

Tomorrow's Business Leader

SPRING 2020



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2019-2020

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A WORLD OF OPPORTUNITY

 **FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA | 2019-20** 

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On the Cover

This digital spring 2020 edition of Tomorrow's Business Leader acknowledges the challenges and opportunities brought on by COVID-19 as they have impacted FBLA-PBL. Your PBL and FBLA National Officers remain committed to serving you, connecting and networking online. Despite unprecedented roadblocks, we have been pleased to see our FBLA-PBL members embrace their "World of Opportunity."

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MESSAGE FROM FBLA PRESIDENT

Dear Members and Advisers,

Over the past couple of months, our nation and the entire world has experienced unprecedented and challenging times as a result of the COVID-19 crisis. Despite this hardship, FBLA's members and advisers have shown perseverance, tenacity, and dedication. In troubling times like these, our leadership skills are evident. I have always lived my life by the phrase, "Tough times don't last, but tough people do." While I know that this is not the way anyone envisioned us ending our year, we will get through this together and we will emerge even stronger than we were before.

It has been incredible to watch your resolve and creativity during this time. I am encouraged and empowered every time I receive an email about projects chapters are working on, or when I go on social media and see the ways chapters are still recognizing their members. Your commitment to becoming our nation's premier business leaders is remarkable and commendable. Even during these times, there are still ways to serve as a leader. You can complete levels of the Business Achievement Awards, start social media initiatives, or even make masks for members of your community.

While I recognize that many in-person State Leadership Conferences were cancelled, many states have shifted to virtual formats. I would like to offer a huge congratulations to members who placed in their competitive event, and a job well done to those who did not. Regardless of the outcome, you all are winners because of your passion to compete in competitive events during this time of uncertainty.

Your National Officer Team remains steadfast in our commitment to serving the members and advisers of FBLA. We remain easily accessible to all of you and would love to meet you all, even if those meetings have to take place over an online platform! Please continue to check the National Website and social media for new initiatives and resources that will ultimately allow you to explore a World of Opportunity! If you have any questions or need any assistance, please do not hesitate to contact us. We stand united in our efforts to make your experience as amazing as possible.

As you have probably heard, FBLA-PBL has made the difficult decision to cancel our in-person National Leadership Conference in Salt Lake City, Utah. This decision was made with safety as the number one priority. However, I am beyond excited and pleased to announce FBLA-PBL is moving forward with an interactive, engaging and exciting National Leadership Experience! This experience will provide many elements of our normal conference, including an Opening Session and a Closing Celebration! Additionally, your National Officers—along with other leadership development professionals—will host workshops and panels designed just for you! Please join me from the comforts of your home at the 2020 National Leadership Experience! You are in for an amazing experience designed to allow you to grow as a leader. We have also opened this event up to any member, regardless if you placed at your state competition. Don't miss out on this incredible opportunity to learn, grow, and even compete in a competitive event for a chance to win a scholarship check!

As I conclude this letter, I want to end by saying two words: thank you. These are difficult times for all of us, but hearing from you all is what inspires me to continue to work to ensure that FBLA remains the greatest student organization in the world. Your safety is of utmost importance, so please remain safe and follow guidelines from health officials. Thank you for representing the best of what our nation has to offer and thank you for continuing to believe in FBLA. It has been my greatest honor to serve and represent you all. Continue to light up the world and demonstrate your talents, skills, and passion.

Travis Johnson

2019-2020 FBLA National President
@TravisJohnson_9 on Twitter and Instagram



[Click here to watch a video from your FBLA officers.](#)

MESSAGE FROM PBL PRESIDENT

Hello Members!

I hope you all have been staying safe and healthy during these times. Your safety is the utmost priority.

These are unique times for classes and student organizations - and we are doing everything we can to meet you where you are. I encourage you to take a look at some of the latest resources we have released to support you. Perhaps the most important resource is our most recent eblast, which includes our latest video series, a new adviser resource packet, and much more. Visit our twitter, @PBL_National, for the latest information! You will also find updates regarding our national leadership conference and other relevant updates.

During these times, I encourage you to stay engaged with virtual volunteering opportunities. Ellie Murphy published a great video on our #PBLVirtualConnection video series, available on in our Twitter bio. Here are some interesting opportunities she discovered:

- Participate in March of Dimes Virtual Walks
- Translation without Borders (for those members who are bilingual)
- And more!

For our college members, I also encourage you to find unique ways to grow your professional network! Recently, I've been reaching out to business professionals on LinkedIn to hear some insights about potential careers. I find that, more often than not, business professionals love to give back with wisdom! Check out a template message below:

Hi Mr/s <last name>!

I'm a(n) <major> at <university> who is interested in going into <industry> -- I've decided to take a year off before entering to explore different fields of <industry>. (You can replace this sentence with information that's more relevant

for your experience) I saw that we had a <similarity - this could be your school, experience, or more - be creative!> and I was hoping if we could chat to gain some insight into your experience serving as <their job and experience>. No worries if you are too busy!

All the best,

<your name>

Remember: be succinct, but show you're interested! Although you may have some people who do not respond, the possible connections you can forge will be incredibly valuable to your career!

For our younger members still in high school, always ask parent permission before doing anything online. In anything you decide to do, please always remember to take care of yourself, and put your health and safety first. As always, please reach out to your national officers for any help or feedback. Send me an email at pblpres@fbla.org.

I hope you all stay safe!

Max Michel

2019-2020 PBL National President
pblpres@fbla.org



FBLA-PBL is grateful for our FBLA and PBL National Officers.

Click on the slide decks for some of their reflections and view their video messages today.



[Click here for a video message from Max and videos from your PBL officers.](#)

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Demand for digital skills in marketing continues to grow. Research shows that the demand for digital related marketing jobs are growing 30% faster than overall marketing positions.¹ In fact, digital marketing remains the top area of demand for marketing talent – ahead of creative services – with digital advertising being the most sought-after skills.²

3/5

of employers are seeking talent with digital marketing skills, more than other marketing disciplines

WHERE DO I BEGIN?

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ARE YOU AN EDUCATOR/ADVISOR?

Our new Educators Portal gives educators access to free educational online and in-person content. Easily integrate modularized lessons into existing curricula and bring the world of digital marketing into the classroom. Our content provides full-scope marketing training, experiential learning opportunities, and marketing case study analysis.

Create your free account on the Educators Portal and become part of our first feedback group: fb.me/FBLAedu

1. Source: "Demand for Digital Marketing Skills Doubles" - Burning Glass Technologies; 2. "Marketing Hiring Trends Report" by McKinley Marketing Partners (survey of 329 marketing professionals in the United States)

CONNECT WITH YOUR FUTURE ON TALLO.



Tallo is a free online platform and app that students (age 13+) can use to showcase their accomplishments, skills, and goals. Use Tallo to get discovered by colleges and companies and figure out the next step that's right for you!

WHY SHOULD YOU JOIN TALLO?

- Everyone has a skill, interest, or ability that someone else is looking for. Tallo makes the connection. We're talking internships, jobs, apprenticeships, college programs, and more.
- Stay organized! On Tallo, you can keep track of your activities, accomplishments, awards, classes, and more.
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- Connect with over \$20 billion in scholarships and financial aid! College is expensive, but Tallo's here to help.
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MEET KAT PERKINS 2020 NLE KEYNOTE SPEAKER

Motivational Speaker, Entertainer, Humanitarian and Rising Star Foundation Founder

Former FBLA State Officer

@katperkinsmusic

Kat Perkins grew up in Scranton, North Dakota surrounded by a family of musicians and quickly knew at a young age that performing is what she wanted to make her life career. After seeking as many opportunities as she could, including spending several summers as a main act on the Medora Musical stage, Kat followed her undeniable drive and passion for performing and moved to Minneapolis, Minnesota to pursue music on a more professional scale. She quickly gained the attention of the local Twin Cities music scene by taking stages in the several projects and bands she formed over the years. The most successful being her rock band, Scarlet Haze, which went to open for Bon Jovi, amongst working with some of the music industry's most well known acts.

After a hiatus from performing due to vocal surgery, Kat made a musical comeback in 2014 by auditioning and appearing on season 6 of NBC's The Voice. Kat turned 3 chairs during her blind audition, charted in the top 5 on iTunes several times with her stand-out performances on the show, and sailed to the finals with help from her coach, Adam Levine. Being on The Voice brought new platforms of success and opportunities Kat's way. She has since gone on an average of two military tours per year to perform for the troops overseas, sold out venues across America with a variety of themed performances and tours, and began going into schools to speak to students about following their dreams, living a Fearless life, and making a positive impact on the world. The praise Kat received from these presentations even led her to begin a nonprofit foundation, The Rising Star Foundation, providing scholarships and opportunity for aspiring musicians while also giving back to the local community.

FBLA-PBL: This year's FBLA theme is "A World of Opportunity." Considering your own journey, what does theme mean to you?

Kat: This is a great theme! My motto has always been "dream it, do it," and what I mean by that is we truly have a world of opportunity in front of us and I absolutely think that we can take advantage of all of the opportunity if we remember "if we can dream it, we can do it." Work hard, stay focused, and step over the lines of self-doubt. Keep yourself surrounded by people that support you and lift you up. Be brave and take the risks that make sense in the opportunities that present themselves.

FBLA-PBL: You are a speaker, an entertainer, a humanitarian, and a foundation founder. In what ways have business skills played a part in your professional and personal growth?

Kat: It took me awhile to realize that I would need more business skills than I ever thought in order to be successful in my journey as a singer, entertainer, and public figure. Facing the challenges that I do in the entertainment industry has been significantly easier when I put simple business skills and knowledge to use. Never underestimate the power of simple business plans, accounting knowledge, and priceless leadership skills that drive success!

FBLA-PBL: Is there any instance when you didn't expect something to be so "business-minded" that might also surprise someone else to learn truly is?

Kat: Absolutely! One of the great aspects of the entertainment industry is selling merchandise. In actuality, it can be the biggest money-maker in an entertainer's life. Now if you know anything about marketing, this can be a huge success very quickly. With



Left: Kat Perkins, Below: ND FBLA State Officers in 1998



my business and marketing knowledge, I was able to almost double my nightly income in the industry and had NO IDEA how much of an impact it would make on my business!

FBLA-PBL: As an FBLA alumna, what words of advice do you have for current students?

Kat: My advice is to never stop dreaming, never stop doing. Work hard. You WILL find success in whatever you want if you simply make smart decisions and learn from the mistakes that might be made. Be brave, set goals, pat yourself on the back for the things that go right in your life. Enjoy your successes!

FBLA-PBL: Tell us about what NLE attendees can expect to hear from you about your FEARLESS life during your keynote?

Kat: I'm bringing a very important message on being FEARLESS to the attendees. We will focus on that fearless approach to life and business. I love to try to encourage people to define the word fearless in their lives with the "3 C's" to living fearlessly:

COURAGE, CONQUER, COMMEND. We will explore these words and hopefully I can inspire with my backstory and examples of how being fearless has led me to a life of success, happiness, joy, and unique experiences that I NEVER thought I'd have in my life!

FBLA-PBL: Is there anything else you'd like to add?

Kat: The time is NOW! We get one shot at this life and if we don't approach it fearlessly then we may not make the most of our time here on earth. Let's all wake up and make the choice to be fearless and see what successes will fall into place with some focus and knowledge!

CEO, Metro Denver Economic Development Corporation Former FBLA National President @jjament

J. J. Ament is the Chief Executive Officer of the Metro Denver Economic Development Corporation – the largest privately funded and governed economic development organization in Colorado. The EDC leads efforts to recruit and retain companies, talented workers, and capital investment in the Metro Denver region of Colorado.

For three years running, U.S. News and World Report has named Colorado's Economy as #1 in the United States. With experience in the private, public, and nonprofit sectors, J. J. brings a unique combination of expertise to his role. A fifth-generation Colorado native, he grew up on his family's farm and cattle ranch. J. J.'s primary career was in investment banking, where he participated in more than \$15 billion of transactions for projects throughout the United States.

A year after leaving Wall Street, he was named CEO of the Metro Denver EDC, serving an area that represents two thirds of Colorado's population and 75% of its GDP. Since his appointment, the Metro Denver EDC has helped facilitate the creation of more than 14,000 new jobs and over \$800 million of capital investment in the region. He has worked with companies like Amazon, VF Corporation, Slack, Smuckers, United and Southwest Airlines, Lockheed Martin, Google, and many others. He has led multiple international trade missions on four continents – and has flown over 1 million miles on United Airlines alone.

He has been married to his wife Nicole for 25 years, and together they have a college-bound 18-year old and high school sophomore twins.

FBLA: This year's FBLA theme is "A World of Opportunity". Considering your own journey, what does theme mean to you?

J.J.: I grew up on a farm and cattle ranch in rural Colorado – now I literally travel the world to visit with companies and executives about why living and doing business in Colorado is so amazing. There is nothing at all out of reach for any of us. It was FBLA-PBL that got me started expanding my horizons beyond my wonderful rural roots into interacting in a truly global way.

FBLA: You are a CEO with experience in private, public, and nonprofit sectors. In what ways have business skills played a part in your professional and personal growth?





J.J.: Planning and execution are critical whether the initiative be in the private or public sector. And non-profit doesn't mean non-margin – so business skills are required there too. When you get married and have a family – you're essentially running a small office with revenue and expense concerns. If you're doing it under stay-at-home orders, add IT and HR to the mix. The hard and soft skills gained from education and extra-curricular engagement applies at home and at the workplace.

FBLA: Is there any instance when you didn't expect something to be so "business-minded" that might also surprise someone else to learn?

J.J.: Corporate attraction relies far more on data than pretty pictures, fancy videos, clever slogans - or steak dinners and expensive wine. Our response during the Amazon HQ2 selection, for example, was nearly 600 pages long – and most of it was data-driven. When helping build a region's economy, recognizing unique strengths, primarily about the skills of our current workforce and the tools we have to attract and grow new talent - are the underpinning for economic growth.

FBLA: What inspires or encourages you about the future business leaders coming out college?

J.J.: Today's graduates have lived most if not their entire lives in a digital world - where innovation has been happening all around them in real time. No longer are folks just thinking about 'getting a job'. In many cases, new graduates are 'creating the job' or even 'creating the industry'. This is enormously exciting. The world is

a much smaller place as well - with a global interconnectedness that, especially now, is highlighting both tremendous strengths and serious weaknesses. Plus, there is still so much we can improve, that the sky's the limit for what new graduates can accomplish.

FBLA: What words of advice do you have for current students?

J.J.: Nothing has lifted more people on the planet from poverty than capitalism and free enterprise. Do not be bashful, but be proud about pursuing careers in entrepreneurship and the business ventures of others. You power everything that is needed to benefit your family, your community, and the world. There is also nothing inconsistent between free enterprise and care and compassion for our community and our world. Every single dollar available for philanthropy or our governments' important programs must first be generated by the for-profit, private sector.

FBLA: Tell us about what NLE attendees can expect to hear from you during your keynote?

J.J.: They will hear from someone who is enormously positive about the value and strength of American free enterprise to accomplish great things for the people of the world. That working with an open and inclusive attitude is critically important - and that we have a responsibility to each other to improve our dialogue to allow for space between our individual vision for the world and its absolute collapse. There are great opportunities and challenges ahead if we are willing to answer the call.

Investor in the Making



Henry Pike, a sophomore at Cameron High School, pitched a \$2 billion investment plan to fund his dream of building a water treatment plant that is environmentally friendly and financially sound. It was all in good, competitive fun. His financial plan was so compelling that it won him first place in Wisconsin in the Fall 2019 InvestWrite® competition, a national essay contest.

As a member of the Cameron's Future Business Leaders of America (FBLA) organization, Pike and other members participated in the SIFMA Foundation's Stock Market Game™ program, which teaches students about the economy, the financial markets, the role of investors, and how to make good investments. FBLA members then compose InvestWrite® essays individually to apply what they have learned using critical thinking, analysis, and creative writing.

"It is an awesome experience for him to use both his math skills in the stock market portion and his writing skills to share some of the things he has learned through his participation in InvestWrite," says his FBLA advisor and CTE teacher Cheryl Hopkins.

The InvestWrite competition requires students to write an essay describing a dream they hope to achieve. Essays lay out a financial plan to pay for their dream with a pitch to a panel of virtual investors. To fund his dream, Pike indicated it would require a \$2 billion initial investment. "Shares would be sold to private equity investors to build up a capital base to fund the project. Bonds would then be sold to finance the project and would deliver at least 6 percent returns for the first 10 years and at least 9 percent for the next 20 years.

"Overall," Pike wrote, "investing in a water treatment plant is an environmentally and financially sound plan for ethics-based investing."

Henry Pike and his teacher, Cheryl Hopkins, were honored on Monday, March 9, during an academic assembly at Cameron High School in Cameron, Wisconsin. Representatives of FBLA were on hand to recognize the winning student and teacher. Also present was a representative of EconomicsWisconsin, a statewide organization committed to educating Wisconsin students in economic and free market concepts that makes The Stock Market Game and InvestWrite available to students in the state.

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Desal Waste Plants

by Henry Pike

Around the world, from wealthy countries to third world countries, billions of people are at risk of water shortages or lack of access to clean, potable water. Tokyo, Japan, a thriving metropolis faces threats of water scarcity due to its reliance on above ground freshwater like rainfall and lakes. Lack of usable water is an endemic problem and is unlikely to abate anytime soon under the current conditions of human use and management of water resources. So what might be a solution to this problem? The answer appears to be in creating desalination plants and wastewater treatment plants to recycle water. The latter deals with cleaning and recycling water used in homes and businesses, and the former dealing with converting saltwater from places such as our oceans into usable and safe water. Those types of facilities have already been in use to quell our water shortages. Yet there is so much opportunity in this space to make a difference in the lives of everyone and to be a profitable business. Water covers 70% of the Earth, yet freshwater only makes up 3%, so less than 3% of the world's is usable for human purposes.

But imagine harnessing all the rest of that 70%, and making water even more accessible and affordable to everyone, rich and poor, American or Angolan. That is why I want to create a company that builds and runs water purification plants that both recycle freshwater and desalinate saltwater. I believe such a venture can be successful and profitable long-term due to its eventual factors of scale and ability to harness a reliable and steady revenue stream. Human demand for water will most likely never cease as it is an essential component of so many processes and of life in general (humans are 65% water.)

The company would start with one plant and it would be a model for all future expansionary plants. The premise of the plants is to centralize multiple aspects of business relating to water. A plant would use membrane-based filtration to filter water such as industrial wastewater used in steel mills, paper mills, or other industrial settings. Thus our company could contract with local government to be their wastewater treatment plant. But our plant would not stop there and limit ourselves to a certain niche. Due to its planned location next to an ocean, it would have the capabilities to use similar membrane filtration and reverse osmosis to desalinate saltwater, thus creating a brand new source of water for drinking, bathing, farming, and all other uses of clean water.

But where our plants of operation would really set themselves apart is by utilizing environmentally sound and friendly practices into our operations. Desalination plants in operation, similar to ours, require gargantuan amounts of electricity to run. In turn many places turn to fossil fuels as their power source. Many people detest desalination plants in places such as Qatar due for their use of fossil fuels for power. A solution to that problem is harnessing the water being treated as an energy source and setting up hydroelectric turbines to power the operations. Doing that would allow us to help humans while avoiding damaging our Earth and contributing to global warming. Another area of concern, discharge of brine water, certainly poses another dangerous environmental externality. A counterbalance to the clean and filtered water resulting from desalination, brine water is water concentrated with all the salt and unwanted compounds filtered out. Shockingly, 1.5 times as much brine water is produced as filtered water. Even more alarmingly, most desalination operations simply dump this brine into the ocean. Not only does the brine contain harmful compounds that are bad for water quality and aquatic species in the water, but the brine is highly concentrated and warmer than other water and this can create deadly zones of water where nothing survives. All of the dumping and environmental pollution is seen as the most affordable way to get rid of the unwanted brine. Yet their dumping of brine is dumping money into the ocean. Scientists at institutions such as MIT have shown that brine can be broken down into valuable chemicals and additives such as sodium hydroxide. Some of those compounds are even used in the desalination process. Thus, by our plants repurposing our brine we will save money or earn money by selling our excess stocks.

The inventive methods I have mentioned above are all some of the reasons that massive, multipurpose plants would be a phenomenal investment in the steady and safe market of water. Starting construction and funding the plant would be quite expensive as the industry is capital intensive and thus it would require at least \$2 billion in initial funding based on recent construction costs for other projects. Shares would be sold to private equity investors to build up a capital base to fund the project. Bonds would then also be sold to finance the project and would deliver at least 6% returns for the first 10 years and at least 9% for the next 20 years similar to the methods used to pay for a desalination plant built in San Diego County by Poseidon Water. Profits should rise as the plant begins to pay for itself and our company would look to expand into other areas with more plants funded in part by bond sales.

Another area of operation of the company that will hedge risks and provide for consistent earnings is signing water sale contracts with local governments and utilities. Contracts lasting 30-40 years will assure a strong floor on operations.

Overall, investing in a water treatment plant is an environmentally and financially sound plan for ethics-based investing. Moving into markets that will be vital in coming years, as water scarcity mounts and more water is needed, is a safe bet to tap markets that will provide steady profits. I see in water the potential to be the new oil, and desalination plants capitalize on it.

FBLA-PBL NATIONAL OFFICER ELECTIONS

This year, all FBLA and PBL election activities will be conducted online. Voting delegates are responsible for electing the National Officers that will serve FBLA-PBL for the 2020-21 program year.

Follow the officer candidates online leading up to and during 2020 National Leadership Experience!

FBLA National Officers for Elected Office

1. **President** (Elected by State Voting Delegates)
2. **Secretary** (Elected by State Voting Delegates)
3. **Treasurer** (Elected by State Voting Delegates)
4. **Eastern Region Vice President** (Elected by Local Voting Delegates)
5. **Mountain Plains Region Vice President** (Elected by Local Voting Delegates)
6. **North Central Region Vice President** (Elected by Local Voting Delegates)
7. **Southern Region Vice President** (Elected by Local Voting Delegates)
8. **Western Region Vice President** (Elected by Local Voting Delegates)

PBL National Officers for Elected Office

1. **President**
2. **Executive Vice President**
3. **Vice President of Communication**
4. **Vice President of Financial Development**
5. **Vice President of Membership**

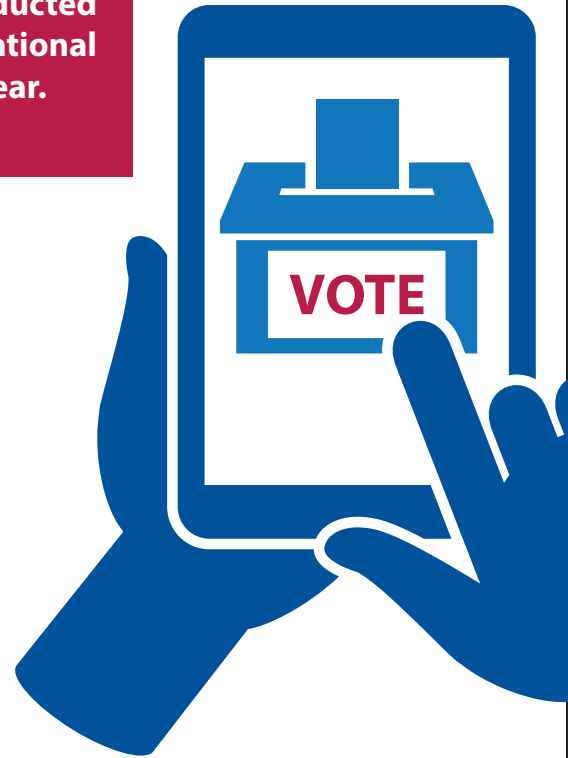
Please note: FBLA and PBL National Parliamentary Candidates will not go through the interview or election process. All candidates completing an application (see below for application) will receive instructions for completing the written exam.

May 15 is the FBLA National Officer Candidate [Application](#) Deadline

By June 1 all candidates will need submit all materials below by Midnight EST on this date through the Candidate Campaign Materials Form. This form contains any guidelines/specifications for these items.

- Headshot
- Candidate Flyer
- 2 Minute Speech Campaign Speech Link
- Campaign Website Link
- Campaign Budget (Upload from template)
- List of Campaign Materials

A webinar will be hosted on June 12 to prepare candidates for their online campaigns.



ELECTING YOUR OFFICERS

For this year only, candidates for elected offices will be elected by a plurality vote of registered voting delegates. Definition: Plurality is the simplest means of determining the outcome of an election. To win, a candidate need only poll more votes than any other single opponent.

Votes are determined as follows:

FBLA

Each state chapter in good standing shall be entitled to send two voting delegates and one alternate from its active membership. These State Voting Delegates vote on the election of the National President, National Secretary, National Treasurer and any bylaw amendments. State Key Contacts will determine each of their two State Voting Delegates based on a form which is due by May 22. Each local chapter in good standing shall be entitled to send from its active membership, two to four local voting delegates and one alternate for each voting delegate to the National Leadership Conference in accordance with the following:

- Under 50 members—two voting delegates.
- 50–100 members—three voting delegates.
- Over 100 members—four voting delegates.

These delegates vote for their Regional Vice President. These are determined from those members that are registered for the conference. Each local adviser will be sent a form to register their voting delegates.

The FBLA Local Chapter Voting Delegation Registration Deadline is June 9, 11:59 p.m. EST

PBL

Votes are determined as follows:

Each local chapter in good standing shall be entitled to send from its active membership, two to four local voting delegates and one alternate for each voting delegate to the National Leadership Conference in accordance with the following:

- Under 50 members—two voting delegates.
- 50–100 members—three voting delegates.
- Over 100 members—four voting delegates.

These delegates vote on the election of all PBL National Officers running for elected office and any bylaw amendments. These delegates are determined from those members that are registered for the conference. Each local adviser will be sent a form to register their voting delegates.

The PBL Local Chapter Voting Delegation Registration Deadline is June 4, 11:59 p.m. EST

LEARN MORE about campaigns and voting at www.fbla-nlc.org.

ALUMNI INTERVIEW: NIEL PATEL



Niel Patel, former FBLA National President (2016-2017), currently attends the University of Minnesota - Twin Cities. In the following interview, he elaborates on his experiences with FBLA, college, and entrepreneurship.

1. What positions did you hold on the local, state, and national levels for FBLA?

Local: 2015-2016 VP of Communications National: 2015-2016 National President's Assistant, 2016-2017 National President

2. How did your position as FBLA National President prepare you for the transition from school to work?

The most important learning that I came across, while serving as FBLA National President, was understanding what it feels like to work on something you're passionate about. It's honestly a vitalizing experience compared to any other work experience that I had prior to serving. When you spend your time on something you're passionate about, everyday is not filled with work it's filled with opportunity.

3. What's the most valuable skill you learned from FBLA? How are you applying that skill in college and the workplace?

One of my greatest weaknesses, throughout my life, has been my inability to wake up early. Traveling to over 12 conferences filled with early flights and action packed schedules helped me build the discipline to consistently wake up early. In fact I now wake up at 5am on weekdays to get a strong start to the day.

4. Can you tell us about your businesses, PikUp? How did FBLA prepare you to be an entrepreneur?

Runerra (now rebranded as PikUp) was a startup opportunity that a few friends and I began to pursue while in college. After being accepted to the Target Techstars Retail Accelerator, the team and I decided to take a 3 semester leave from college. Today PikUp has raised over \$500,000 in funding, and is active on 2 campuses in Minnesota. FBLA showed me to get comfortable being uncomfortable, because that's where growth happens. Runerra was my first exposure to the startup scene, and although uncomfortable, I've taken away learnings that will accelerate in the coming years.

5. What advice can you give to someone looking to start a business?

Your best asset will be the people around you. Learn from individuals that have experience in the business that you are exploring. Gain feedback from your community to understand if your product has a valid value proposition.

6. Is there anything else you'd like to share?

Until the age of 20, explore as many different careers that peak your interest. You will gain valuable work experience, and develop as an individual. You'll understand if the interests you're exploring bring you the satisfaction you desire from your future. It's the mistakes you make throughout that journey that will ideally put you in a position to understand the career path that you align with the most. Once you get to that point, it's time for you to work towards that passion with everything you have.



By Vivian Clarke
FBLA National Treasurer



A stroke ahead

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

Social media connections. Email introductions. Coffee meetups. Professional networking, while playing a crucial role in aiding your job search, can often feel like a lot of work without much momentum. Finding a mentor, on the other hand, could be the major key relationship to helping you keep your head up and your eyes on your education and career goals. Unlike most networking contacts, a mentor makes a long-term commitment to you and your future. They're your go-to contact, your professional guru who is there to help you flex in your personal career. A mentor is someone you can ask important questions, aid in examining your goals, and keep you accountable about who you want to become because they too, have been where you are. Taking the steps to establish a quality mentorship is crucial to both your personal and professional development.



Here's how to get started.

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 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. ●

To learn more about culture at KPMG, visit us at www.kpmgcampus.com



FOR IMMEDIATE RELEASE



Montgomery Co. ATC Future Business Leaders of America

Contact: Angela Barker

Montgomerycountyfbla.com

E: angela.barker@montgomery.kyschools.us

On February 11th, Montgomery Co. FBLA chapter 5341 traveled to Frankfort, KY for Student Leadership Day. Members got the opportunity to tour the Capitol building. While at Student Leadership Day, members had the opportunity to hear a speaker on the topic of being an involved citizen, and the importance of executing our right to vote. While visiting the state capitol and through Student Leadership Day the members got to meet many new students who also attended Student Leadership Day. This field trip gave chapter 5341 members a chance to connect with their fellow members, see the state capitol, and learn many valuable lessons.



Pictured above are Montgomery County FBLA members in front of the capitol building in Frankfort, KY.

FBLA-PBL Week

ALABAMA | The second week of February, (February 2 – 9) was FBLA-PBL Week, which gives members a chance to connect with other members and offers a world of new opportunities. We were pleased to see participation and celebration across the country!

The Lincoln High School (Alabama) FBLA executive team decided that FBLA-PBL would be a perfect chance to reward active members and generate interest. To celebrate FBLA Week, the Lincoln High School chapter of FBLA planned a fun-filled week with plenty of chances to connect and gain community service hours.

Sunday, February 2 was Share Your FBLA Story Day, where FBLA members posted their experiences on social media using the hashtag #FBLAPBLWeek. On Monday, February 3, members visited Lincoln Elementary School to read to the students. Members came to school in their favorite professional attire on Tuesday, February 4 for Dress for Success Day. To reward active members, an ice cream and cake social was held where members could enjoy a sweet reward and gain time to socialize. On Thursday, members showed their pride in this amazing organization by wearing their favorite FBLA T-shirt with jeans. The week ended with an FBLA meeting and movie night where members gathered in the adviser's classroom after school to discuss chapter business, celebrate Adviser Appreciation Day, and spend time together to watch a movie. For Adviser Appreciation Day, members wrote small letters to our adviser about how much her hard work was appreciated. The letters were stored in a small, decorated mason jar and delivered to the adviser on the day of the meeting. That following Saturday, members met at the LHS campus to participate in Campus Clean-Up, followed by lunch.

To advertise FBLA week activities, FBLA members created posters to hang around the school. In addition to that, FBLA week activities were announced on the school intercom, plastered on the announcement boards, and blasted on social media and Remind. FBLA-PBL week served as a perfect time to advertise FBLA and its activities in order to create interest among the other students at our school while also celebrating what it means to be a part of FBLA.

IOWA | Bellevue FBLA hosted several activities during FBLA week. To kick off the week, Riley Till, a BHS graduate and former Bellevue FBLA member, spoke all 9-12 graders about the importance of business education, FBLA, and what it is like to go to college and operate a business in a small town. On Tuesday everyone was encouraged to "Dress for Success". Wednesday was teacher appreciation day and FBLA members treated the teachers with cookies. Thursday was Hat Day. Any student wearing a hat paid \$1 and the proceeds went to Mercy Hospital's NICU. Finally, on Friday, everyone wore their new Bellevue chapter t-shirt.

Social Responsibility

WISCONSIN | On January 30, 2020, the Gilmanton (Wisconsin) FBLA members hosted their annual Hoops for Hope event during the boys' basketball game against Whitehall. In the weeks before the day all of the members were asked to call local businesses if they would be willing to make a donation that would be made into baskets for the bucket raffles.

During the event members took turns running all of the activities which included the 50/50 raffle to the bean bag toss. When half time came, during the varsity game, the bean bag toss, 50/50 raffle and the Miracle Minute took place. During the Miracle Minute six members took buckets and went through the crowd to receive any donations they were willing to give for a minute. After the game it was time to draw the winners of the thirty-one donated baskets.

All in all the whole night was a success and resulted in a total of two thousand six hundred thirty-five dollars being raised. Thanks to our wonderful community and all of the Gilmanton FBLA members who made the night spectacular. Everything that was raised during Hoops for Hope was donated to the American Cancer Society which will be used for research to find a cure for cancer.



Awards and Recognitions

ARIZONA | Congratulations to Vivian Clarke, Sunnyslope High School (Arizona) and FBLA National Treasurer for being presented with the CTE U.S. Presidential Scholars Semifinalist Award from Arizona Department of Education Deputy Associate Superintendent Cathie Raymond. Vivian is just one of five semifinalists in Arizona.

SPONSORS & PARTNERS



GEICO

FBLA-PBL members could receive a special discount on GEICO auto insurance. Visit geico.com/fbla-pbl or call GEICO at 1-800-368-2734 for a free quote today. By identifying yourself as a Future Business Leaders of America-Phi Beta Lambda member, you will also help support your association. Be sure to have your current coverage information available in order to secure a comparable quote.

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



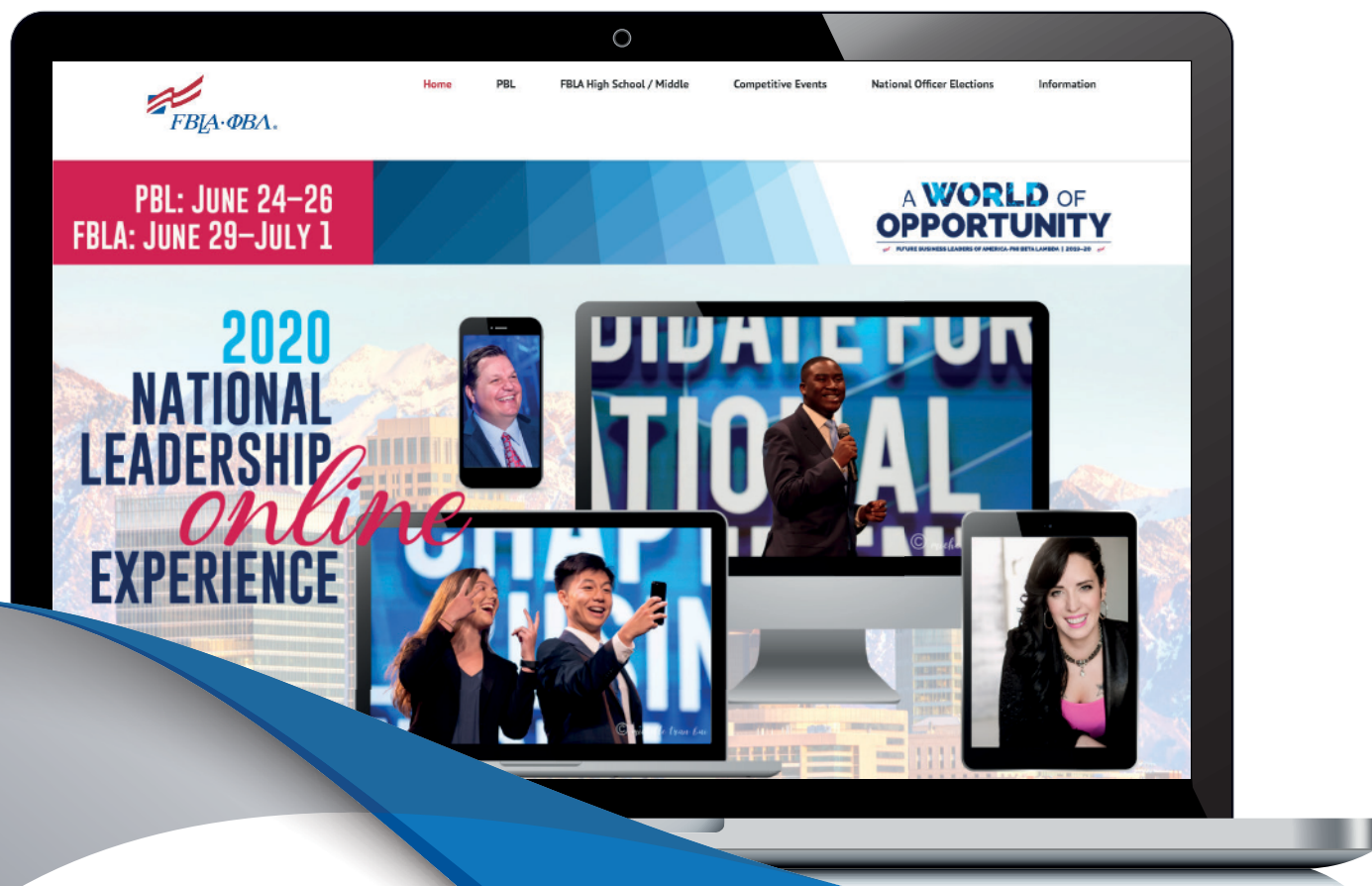
Lead4Change

Do you know the first step to being a great leader? Be Your Best Self! That's all – sound easy? Not always. The Lead4Change lessons start with understanding yourself. Then, students can move into forming a team. Team success is heavily determined by valuing others – because they are “being their best self”. Everyone brings something of value to a team. How can you value others and collaborate successfully? As a team, you then move through a series of activities that produce ideas, designs, actions and measurements to ensure success at each step of the process.

“Everyone” participates in community service at some point in their life. But it takes leaders to understand how to accomplish high quality, high impact service. What if, in the year 2020, you brought the best solutions and actions to your school or community, around a need your students always wanted to address? What if you also brought up to \$10,000 of resources to that need?

Advisers registered on Lead4Change.org. Students can register too – everything is available to you, for free. Wait, are there obstacles in your way? Let's talk. [Contact us](#) and we will assist you.

Not sure if you qualify? Lead4Change is for 6-12th grades. A team is 3 or more students. Deadlines to enter the Challenge on May 15th. You have time – you have ideas – are you ready to make this the best year ever? Let's go!



WE ARE PLEASED TO SHARE THAT THE 2020 NATIONAL LEADERSHIP EXPERIENCE WEBSITE IS NOW LIVE!

The NLE website serves as the hub for all information relating to our online leadership experience. Check out the site today for information about:

- **National Officer Elections:** Learn about how the campaign and voting for your [2020-21 National Officers](#) will take place.
- **Competitive Events:** Discover how students can participate in the online [FBLA-ML](#), [FBLA](#), and [PBL](#) National Awards Program.
- **Leadership Content:** Save the dates (PBL – June 24 – 26 and FBLA-ML/FBLA – June 29-July 1) for the opening general session featuring keynote speakers J.J. Ament and Kat Perkins, a day full of online leadership workshops, and closing celebrations announcing the 2020-21 National Officers!
- **And so much more!**

Registration is scheduled to open the week of May 11. We appreciate your support in offering this online event and look forward to having you be part of our special 2020 online leadership experience!

MARCH OF DIMES HELPS STUDENTS WITH COLLEGE APPLICATIONS AND CAREER PATHS

FBLA-PBL Students from across the country use their community service to assist their future



FBLA and the March of Dimes have been long standing partners for over 50 years. We partner together to provide your members an opportunity to be leaders in your communities across the country through volunteering, social responsibility and fundraising for our mission. Students are the heartbeat of our partnership and several students have used their March of Dimes experience to assist them with college applications and career pathing.

Travis Johnson, FBLA President, shares his experience with March of Dimes and his application process at Harvard. "As I began the daunting process of applying to colleges, I noticed a trend: colleges consistently asked about meaningful extracurricular activities and impactful community service projects. In today's evolving society, colleges and universities are looking for more than just someone whose academic prowess set them apart from others. Instead, they're looking for leaders who go above and beyond both in the classroom and their communities. Without a doubt, my experience working with March of Dimes was an integral factor in my getting accepted into several institutions, including Harvard. I developed a passion for March of Dimes after my mom recalled our family's story with prematurity. I was born a month early and had to spend over 2 weeks in the NICU. After learning about my personal background and learning the purpose of March of Dimes, I immediately became passionate about working to improve the health of moms and babies. Colleges are really looking for passionate individuals, and I am forever grateful for my experience working with March of Dimes."

Elizabeth Howell, National Parliamentarian, shares her story about how volunteering with March of Dimes made a huge impact on her college wish list. "Overall, I have loved the opportunity to work with March of Dimes and encourage our members to get more involved in their chapters and on social media. I included my work with March of Dimes as a community service activity on my application to college. I believe it was impactful to have involvement at the national level with such a well known organization like March of Dimes."

Volunteering with March of Dimes is a great way to make an impact in your local community. Contact Meredith Repik to learn how you and your classmates can get involved.

WAYS TO GET INVOLVED

- Join a local committee with March of Dimes or local board of directors
- Start a fundraising event at your school or in your community and lead the efforts
- Coordinate a volunteer activity virtually and pull together members to form committees to make it successful
- Be a March of Dimes ambassador sharing your personal story of how the March of Dimes has touched your life

