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Newsletter

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Table of Contents:

President's Letter-Page 1

Elevate Your Chapter
Goals-Page 3

How Can I Promote FBLA
in My School?-Page 4

Improving Your Chapter
When You Are NOT a
Local Officer- Page 5

President's Letter—President, Jacob Knight

Greetings Virginia Future Business Leaders of America,

I hope you all had a wonderful and exciting summer. Virginia FBLA certainly had one with your state officer team setting the plan to “Elevate Your Future” at the State Leadership Training Conference in Richmond. Our amazing organization demonstrated what a true “Legacy of Leadership” looks like at the National Leadership Conference in Anaheim.

At yet another successful State Leadership Training Conference (SLTC), the seventeen members of your state officer team worked hard to set the plan to “Elevate Your Future” to new heights. This year we are proud to have formed five different teams dedicated to doing just that. The Marketing Team is back again to provide you the resources necessary to market FBLA in your schools, the State Team works to promote state projects, the National Team works to promote national projects, the Mentorship Team works to provide new advisers with resources and mentors, and lastly the Virginia FBLA Buzz Squad is back again to expand our social media presence.

Virginia FBLA-PBL Elevate Your Future Logo designed by State Officers:



Stephanie Schmidt and Ali Pasley

At the National Leadership Conference (NLC), Virginia FBLA had a fantastic showing. We had 6 America Level winners of Business Achievement Awards (BAA) recognized and 13 Achievement Level winners of the Community Service Awards (CSA) recognized. In total, we 181 BAA winners and 96 CSA winners for the 2016-2017 school year. We had four schools receive the Diamond Chapter Award, an award created to celebrate FBLA-PBL's 75th anniversary. Lastly, we had 17 national placers, 2 of those being first place national champions! Congratulations to all of our competitors!

This year is going to be a fun and exciting one! We celebrate twenty-five years of the Virginia FBLA-PBL Foundation financially supporting the leadership development and academic accomplishments of Virginia FBLA-PBL students! We also will continue to support the ASK Childhood Cancer Foundation which over the years we have raised over one million dollars in donations. As you go through this year think about the theme for this year "Elevate Your Future." How will you elevate your future in FBLA? What goals have you set academically? How can you help your community? Ask yourself where you are as a leader right now and where you will be at the time of next year's SLC or NLC. Push yourself to step out of your comfort zone and take on new challenges!

It is my honor on behalf of myself, my fellow officers, and the state chapter to welcome you to the 2017-2018 year. Middle Level and underclassman your journey is just beginning. Upperclassmen, cherish these last moments as you go through the year.

Advisers, thank you for devoting time to your students' leadership potential and FBLA experience. You are the driving force in creating tomorrow's leaders. I look forward to seeing what greatness will come of Virginia FBLA this year and cannot wait to see how we, as a state chapter, will elevate our futures.

Sincerely,

Jacob Eugene Knight

Virginia FBLA State President

ELEVATE YOUR CHAPTER GOALS

Vice-President of the UVA's College at Wise, Maggie McComas

This past year, my local chapter accomplished several goals that we set at the beginning of the year. A few of these goals included receiving the Diamond Chapter Award, increasing our membership, and having members get involved in national programs. However, we are not satisfied with completing just these goals. We want to take these goals to new heights, and see what we can accomplish this year!

One of our goals for 2017-2018 is to attend the status of Gold Seal chapter. We know that we need to be an Honor Chapter, submit our dues by November 1, and submit a Local Chapter Annual Business Report. With group effort and determination, this goal can become a reality.

Another goal that our chapter had set this year was to increase our membership. Our membership increased by 30 members this year! We won the award of Largest Local Chapter Membership at our regional conference. This goal was met by having numerous membership drives and fundraisers. We held Bingo nights for the community to raise money for our trips. Not only did it help us make money, but it also got the word out of what FBLA is and what we do. Students and parents had become very curious about this amazing organization, and students started wanting to join. We want to increase our chapter by even more this year. Some ways that we could take this goal to new heights is by having even more membership drives, and keep getting the word out to our friends. Word of mouth is the quickest way to spread something. If we can do that, then hopefully we can increase our membership by even more.

The last goal that our chapter accomplished this past year was getting members involved in the three national programs. We had two members complete the America level of the BAAs and get recognized on the national stage this year in Anaheim. Also, one of our members completed the Achievement level of the CSAs and was recognized on the national stage. We have a couple other members who are currently working on the CSAs and will hopefully be recognized next year on the national stage for their hard work. We also had two members achieve Membership Mania. There are several ways to go about getting more participation in national programs within your local chapter. One of these ways is to just get your friends to work on them when you do. Another member and I stayed after school every day together and worked on these. Having someone else there to talk to while you're working makes the work go by even faster. Getting your FBLA friends involved in national programs is very easy, and can take your chapter to new heights.

ELEVATE YOUR CHAPTER GOALS (continued)

Accomplishing goals in FBLA is one of the biggest aspects of our organization. It is all about challenging yourself and your chapter to be the best you can be. There are many ways to accomplish your chapter goals, and your chapter just needs to find a way that works best. Our chapter accomplished many of our goals last year, and we hope that with dedication and determination, we can accomplish many more this year.

HOW CAN I PROMOTE FBLA IN MY SCHOOL?

Vice President Representing the Colonial Region, Alli Pasley

Promoting FBLA in your school should not be considered difficult! There are a few simple and easy ways to increase membership in your local chapter. You can raise membership by publicizing, keeping it fun, and generating interest in FBLA.

To get the word out, you and your local chapter can design posters and flyers for around your school (use the same design for social media campaigns). These designs should catch the eyes of other students. The state officers have also created promotional materials that you may use:

https://drive.google.com/open?id=0B_joX_d1vKjPYk1HRDFLeVlvcmm

You could also post some of the competition categories with your posters to give students an idea of the kind of competitions FBLA has to offer, which in turn will give students incentive to join.

Promoting interest in your chapter is important, because it not only generates an excitement for prospective students, but helps keep the chapter fresh and innovative. For your local chapters to grow, you should promote your chapter by telling and showing your friends how much fun you have. By sparking their interests, you could get them involved and, in turn, they could get some of their friends to join as well (create a domino effect). One great recruitment tool is to host more social events. This helps your members bond and maintain closer friendships.

Follow these tips, and hopefully your chapter should see an increase in membership! Remember, these are only a few of many options you have available for promoting FBLA in your school!

IMPROVING YOUR CHAPTER WHEN YOU ARE NOT A LOCAL CHAPTER OFFICER

State Parliamentarian, Senah Stephens

Perhaps you are an active FBLA member and have a passion to lead, but you have not been elected as a local officer... Sometimes it can seem difficult to have your voice heard if you are not in a leadership role, but it is certainly possible to do so! Those who are in leadership positions utilize and appreciate involved members like you, who are willing to go beyond standard expectations. The following four steps are an excellent approach to improving your organization when you are not a local chapter officer: create, communicate, collaborate, and cultivate.

The first step is to create a vision. As an aspiring business leader, you should generate a potential future for your chapter. This step includes creating short-term and long-term goals towards a positive outcome that you have envisioned. These goals could be as simple as increasing membership or as complex as becoming a gold seal chapter. It is wise to start off with smaller goals that can be achieved within a reasonable time frame, and then, larger goals can be formulated for the future. Most importantly, keep your vision at the forefront of your mind as you advance to the next three steps.

The next step is to communicate with your adult leaders. After a vision is established, you should contact your local chapter adviser(s) to indicate your interest and passion in your FBLA chapter and its potential growth. From this conversation, your adviser(s) will be more willing to listen and understand your goals and aspirations to improve the chapter. Your adviser(s) can assist you in simplifying your plan and give suggestions based on his or her past experiences and expertise. Meanwhile, you should be actively participating in competitive events, service projects, and national programs on your own as well as encouraging friends and local members to do the same. Communication is the second key step in improving any aspect of your chapter as an active member.

The third step is to collaborate with local chapter officers who serve in elected leadership positions. Once you have spoken with your adult advisers, you must share your vision and goals with your chapter officers. You should work closely alongside your officers while working to involve other members in achieving the previously created vision. Generally, officers will welcome student ideas and will incorporate them into their program of work for the year. Officers and students alike can delegate responsibilities throughout the chapter's membership so that each member is a part of greater successes. Sometimes all it takes is one courageous member like you to acknowledge the potential for growth and clear the path to success. (continued)

IMPROVING YOUR CHAPTER WHEN YOU ARE NOT A LOCAL CHAPTER OFFICER (continued)

Cultivation is the last aspect because this step keeps the cycle moving for many years to come. After creating a vision, communicating with adult leaders, and collaborating with local officers, your final task is to cultivate interest and awareness in other current and prospective members. By doing so, you pass on the vision and legacy that you have created in hopes that another dedicated step keeps the cycle moving for many years to come. After creating a vision, communicating with adult leaders, and collaborating with local officers, your final task is to cultivate interest and awareness in other current and prospective members. By doing so, you pass on the vision and legacy that you have created in hopes that another dedicated member, like you, you will follow these steps during their time.

Remember that this four-step process is not a quick solution, but rather a thoughtful outline with many unwritten steps in between. If you follow the four C's, you will be "C"ing success within your local chapter and your own life through FBLA.



Social Media— Buzz Squad



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Page 2