

TOMORROW'S BUSINESS LEADER

LATE FALL 2020



INSIDE

FBLA-PBL WEEK | NATIONAL UNIFORM CHALLENGE | BRANDING U

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There's More Online!
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ON THE COVER

FBLA Alumni Hoan Do Discusses
Overcoming Challenging Times
in the Face of Adversity

By FBLA National President **Drew Lojewski**

Dear Members and Advisers,

These last few months have been tough. Generally, at this time, thousands of members would have recently attended one of our National Fall Leadership Conferences. FBLA-PBL had to make the difficult, yet necessary, decision to cancel our National Fall Leadership Conferences due to the current environment impacted by COVID-19.

We are so disappointed that we are unable to provide a physical conference experience in the fall, but we are excited to share upcoming opportunities to elevate your FBLA and FBLA-ML experience throughout the next few months.

This includes new initiatives via social media to encourage more interconnectivity and involvement among the FBLA-PBL community, new/revamped national programs to keep members engaged throughout the year, and new opportunities in collaboration with our national partners. This includes directly affiliated FBLA programs, such as the CSAs, BAAs, LEAD, Stock Market Game, and the National Chapter Challenge Program, in addition to partner programs such as Facebook Blueprint and future opportunities. These national offerings will ensure that members and advisers can still get a great unique FBLA experience, that can be completed over the next few months or even the rest of the year, meeting members where they are.

Just like I said in our last TBL issue, the National Center and National Officer team is here for you. It is our job to serve you the best we can, and we will gladly use our resources to our utmost ability to make sure that you will succeed. We have been blown away by the support that our members and advisers have been giving to one another through resources, recommendations, and advice. Do not forget that we are here for you too!

I highly encourage you to follow us on Instagram, Twitter, and Facebook for the latest updates as new opportunities present themselves. We are working around the clock to make this year a great FBLA experience for everyone, and we want to make sure that you are aware of new information and initiatives as soon as it is publicly available.

In closing, I challenge you to discover what you are aspiring for this year in FBLA over the next couple months. Is it to grow your chapter in membership, place in a competitive event, or simply make more friends? Personally, I aspire to learn more and make new connections throughout my term as National President. Whatever it is, I promise that if you keep that direction and goal in the back of your mind, nothing will stop you from success in our organization.


Again, stay safe, and remember, #WeAreFBLAPBL.


Sincerely,

Drew Lojewski

FBLA National President (PA)

fblapres@fbla.org

 [@drew_lojo](https://www.instagram.com/drew_lojo)

 [@fblapres](https://www.instagram.com/fblapres)



By PBL National President **Ellie Murphy**

Dear Members and Advisers,

It is no secret that our world continues to change, as the COVID-19 pandemic impacts our professional and personal lives. As a result, FBLA-PBL had to make the difficult decision to cancel our Career Connections Conference due to safety concerns. Although disappointed, we understand that this cancelation is necessary to preserve the safety of our community and those around us. Although we may not gather today in person, we are excited to share upcoming opportunities that will elevate your digital PBL experience by connecting you with members across the country.

Recently, our “Aspire to Achieve” October webinar covered topics ranging from membership and fundraising to professional development. Coming up next, we are bringing back the BrandingU Webinar series with KPMG. I attended the sessions this summer and felt it was extremely useful and informative as we talk about things like networking and preparation for internships and the job force.

During this time, I encourage you to start completing a level of CMAP. Most of us are finding ourselves with a bit more time in each day, and these tasks can be completed over the next few months to build a robust membership experience. I encourage you to explore these opportunities that you may have missed before. Take this time to truly explore Tallo, and identify viable internships or full time positions you are interested in. What better time to set aside 30 minutes to redo your resume?

Our circumstances have forced us to become more creative with chapter meetings, recruitment and fundraising. I have seen incredible virtual events from various states, many moving forward with their own Fall Leadership Conferences. I encourage you to continue hosting virtual coffee shops, conferences, and workshops to engage with your members. Topics such as LinkedIn profile building, networking do's and don'ts, and interview preparation are just a few that your chapter or state can cover in an hour workshop.

It is my hope that during these new few months that you intentionally cultivate your leadership skills, using the resources provided by FBLA-PBL. #WeAreFBLAPBL has continued to ring true for our organization during these uncertain times. We are stronger, together. I encourage you to dive into your PBL communities on the local and state level, connecting with members you may not have had the opportunity to interact with before.


As always, the National Center and National Officer Team are here to serve you. Please reach out with any questions you may have.

Sincerely,

Ellie Murphy

PBL National President (IL)

pblpres@fbla.org

 @ellielmurphy



By FBLA-PBL Professional Division National President **Alan Rzepkowski**

Dear FBLA-PBL Community,

We are entering the home stretch for 2020, and what a year it has been. Before you know it, we will be ringing in the new year for 2021, and that also signifies that we're close to the mid-way point for our 2020-21 membership year. But until then, we've got plenty to accomplish right now in our virtual world for 2020 and to make the most of our experiences with FBLA-PBL.

For the FBLA-PBL Professional Division, we continue to encourage chapter members to recruit and engage business professionals to be a part of your local and state chapter. Involving Professional Division members at the local and state levels remains critical in a partnership of mentoring and training members so you can continue to lead our association.

Within the National FBLA-PBL Professional Division, we continue in this membership year to transition from a traditional division to a national alumni network. This transition involves not only the traditional business professionals, advisors, and parents that populate our annual membership, but it will now be a network of these groups as well as every individual who has been a member of FBLA-PBL.

The National FBLA-PBL Board of Directors has designated a series of directives that will guide this transition from the Professional Division to an Alumni Business Network, and those key directives are noted below. A National Task Force has been established to review these directives and to establish guidelines that will ensure that the new network will fulfill its mission.

Directive 1 – Create a communications plan focused on engaging current Professional Division members as well as Lifetime Professional Division members during the transition. Update internal processes and local/state outreach to transition current members and alumni into the new business network.

Directive 2 – Continue to support state level Professional Division Chapters during the transition and ensure the continued success of these state level partnerships.

Directive 3 – Retain the value and benefits that are already established for Lifetime Members of the Professional Division while continuing to engage this segment of members.

Directive 4 – Ensure a smooth transition within the boundaries of our governance and corporate structure. Retain a seat on the National Board of Directors for an individual dedicated to the goals and purposes of the Alumni Business Network.

As this transition plan and new direction is refined and prepared for implementation over the next several months, we encourage you to reach out with any questions and/or concerns so that the new alumni business network meets our goals and objectives to more fully support our association.

Thank you for your involvement in FBLA-PBL

Alan Rzepkowski

Professional Division National President (MD)

pdpres@fbla.org



EXTENDED CONTENT

Watch your three national presidents get to know one another and look ahead to the year to come!

DID YOU KNOW?

LEAD4CHANGE LESSONS
CAN BE **STUDENT-LED** AND
COMPLETED VIRTUALLY

- > You can form a virtual or in-person team of 3 or more 6–12th grade students
- > Your team can enter the Lead4Change Challenge and win a grant up to \$10,000

WOW!! Who would have predicted the events of this 2020 year?! We miss every FBLA student and love each opportunity to connect with you through virtual sessions, hearing about your projects and service, or celebrating your achievements!

Until we are back together in person, we know that you are willing and able to stay connected with others and to find your purpose as you lead and serve. The Lead4Change program is still a great way to achieve these goals. All of our materials work perfectly in a virtual environment.

Did you know that students can register for free on Lead4Change.org and have instant access to the lessons and resources? Yes, that's right. The lessons can be student led and completed in teams of 3 or more. When you are ready, an adult teacher, adviser or parent can enter your work in the Lead4Change Challenge.

If you need idea starters for projects you can do virtually or with physical distancing, check out the [guide](#) we have developed from projects we've seen in the past. Your projects—your ideas!

Make this year your best year ever. Do you need ...

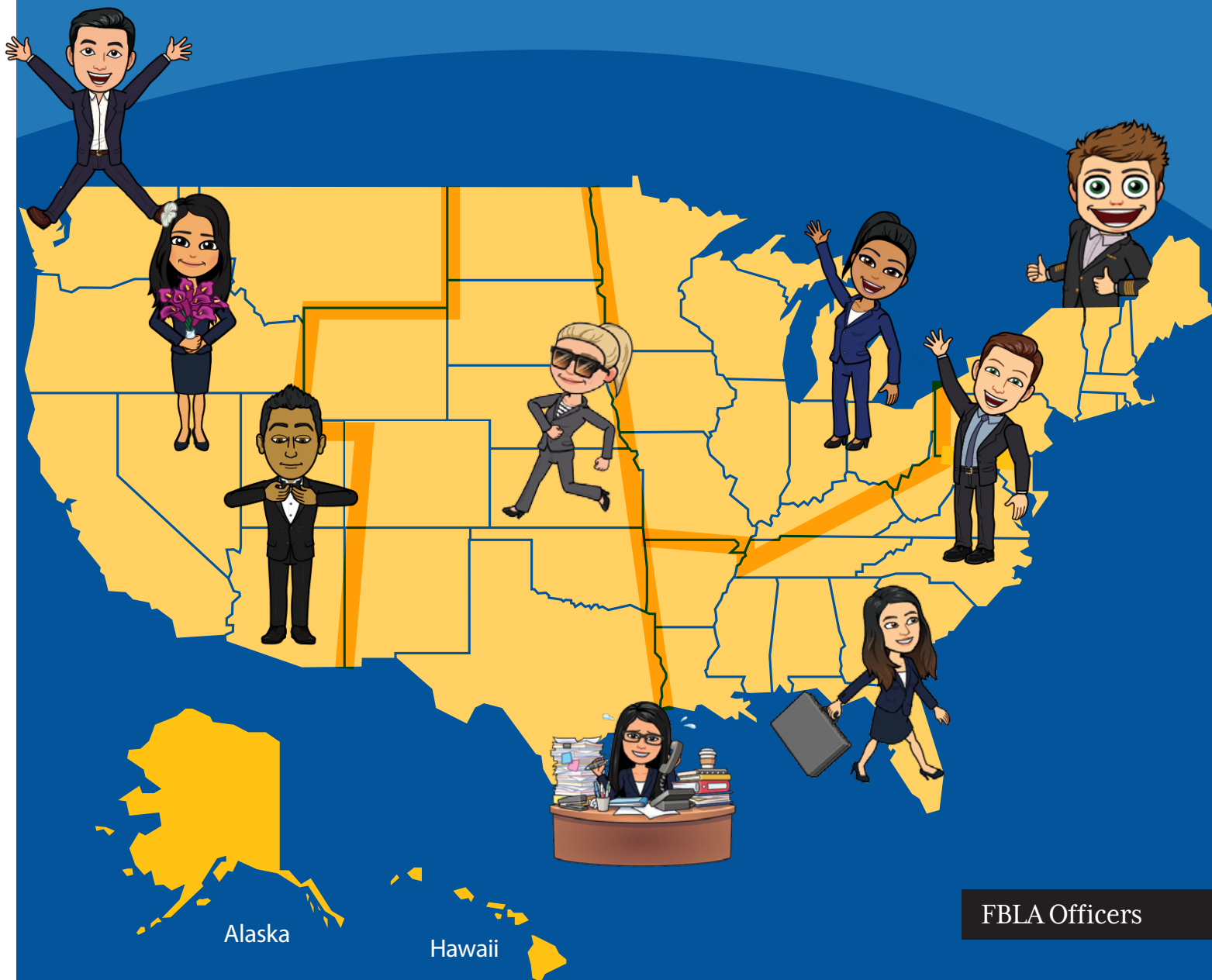
- > [Leadership Lessons](#)
- > [Project Ideas](#)
- > A better understanding of [what is Lead4Change](#)

Find all of these answers and more as a [Lead4Change member](#). Membership is free and student teams who enter the Lead4Change Challenge will receive Certificates of Completion and Graduation Honor Cords.

FBLA has many Lead4Change Challenge winning teams each year. Last year, 27 FBLA Chapters won \$53,000—that's AMAZING! This is your year! Share your story on our social media sites too! Find @lead4changeorg on [Facebook](#), [Twitter](#) and [Instagram](#).

We can't wait to see what you will do this year as you **LEAD & SERVE!**

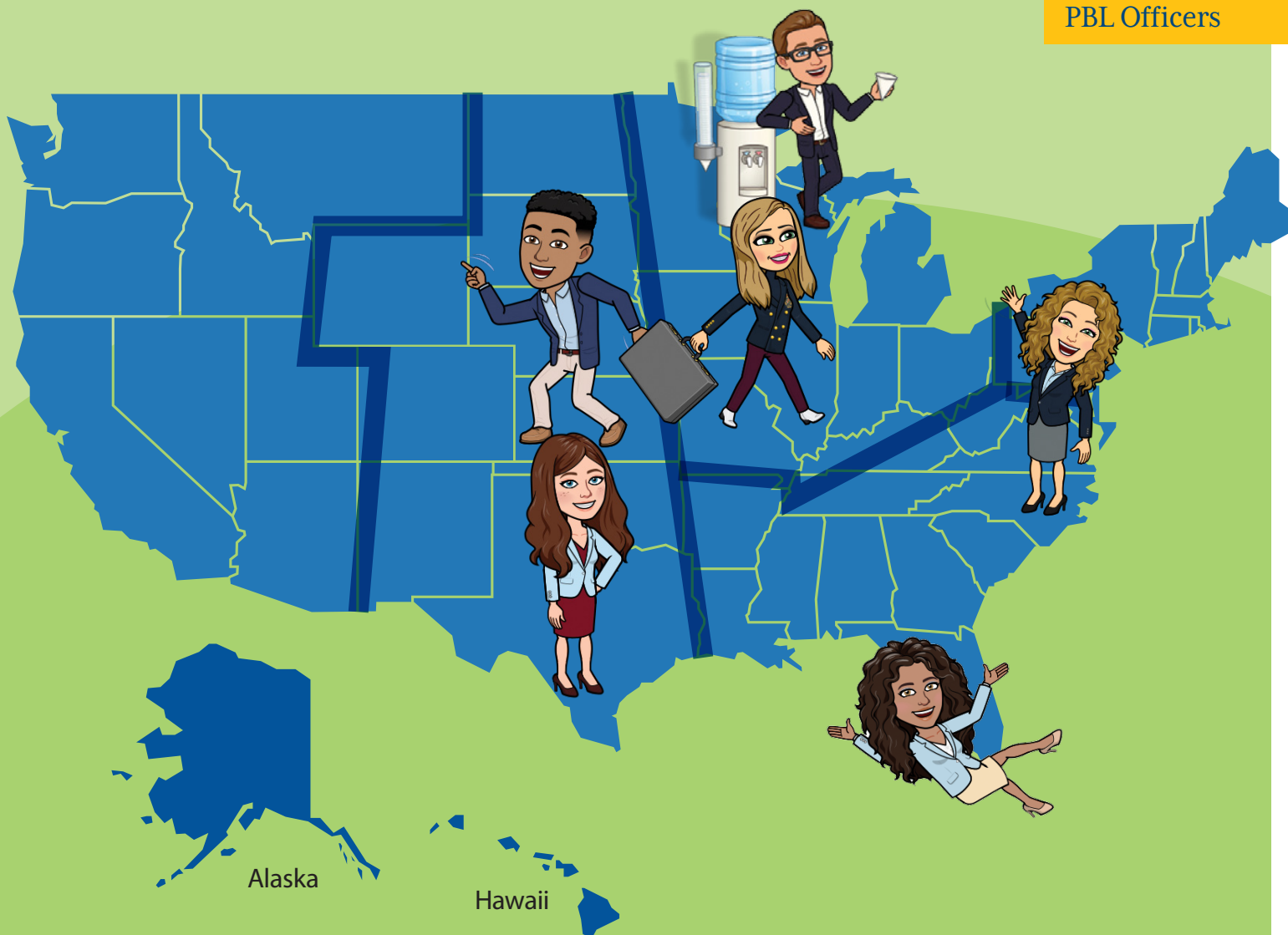
Meet the National Officer Councils

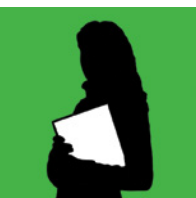


FBLA Officers

Serving on a National Council is undoubtedly a unique opportunity for students to not only further your FBLA career, but also directly impact our organization on the national level, grow leadership abilities, foster connections, and play a part in truly unforgettable term. Check out our digital edition of TBL to be introduced to this year's National Councils – just click on the officer bitmoji!

PBL Officers





10 Things That Take **Little Talent,** But Will Get You **100% Respect**

By Shannon McConnell
Professional Division
Vice-President



1 BEING ON TIME – Arriving somewhere—whether it is either an hour away or just five minutes—always be punctual: that’s called planning. It’s a skill that you definitely need to develop and continue to focus on maintaining. Being on time often encompasses a first impression, and we all know how important those are. Do whatever it takes to make yourself arrive early for interviews, for work, or other engagements. Planning and allowing yourself sufficient time to get somewhere is extremely valuable.

2 WORK ETHIC – Too many people don’t realize how important this is, and how much it depends on an individual person. Ethics are things that are deeply engrained in you as a professional. There are some common work ethic traits that will help you focus on developing a good work ethic. The ten most common work ethic traits are defined as essential for professional success: appearance, attendance, attitude, character, communication, cooperation, organizational skills, productivity, respect and teamwork.



3 EFFORT – Effort honestly goes a long way. I know you have all heard with the coming generations that “effort is lacking”. Effort is a self-source trait or characteristic. You have to find it within yourself to motivate yourself to put forth your best effort so you can ensure you won’t be the one talked about not contributing to the job or task! You have to do whatever it takes, even if you dislike what your doing, to give 110% effort!

4 BODY LANGUAGE – I still have to remind myself to maintain eye contact. Often times there are numerous distractions that take away from our focus and eye contact. The art of a good professional handshake is messed up all the time, and after people leave a meeting, the one with the “wet-fish handshake” is always criticized. But you’re not born knowing how to do these things, it takes practice and being mindful of the smallest things of body language.



5 ENERGY – This one can be extremely tricky. It often gets attributed to not getting enough rest the night before. Remember in school when your parents told you to go to bed early when you had a big test like the SAT/ACT? It was because when you have a rested mind and body we do better. Giving yourself enough time to rest and recover from the previous day is extremely important. I learned the hard way you cannot burn your candle at both ends because sooner rather than later you're going to burn out!! Give your mind and body ample sleep and rest!

6 ATTITUDE – I know you've heard the saying, "Attitude goes a long way!" Well it is exactly true. How many times in life had we all not had the best attitude when it comes to something and the outcome was less than what it could have been. You as young professionals are often going to be faced with things you may develop a bad attitude about. You will need to be able to talk yourself out of the bad attitude and into one that is positive and helps you get the task done to the best of your ability. Trust me on this, your attitude will affect the outcome of whatever it is, I can promise you this!



7 PASSION – This one is all about your story. We often become involved in things because it means something to us. Maybe you had a relative that had a battle with cancer, so now your involved with a nonprofit that benefits cancer research. Whatever the case maybe you have to find your story with passion. When you figure out why you're doing something, and discover your passion it will make all the difference in the world!

8 BEING COACHABLE – I cannot think of a more important one in my opinion. I cannot begin to tell you how important this one is and plays into most all of the 10 listed in this article. It is often uncomfortable to take feedback and be coachable. But think of it in context of sports you may be involved in. You have your coach who helps you come better. You take what he/she has to say to become better at your game. This is the same in the professional world too. You want to become better at your job, so you can move up the corporate ladder. And I would tell you the sooner you develop yourself to ask for feedback and be coached the faster and better you will get those promotions. Seek out opportunities to ask for coaching and feedback, it will make a tremendous difference in your young professional lives.

9 DOING EXTRA – As a young professional going above and beyond can be very beneficial for your advancement within a company. Upon completion of your tasks, asking others if they could use your help getting something done. Now this is something you'll need to exercise with caution. You don't want to get into a habit of doing extra and it becomes something where advantage is being taken. You need to be able to determine when it's best and when it's truly making a difference to your benefit. This is not being selfish, it's just part of getting credit for going above and beyond.

10 BEING PREPARED – Nobody likes someone who isn't prepared. In the professional world, if you don't come prepared you're going to find yourself looking for another job more often than not! You know what needs to be done and you have to determine what it is to get it done!! Preparation can vary from task to task, but when you master it, it will almost become effortless.



Advisers play a crucial role in our shared mission of building community-minded business leaders. FBLA-PBL is fortunate to have a community of advisers who have been with us for many years and we are excited to welcome our first-year advisers to a rewarding endeavor.

In each issue of TBL, we will feature different resources, tools, tips, and suggestions to help ensure you are running your best chapter year yet!

How do we plan for FBLA-PBL Week?

February 14-20 is FBLA-PBL Week.

Chapters are encouraged to publicize their activities, boost their membership, and gear up for spring events. FBLA-PBL Week also coincides with National Career and Technical Education (CTE) Month.

Organizing a Chapter Planning Committee

Because student members, advisers, alumni, and community supports all bring different perspectives to FBLA-PBL, creating a planning committee will keep your chapter organized with shared ownership. A diverse committee also means that the celebration week is meaningful for all.

- Designate a Committee Chairperson(s)
- The FBLA-PBL week chairperson is responsible for overseeing roles and responsibilities.
- Form Subcommittees and Team Leaders
- Subcommittees may be formed to plan for each daily theme. Each subcommittee should have a team leader to organize efforts, check in with the committee chair, and report to the larger group about their plans.

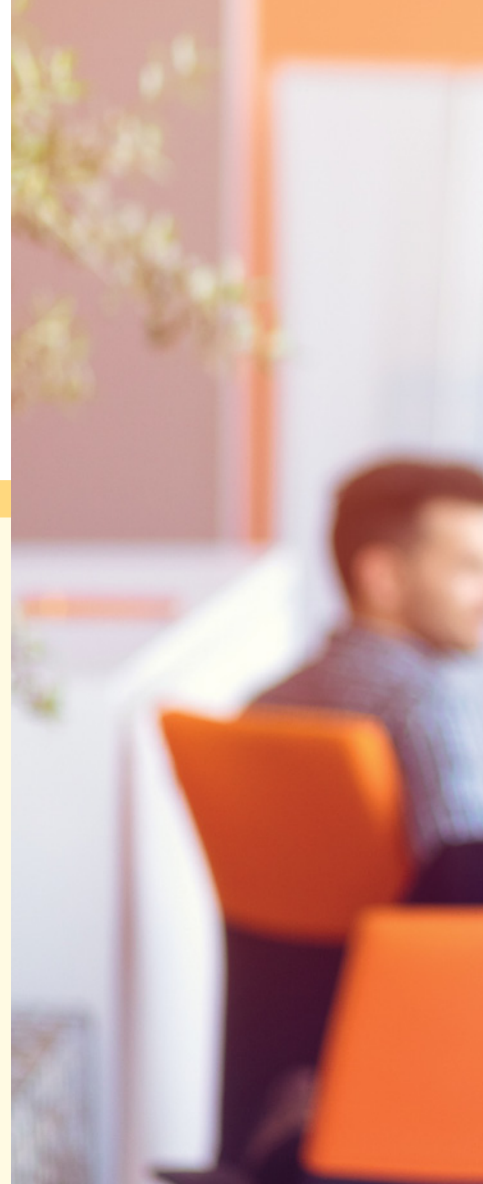
- Establish Roles for the Week
- In addition to ensuring committees and subcommittees are formed, major tasks should be delegated to other chapter members:
 - Social Media Delegate: Follow FBLA-PBL on Instagram @fbld_pbl, Twitter @FBLA_National or @PBL_National, and Facebook / futurebusinessleaders. Engage with other chapters and states using the official FBLA-PBL hashtags #WeAreFBLAPBL and #FBLAPBLWeek.
 - Photographer: Take photos at all events to archive your FBLA-PBL Week experience.
 - Public Relations Manager: In collaboration with your school, the PR manager coordinates interviews with local media and should provide recaps of the week events for newsletters and campus publications.
 - Recruitment and Retention Manager: By keeping a record of all prospective members reached during FBLA-PBL week, the recruitment and retention member should follow-up to encourage new members to join.

Daily Themes

FBLA-PBL Week is an excellent opportunity to inform the public about the purpose of school-to-work activities and programs. Here are popular ways to celebrate FBLA-PBL Week:

Sunday: Share Your FBLA-PBL Story Day

- Share your FBLA-PBL story on social media. Tell why you joined, your favorite FBLA-PBL memory, or what FBLA-PBL has done for you. Tag your story on Facebook, Twitter, or Instagram with #FBLAPBLWeek and #WeAreFBLAPBL.





Monday: National Presidents' Forum & Fight to the Finish

- All three division national presidents (FBLA, PBL, and Professional Division) host a virtual broadcast to kick off FBLA-PBL Week. Local chapter presidents can welcome their own chapter communities by sending a special message to all members or student body members.
- Make an announcement in your classes about FBLA-PBL Week and the importance of joining student organizations. Talk to teachers/professors and gain their support! If your school is virtually learning, ask if you can allow delegates to make an announcement at the end of class meetings.

- This is also a perfect day for members to sign up for LEAD, BAA, and CMAP. While they are at it, members should also sign up for Tallo where they can create an online leadership profiles and earn digital badges for things like completing programs, being an active member, competing at Nationals, state officer, and claiming Stock Market Hame badges.

Tuesday: Each One Reach One Day

- Talk to peers and community members about your FBLA-PBL experiences. And, of course, ask them to join! Provide contact information to any prospective members to your recruitment and retention delegate.

- Place signs on members' lockers (or create a home delivery plan!) or make an appreciation card for each member, thanking them for all they do to make FBLA-PBL a success.
- Hold a special "Bring a Friend" meeting (don't forget the icebreakers) where each member brings a nonmember friend to introduce them to FBLA. It is never too late to recruit! FBLA chapters can earn Connect Ten. If your chapter increases membership from last year by more than Ten members, you will earn a digital certificate of recognition!

Wednesday: Professional Attire Day/ Adviser Appreciation Day

- Dress for success and share your appreciation for those that teach, lead, and mentor your chapter.

- Honor your adviser and other teachers, professors, and administrators by bringing them coffee and doughnuts, or another treat. Are they teaching virtually? Send them a gift card!
- You can create a card of appreciation and have all chapter members sign the card.

Thursday: Career Awareness Day

- Get involved with your Professional Division and connect with community leaders. Invite an alumni or professional division member to speak in business classes or at a meeting, tour a business (in-person if restrictions allow or online), or plan a job shadowing day for local chapter members.
- Hold a reception ceremony for school administrators, advisers, members, Professional Division members, and local business partners.

Friday: FBLA-PBL Spirit Day

- Show your FBLA-PBL pride by posting a group photo to the FBLA-PBL Facebook page and using the hashtag #FBLAPBLWeek and #WeAreFBLAPBL on Twitter and Instagram.

- Now that all of your members are wearing FBLA-PBL colors or chapter shirts, plan a social. Meet for a group dinner, go for a socially distanced walk together, host a bowling tournament, or sip some lattes at a coffee shop. Be sure to post pictures of your chapter on social media.

Saturday: Community Service Day

- Choose a community service project to support. Suggested activities include working with the National Uniform Challenge, March of Dimes, volunteering at a homeless shelter, or conducting a blood drive.

Monthly Checklists

November

- Obtain administrator approval to designate FBLA-PBL Week Chairperson(s)
- Form subcommittees and start projects with long lead times such as coordinating National Uniform Challenge activities, coordinating speaking engagements or business visits, and setting up meeting times.
- Contact nearby chapters to see if there are ways to collaborate on events.

- Request proclamations from government officials.
- Order FBLA-PBL swag from www.fblamarketplace.com.
- Make contingency plans for any inclement weather, health and safety restrictions, or any other unexpected developments that could affect your activities. Pay attention to local and state guidelines regarding in-person gatherings.

December

- Send your chapter FBLA-PBL schedule to your state officers so they may be informed of your plans.
- Draft a short press release on any FBLA-PBL events and get it approved by advisers, administrators, or any other officials.
- Outline your social media plan.

January

- Connect as a full committee to ensure all subcommittees are on track. If you have any major activities planned, make a checklist for things to do before, during, and after the events.
- Put posters and signage in place to attract prospective members.
- Send your press release to local media.

February

- Email or create flyers for students to take home announcing the FBLA-PBL schedule.
- Kick off CTE Month with a social media post celebrating the work of all CTSOs.
- Enjoy the week! Share photos and snapshots of your week on social media.
- Send letters of thanks to all those that contributed to the success of your FBLA-PBL week.

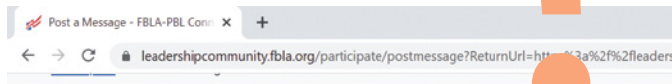


PURPOSE

What's New as of November 2020

Both nestled under the “THREADS” tab, you now have two options for posting.

- We encourage FBLA-ML, FBLA, and PBL Local Chapter Advisers to explore this new feature—and all the Leadership Community has to offer—by visiting <https://leadershipcommunity.fbla.org> and using your FBLA log-in credentials!



Focus your thread

Open-ended Discussion **Question to be answered**

Subject

What are the upcoming membership deadlines?

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Where can I find the upcoming membership deadlines?

Program Highlights

National Uniform Challenge

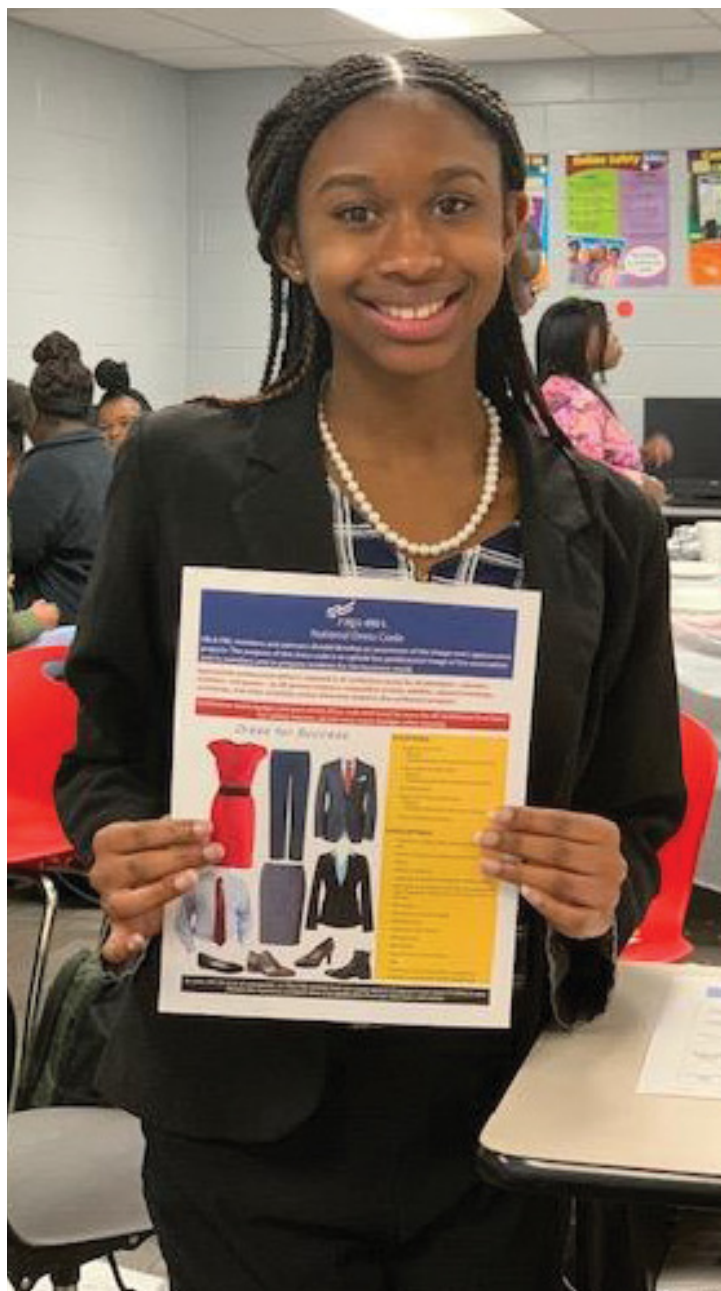
In January 2020, FBLA-PBL kicked off its inaugural National Uniform Challenge. Through the National Uniform Challenge, FBLA-PBL aims provide one complete uniform for three members in each state representing our three student divisions: FBLA-Middle Level, FBLA-High School, and PBL-Collegiate. That's 150 uniforms for FBLA-PBL members in good standing who cannot afford a uniform due to their financial circumstances.

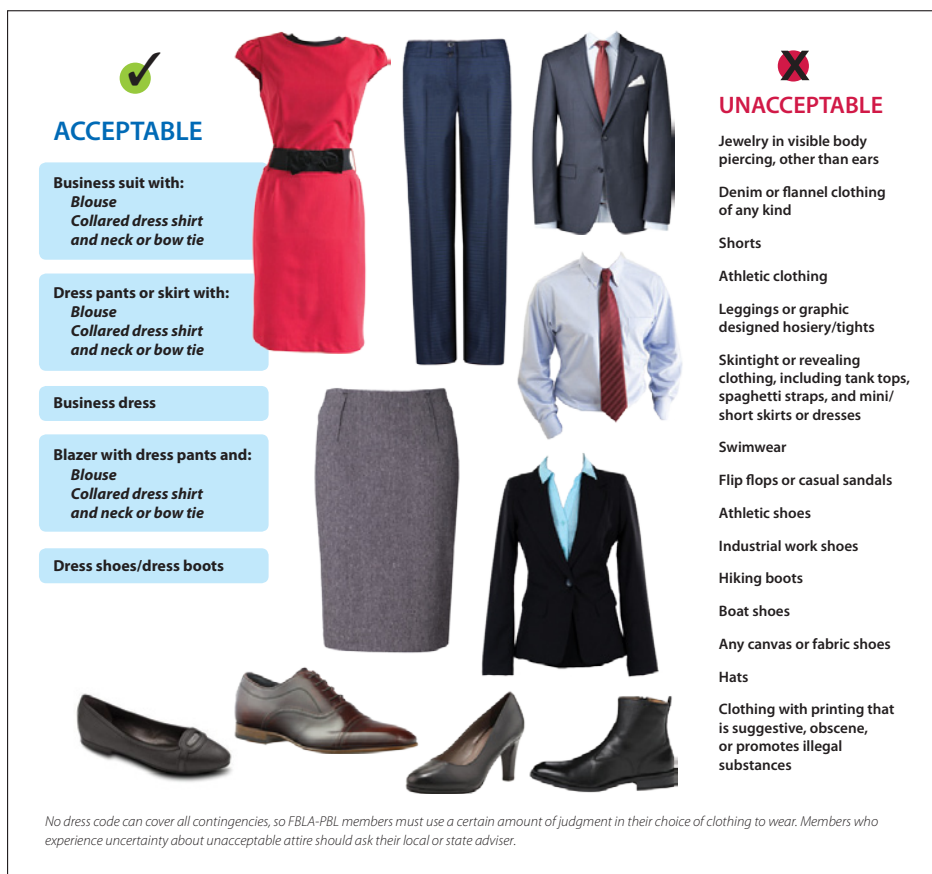
Apply to Receive Uniform Funding!

Due to the extraordinary work of the 2019-2020 National Officer teams, FBLA-PBL raised \$7,671.36 during the 2020 Uniform Challenge that was launched in the Spring. Based on the applications that were received, 12 FBLA-PBL students received funds to purchase an FBLA-PBL uniform and/or business attire preparing them for local, state, and national conferences, networking events, job interviews, and their promising future careers.

We need to distribute the remaining 2020 Uniform Challenge funds! The application deadline is December 1, 2020.

In order to complete the application to its entirety, FBLA-Middle Level and FBLA-High School students must complete the application with an adviser. PBL-Collegiate students can choose to complete their application on their own or with the help of an adviser. All students must be in good membership standing. Check out our FAQs on our website for more information.





Get Ready for Next Year's Campaign!

Here are five ways to prepare for the 2021 National Uniform Challenge

Designate a Campaign Lead

The campaign lead is responsible for organizing your chapter's efforts, delegating tasks, and connecting with state officers, national officers, and the National Center.

Get Social!

Participate in the monthly giving challenges that will be shared via social media. Use the hashtag #NationalUniformChallenge and #WeAreFBLAPBL to share what your chapter does.

Record videos of individual members in FBLA-PBL uniform sharing their FBLA-PBL story and how being dressed for success has helped prepare them to be community-minded business leaders.

Set goals

Determine a participation goal, donor goal, or dollar goal from your chapter. Establish realistic, attainable, and measurable goals to set the framework for how you will solicit gifts.

Create your chapter's campaign strategy

How will you make the National Uniform Challenge your own? Will you connect it to FBLA-PBL week? Will you find a matching gift from a local gift to leverage your impact? Do you want to set up a friendly competition with a nearby school? Personalization to your chapter will make the greatest impact!

Get ready to say "thanks!"

Save time and work ahead by drafting thank you letters. This will allow you to turn around your message of appreciation quickly. Follow up with all who make a gift to your chapter's fundraising efforts.

What is the National Uniform? Do I need to purchase an official FBLA-PBL uniform with the funds?

You are not required to purchase a uniform from the FBLA-PBL MarketPlace. You can use the funds towards uniform items in the FBLA-PBL MarketPlace or business attire from other vendors of your choice. Refer to our FBLA-PBL dress code graphic to understand what qualifies as an FBLA-PBL uniform.

Understanding the Importance of Giving

Chapters can start planning now for the 2021 National Uniform Challenge which will kick off in January. Follow us on social media for monthly challenges.

Participation in the National Uniform Challenge means supporting your peers to ensure that all FBLA-

PBL members are equipped with the professional attire necessary for competitive events, networking events, and interviews. The National Uniform Challenge ensures that every student is prepared for the next step of their FBLA-PBL journey.

The National Uniform Challenge goes beyond fundraising. Often related to a specific objective, fundraising typically has a cost goal to meet a need such as funding travel arrangements. The National Uniform Challenge instead is a campaign centered around philanthropy: the practice of giving money to benefit others because of a shared mission. Philanthropy is a business value that encompasses gratitude, appreciation, and investment. Fundraising can support philanthropy; but philanthropy makes an impact.

How will your challenge meet the challenge?



Is Design Thinking the Foundational Skill Students Are Missing?



Student leaders will face numerous and often immense challenges during their education and professional careers. Our job as educators, advisers, and mentors is to provide the tools necessary for students to face these challenges head-on through motivation to think outside the box, and with creativity and imagination. While this will certainly provide a foundation for success, without the framework - the model to think about the problem and not just go straight to a solution - our student leaders will fall behind.

How We Fell in Love with the Problem

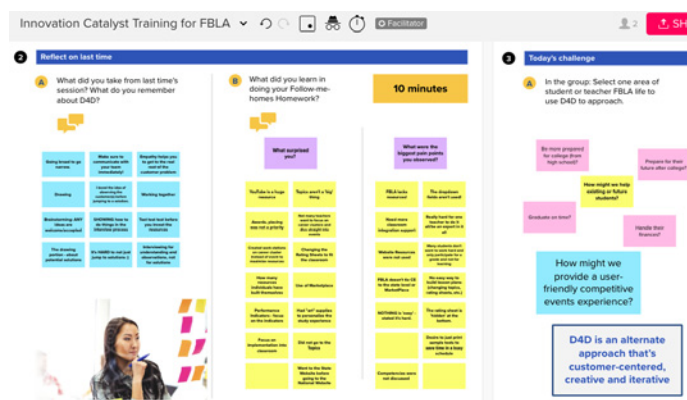
Have you ever had a problem and struggled with coming up with a solution? Have you ever figured out a solution quickly only to find out later that it wasn't the best option? These have been situations for many of us to the point that we dread having a problem that needs a solution. This past summer, we found an answer to this dilemma with Intuit's Design for Delight training.

You may know Intuit already. They are the makers of great financial products like QuickBooks, TurboTax and Mint. They also work with educators to support students with financial literacy and job readiness skills, as well as training to utilize design thinking to creatively solve problems.

We were fortunate to attend Intuit's design thinking training - referred to as Design for Delight (D4D). Through a multi-step process of research, interviews, and observations, users of design thinking are taught to focus first on the customer problem, what causes it, and how it makes them feel instead of diving into a solution right out of the gate. We learned you have to go broad to go narrow, and observe the problem in action. Strive to not only solve their problem but give them delight. Your end goal is to have the solution rated as 11 out of a 5-star scale.

But how will design thinking change the game for our student leaders? In competitive events, members will take more time to address the problem at hand and not immediately dive into the solution they believe the judges want. Because they will be encouraged to research, evaluate, and test, they can defend their solutions with both qualitative and quantitative data and not crumble under the pressure of a judge's question.

Their solutions will be unique as well, because they will not run to the low hanging fruit but instead use a ladder to reach the solution at the treetop.



We are die hard D4D fans, and once you see just how much you and your students will be transformed, we are sure you will be *delighted*, too.

Empathy Map

What do Educators Say/Think/Feel/Do ... about this current situation around teaching in a virtual environment?

Says

- learning new way of teaching
- time consuming
- stressful, mentally challenging
- Email overload
- teaching more
- write more and reading
- turn off replication during weekend
- remember I have a family

Does

- teaching more
- write more and reading
- turn off replication during weekend
- remember I have a family

Feels

- back's hurts
- stress
- anxiety
- bored

Thinks

- sides are changing
- stress
- anxiety
- bored



KENT SEUFERER,
Maryland FBLA-PBL
State Chair

DESIGN FOR DELIGHT



To learn more about **design thinking**, and **how to bring this to your Chapter**, reach out to Nico Valencia (**Nico_Valencia@intuit.com**).

Choose Your Event



The National Awards Program, better known as Competitive Events, is a highlight experience for many FBLA-PBL members. Competitive Events recognizes and rewards excellence in a broad range of business and career-related areas. Students also become prepared for successful careers in business by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment.

With a wide variety of competitive event choices, determining the right event can be a challenge. The ability to answer a few questions to get started on the path to event selection makes this process easier. FBLA-PBL is happy to roll out the Choose Your Event resource for FBLA, Middle Level and PBL.

This resource is available via a PowerPoint file and via a direct link to Google Slides. Each division has had the questions tailored to fit the offered competitive events. As members begin their process of using the resource, there are a few helpful hints:

- This file must be used in Slide Show or Present view to use the interactive features.
- Each emoji is linked to the appropriate next slide. Clicking on the emoji will advance to the next question or event list. Clicking outside of the emoji will just advance to the next slide.
- The Home button on slides will return to the start page. Be sure to click the middle of this button to return.
- More information on each division's events can be found on the link on the start slide.

If you are ready to find which events might be a perfect fit, click on one of the links below.

Choose Your FBLA Event –

<https://tinyurl.com/FBLACE20-21>

Choose Your FBLA Middle Level Event –

<https://tinyurl.com/MLCE2021>

Choose Your PBL Event -

<https://tinyurl.com/PBLCE20-21>

**If you are unable to access the Google links, advisers can download the file from the Leadership Community.*

Once you have found the perfect event, be sure to read the guidelines and review any rating sheets. These are found on the national website and linked in the Resource Library in the Local Chapter Adviser groups in the Leadership Community.



**EACH DAY MORE THAN 1,000
BABIES ARE BORN TOO SOON**

IT'S NOT FINE. BUT IT CAN BE.

March of Dimes is shining a spotlight on the crisis of prematurity and asking for lifesaving donations all month long and on November 17, World Prematurity Day.

With your support, we can advance the understanding of premature birth, working hand-in-hand with researchers, policymakers, community leaders and families. Together we can fight for healthy moms and strong babies.

Donate at MarchofDimes.org | [#ItsNotFine](https://twitter.com/ItsNotFine)



ASPIRE to Remember



What's in your **Briefcase?**

Nebraska Unfolds Student-Development Series



Contributed by: **Joshua Santiago, Nebraska**
PBL Vice-President of Communications

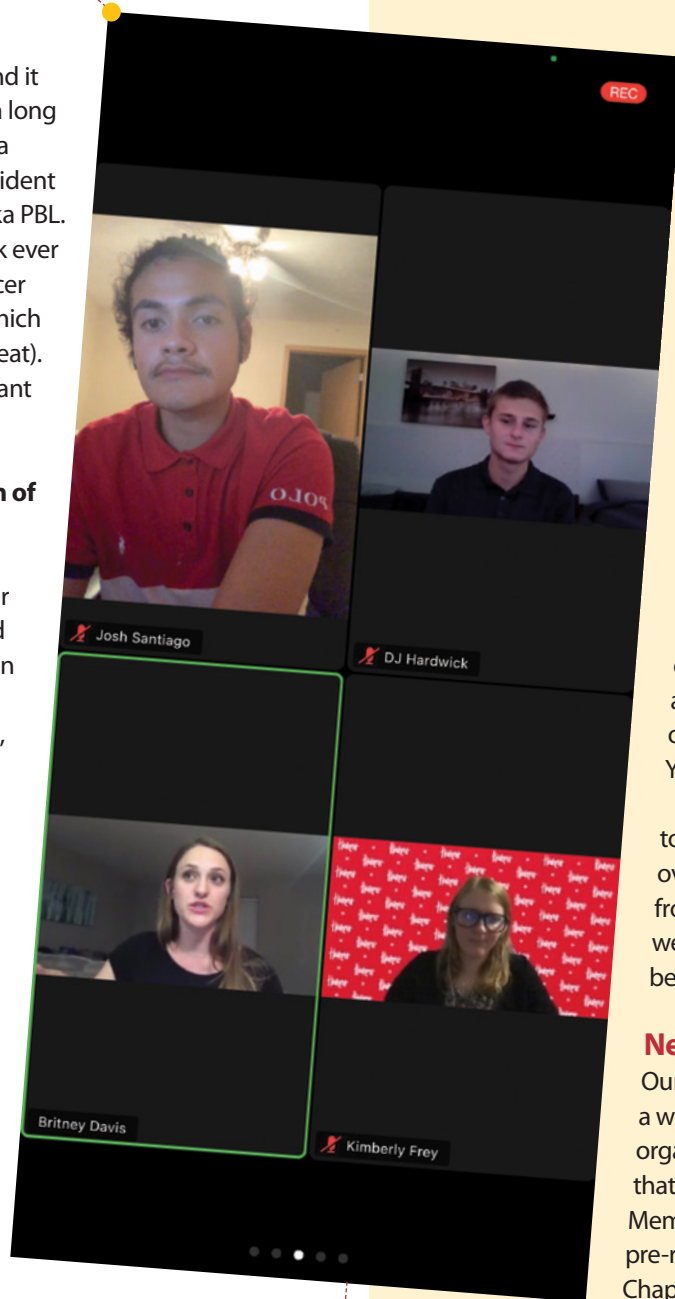
Before our world changed drastically, FBLA-PBL was an outlet for many to be able to practice their skills from the classroom in real-life scenarios. Businesspeople would present to local chapters or local events, and resounding connections would be made that often led to secured internships or job opportunities. Networking luncheons and coffee calls were great places to learn more about possible job duties for open positions and internships. All of these events were quickly jeopardized when the COVID-19 pandemic reared its ugly head.

Six months have passed, and it still seems like the finish line is a long stretch away. My name is Joshua Santiago, and I am the Vice President of Communications for Nebraska PBL. Our team has been hard at work ever since our unorthodox state officer training held through Zoom (which is traditionally an in-person retreat). Our team recognized the elephant in the room: **How was a CTSO going to survive when safety measures would restrict much of our activities?**

The start of the school year was sure to look different, so our state officer team rushed to find our own answers to the question many face. Our core values in PBL revolve around networking, competing, and engaging in community service, yet all of these events required some sort of physical interaction or commitment – or so we thought.

The Creation

It turns out that many who complain about not adjusting well to change have been forced to adapt to current circumstances involving social distancing and enhanced health precautions. Nebraska had above 200+ registered members in the state last year, and many of our events would have been severely impacted by social distancing. Physically engaging in the same formats would be virtually impossible for this year, so we decided to create a plan to ask



professional development members, key contacts, and state & national partners if they would be willing to submit a short video regarding a specific business topic. Topics range from anything from interviewing tips and resume advice to why they chose PBL and how they ended up in their career path.

One key takeaway from this initial period was actually a piece of constructive criticism: Why have only pre-recorded videos when PBL members could still network live and in real-time through Zoom. After an absurdly long time of overthinking, our VP of Finance and I came up with the name of our new video series: "What's In Your Briefcase?"

With awe, our team started to see our inboxes fill with an overwhelming amount of interest from our supporters. Many videos were submitted and are scheduled to be uploaded throughout the semester.

New Perspectives

Our hopes were to allow PBL members a way to stay connected with the organization, and we soon noticed that in hoping, we actually struck oil! Members have been able to access pre-recorded videos on our website's Chapter Channel, and chapters from all four corners of Nebraska have been able

to join us during our live Zoom sessions as well to hear from outstanding speakers. The best part about having a different speaker from different industries is hearing common denominators in business. For example, both insurance directors we have met with for agencies in Nebraska have told us that adaptability is key for success in any role. A plant accountant for a large national energy holdings company told us that without PBL, his network wouldn't have expanded and grown exponentially like it did. All of these items, tips, and suggestions have been catered to our members specifically, so make a little extra room in those briefcases!

Check out the Nebraska PBL interview series online!

Join Us

In a year when everything is different and nothing is surprising, FBLA-PBL members are aspiring to explore, experience, and engage like never before. We are rounding out our first half of the membership year and have seen our future business leader members accomplish so much! Whether it has been participating in the Stock Market Game, completing a level of the Business Achievement Awards or the LEAD program, attending college and career-readiness webinars, or exploring the new Roadmap series, many members have shown their FBLA commitment to getting to “Nationals.”

While the fate of the National Leadership Conference is still unknown, what we do know is there are many boxes to check before the highlight of the FBLA membership year! “On the Road to Nationals” is a special campaign designed to help your chapters retain and recruit members. Are you on the road with us?

How it works:

From December 1, 2020 through March 1, 2021, every chapter that meets or surpasses their 2019-20 membership numbers will receive recognition and prizes:

- All chapter members will receive a special edition On the Road to Nationals vinyl sticker (display it on your favorite device, water bottle, or workspace!)
- All newly registered members will be eligible for MAJOR giveaways. The earlier you register, the better your chances. Five winners will be selected on December 15, January 22, and during FBLA-PBL week. Follow us on Instagram @fbla_pbl for prize information and winner announcements.
- All chapters will receive special recognition in year-end membership publications.

Completion of “On the Road to Nationals” also fulfills the final requirement of the Chapter Challenge (an alternative to Action Awareness).



What you need to know:

In order to meet the challenge, your membership needs to be active and paid. Members should check with their local chapter advisers and get registered as a member. Once registered, students (with parent/guardian support) may pay their dues online.

Being a paid member entitles you to be eligible for regional conferences, state conferences, and of course – NATIONALS!

Note the following deadlines that require membership dues to be paid:

December 10 – Non-Stop November Final Day

December 15 – First “On the Road to Nationals” Giveaway Deadline

January 15 – March of Dimes Grant Application Deadline

January 22 – Second “On the Road to Nationals” Giveaway Deadline

February 1 –

Spring LifeSmarts Competition begins

Spring Stock Market Game begins

Spring Virtual Business Finance Challenge begins

Spring Virtual Business Management Challenge begins

February 14-20 – FBLA PBL Week; Final “On the Road to Nationals” Giveaway Deadline

Be sure check to check with your local and state advisers to understand any local, regional, or state registration deadlines!

There will be social media challenges promoted on **Instagram @fbla_pbl** throughout the entire competition. Get engaged and socially network with FBLA members from far and wide!



LATE FALL 2020 | 23 |

Overcoming Challenging Times in the **FACE** of **ADVERSITY**



T

Contributed by:
By Hoan Do

here is no guide on how to navigate life in the real world, but there are life experiences and people who inspire you and help you figure out what you want to be and steps to take to get you where you want to go. I've overcome many challenges in life and have had different mentors that have all helped me achieve my goals.

FBLA was the first leadership conference I attended and was also where I met Patrick Snow, the first speaker that inspired and helped me figure out my calling. My time with FBLA helped to prepare me for real world situations, through travel, job preparedness, and being exposed to different speakers. The first competition was the job interview competition. I brought my resume to a mock interview where I received valuable feedback from business and community members on my resume and how to improve my interviewing skills. These skills would play a large role in the development of my career.



From an early age, I was conscious of the sacrifices my parents made in their escape to the United States after the Vietnam War- in pursuit of the American Dream. Feeling indebted to my parents for their courageous pursuit of a better life, I vowed to ensure that, one day, I would be able to take care of my parents. My dedication to work hard and reach my goals took me to Malibu, California, where I attended Pepperdine University, fully engaging in the academic rigor and array of opportunities that the school offered.

With the tremendous pressure and expectations I placed on myself, in addition to the stresses of demanding classes, extracurricular responsibilities, and important life decisions,

I found myself overwhelmed, my self-esteem reached an all-time low, and I even contemplated suicide. It was through the support and compassion of a mentor at Pepperdine that I started to shift my thinking. Refusing to settle and give up on life, I decided to use this experience as a turning point and an opportunity to learn the practical skills that were necessary for me to succeed in school and in life.

After graduating from Pepperdine University, my determination was stronger than ever. Through laborious efforts and training I made it as a city finalist in NBC's hit show, American Ninja Warrior. Through focus and dedication I was able to work with the #1 personal development company in the world. Having learned how



to navigate many challenges, I decided I wanted to dedicate my life towards helping others to reach their potential by overcoming their own adversities and life challenges.

I have spent over ten years travelling throughout North America speaking at companies, schools, and associations, sharing practical strategies that have empowered over 250,000 students and professionals to develop resilience and mental strength.

The COVID-19 pandemic brought new challenges to all of us. With the shift to school, meetings, and events going virtually, I recognized some of the new challenges facing students and professionals: how to keep students and staff excited and engaged during virtual meetings and events, how to increase attendance, and how to keep everyone connected despite being distanced.

In facing the challenges of the pandemic I decided to offer virtual programs with various topics such as leadership development, student success, and empowering students and professionals to the virtual world. My team and I learned through experience some useful tools and strategies that help keep online events exciting and engaging as well as creating meaningful connections despite being virtual. It was through trial and error we learned what was helpful and what some of the challenges are. Wanting to provide something useful for the community, I wrote a free guide, *Engaging Virtually*, which can be downloaded for free at <https://hoando.com/engaging-virtually-guide>. This guide highlights how to

effectively host an engaging and exciting virtual meeting or event.

Now that we are all in a time of rapid change into a virtual world and adjusting to a new normal, we need joy and smiles more than ever. I'm honored to team up with Lay's to help spread smiles nationwide. As one of 30 people featured on their Lay's chip bags, our smile bags proceeds help benefit Operation Smile. I am honored to be



featured on various flavors of Smile Bags, helping to spread smiles across the country.

In reflecting on the many people and experiences that impacted my life, my time with FBLA was certainly one of the most influential and pivotal moments. Again, there is no guidebook on how to go through life, but we do have life experience and people who become mentors to help guide us. My time at FBLA provided me with tools to prepare myself for the real world. It also exposed me to influential people that helped me to realize my dreams and goals to inspire, help, and serve others.

If I can be of any support, feel free to connect with me on social media (Facebook and Twitter) @hoando and (Instagram) hoandodotcom or on my website at www.hoando.com

Elevate your career in digital marketing



GET CERTIFIED WITH FACEBOOK BLUEPRINT

What is Facebook Blueprint?

Blueprint is Facebook's global education and training program that empowers people to reach their goals on Facebook, Instagram and Messenger. People across the globe who have discovered Blueprint are developing their skills, testing their knowledge, and establishing themselves as experts in Facebook digital marketing.

In the past eight years, careers in digital marketing have grown more than

92%

Why are Digital Marketing Skills so important?

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 skill.² **Are you prepared for a career in digital marketing?**

3/5

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

¹ "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)

WHERE DO I BEGIN?

1 Get started with our free online content

Facebook Blueprint offers real-world free educational content to build your skills; taking you through the basics of starting a campaign to analytics.

- Learn at your own pace & time
- Access video tutorials and trainings
- Prepare for certification

Start learning: fb.me/FBLA/EduPortal

2 Earn a Facebook Certification

Our associate-level certification will give you the credentials with industry-ready skills. By earning a Facebook Digital Marketing Associate Certification, you'll gain:

- In-demand digital marketing skills
- Competency in Facebook's marketing tools
- Globally recognized marketing credentials

Earn your Facebook Certification:
fb.me/FBLA/AssociateCert

ARE YOU AN EDUCATOR/ADVISOR?

Are you looking for new content, tools, case studies, and approaches to use in your classroom? Join us September - December 2020 for Facebook Blueprint's webinar training sessions. The webinar sessions will include deep dives into the Facebook Blueprint's Educators Portal and how to integrate Facebook digital marketing skills into existing curricula. Save the date!

- Oct 15th 2020 12PM EST
- Oct 22nd 2020 12PM EST
- Nov 3rd 2020 12pm EST
- Dec 8th 2020 12PM EST

Register for your webinar session:
fb.me/FBLA/Webinars

FBLA-PBL and KPMG Present

Branding U Leadership Edge PROGRAM

**Tuesdays in December
at 6:00 p.m. EST**

Of course, you're brand savvy. Clothes, cars and electronics—you know the best brands and why you love them. But now, learn how to build the most important brand – your own!

As a future business leader, building a strong personal and professional brand is essential. Join KPMG for our Branding U Leadership Edge program! This series of dynamic virtual workshops has been curated with the goals of FBLA-PBL and will give you the opportunity to learn the keys to building your brand and further develop your leadership skills.

Registration is FREE to paid members of FBLA-PBL and \$25 for non-members. Visit www.fbla-pbl.org/brandingu2020 to learn more and get registered by November 30.



Session 1: Innovation and Traits of a Leader – December 1 at 6:00 p.m. EST

How do you become the leader you want to be? See how you can spark your innovative thinking to invest in your leadership future!

Attendees will:

Learn the importance of innovative thinking.
Explore the role of leadership for future employment.
Recognize important traits of a leader.

Session 2: Building Your Resume – December 8 at 6:00 p.m. EST

Your resume is your billboard so let us make sure it showcases you the way you want it to! Learn how to build a resume that highlights your personal values, strengths, and skills, relates to the job you are applying to, and ultimately projects the best version of yourself to potential employers.

Attendees will:

Recognize key resume features.
Identify ways to highlight strengths and skills on a resume.
Explore methods for best projecting positively to employers.

Session 3: Networking Your Way to Success – December 15 at 6:00 p.m. EST

Set yourself up for success by mastering the art of networking! We will teach you the 3 critical steps to networking and share techniques to help you grow and leverage your network while effectively communicating in today's ever-changing world!

Attendees will:

Learn three steps to network.
Identify techniques to grow professional networks.
Understand how to leverage professional networks effectively.

Session 4: Acing the Interview – December 22 at 6:00 p.m. EST

Most of the magic in interviewing is about being comfortable talking and answering questions about you. Hear a recruiter's advice on how to prepare and ace an interview!

Attendees will:

Identify different types of interviews and how to best prepare.
Identify best practices in interview preparation.
Examine interview experience for successful employment.

By attending, you can earn an exclusive KPMG digital badge for your FBLA and PBL Tallo online profile!

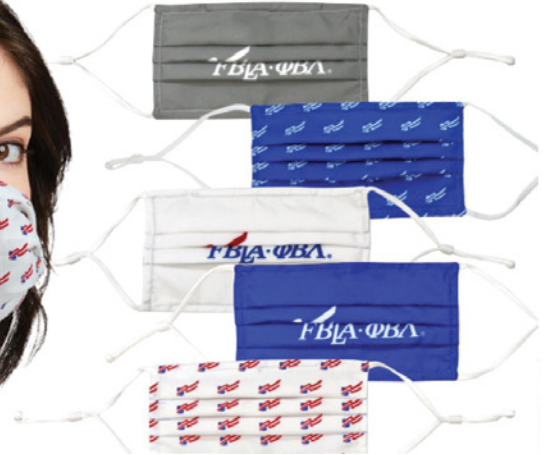


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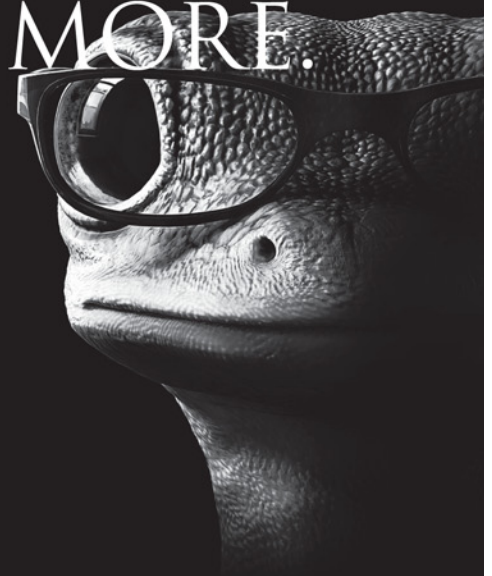
FBLA-PBL members could save even more
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MEMBER DISCOUNT



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Some discounts, coverages, payment plans and features are not available in all states, in all GEICO companies, or in all situations. GEICO contracts with various membership entities and other organizations, but these entities do not underwrite the offered insurance products. Discount amount varies in some states. One group discount applicable per policy. Coverage is individual. In New York a premium reduction may be available. GEICO may not be involved in a formal relationship with each organization; however, you still may qualify for a special discount based on your membership, employment or affiliation with those organizations. GEICO is a registered service mark of Government Employees Insurance Company, Washington, D.C. 20076; a Berkshire Hathaway Inc. subsidiary. GEICO Gecko® image © 1999-2020. © 2020 GEICO. 20_253241



Help Select the 2021-22 FBLA- PBL Theme

Each year, FBLA-PBL introduces a new theme for the upcoming academic year. This theme is meant to guide the FBLA-PBL programming for the coming year and keep chapters energized. In an effort to support states in their membership planning for next year, we would like to have all suggestions for themes submitted by FBLA-PBL week!

Please visit www.instagram.com/fbla_pbl and click the link in the bio to submit your idea.



**IGNITING
INNOVATION**



**YOUR THEME
IDEA HERE
2021-22**