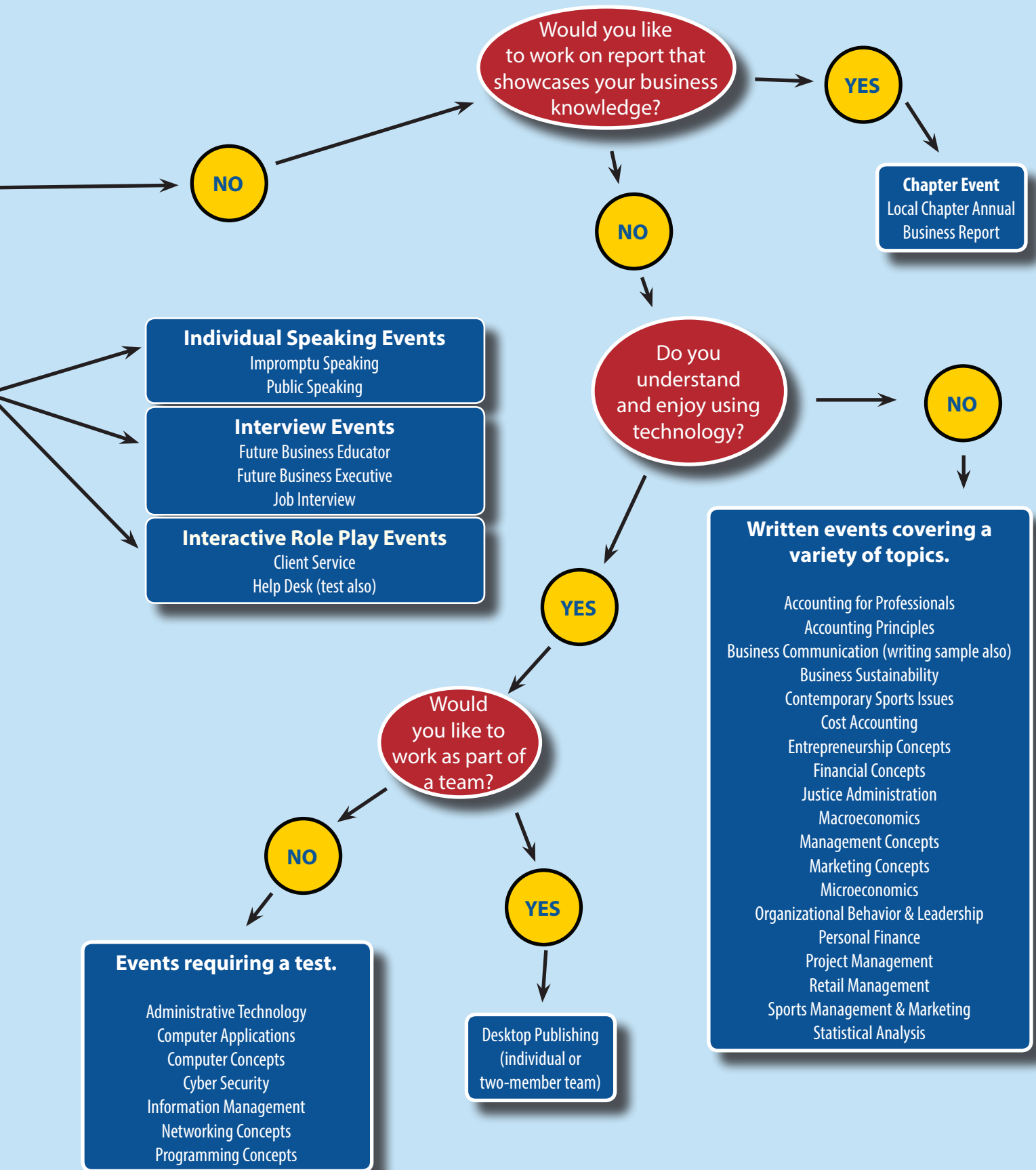
Events requiring a role play type performance covering a variety of topics.

Business Ethics

Emerging Business Issues

Also require a written test

- Accounting Analysis & Decision Making
- Business Decision Making
- Business Law
- Economic Analysis & Decision Making
- Financial Analysis & Decision Making
- Financial Services
- Hospitality Management
- Human Resource Management
- Management Analysis & Decision Making
- Marketing Analysis & Decision Making
- Parliamentary Procedure
- Strategic Analysis & Decision Making



For more information, visit go.fbla.org/PBL_Creference

Sponsors & Partners

Life University offers leading-edge, vital health science degrees in a dynamic community that empowers and inspires individuals



to discover and design lives of success and significance. LIFE provides students with the vision to fulfill their innate potential, the inspiration to engage in a quest for self-discovery and the ability to apply a principled approach to their future roles as leaders in humanitarian service and as citizens in their communities. LIFE seeks to instill and practice a set of values, a philosophy, a perspective toward wellness and a deeper meaning of service to humanity, which produces a transformational experience.

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Visit www.imaanet.org/students to learn more.



The Association of Accountants and Financial Professionals in Business

2016 Fall Stock Market Game (SMG) Winners

1st Place: Ocean County College (NJ)—*Katherine Toy, adviser*
2nd Place: Atlanta Technical College (GA)—*Robert Leach, adviser*



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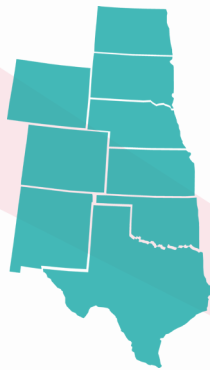
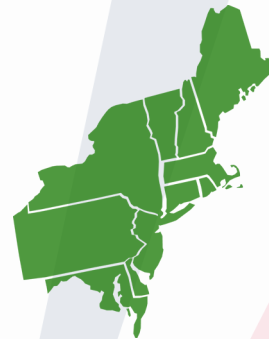
Discount not available in Michigan, Mississippi, or Tennessee.

Region Roundup

EASTERN REGION

Mary Golden, Eastern Region Vice President

Hi there, Eastern Regioners! I hope you enjoyed the holidays and spent some quality time with family and friends. The Eastern Region Action Council is currently looking to gather information on unique members within the region. If you or anyone you know is doing great things on the local, state, and/or national level, please send a brief blurb to pblervp@fbla.org to be featured on my Facebook page.



MOUNTAIN PLAINS REGION

Merry Dimanh, Mountain Plains Region Vice President

I once stood in your shoes as a local and state officer; and I and was able to try out different tactics to address membership, funding, and management issues. I can work with you! Let me know if your chapter needs help. Let me know if your chapter is doing great! I love a positive message. Let me know if your chapter is working toward its goals. I'd love to hear about your progress. When you elected me, you entrusted me to help you better your chapter and the organization as a whole. Please reach out to me via Facebook, email, or text anytime.

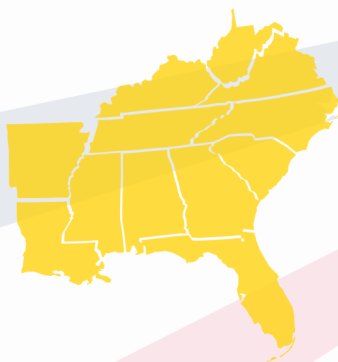
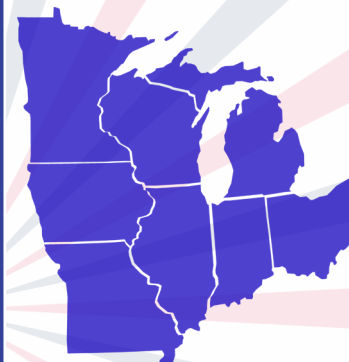
NORTH CENTRAL REGION

Emmalee Smith, North Central Region Vice President

I hope you all enjoyed the holiday season and got to relax during your winter break from school! Your national officer team has been hard at work promoting national programs, working with virtual members to enhance their experience, and planning for the National Leadership Conference. As your State Leadership Conferences approach, I wish you the best of luck! Remember to study for your tests, always make eye contact during presentations, and take pride in your professional appearance. Leave *A Legacy of Leadership* this year in all that you do!

Reach out to me about any concerns you have related to FBLA-PBL. You can reach me at pblncvp@fbla.org or add me on Facebook. I would love to connect with you!

I will see you all this summer at the National Leadership Conference in Anaheim!



SOUTHERN REGION

McKenzie Worley, Southern Region Vice President

Spring semester is up and running and the southern region is ready to go! Members are being recruited, conferences are being planned, and we are ready to win big in Anaheim this summer! Throughout the region, members are working together to fundraise for conference travel and to support the March of Dimes. I am proud of the work that has been done so far, and I look forward to seeing what we will all accomplish this semester! If I can assist you in any way, please contact me at pblsrvp@fbla.org.

WESTERN REGION

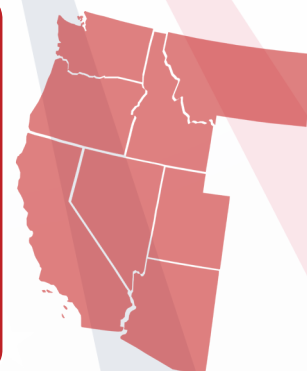
Mark Creech, Western Region Vice President

Arizona PBL's annual toy drive collected over 160 toys for Phoenix Children Hospital.

Central Arizona College PBL's "mile of dimes" event was a huge success. Professors and staff dressed up in their favorite purple outfits, and everyone voted on their favorite photo. The two-week event raised \$230 for the March of Dimes.

Phoenix College PBL distributed well over a ton of produce to the community, including: 1,056 seedless watermelons; 480 honeydews; and many mini potatoes.

Washington PBL is preparing for their State Leadership Conference to send the best of Washington State to NLC this summer.



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.



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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.



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



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Group Code: CR51684



All discounts subject to change

Chapter News

TEXAS



Texarkana College Phi Beta Lambda held their annual coat drive. Faculty and staff seem to appreciate a way to recycle their coats every year. PBL members decorated boxes in Christmas wrapping paper. The boxes were then placed in different buildings on campus as a drop-off location for the coats. Some coats donated were new, and some were used. These coats were delivered to a local cleaner. They are responsible for cleaning and giving them to the agencies that will distribute them to the needy.

NORTH CAROLINA



Stanly Community College PBL chapter members attended the February meeting of the Stanly County Board of Commissioners to do a presentation on PBL. The commissioners then signed an FBLA-PBL Week proclamation. PBL's participation was featured on the local news the following morning. The commissioners' meetings are also televised on a local cable station. Photos and the signed proclamation were featured on the PBL bulletin board on the SCC campus.

GEORGIA



South Georgia Technical College Americus Campus PBL conducted the Season of Giving community service projects. The effort featured three concurrent drives: a Food Drive, Trauma Bear Drive, and Toys 4 Tots Drive.

Donations included:

- 1,201 non-perishable food items to Harvest of Hope
- 123 stuffed animals to the local police department
- 20 toys to the local Department of Family and Children Services

Special recognition was extended to the programs that excelled in their contributions.

NEBRASKA



The McCook Community College PBL chapter teamed up with the McCook High School FBLA chapter to host a fundraiser for the March of Dimes. The chapters sponsored a "Holiday Sweater Night" and invited members to wear holiday-themed sweaters to the McCook Community College basketball games on December 2.

During the event, members from both chapters collected coin donations in baby bottles to support Prematurity Birth Awareness. Coin collections totaled \$82.72! The coins were then donated to their local March of Dimes chapter.

ARIZONA



Central Arizona College PBL, professors, and staff teamed together to raise \$200 for March of Dimes. Leading up to National Prematurity Day, PBL members distributed flyers and brochures to educate students and staff about premature births and the March of Dimes mission.

Professors and staff dressed in their favorite purple outfits, photos were taken, and students were encouraged to vote for their favorite photograph by making donations. On November 17th, the winner was announced and a prize was awarded to the person who collected the most donations.

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