



ILLINOIS FBLA WINTER  
NEWSLETTER

# TABLE OF CONTENTS

## Contents

Progress	1
American Enterprise Day	2
PBL Fall and Winter Seminars	3
National Leadership Conference	4
National Fall Leadership conference	5
Being a State Officer	6
Education	7
FBLA Week	8
Community Service	9
Service	10
Chapter Highlights	11

## WINTER NEWSLETTER

### Progress

By: Ammar Khan

Progress can be defined as onward movement toward a destination. As a member of Future Business Leaders of America, what is your destination? In case you're wondering if I'm only asking what career you want to pursue, I'm not. I'm asking what you hope to achieve with your time in FBLA. What steps are you taking in order to become that better leader? We often set goals for ourselves, but fail to establish how we can get closer to that target.

Illinois FBLA has an objective of its own. It's to be the best state chapter in the entire organization. Our Chapter has taken many steps in the right direction. For example, just last year we got rid of our banquet at the State Leadership Conference, and instead implemented a stage and hired a media team in order to give an experience similar to Nationals. Members responded very positively, and we expect to see a lot more competitors this year. Illinois has had growing numbers in all four divisions of FBLA-PBL, and we hope it continues. So until we reach our ultimate goal, we will not stop making the necessary decisions that will keep us moving forward.

---

# American Enterprise Day

By: Emily King

As an FBLA member, you may have heard of something called the American Enterprise Day, but what is this? Each year on November 15th, FBLA-PBL celebrates the free enterprise system we have here in America. As a free enterprise society, we have many privileges that other countries don't have. Our economy is run by the laws of supply and demand. We have few restrictions placed on businesses, governments have minimal ownership of the private sector and there are also limited restrictions on trade and government intervention. This began all the way back in the 1700's when the colonies wanted control of their own businesses without the government interfering. Thus began the economic ideas we have today which are associated with the free market system. Jimmy Carter made American Enterprise Day a celebrated day on August 8th, 1980 and who better to celebrate this day than the Future Business Leaders of America?

How can we celebrate this truly American feature? FBLA-PBL chapters do a number of things to celebrate the free market we have. Projects can include educating younger students on what it means to be an enterprise and free market society, like making skits or activity books, running an essay contest for students with the winner receiving a prize, like being published in the local paper or a prize sponsored by a participating business. Chapters can also use this day for both advertising to 8th grade students and getting them interested in business. This can include mini workshops about business in general or the organization or any other ideas created in your local chapter. This is also an opportune time to emphasize diversity in business and also challenges of entrepreneurship. Overall, this day is the culmination of why we exist as an organization and taking the day to appreciate our abilities to be in charge of our lives in a business aspect is something we all should take time to do.

---

## WINTER NEWSLETTER

# PBL Fall and Winter Seminars

By: Corbin Robinson

Illinois FBLA-PBL is a united front; while our association as a whole is a life-long association, in Illinois specifically, we have a cooperation between the high school division, Phi Beta Lambda, and the Professional Division. With that being said, FBLA chapters should note that FBLA members and advisers are welcomed to attend the Phi Beta Lambda Seminar Series each year. They are hosted every fall and winter, at varying locations.

This year, the PBL Fall Seminar Series was hosted at Illinois State University in Normal, Illinois. I had the pleasure of bringing greetings at the seminar on behalf of FBLA. Joining me was Caroline Speith, State Vice President from the Southern Region. We had a fantastic day with PBL and PD members. The seminar consisted of several guest speakers, networking opportunities, and a free lunch!

The Winter Fall Seminar Series will be hosted at McKendree University on Saturday, January 30, 2016. All FBLA members and advisers are welcome to attend! The event will serve as beneficial to member's growth professionally, as well as expand their networks and allow them to forge relationships with members from the other divisions of our association within Illinois. I hope to see some FBLA chapters at the PBL Winter Seminar Series!

---

## National Leadership Conference By: Bradley Rozario

Just because school is closed, that does not mean FBLA must halt. There is one covenant conference that all dream to be a part of. There is that one conference where leaders are truly shaped and created. That one conference is the National Leadership Conference.

Long after the State Leadership Conference, the National Leadership Conference is held this year in Atlanta, Georgia from June 29 to July 2. The top finishers at the State Leadership Conference battle it out with the rest of the states in the event one qualifies in. Not only is one recognized at the national level, cash prizes are given out to the top ten finishers. This is not an easy task. Being in the top ten requires time set aside to study and cover the knowledge to take on the test. But if anyone can do it, Illinois FBLA can!

One does not have to qualify in their event to attend NLC. Many people travel with their chapters to help support the state at the event. Let's not forget, this is a huge networking opportunity. There are many college booths, business booths, and so much more to learn at the conference. Everywhere you look, new faces appear, and I encourage you to reach out to ten new people at the next NLC you attend.

Most importantly, a huge opportunity awaits. National Officers are elected. If you have ever wanted to be one of those praised leaders of FBLA, do not be afraid to step into their world. It is the perfect opportunity. Plan and work towards this goal if this applies to you, and if this does not apply to you, do not hesitate to vote for your chapter. It is always a way to get involved and network with others that may attend. Do not miss this next NLC. Atlanta awaits, and regardless of qualifying at State, the conference is calling your name.

---

## National Fall Leadership Conference

By: Hannah Frier

Every year FBLA hosts three National Fall Leadership conferences (NFLC). This year the three were held in Omaha, Nebraska (November 6-7), Charleston, South Carolina (November 13-14), and Baltimore, Maryland (November 20-21). With the Omaha, Nebraska NFLC conference being located in the same region as Illinois, it is the conference that the Illinois FBLA chapters chose to attend. Illinois was represented very well with twelve chapters in attendance. The chapters in attendance included: Adlai E. Stevenson, Grayslake Central, Grayslake North, Huntley, Lake Zurich, Mundelein, Normal Community, Richland County, South Central, Sparta, Warren Township, and Wauconda.

The National Fall Leadership Conferences allow students to participate in similar experiences and excitements as they would at the National Leadership Conference (NLC), but closer to home. At this year's NFLC both students and advisers had the opportunity to listen to key-note speakers, attend workshops, network with students and business professionals, and experience the beautiful city of Omaha. The opening session key-note speaker, Patty Hendrickson is a well-known and loved speaker within Illinois, and spoke at our 2015 Summer Leader Workshop. She performed a motivational presentation and was a fantastic start to the conference. At the conference there were also a variety of enjoyable and informative workshops for members to attend. The conference was wrapped up at the closing session where, Aaron Davis presented as the second key-note speaker. Lots of people loved listening to him and thought he was very entertaining. The conference ended with a "Blue Jeans for Babies March of Dimes Dance". Students were asked to donate money to FBLA's national partnership before entering the dance. Overall, the conference was not only informative, but a lot of fun!

---

## WINTER NEWSLETTER

### Being a State Officer

By: Spencer Hulsey

Being a state officer, at any level, is a daunting task, but is well worth the reward. While I can by no means hope to explain every detail of being a officer, I CAN offer a little advice on how to become one. This article is not a full-view of “officer-ship”, and will just highlight some of the lessons I have learned.

The first step in becoming an officer is campaigning. Directly planning your campaign should start about a month and an half to two months in advance. While I know people may say it can take much more than that, this is a minimum time length recommendation. You will need time to write and practice your speech, compose a campaign slogan and theme, develop an “elevator speech”, and build a booth. Since we are all high-schoolers here in FBLA, we will also have to keep in mind that school projects and homework may take away from that months’ time. (School always comes first, kiddos) You may also need to order materials to give away (I gave away band aids, pens, and mints for example) and should allow for shipping. Ultimately, the most important skills are the ones that you should be practicing years in advance. While I could never say enrolling in a speech class will be more beneficial than a business class, I would highly and strongly recommend taking it during your high-school career. I speak from experience when I say it’s one of the most productive classes I have taken. Speak clearly and confidently, master a handshake, and smile. There will be lots and lots of smiling.

When writing your speech, it never hurts to have slight sense of humor. It keeps your audience engaged. ALWAYS clear your joke by someone, like a speech teacher, first. Humor is a double edged sword. It can be either helpful, or harmful, if you’re not careful. It will also be beneficial to keep your speech positive: do not waste your 4-5 minutes on stage attacking another candidate, just sell yourself instead. Warning: there will be a question and answer session for all candidates after the opening session.

If you do win, there are some things you can look forward to, though not all are easy. If you want to become a state officer, you will have to sit through very long, busy meetings. They’re not boring nor tedious, but to be productive, one must come with the realization that hard work must be done. Luckily, your state team will be there to keep things entertaining (they always do). You can expect to get quite a few questions from members throughout the year. (It helps to have the phone numbers of people who may know the answers if you don’t: aka IL State Chairwoman Darlene Shannon or your adviser). As a state officer, you will have the opportunity to bond with a team, travel the nation, and probably travel to Springfield at least three times. (It’s fun, trust me.) The best advice I can give you is to not doubt yourself. If you want to run for office, do not be afraid to try!

---

## WINTER NEWSLETTER

### Education

By: David Ying

To be frank, education can be described as a method to advance one's social standing, social superiority, and personal satisfaction. However, as seen by those who have already undergone the process of education and are happily within the work force, the immediate effects of education are drab. The process of education is not only lengthy, but also consists a great amount of financial contribution and unwanted debt that can follow an individual throughout the course of their life. For example, the path to achieve a PhD requires 13 years of K-12 education, 4 years of undergraduate education, another 4 years of graduate school education, and even more, some sort of postgraduate study ranging from 4-8 years. In short, over twenty years is spent by a college student on the pursuit of a promise of a better life.

In the last few years, along with the recent financial crises and the unrest among citizens among the quality of living of the lower and working classes, awareness for the growing prices has become the center of attention for many politicians. Contrarily, public schools have received less and less funding in an effort to limit the financial debt of states. The result? Layoff of teachers, greater class sizes, less diversity within schools, and most of all, the limiting opportunities of growing student bodies. Whereas college once had been the spotlight and ultimate goal of the majority of American high school students, it has now become a burden to families, as tens of thousands of dollars are now being spent to promise a dwindling future.

The immediate effects of education remain hidden, as it seems like an endless abyss of money with a promise for a better future. What is the benefit of going to college if one could go to the local McDonald's making an increasing minimum wage when the average college student can spend up to \$60000 a year for a degree that may make them even overqualified for an occupation that they may hold in the future? Why lug around a load of debt that looms in the shadows waiting to engulf you fresh out a college? Why take the stress of studies when its applicability remains unknown in the real world?

As high school students, we are faced every day with the question of why we do what we do. In short, why try in school when our outcome may be the same desk job that brings us nothing else than a job and stable income. What is the purpose of education itself in the long run? This is why it is so easy to cut funding for schools. When a budget cut is implemented, sure a few teachers get laid off, but nothing immediate happens. Students will just get crammed into another classroom, do the same work and move on with their lives. Who cares if a student can't take another AP class when they will never use the material in their daily lives?

---

## WINTER NEWSLETTER

### FBLA Week

By: Ben Baker

Winter is a busy season for FBLA. As winter begins, members across the state will be attending their area's conference, preparing for the State Leadership Conference and, of course, participating in FBLA Week.

FBLA Week this year will begin on February 7th and continue on until the 13th. The different activities and days for FBLA Week go as follows.

- Feb. 8 - National Presidents' Forum & Fight to the Finish
- Feb. 9 - Each One Reach One Day
- Feb. 10 - FBLA-PBL Adviser Appreciation Day/Professional Attire Day
- Feb. 11 - Career Awareness Day
- Feb. 12- FBLA-PBL Spirit Day
- Feb. 13 FBLA-PBL Community Service Day

All chapters and members are encouraged to celebrate FBLA Week with each of these days, but are not encouraged to stop there. There are so many possibilities as to what your chapter can do for FBLA Week. Some of them might include doing dress-up days all week, having a special March of Dimes Fundraiser, or having a chapter wide scavenger hunt throughout the week. After school activities are also a big favorite of FBLA Week. Your chapter could have a bowling night, movie night, or even an Olympics night where member compete in various games to win prizes.

One of the purposes of FBLA Week is to have fun and spread the word about FBLA, so be loud, be proud, and show everyone how fun being an FBLA member is during FBLA Week this year!

---

## WINTER NEWSLETTER

# Community Service

By: Matthew Runyon

Community service is an integral part of FBLA that many students have firsthand experience with. Unfortunately, it seems as if too many people fail to see the value of community service, thinking of it more as a chore than a positive action. Former British Prime Minister Sir Winston Churchill remarked, “What is the use of living, if it be not to strive for noble causes and to make this muddled world a better place for those who will live in it after we are gone?” With the state of our world today, it has never been more important to lend a helping hand to make the planet a better place for ourselves and our posterity.

Making a difference in your community is not as difficult as it may seem. Start by thinking about something that you are passionate about. After brainstorming for a while, determine what needs are present in your community. This may take some research, but there are countless opportunities that are not always apparent; as cliché as it may sound, think outside the box! Finally, research ways that you can apply your passion to meet the needs of your community. It is often helpful, but not necessary, to obtain the assistance of your adviser and chapter members in coordinating the event. If you follow these steps, and you will be well on your way to making a difference!

To promote the idea of community service, FBLA recently started an initiative known as the Community Service Awards, or CSA. The CSA program recognizes individual FBLA members for their extraordinary commitment to community service by offering awards for three levels of community involvement. The Community award can be reached by completing and recording 50 hours of service. The Service award is achieved by logging 200 hours, and the Achievement level is attained by completing 500 hours. This program is similar to the Business Achievement Awards. The hours used to reach each level are cumulative and build throughout your FBLA career. Simply ask your adviser to register you for the CSA program and you’ll be set to start recording your community service hours.

Overall, the main focus of community service is to make a meaningful impact on your community. There are many needs, large and small alike, that need to be addressed in communities throughout the world today; find a need that is important to you and leave your legacy in service!

---

## WINTER NEWSLETTER

### Service

By: Brennan Sorkin

The word “service” denotes the idea that every individual should be interested in and take responsibility for promoting better social, political, and family life. FBLA’s Service programs develop civic-minded leaders dedicated to utilizing business skills to positively contribute to school, community, and global causes. Our service programs provide hands-on opportunities to practice leadership, experience project management, and exercise a full range of professional and technical skills necessary for successful enterprises. Some FBLA service programs are:

**Executive Leadership Program:** This program simulates the management of a business or nonprofit enterprise through the operations of the FBLA chapter at the local, state, and national level. Members are selected to be “corporate officers” who then receive intensive officer training with their teacher/adviser serving as an executive mentor. Officers work in teams to develop vision and strategy, set goals, determine budgets, manage projects, provide customer service, conduct business meetings, lead marketing and communication efforts, and celebrate success. At the state level, student’s officers participating in this program receive college elective credit through Concordia University.

**Mission LIFT Project [National Service Partner]:** Mission LIFT (Leading into the Future Together) is a joint service program between FBLA and the March of Dimes to give hope to more than half a million babies born premature or with birth defects each year. Mission LIFT enlists the business and leadership talents of FBLA members through student-led volunteerism projects aimed at providing urgent support to local programs and medical research that helps moms have healthy, full-term pregnancies.

---

## WINTER NEWSLETTER

### Chapter Highlights

#### Huntley:

Over the course of two weeks the Huntley High School chapter cut and tied around 250 fleece blankets. We couldn't have accomplished this without any help. We partnered with our schools HOSA chapter to help get this done. There was 100% participation from both local organizations. After the blankets were done, it was time to deliver them. Their destination was North Central community Hospital. They were to be donated to the pediatric ward. Not only did this complete the bulk of our CSA's, it was also fulfilling.

#### Richland County High School:

In just its second year, the Richland County High School FBLA has 43 members. We are fortunate to have two state officers from our chapter – Matthew Runyon, State Parliamentarian and Ben Baker, State Vice President for the Eastern Area. We hold monthly chapter lunch meetings as well as weekly morning officer meetings. This year we held a kick-off party at the beginning of the year, a movie night during ICCCTSO week, a chili cook-off competition between the various organizations, and a dinner etiquette Christmas party. We also implemented a “Connecting with Business” project. Once a month we host a couple of guest speakers from the business community to speak to students on various topics. All RCHS students and staff are invited to attend. We have also helped with various community service projects such as raking leaves for the elderly, participating in the Adopt-a-Family program and Adopt-a Highway program, and sending Christmas cards to a local nursing home. Several of our members attended the National Fall Leadership Conference in Omaha, Nebraska, and we also hosted our area conference. We had 22 members participate in the area conference with several placing in the top three. We are now making plans and preparations for the State Leadership Conference.

---

# WINTER NEWSLETTER

