

From: [PA FBLA--Bruce E. Boncal](mailto:Bruce.E.Boncal@pafbld.org)
To: adviserlist@pafbld.org
Subject: [adviserlist] Welcome to the 2009-2010 PA FBLA Year!
Date: Wednesday, September 02, 2009 10:22:58 AM

Dear FBLA Chapter Adviser

The 2009-2010 National Theme: FBLA--Simply the Best!

Welcome back to the 2009-2010 school year! Many of you are beginning your first week of school this week; others will be starting next week; some of you are completing your second week of work. I do hope your time away from school has been restful and relaxing and that you are ready for another exciting year because it could be another "record-setting" year. I wanted to give you a couple of days before starting to send my usual e-mail parade to you because there will be some important information coming your way.

We have seen some major changes to FBLA the past few years, and we will continue to see changes this year which will be detailed throughout this e-mail.

Management Team

Your state management team continues to be in place ready to serve you. Bruce Boncal will continue as Executive Director; Janet Skiles will serve as Conference Coordinator; and Kristi Ryland will return as state adviser. Candace Claar and Stephanie Zigner continue to serve as Co-Competitive Event Coordinators, and Luke Skerpon will serve as a special staff assistant who will be responsible for the middle-level program and the scholarship program.

Directory Update Form

As usual, the first item of business this year is to update the PA FBLA directory of chapters. On Friday, September 4, you will find your directory update sheet in your e-mail. Please complete it, make any changes, and then e-mail it back to me **no later than Thursday, September 10.**

E-mail is and will continue to be our primary method of communication so it is important that I have correct e-mail addresses on file. If you do not have a reliable e-mail address that you can count on, I can establish an account on the PA FBLA mail server, and you will be able to access your messages via the web. Simply contact me, and I will set up the account for you.

Please pay special attention to the following items because they are very important to getting information to you quickly: (1) your school and home phone, including area code; (2) your school's fax number; (3) your e-mail address(es). If your chapter listed a co-adviser last year, he or she will be receiving a separate form. Please make sure your co-adviser verifies and updates his or her form.

If you have received this and you are no longer the FBLA adviser, please simply give the packet to the individual who will be serving as adviser and ask that person to complete the directory update/survey. If there is more than one adviser, check to be sure the other advisers have received a directory update/survey. If not, please send me an e-mail, and I will get a packet out to your co-advisers as soon as possible, or simply make a copy of your form and have your co-adviser(s) complete the information. **If your chapter will not be active, please return the form so that I can remove you from the e-mail mailing list.**

New Chapters/New Advisers?

If you are aware of new chapters that serve in your chapter or in another school's chapter, don't assume that I

know of the changes. Please send me an e-mail with the person's name and e-mail address so that I can get them on the mailing list. If you know of a new chapter forming, please send me the contact information.

New State Project

The 2009-2010 state project is Habitat for Humanity. A digital tools packet will be posted on the PA FBLA web site very soon with the state officers' plans of work. To facilitate your planning, the following individual is the primary contact between FBLA and Habitat for Humanity:

Eve Wachhaus

Executive Director

Habitat for Humanity of the Greater Harrisburg Area

Email: ewachhaus@harrisburghabitat.org

Office: 717.545.7299

Mobile: 717.712.5052

The state project theme is: Foundations for the Future. The fund raising goal is: \$75,000--the approximate cost to build one house in Pennsylvania.

Do It Again in 20'10 Membership Recruitment Campaign

Do It Again in 20'10! is a continuation of the membership incentive program that was established in 2008-2009 to reach the membership goals. We are giving you a chance to "Do It Again!" The incentive available at the Chapter Level is the **SLC Member-at-Large**. Each chapter that increases its membership by 10% or more will be eligible to bring **ONE** member-at-large to the 2010 State Leadership Conference. A member-at-large is an additional member from your chapter who has not otherwise qualified to attend the SLC. Any member in your local chapter is eligible to be a member-at-large.

The incentive available at the Region Level is assigned special seating near the front of the Great American Hall behind the reserved seating section. In order to be eligible for the special seating, a region must increase its membership by 10% or more. All regions that increase will be put in descending order by their percentage increase. The region that increases its membership by the highest percentage will be seated in the first section, behind the reserved section, in the Great American Hall.

The 2009-2010 school year will bring additional changes in the way we conduct business in Pennsylvania FBLA. Here is a preview of the changes that will take place:

1. **Membership Processing**. We will return to online membership processing during the 2009-2010 school year. There will be a separate e-mail that will be sent to you on Tuesday, September 8, detailing how you will process your membership. You will no longer e-mail a spreadsheet to me. Membership processing has been changed for easier export to the national office and ultimately to other online systems that will need our data. Here are some changes regarding the membership processing system:
 - a. Each adviser's username and password has been changed. That will be e-mailed separately to each adviser.
 - b. You will enter names online; you will not be able to edit the names once they are submitted. All changes must be done through the state office.
 - c. We will collect additional data on our members--some required, some not required. The data that will you enter into the system will be: (1) first name (required), (2) middle initial (new/not required) (3) last name (required); (4) grade level (required); (5) gender (new/not required but helpful); (6) ethnicity (new/not required but helpful); (7) office held (not required, but helpful); (8) student e-mail address (new/not

required, but especially helpful to facilitate communication). All new items, except the e-mail address, will be in the form of pull-down menus to limit your keyboarding.

d. You will be able to generate an invoice for each set of memberships you submit to provide to your school for check processing.

e. Membership cannot be transferred from one student to another. For example, a student may initially submit dues, but then decides to become inactive. You cannot transfer that membership to another student who does want to become involved. Once a student's name is entered into the system and submitted, you have committed to that student's membership.

The state office will automatically upload your national membership once the check for your state and national dues has been received. **Remember, state dues for 09-10 are \$6; national dues, \$6. You will write one check for \$12 per member made payable to PA FBLA, and you will submit it to the Pennsylvania state office—not the national office.** You will not go to the national or state sites to enter memberships; it will be done by Bruce Boncal. Remember, you can submit memberships multiple times a year—not just one time. For a middle-level chapter, dues are \$3 state and \$4 national, a total of \$7 per member.

2. **Online Regional Testing.** At the State Leadership Conference, we introduced advisers to "online objective testing" at your regional conferences. We will be moving ahead with implementation of online testing in all 28 regions, and more information will follow soon. As a region, all advisers will need to come together to establish procedures for the administration of the online testing. More will follow in the next few weeks--including online training sessions regarding online testing. We will be reviewing the online testing procedures with region advisers at the Region Advisers Summit on Saturday, October 3.
 3. **Change in PSSA Testing Dates.** The Department of Education has extended the testing window for the PSSA Reading and Mathematics test. The PSSA testing window is now April 7-16--not April 12-16. I am hoping that this extension will now eliminate the conflict with our State Leadership Conference to be held April 12-14, 2010, in Hershey. I will be communicating directly with your principal and superintendent regarding the change and encouraging them to not hold FBLA members from competing at the SLC. **If you become aware that the PSSA testing dates are having an impact on your chapter's attendance at the SLC, please let me know ASAP.**
 4. **State Budget Impasse.** If your school system is taking extraordinary measures to reduce or curtail spending because of the state budget impasse and it is having an impact on your FBLA chapter, please let me know ASAP with information on how it is impacting your local chapter.
 5. **Business Achievement Awards.** I encourage each chapter to introduce its members to the Business Achievement Awards sponsored by the national office. [Click here for more information.](#)
 6. **Paying by Credit Card.** FBLA chapters, advisers, and members may now pay membership dues and other fees by credit card. Look for the credit card payments menu at the left of the Pennsylvania FBLA web site. Remember, there is a 3% convenience fee for using a credit card that must be added to the balance due.
 7. **WeSeed Chapter Challenge.** Today, a sound financial education is more important than ever. To help advisers and educators give their students that education, WeSeed and FBLA-PBL have created the *Chapter Challenge* where chapter advisers will compete to develop innovative stock market lesson plans using WeSeed. The chapter with the most innovative plan will win \$5,000, a laptop, and a trip to the Chicago Board of Trade! [Click here for more information.](#)
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8. **Go Green Project.** The national office introduced the Go Green Project last year. More information will be posted on the national web site soon, and I hope your chapter will become involved in the project.
9. **Vacant Region Adviser Positions.** There are several regions where there are no region advisers. As I communicate with those regions, please consider serving as region adviser or as a region co-adviser. Each region must have an adviser in order to participate in the competitive events program. More information will follow to each region.
10. **New Competitive Event/Changes.** There is one new competitive event this year: Computer Gaming and Simulation Programming (replaces Internet Application Programming). Check out the guidelines for this event once it is posted. There are changes in the rubrics for many of the events so you should carefully review them once they are published.
11. **New Look to Calendar of Events.** We have prepared a yearly calendar with a very different look to it, and it is posted in the downloadables section of the PA FBLA web site. You can print out one month at a time; you should also visit the "[important dates](#)" page on the web site where you will also find this calendar.
12. **Business Education Honor Society.** PA FBLA has joined with other states to create a "National Business Honor Society." There are two deadline dates: October 16 and February 17. Don't miss this opportunity to have your academically talented, FBLA involved members recognized for their classroom achievement. [Click here for more information.](#)
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13. **PA FBLA Policy/Leadership Handbook.** Revised portions of the PA FBLA Policy/Leadership Handbook will be posted online next week. You will be notified when the updates are posted, and I encourage you to print a brand new complete copy of the handbook. Most of the changes in the competitive events portion of the handbook.
14. **New Chapter Advisers Summit.** We will be holding a New Chapter Adviser Summit this year as we have in the past, and it will be held on Saturday, October 3, in Hershey. Advisers with 3 or less years' experience as an FBLA adviser will be invited to a comprehensive training session, and invitations will be mailed directly to those individuals. The deadline for reservations to Janet Skiles is September 11.
15. **Region Advisers' Summit.** Region advisers should plan for the annual Region Advisers' Summit in Hershey on October 3. More information will be coming from Janet Skiles, PA FBLA Conference Coordinator. The deadline for reservations will be September 11.
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16. **State Leadership Conference.** The Hershey Lodge and Convention Center will again be the destination of our 59th annual State Leadership Conference. After a very successful conference last year, planning is already underway for next year's conference to be held April 12-14, 2010.
17. **Online Conference Registration.** We will continue online registration for all region conferences and the state conference. More information on that will come your way this fall.
18. **State Leadership Workshop.** If you haven't registered for the PA FBLA State Leadership Workshop November 1-2, 2009, I encourage you to do so. All forms are in the downloadables section of the PA FBLA website. [The SLW registration and lodging deadline is September 24.](#) As we did last year—all lodging fees will be paid to PA FBLA rather than the hotel. The registration fee is \$25 per person, and the lodging fee is \$90 per room (single/double/triple/quad) + 8.5% sales tax for a Sunday night stay (for a Saturday night stay, the cost is \$112 per room (single/double/triple/quad) + 8.5% sales tax. There will be updated leadership tracks and new features for advisers. You and your members get a great leadership development program

for the cost. [Click here for more information.](#)

19. **National Fall Leadership Conferences.** National FBLA offers three NFLCs around the country. Traditionally, Pennsylvania FBLA has attended any conference that was held in the Eastern Region. This year, most members of the PA FBLA state officer team and their advisers will be attending the November 6-7, 2009, NFLC in Baltimore, Maryland. Information on the NFLCs is on the national FBLA web site at www.fbla-pbl.org.
20. **Retiring Adviser Replacements.** We continue to have many changes in advisers due to retirements and changes in position in the schools/districts. Please let me know if you have a new co-adviser at your school or if you know of new advisers who have assumed responsibility for FBLA in places where advisers have retired or resigned.
21. **Support the Pennsylvania Business Education Association.** I strongly encourage you to become members of the Pennsylvania Business Education Association, and let PBEA be your voice on BCIT matters with legislators, PDE staff, and business community members. Visit www.pbea.info for more information.
22. **State-only Competitors and Region Leadership Conferences.** All students participating in a state-only competitive event **should not be** competing in any other Region Leadership Conference competitive event, but they may attend your RLCs if your region permits them to do so. So that these competitors can be cross-checked with those competing at your region conference, I will be asking local chapter advisers to register state-only competitors for your Region Leadership Conference whether they attend or not. Most regions permit them to attend the RLCs as chapter voting delegates or in some other capacity; some regions do not permit them to attend.

The state-only competitive events are: (1) [Business Financial Plan](#), (2) Business Plan (no pre-defined topic), (3) [Business Presentation](#), (4) [Computer Gaming and Simulation Programming](#), (5) [Desktop Application Programming](#), (6) [Digital Video Production](#), (7) [E-business](#), (8) Electronic Career Portfolio (no pre-defined topic, and (9) [Web Site Development](#). Check the main page of the PA FBLA web site for the topics for many of the state events due in December. Your students can start working on their presentations/performances now. In addition, students can start working on their [Emerging Business Issues](#) presentation by viewing this year's topic.

Students may be competing in the Virtual Business Challenge in addition to the RLC competitive events program. Who's Who is not considered a competitive event; students may compete in Who's Who and another event at your RLC.

What does this all mean for Pennsylvania FBLA and its chapters? I would encourage you to reach out to all areas of your school and encourage/recruit members to participate in our programs and competitive events—even those areas in which you may not personally teach or subjects not currently taught by your business education department. A strong, successful FBLA chapter can be extremely positive for the business education program in your school, and FBLA can make a difference in the lives of your students. It provides students with a positive activity to build their character, their leadership skills, and their community service resume. It enables students to learn about business and business-related occupations; establish occupational goals; practice effective money management; learn the value of community responsibility; and get on-the-job training in a wide range of business activities, including planning, fund raising, conducting meetings, and managing time, finances, and resources.

Who can be a member of FBLA? FBLA members are students in business or business-related classes at the secondary school level (almost any subject can be considered business related). National FBLA-PBL is the largest

business student organization in the world—nearly a quarter million strong. FBLA members are “Simply the Best!”

Who can be an adviser of FBLA? A business educator is the preferred primary adviser, but advisers come from business-related classes and administration, too, as approved by their schools/districts. Among our adviser ranks are science educators, social studies educators, math educators, counselors, assistant principals, principals, and others who believe that FBLA can have a positive impact on students and are approved by their local school system. Yes, it takes work to be an adviser—work that often extends beyond the regular school day. In the long run, though, it is worth it for the good of your students and for the good of your department and your school. If you need or want a co-adviser and another business educator is not willing to assist you, reach out to other faculty members in your school.

National Leadership Conference Winners

Pennsylvania FBLA had its most successful National Leadership Conference EVER this past summer in Anaheim, California. Wow! Amazing! Impressive! Pennsylvania FBLA members once again set a new state record for the most number of award winners at the 2009 National Leadership Conference in Anaheim, California. Taking home 66 awards on NLC awards night, Pennsylvania members once again showed that good teaching, good advising, and strong motivation are a successful formula for our state.

Pennsylvania FBLA’s 66 awards were the most ever for our state—eclipsing our previous record of 54 award winners. And once again, Pennsylvania FBLA and its friendly rival, California FBLA, led the list of states with the most award winners. Competing on California’s home turf in Anaheim, Pennsylvania FBLA gave California a run for its money. The final result—California FBLA, 73 awards; Pennsylvania FBLA, 66 awards. In addition, Justin Coleman from Hatboro-Horsham High School was elected National Eastern Region Vice President for the 2009-2010 year. Justin is Pennsylvania FBLA’s first state officer in numerous years.

First Place:

Accounting I: James Sun, Wissahickon High School (20)

Introduction to Business Communication: Karen Jin, Bayard Rustin High School (9)

Marketing: Shika Saxena, Freedom High School (28)

Network Design: Cyrus Boyce/Rob Verderame, Abington High School (20)

Technology Concepts: Ishaan Gulrajani, Downingtown West High School (9)

First Place: State with Most Business Achievement Award Winners--Eastern Region, Pennsylvania

First Place: State Recruitment of Chapters—Eastern Region, Pennsylvania

First Place: Largest State Chapter Membership—Eastern Region, Pennsylvania

First Place: Largest Increase in State Chapter Membership—Eastern Region, Pennsylvania

First Place: Largest Local Chapter Membership—Eastern Region, Hazleton Area High School (16)

Second Place:

Business Procedures: Brandon Mustin, Wissahickon High School (20)

Desktop Application Programming: Michael Nazario, Hershey High School (15)

Digital Video Production: Jenna Hludzik/David Craig/John Yang, Hazleton Area High School (16)

FBLA Principles and Procedures: Emily Komar, Western Wayne High School (22)

Impromptu Speaking: Thais Ridgeway, Bishop McDevitt High School (15)

Introduction to Business: Chris Jordan, Montrose High School (27)

Personal Finance: Natasha Seelam, Downingtown West High School (9)

Second Place: Market Share Award—Eastern Region, Serra Catholic High School (11)

Third Place:

Accounting I: Linda Gao, Wissahickon High School (20)

Business Communication: Lisa Xu, Bayard Rustin High School (9)

Computer Problem Solving: Jesse Taylor, Abington High School (20)

FBLA Principles and Procedures: Raphael Ingaglio, Western Wayne High School (22)

Job Interview: Sarah Wiest, Spring Grove Area High School (6)

Management Decision Making: Ben Olsho/Ryan Strauss/Jeff Marks, Upper Dublin High School (20)

Partnership with Business Project: Brett Braley/Elijah Barefoot/Carissa Bowser, Chestnut Ridge High School (17)

Web Site Development: John Siepierski/Colin Ulin, Bradford Area High School (1)

Fourth Place:

Business Ethics: Andrew Koch/Matt Hess/Dominic D'Ambrosio, Central Columbia High School (7)

Business Financial Plan: Kaitlyn Russell/Lucus McMurtrie, Bradford Area High School (1)

Business Plan: Anthony Gardill/Nick Green, Chestnut Ridge High School (17)

Business Presentation: Chloe Karnick/Renee Reeke/Tatiana Samson, Western Wayne High School (22)

Cyber Security: Alex Constantino, Fox Chapel Area High School (13)

Electronic Career Portfolio: Sara Gaballa, Mansfield J/S High School (7)

Introduction to Technology Concepts: William Seed, Downingtown West High School (9)

Technology Concepts: Andrew Sauber, Wissahickon High School (20)

Virtual Business Challenge: Cortney Rishel/Ian Eisenhauer/Nathan Welker, Jersey Shore Area High School (7)

Fifth Place:

Desktop Publishing: Caitlin Wolford/Megan Vilcek, Homer-Center High School (3)

Entrepreneurship: Rohan Patel/Andy Michniewicz/Brian Fried, Stroudsburg High School (21)

Internet Application Programming: Matt Smith, Towanda High School (27)

Introduction to Business Communication: Allen Sirolly, Stroudsburg High School (21)

Introduction to Technology Concepts: Shaun Howard, Western Wayne High School (22)

Local Chapter Annual Business Report: Sayre Area High School (27)

Public Speaking II: Marci Crawford, Claysburg-Kimmel High School (5)

Web Site Development: Zachary Gosling/Andrew Hagy/Dominic Lyate, Cocalico High School (18)

Sixth Place:

American Enterprise Project: Nick Green/Fallon Shaffer, Chestnut Ridge High School (17)

Business Calculations: Doug Komandt, Franklin Regional High School (2)

Introduction to Parliamentary Procedure: Kristen Lopatofsky, Western Wayne High School (22)

Local Chapter Annual Business Report: Chestnut Ridge High School (17)

Networking Concepts: Craig Palermo, Downingtown West High School (9)

Parliamentary Procedure: Staci Beegle/Jeremy Feight/Darcie Shaffer/Fallon Shaffer/Seth Shaffer, Chestnut Ridge High School (17)

Seventh Place:

Accounting I: Dale Peterson, Fox Chapel High School (13)

Database Design and Applications: Joseph Seborowski, Neshaminy High School (12)

Digital Video Production: Luke Brady/Kyle Engel, Jersey Shore Area High School (7)

Economics: Katie Hough, West Allegheny High School (10)

Parliamentary Procedure: Adam Folk/Jenny Shi/Laura O'Donnell/Kelsey Diltz, Central Columbia high School (7)

Public Speaking I: Sara Coons, Western Wayne High School (22)

Eighth Place:

Business Presentation: Samuel Dahmer/Jonathan O'Hora/Alessandra Orehek, Western Wayne High School (22)

Computer Problem Solving: Ian Swanson, Hollidaysburg High School (5)

Cyber Security: Matthew Hanni, Easton Area High School (28)

Emerging Business Issues: Neha Nagpal/ Noah Sterngold/Kelsea Toseki, Muncy J/S High School (7)

Ninth Place:

Business Calculations: Ralph Beishline, Southern Columbia High School (7)

Business Math: Peter Shi, Parkland High School (28)

Client Service: Derek Faix, West Allegheny High School (10)

Community Service Project: Darcie Shaffer/Stacie Beegle, Chestnut Ridge High School (17)

Economics: Craig Fisher, Scranton High School (22)

Management Information Systems: Staci Matt/Allie Mikels/Deborah Pacella, Stroudsburg High School (21)

Network Design: Collin Thomas/Matthew Trautman, Forbes Road CTC (11)

Sports Management: Brian Kamelhar, Unionville High School (9)

Virtual Business Challenge: Jeremy Madden, Jersey Shore Area High School (7)

Tenth Place:

Business Communication: Erica Motter, Jersey Shore Area High School (7)

Business Ethics: Michael Ziebel/Philip Carlitz/Nishant Dani, Council Rock North High School (12)

Introduction to Parliamentary Procedure: Dan Schlessinger, Council Rock North High School (12)

Personal Finance: Nicholas Rapak, Hatboro-Horsham High School (20)

Special Recognition:

Who's Who in FBLA: James Biery, Sayre Area J/S High School (27)

Outstanding Adviser: Derek Selleck, Sayre Area J/S High School (27)

Distinguished Business Leader Scholarships:

Nick Green, Chestnut Ridge High School (17)

Fallon Shaffer, Chestnut Ridge High School (17)

Adviser Wall of Fame:

Kathleen Turner, retired adviser, Chestnut Ridge High School (17)

Another Remarkable Year of Success

The 2009-10 school year was another year of remarkable success for PA FBLA. We came close to our highest membership totals ever at nearly 13,000 members (the 4th largest state chapter in the Association); we had 66 award winners at the NLC—our highest total ever. We raised \$71,000 for the Cystic Fibrosis Foundation, and we contributed more than 45,000 community service hours to various events across the state. We had our largest State Leadership Conference ever with more than 3,600 in attendance, and we again streamed our Awards Program live on the Internet for family, friends, and school colleagues to see back home.

Can we make 2009-10 as successful—if not more successful—that last year? The answer is a resounding “you bet.” With the quality teaching that is taking place in our business and business-related classrooms, the dedication displayed by our PA FBLA advisers in developing a quality program of work for their students, and the opportunities to shine that we provide our students, I have no doubt that the “best is yet to come” from our PA FBLA members and advisers across the Commonwealth.

Let's make the 2009-10 school year another year for the record books!

Sincerely

Bruce E. Boncal
PA FBLA Executive Director

