



*Future Business Leaders of America
Phi Beta Lambda*

BENEFITS SCRIPT



Benefits

2.5 hours

Purpose (Display “Benefits” slide below.) Say: to identify the benefits to students, schools, and communities that can be gained by implementing a successful FBLA-PBL program.

Benefits

Purpose: To identify the benefits that can be gained by implementing a successful FBLA-PBL program

Objectives After completing this module, new FBLA-PBL advisers will be able to *(Review the slide below):*


After completing this module new FBLA-PBL advisers will be able to:

- Identify the mission, goals, and structure of FBLA-PBL.
- Identify some of the business lessons and experiences that FBLA-PBL programs and activities can teach its members.
- Identify the benefits a successful FBLA-PBL program provides its chapters and members.

Overview

(Display “Overview” slide.) Say: First, the advisers will go through an exercise designed to help identify that leadership is the number one benefit that students gain from FBLA-PBL programs. Then the advisers will receive a presentation on FBLA-PBL’s mission and goals, its membership profile, a description of the four membership divisions, and an explanation of the many different programs available to members and advisers. Through gaining an understanding of the membership programs available, advisers will be able to build enthusiasm in student members and ultimately build local chapter membership.

Overview



- Advisers will participate in an exercise designed to help identify the greatest benefit that members receive from FBLA-PBL.
- Then they will receive a presentation on FBLA-PBL’s programs and goals.

Materials Needed

- Flip charts with stands and colored markers for advisers to use during murder mystery introductory exercise and for benefits question and answer section on chapter projects/ideas
- Poster putty or pins to hang flip chart pages as groups go through and analyze the problem
- CD or cassette player and appropriate music (game show tunes such as *Wheel of Fortune*™ and *Jeopardy*™ to play during the 15 minutes that advisers are solving the murder mystery in their respective groups).
- Candy on each table for groups for “energy” as they work through the problem solving process.

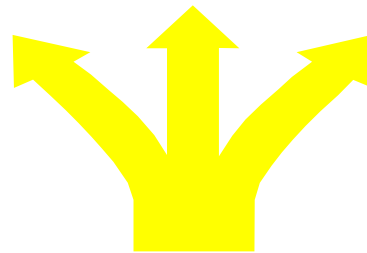
- A sealed envelope of clues for each group.
- A handout listing the cast of characters for each group.
- A laptop or personal computer and data show projector.
- A projection screen.
- *Chapter Management Handbooks* for advisers to follow along with the programs PowerPoint™ presentation. Tabs referred to in this section include: National Organization and National Programs. (*Chapter Management Handbooks* should be given to workshop participants prior to the start of the *New Adviser Training Session*.)
- Handouts.

- Murder Mystery Leadership Exercise
- Cast of Characters
- FBLA-PBL Fact Sheet
- Education Programs and Curriculum

Review the slides below and on the next page:

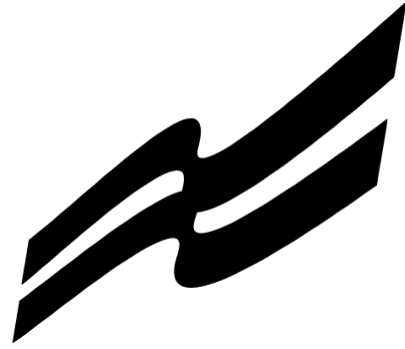
Oliver Wendell Holmes once
said,

“The great thing in this world
is not so much where we stand
as in what direction we are
moving.”



Membership in FBLA-PBL

- Helps students choose the path or direction which they want to pursue
- Gives members “hands-on” business experience and a connection to the business world through conferences, tours, and programs

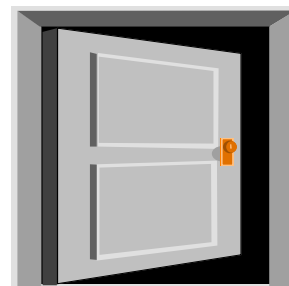


Say

(Display slide below.) Say: Our first module today is focused on the benefits of an FBLA-PBL program – to the students, to the school, and to the community.

Our first module today

- Focuses on the benefits of an FBLA-PBL program
 - to the students
 - to the school
 - to the community
- Will emphasize the many doors that membership can open for students



This module will consist of:

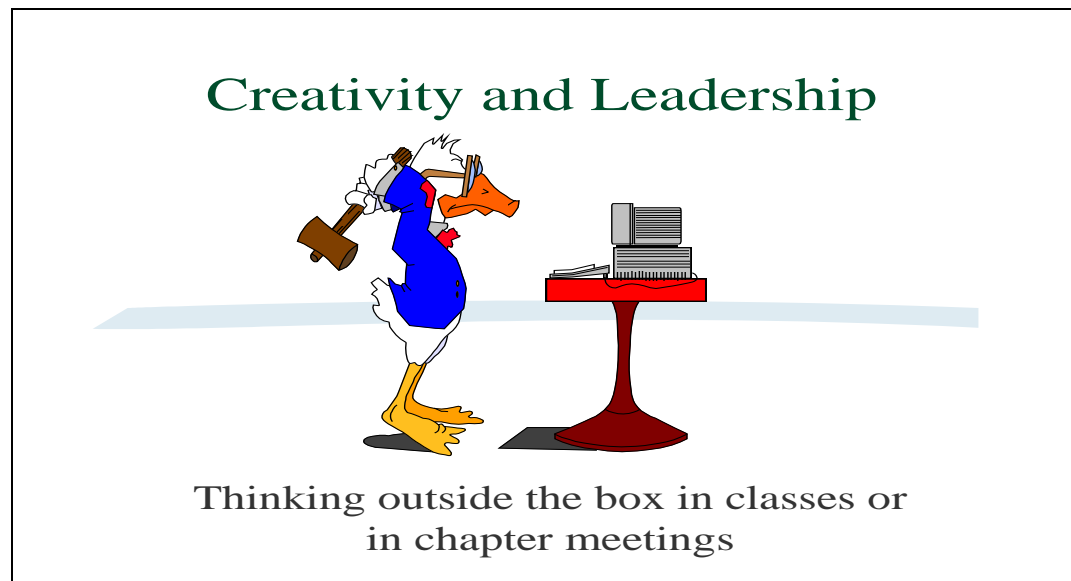
- A mix of information that I will share with you.
- Large group discussions in which you will have an opportunity to ask questions and hear other viewpoints.

(Display “Creativity and Leadership” slide below.) Okay, I would like to get started with an exercise that will help us focus on why we are here.

Note

Determine the number of groups that you will have ahead of time (this will be based on the number of workshop participants).

Each group should have 8-10 members. Photocopy as many of the clues as you will need for each group from the “clues sheet” found in the Handouts section of this module. Place the clues in a sealed envelope. Each group should have the same clues. Review the slide below.



Say

We are going to participate in an exercise that is designed to tap into your creativity and leadership skills. Thinking outside of the box in a chapter meeting or in classes helps enhance critical thinking skills – something that businesses are looking for in their employees.

Note

Break advisers into small groups at this point. You can do this by having the advisers count off by the number of groups that you will have. If you

have two groups, for example, they will count off by 1 and 2. You could also use different colored stickers to signify the different groups.

Once advisers have moved into their small groups, continue with the slide below.

Problem Solving Group Activity

- Mystery
- Work together to solve a problem.
- Distribute clues - try to give each an equal number of clues.
- The clues are to remain in front of the person to whom they were given for the remainder of the activity.
- Members must share information by reading the clues aloud.
- Members try to solve the problem.

(Review slide above.) Say: Today we are going to work together to solve a problem.

- Pass out a sealed envelope of clues to each group.
- Read through the rest of the instructions on the slide.

Say Now before we begin, let's meet the cast of characters.

(Review the slide on the next page.)

Cast of Characters - Survivor Island

- ***Dr. Andy Kile*** - Geologist for ABC Corporation
- ***Ms. Steph Wilhoilt*** - The island's librarian and historian. Educated at Oxford - young and available
- ***Mr. Mark Silvers*** - A 25-year-old bodybuilder who works for the only taxi service on the island

(Review the slide below.) Say: Now continuing on with the cast of characters.

Survivor Island

- ***Mayor Finkle*** - Local politician, who privately searched for the treasure but, on the record, denied its existence to keep tourists from flocking to the island
- ***Mrs. Wilma Finkle*** - Aerobic instructor and wife of the mayor, who was known to want to leave the island for greener pastures if she had the chance.
- ***Mrs. Bobbie Bear*** - Retired zoologist and local know-it-all and busy body

Say (Display the slide on the next page.) Now let's take a look at the objective of this exercise.

(Keep the slide up throughout the exercise.)

Objective

- Work as a team to solve the mystery of Survivor Island by answering:
 - Who found the treasure?
 - What happened to the treasure?
 - Who has the treasure?
 - Post-Activity Discussion



Say Okay, let's begin the murder mystery. You can open your clues envelopes and distribute the clues. You have 15 minutes to solve the mystery. (Put on game show music tunes for the 15 minutes that advisers are solving the problem.) Walk around the room as groups discuss the problem. Encourage advisers to sketch out problem and solution on flip chart.

Say Following the 15 minutes, ask, "Who solved the problem?"

Who found the treasure? (*Answer – Ms. Steph*)

What happened to the treasurer? (*Answer – It was stolen from Ms. Steph. She was killed. She would never have left the island without her computer, as she is a historian and it contained her life's work.*)

Who has the treasure? (*Mark Silvers. The taxi records did not match.*)

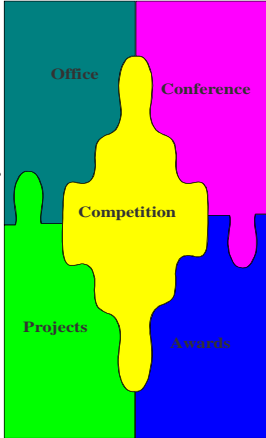
Discuss

- What steps did you use to solve the problem?
- Were there several ways to solve the problem?
- Are there problems in your daily life that may be solved by more than one method?
- Did someone step forward to be a leader? How did that happen?
- Comment on the fact that everyone reached the same conclusion (as eventually they all do); however each group could have used a different process.

Display the slide below:

Leadership – Number 1 Benefit Students Get from FBLA-PBL

- Competitive Events/Awards
- Conferences
- Local, State, or National Officer Opportunities
- Projects



Say

Leadership is the number one benefit that students get from FBLA-PBL. Through its many different programs such as competitive events, conferences, officer opportunities, and community service projects, members gain the confidence and the competitive edge that they will need to succeed in the future world of work.

Competing at conferences and being active members of FBLA-PBL allows students to realize their true leadership potential by “getting connected” and becoming involved in activities that are not only fun, but help to increase learning potential.

Now that we know the major benefits that involvement in FBLA-PBL provides, let’s take a look at the organization.

This information comes from the National Organization and National Programs tabs of your *Chapter Management Handbook*.

(Display the slide on the next page.)



Say

Who knows what is significant about this photo? (Award a prize to the person that can answer. Often FBLA-PBL trinkets from the MarketPlace work well for prizes.)

Answer – It is our national headquarters that is located in Reston, Virginia.

- The land for our building was donated by the Conrad Hilton Foundation. The Groundbreaking Ceremony occurred in 1990 at 1912 Association Drive.
- FBLA-PBL is located to FCCLA and NBEA. Other student associations nearby include DECA and TSA.
- The national center houses a national staff of 14. FBLA-PBL's President and CEO is Ms. Jean Buckley.
- Many of the rooms in this building were donated by regions and states.
- At the 2001 National Leadership Conference in Orlando, Florida, the mortgage, thanks to contributions from local chapters and businesses, was retired. We now own our building free and clear.

(Display the slide on the next page.)

Who are we?

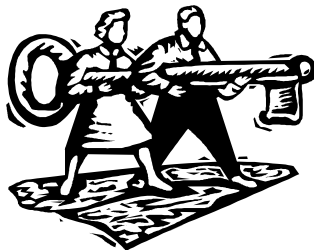
- **Future Business Leaders of America - Phi Beta Lambda, Inc.**
- **Oldest & largest business student association**
- **Students preparing for business & community leadership careers**
- **Headquartered in Reston, VA**

Say

FBLA-PBL is the premier organization for students preparing for careers in business. It is the largest student business organization in the world with more than a quarter of a million members! FBLA-PBL prepares students for “real world” professional experiences. (Display the “Mission” slide.)

Our Mission

**Bringing business and education together in
a positive working relationship through
innovative leadership and career
development programs**



Say

(After reviewing the mission statement on the slide): We help students tie business and education together through activities such as conferences and the many different programs, which put our members in direct contact with business leaders. Anyone who wants to be a success in the future and is in a business or a business-related class can join FBLA-PBL. Specifically we offer students:

- Networking Opportunities
- Leadership Development
- Scholarships and Prizes
- Travel
- Friendship and Fun

Say

(Display the slide below.) We have four distinct membership divisions – FBLA makes up the largest component of our membership. FBLA-ML is our fastest growing division. PBL, our post-secondary, level has one of the largest memberships for a college division with just under 11,000 members. Our Professional Division, consisting of adult supporters, has shown an increase for the past four years and continues to grow.

Membership Structure

• 4 Membership Divisions

FBLA —grades 9-12

PBL — post-secondary

FBLA — Middle Level — grades 5-9

Professional Division — alumni & business professionals

Say

(Display the slide on the next page.) In a word this means...

In a word ...

- **250,000 Members**
- **6,000+ Active Local Chapters**
- **11,000 Local Chapter Advisers**



Say

(Review the slide below.) One of FBLA-PBL's most useful tools is its chapter website, which contains information such as:


Online Resources

- **www.fbla-pbl.org**
- **CMH online**
- **Membership Tools**
 - Message Boards**
 - PowerPoint Presentations**
 - Online Library**
 - **Business Lesson Plans**
 - **Interactive Games**
 - **Project Ideas**

Say

FBLA-PBL is a co-curricular program. (Review the slide on the next page.)

FBLA-PBL: A Co-Curricular Program



“FBLA-PBL is the lab for business skills and leadership development.”

Continue with: FBLA-PBL not only develops leadership through its unique conferences and training programs, but it also contains its own specialized curriculum that is designed to be implemented within the business class and extended out into the FBLA-PBL chapter. The different business partnerships that FBLA-PBL has allows us to continue to develop new and innovative co-curricular activities for our local chapter advisers to implement into the classroom to build both their chapter numbers and their department numbers.

Students also have skills certification opportunities at the National Leadership Conference in areas such as MS Office, HTML Programmer, MOUS, etc.

Say

(Display the slide on the next page.) Say: FBLA-PBL has nine specific goals that are designed to bring out the business and leadership skills that students possess.

Programs and activities are planned around these goals at the local, state, and national levels.

For example, “To Create More Interest in and Understanding of American Business Enterprise” some chapters participate in job shadowing experiences to celebrate American Enterprise Day on November 15. These type of activities help a student connect with the business world through a “hands-on” experience.

Educational Goals

- **Strengthening the confidence of students in themselves and their work**
- **Developing competent, aggressive business leadership**
- **Developing character, preparing for useful citizenship, and fostering patriotism**
- **Assisting students in the establishment of occupational goals**
- **Creating more interest in and understanding of American business enterprise**
- **Encouraging members in the development of individual projects that contribute to the improvement of home, business, and community**
- **Facilitating the transition from school to work**
- **Encouraging scholarship and promoting school loyalty**
- **Encouraging and practicing efficient money management**

Say

(Review the slide below.) Add: A few years ago Open Testing was added in areas such as FBLA-PBL Creed and Business Etiquette. This opened up a whole new area to those underclassmen who normally would not have had the opportunity to compete in a competitive event on the national level. Students can sign up for Open Testing on site at the NLC.

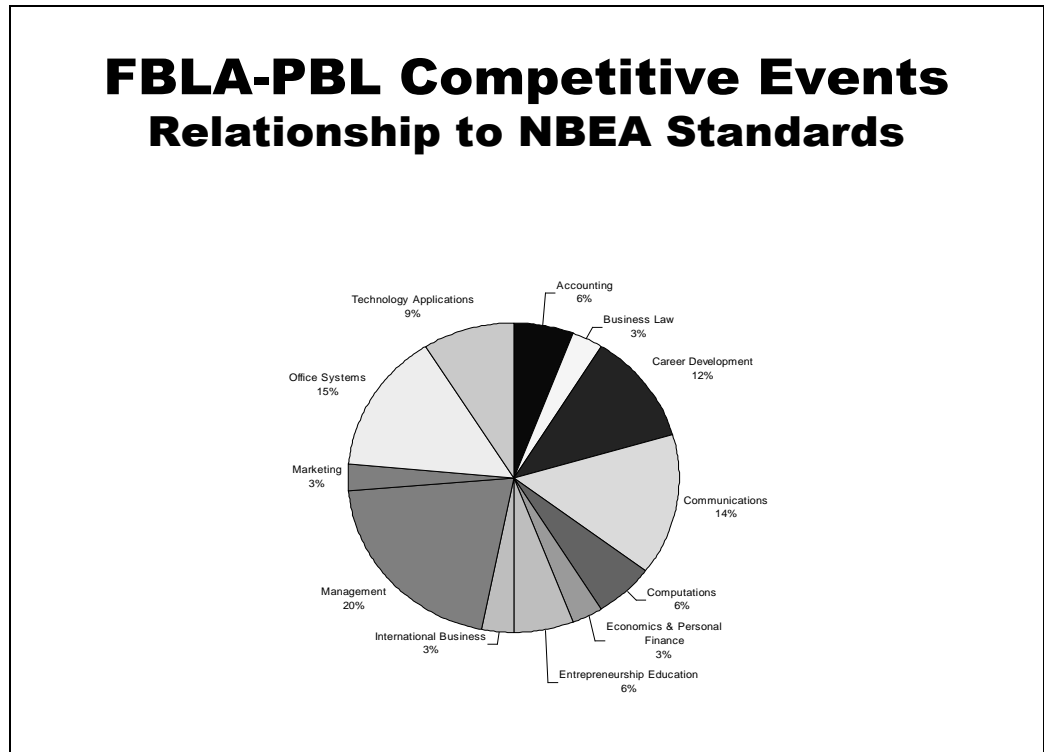
Competitive Events

- **40+ Events**
Individual, Team, Chapter
Curriculum, Competency, & Certification based
- **Open Testing**
- **MOUS (Certiport) and Brainbench**
Certification Tests



Say

(Display the slide below.) All FBLA-PBL events relate back to the National Standards for Business Education and can help validate your business program in your school.



Say

(Display the slide on the next page.) Say: Students can compete in over 40 different events ranging from Accounting to Business Plan to Parliamentary Procedures. These events are designed to prepare students for successful careers in business through support through curriculum development and innovative assessment tools. There is something for everyone. Events are organized into three different categories.

- Chapter Events
- Individual Events
- Team Events

Trophies, cash awards, and plaques are awarded for events at the National Leadership Conference. Students compete against each other for the title of the “nation’s best.”

Sample Events

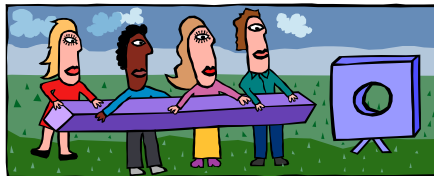
- **Individual Events**
 - Accounting
 - Business Communications
 - Business Law
 - Computer Applications
 - Public Speaking
 - Job Interview
 - Marketing
 - Technology Concepts
 - Word Processing
 - International Business
 - Business Calculations
- **Team Events**
 - Desktop Publishing
 - Parliamentary Procedures
 - Website Development
 - Entrepreneurship
- **Chapter Events**
 - American Enterprise Project
 - Community Service Project
 - Local Chapter Annual Business Report
 - Partnership with Business
 - Gold Seal Award of Merit

Say

(Display the slide below.) Chapter members plan and participate in a variety of projects. For example, many do community service projects such as a WalkAmerica for the March of Dimes, promote economic education through planning free enterprise projects, such as sponsoring an essay contest about our American Free Enterprise system for elementary students, or interact with businesses by touring insurance companies and banks.

Chapter Projects

- **Community Service**
- **Economic Education**
- **Business Interaction**

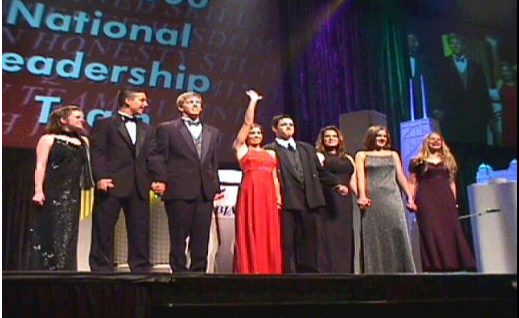


Say **Keep the same slide up and continue with:** What are some projects that your local chapter does that involves one of these three areas? (Award small prizes to those that answer. Write answers on flip charts: 5-10-minute exercise).

Say **(Display the slide below.)** Officer programs are offered to develop leadership in student members. Students can hold office at the local, state, and national levels. At the national level, students give campaign speeches and have campaign booths.

Officer Programs

- **National**
 - 9 FBLA Officers
 - 9 PBL Officers
 - 3 Professional Div. Officers
 - National & Regional
 - Elected by students at NLC (FBLA and PBL)
- **State**
 - **Local/District**



Say **(View the slide on the next page.)** FBLA-PBL has several achievement and recognition programs. Members and chapters who go above and beyond in their FBLA-PBL participation can earn special recognition from the national level.

In Membership Madness, students who recruit five new members receive national recognition.

Who's Who in FBLA-PBL honors each state's most active member, and Gold Seal Award of Merit honors each state's most outstanding local chapters.

In addition, many states also have special awards and scholarships for their members.

Achievement & Recognition

- **Membership Recognition Program**
 - **Individual Member**
 - **Chapter**
- **Membership Madness**
- **Who's Who in FBLA-PBL**
- **Gold Seal Award of Merit**
- **Special State Awards**

Say

(Display the slide below.) FBLA-PBL also offers different scholarships for members. FBLA and PBL members can receive our organization's own Distinguished Business Leader Scholarship sponsored by the Professional Division or a \$1,000 DataMatch scholarship. FBLA members also have money available to them from Johnson and Wales, Culver Stockton, Miami, and Northwood Universities. PBL also has Institute for Leaders and National Leadership Conference scholarships available to them. These scholarships are funded from \$1 of each PBL member's dues.

Scholarships



- **Distinguished Business Leader**
- **Johnson and Wales University**
- **Culver-Stockton University**
- **Northwood University**
- **Data Match**
- **University of Miami**

Say

(Display the slide below.) FBLA-PBL has formed national partnerships with several companies in order to bring programs to your chapters. Economics for Leaders offers an economic business camp for upperclassmen and teachers during the summer months while Brainbench and Certiport provides our students and advisers with certification opportunities in a variety of software. Junior Tours complements business classes a stock market tour program of New York City's Wall Street while the March of Dimes offers local chapters the opportunity to receive \$1,000 grants to fund a community service or a recruitment project.

One additional partner, Knowledge Matters, offers chapters a hands-on virtual business simulation that is correlated to marketing and introduction to business textbooks. This business simulation has a national conference component that has each state's top team competing in an on-site business competition. In addition, we have a variety of other national partners who contribute membership benefits such as hotel discounts, car rental discounts, curriculum, and competitive events sponsorships.

National Partnerships




Economics for Leaders
Brainbench
Certiport
Junior Tours
March of Dimes
Cendant Hotels
Alamo Rent-a-car
AICPA
Booz-Allen & Hamilton
Knowledge Matters
National Association of Parliamentarians




Say

(Display the slide on the next page.) One of the key issues that local chapters must face is how will they find the money to conduct the activities that they wish to undertake each year. FBLA-PBL also has several fundraising partners that all help local chapters raise money for activities and conferences at the regional/district, state, and national levels.

FBLA-PBL's fundraising partners are found under the Fundraising tab of your *Chapter Management Handbook*.

Fundraising Partners



- **DataMatch**
- **Ozark Delight Candy**
- **Tom-Wat Catalog Sales**
- **JAD Acrylics**
- **Orion Foods – Pizza**
- **Otis Spunkmeyer Cookies**
- **Inspirational Hosiery**
- **Xpress Promo**



Say

(View the slide on the next page.) FBLA-PBL teams with a number of different organizations to create and promote educational programs and curriculum to provide members and advisers with major opportunities to practice the skills and knowledge that they are learning in the classroom.

See the National Programs section of the Chapter Management Handbook for more details about “Educational Programs and Curriculum.” In addition to the online library (www.fbla-pbl.org), which contains sample projects and lesson plans, and a stock market game, our organization has its own service learning curriculum that is aligned to the NBEA Standards. This curriculum is designed to be integrated into business classes and contains five modules, emphasizing school to work and marketing concepts.

Our School Store Guide, available online, provides chapters with forms and procedures for running a school store. Finally, the *MarketPlace* – FBLA-PBL’s store – offers study guides and chapter management materials.

Check out the Membership section of the website for new programs and curriculum. This section will be updated as new programs and curriculum become available.

Curriculum Support

- **Stock Market Game**
- **Service Learning Curriculum**
 - **Aligned to the NBEA Standards**
- **School Store Guide**

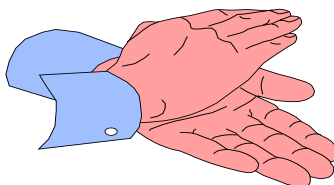
*MARKET*Place

Say

(Display the slide below.) One of the highlights of the FBLA-PBL year is the National Leadership Conference which is held in June/July each year. This conference concludes the membership year and sets the state for the upcoming school year. Students participate in leadership training, competitive events, workshops, and national officer elections. Conference cities offer students touring and sightseeing opportunities.

Conferences

- **National Leadership Conference**
 - **Held in June/July in a major city each year**
 - **Leadership Training**
 - **Competitive Events**
 - **National Officer Elections**
 - **Separate events for high school & college**



Say

(Review the “Conferences” slide below.) Each Fall, FBLA-PBL holds National Fall Leadership Conferences (NFLCs) in four different geographic locations. These conferences are held in leading American cities and are designed to give chapter members and advisers the enthusiasm to start off the new FBLA-PBL year and to offer workshops in leadership, personal and career development, and best practice sharing. Members also can participate in business tours and listen to entertaining and motivating speakers in general sessions.

Through the NFLCs members and advisers gain a better understanding of the national association and their role in its success.

The slide features a title 'Conferences' at the top, followed by a decorative horizontal bar with purple and blue stripes. Below the bar is a bulleted list of information about the National Fall Leadership Conference.

- **National Fall Leadership Conference**
 - **Held in November each year in four different geographic locations**
 - **Leadership Training**
 - **Best Practice Sharing**
 - **Personal and Career Development Workshop**
 - **Membership and Conference Awards**
 - **Motivating and Entertaining Speakers**

Say

(Display the slide on the next page.) Other conferences that students can attend include the Institute for Leaders. This concentrated, leadership training program is held each year in conjunction with the National Leadership Conference and lets students choose from six different leadership tracks (Entrepreneurship, Communications, Personal Success, Principles of OfficerShip, Mastering OfficerShip, and Adviser Training). Students and advisers also participate in state and local/district conferences.

Conferences

- **Institute for Leaders**
 - **Concentrated, focused leadership training**
 - **Held in conjunction with the NLC**
- **State Conferences**
- **Local/District Conferences**

Say

(Review the “Publications” slide below.) FBLA-PBL offers different publications for the members of each division. Advisers also receive special publications with teaching tips and local chapter ideas.

Publications




Say

(Display the slide on the next page.) Let’s review . . . what does FBLA-PBL offer teachers? Build your business department and career/technology center by bringing business and education together through the conferences, networking opportunities, and competitions that you have been introduced to in this module. If you are a creative teacher in a business or a business-related area seeking new ways to bring the curriculum to life, inspire the students to learn, and make your job more

interesting, then FBLA-PBL is for you. Specifically, FBLA-PBL offers advisers the following benefits.



Adviser Benefits

- **Chapter Management Handbook**
- **Advisers' Hotline**
- **Special On-line Resources**
- **Service Recognition**
- **District, State, and National Leadership Roles**
- **Program Validation**
- **No Adviser Dues**
- **Adviser Institute Training**
- **Dedicated Conference Programming**
 - **Graduate Credit at NLC**



Say (Display the slide below.) Are there any questions? (Answer questions and conclude. Following the questions, ask workshop participants to look under their chairs where you have previously taped a “Winner” card. Give the winner a prize.)

Questions?



Transition

The benefits of FBLA-PBL to schools, students, parents, and teachers are tremendous. For those wishing to pursue a career in business, or just find out if business is something that they would enjoy, joining FBLA-PBL is their next step.

In the Recruitment module you will learn more about how to market this opportunity and the benefits it affords to potential FBLA-PBL members.

Thank you for your attention and participation.



*Future Business Leaders of America
Phi Beta Lambda*

BENEFITS

Slides



FBLA-PBL: Soaring to New Heights





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BENEFITS

Handouts



MURDER MYSTERY/TREASURE HUNT PROBLEM SOLVING EXERCISE



Purpose: To work together as a team to solve a problem.

- Each team will work to solve the mystery of Survivor Island by answering the following questions:
 - Who found the treasure?
 - What happened to the treasure?
 - Who has the treasure now?

Required materials: Packet of clues for each group.

Instructions:

1. Each group distributes an equal number of clues to each person in the group.
2. Clues are to remain in front of the person to whom they were given for the remainder of the activity. At no time should all the clues be given to one or two people.
3. Members of the group must share the information with other group members by reading the clues aloud.
4. Given the information, members are to try and solve the problem.

Cast of Characters:

- **Dr. Andy Kile** – Expert on all aspects of Survivor Island. Geologist for ABC Corporation.
- **Miss Steph Wilhoit** – The island’s librarian and historian who was educated at Oxford University – young and available.
- **Mr. Mark Silvers** - a 25 year old local bodybuilder who works for the only taxi service on the island.

- **Mayor Finkle** - Local politician who privately has searched for a hidden island treasure for years. On the record has denied its existence to keep tourists from flocking to the island.
- **Mrs. Wilma Finkle** – Aerobic instructor and wife of the mayor. Was known to want to leave the island for greener pastures if she has the chance.
- **Mrs. Bobbie Bear** – Retired zoologist and local know-it-all and busy body.

Clues: (Cut the clues below into strips and place them in sealed envelopes. Each group/team needs to receive one sealed envelope with all of the clues in it. The clues below are in random order).

An unclaimed jet ski was found on the dark side of the cove parked behind large branches of driftwood.

Dr. Kile had been searching for the treasure for 13 years, according to retired zoologist, Bobbie Bear, who had observed Dr. Kile’s activities for the past three years.

The bodybuilder and part-time taxi driver, Mark Silvers, was on duty the night of October 31 when Miss Steph anxiously called for a taxi to the local airport.

It was obvious from the condition of Dr. Kile that he had experienced a ghostly event after discovering the blood stains outside of his beach house.

Mrs. Finkle was nowhere to be found when the news reached the mayor.

Mayor Finkle was frantic thinking that his lovely wife could be involved.

The taxi driver stated to the police that he did not see Miss Steph actually get on the last plane to leave Survivor Island that night.

Blood stains leading from the jet ski outside Dr. Kile’s beach house on Blackbeard’s Cove matched several island inhabitants’ blood type, including Miss Steph and Mrs. Bear.

Mrs. Bear spread the news that she saw Miss Wilhoilt gripping a leather satchel as she left her apartment.

Dr. Kile's speed boat was missing from the dock. The boat was capable of reaching Mexico in just two hours.

Mark Silvers' taxi records did not match the mileage on his odometer.

Mrs. Finkle made two calls to a location in the Bahamas between 5:00 p.m. and 6:00 p.m.

Miss Steph's computer was found washed up on the shore of the cove near Dr. Kile's beach house.

An unclaimed jet ski was parked on the dark side of the cove on Survivor Island behind old driftwood.

A book bag was located nearby with a small shovel inside.

The legend of Survivor Island told the story of a renegade pirate who stole the treasure from Blackbeard the Pirate and hid it in Blackbeard's own hide-a-way cove.

The island was privately owned by the exceptional business organization Future Business Leaders of America- Phi Beta Lambda (FBLA-PBL).

FBLA-PBL owned all of the salvage rights for the island and five miles around it.

Miss Steph had been a guest of Dr. Kile on his speedboat the weekend prior to the strange events of October 18.

They had been comparing Miss Steph's notes on the island's history and Dr. Kile's 13 year treasure hunting diary.

Mrs. Bear was sure that Miss Steph was involved as she was jealous of her brains and beauty.

Miss Steph's cousin is a board member for FBLA-PBL, Inc., the island's owner.

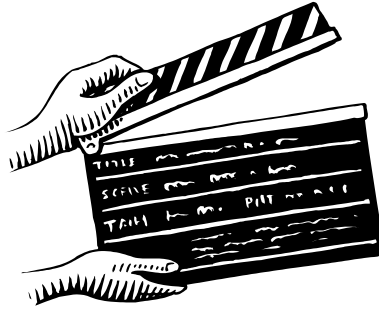
Answers:

- 1. Who found the treasure? Dr. Kile and Ms. Steph figured it out the weekend prior. They were supposed to go back and get it together but Ms. Steph double-crossed Dr. Kile and went back in her own in the speedboat to dig up the treasure.**
- 2. What happened to the treasure? It was stolen from Miss Steph. She would have never left the island without her computer, as she is a historian and it contained her life's work.**
- 3. Who has the treasure now? Mark Silvers. The taxi records did not match. He took the jet ski and followed Miss Steph and killed her when she returned to Dr. Kile's dock with the boat and the treasure in her satchel.**

Post-Activity Discussion Points:

- | |
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| <ol style="list-style-type: none">1. What steps did you use to solve the problem?2. Where there several ways to solve the problem?3. Are there problems in your daily life that may be solved by more than one method?4. Did someone step forward to be a leader? How did that happen?5. Comment on the fact that everyone reached the same conclusion (as they eventually all do); however, each group could have used a different process. |
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CAST OF CHARACTERS



Directions: Copy off this “Cast of Characters” sheet for each group/team to use as they working on solving the mystery of Survivor Island.

- **Dr. Andy Kile** – Expert on all aspects of Survivor Island. Geologist for ABC Corporation.
- **Miss Steph Wilhoilt** – The island’s librarian and historian who was educated at Oxford University – young and available.
- **Mr. Mark Silvers** - a 25 year old local bodybuilder who works for the only taxi service on the island.
- **Mayor Finkle** - Local politician who privately has searched for a hidden island treasure for years. On the record has denied its existence to keep tourists from flocking to the island.
- **Mrs. Wilma Finkle** – Aerobic instructor and wife of the mayor. Was known to want to leave the island for greener pastures if she has the chance.
- **Mrs. Bobbie Bear** – Retired zoologist and local know-it-all and busy body.

FBLA-PBL FACT SHEET

- National membership of 250,000 including 48 states, DoDDs, Virgin Islands, Bermuda, Puerto Rico, the Bahamas, Guam, and Canada
- **Conferences**
 - ✓ State Leadership Conferences (Contact State Adviser)
 - ✓ National Leadership Conference – held each Summer in June/July
 - ✓ Institute for Leaders – held in conjunction with the National Leadership Conference
 - ✓ National Fall Leadership Conferences – held in four geographic locations in the Fall
- **National Programs to Benefit FBLA-PBL Members**
 - ✓ Mission LIFT (March of Dimes). Local chapters may apply for grants to pilot new programs dealing with recruitment
 - ✓ Stock Market Game
 - ✓ School Store: *An Operating Manual*
 - ✓ National membership card
 - ✓ *Tomorrow's Business Leader and PBL Business Leader*
 - ✓ Conferences – National Fall Leadership Conferences and National Leadership Conference
 - ✓ Scholarships
 - FBLA-PBL Distinguished Business Leader Scholarship – \$500
 - PBL IFL (\$115) and PBL NLC (\$400) – a total of 35 scholarships awarded
 - Culver-Stockton University – \$10,000
 - DataMatch Scholarship – \$1,000
 - NFTE Business Plan Competition – \$1,000
 - Johnson and Wales University – \$500 to \$10,000
 - National Foundation for Teaching Entrepreneurship (NTFE) – attend BizCamp at Stanford University
 - Northwood University
 - University of Miami School of Business – \$2,000 renewable
 - NLC internship program
 - ✓ 250+ Skill Certification Examinations offered at National Leadership Conference
 - ✓ Membership opportunities in the National Association of Parliamentarians
- **FBLA-PBL Website** – <http://www.fbla-pbl.org>
 - ✓ Interactive website
 - ✓ Online library containing lesson plans, bulletin board ideas, and business software/games
- **AWARDS AND RECOGNITION**
 - ✓ Member Recognition
 - Individual Levels
 - Chapter Levels
 - Who's Who in FBLA-PBL
 - ✓ National Competitive Events
 - Many are sponsored by business partners
 - Sponsored events offer cash awards to the top winners

FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA

Future Business Leaders of America – Phi Beta Lambda, FBLA-PBL, not only ties directly into academics with its broad base of competitive events, ranging from Accounting to International Business, but it also enriches and enhances classroom learning. Its programs and activities reinforce education’s focus on preparing students for the workforce by developing the skills that employers seek: communications, professionalism, and teamwork.

FBLA-PBL helps students develop leadership, citizenship, and communication skills through leadership training sessions, conferences, and projects. We also help students work in teams, set and achieve goals, and meet deadlines—all objectives that teachers strive to meet in the classroom.

Nationally FBLA-PBL is endorsed by American Management Association, Association for Career and Technical Education, Career College Association, March of Dimes, National Association of Parliamentarians, National Association of Secondary School Principals, National Business Education Association, National Management Association, and the U.S. Department of Education.

Mission/Structure

The mission of FBLA-PBL is to bring business and education together in a positive working relationship through innovative leadership and career development programs.

FBLA-PBL is a nonprofit 501(c)(3) education association preparing students for careers in business and business-related fields. The association has four divisions:

- FBLA for high school students,
- FBLA – Middle Level for junior high, middle, and intermediate school students,
- PBL for postsecondary students, and
- Professional for business people, educators, alumni, and parents who support the goals of the association.

FBLA-PBL is organized on the local, state, and national level. Business teachers/advisers and advisory councils (including school officials, business people, and community representatives) guide local chapters. State advisers and committee members coordinate chapter activities for the national organization.

The high school level has over 215,000 members plus 9,000 teachers/advisers, while Phi Beta Lambda reaches over 12,000 college students and 1,000 advisers. The newest group, FBLA-Middle Level (grades 5-9) is showing remarkable growth with 8,500 students and 400 advisers. Finally, the Professional Division has reached over 3,000 members. FBLA-PBL is the largest business career student organization in the United States.

FBLA-PBL is cocurricular and has competitive events in over 35 areas of study (see attached). Local teachers are the advisers that help the students to form their chapter, prepare for competitions, engage in community service projects, and experience other leadership development activities.

Listed in the next section are several examples of recent curriculum and program initiatives, many developed with business partners.

Where possible our competitive events and other programs are aligned to the National Standards for Business Education including standards for Accounting, Marketing, Economics, and Business Law.

Education Curriculum and Business Partnerships

Virtual Business Management Simulation. Virtual Business – Management, is an FBLA on-line competition. Based on a distribution center, it focuses on four subjects: Introduction to Business, Information Technology, International Business, and Accounting. Students have control over fleet routing, warehouse layout, personnel selection, and technology purchases. For the first time students can compete against FBLA members from across the country to develop the most successful business.

Accounting Curriculum. The AICPA (American Institute of Certified Public Accountants) has provided our chapters with a free iPAC curriculum package, which is highlighted by a video, an education handbook, and career guides. The education handbook contains 15 lesson plans complete with learning objectives and procedures, topic overviews, student learning activities, and solution sets. Each lesson plan and student learning activity is based on standards set forth by the National Business Education Association (NBEA) and the National Council of Teachers of Mathematics (NCTM).

Service Learning Curriculum. The March of Dimes and FBLA-PBL have teamed up to become involved in the service learning movement that is sweeping the nation. This curriculum integrates classroom learning with community service, a process that education has traditionally developed and supported through its local and nationwide community service programs. Student achievement is assessed on related projects as an integral part of the curriculum.

This service learning curriculum, which contains five modules in a CD-ROM format, was designed to be cocurricular – implemented within the classroom or in a leadership workshop and extended into the FBLA-PBL chapter.

Each module is aligned to the National Standards for Business Education and contains goals, a teaching outline, overheads, student reading, tests, portfolio assignments, and individual and group activities. There is a strong emphasis not only on service learning but also on school-to-work and leadership training, two categories on which the federal Department of Education is focusing with the new career clusters.

BizTech. BizTech is an Internet-based learning program that combines entrepreneurship education with information technology while reinforcing reading, math, and critical thinking skills. Students learn how to start and operate a business and write a complete business plan outline. BizTech, sponsored by the National Foundation for Teaching Entrepreneurship (a national FBLA partner) and Microsoft, includes 25 chapters of curriculum and 25 chapters of business plan preparation. It also offers case studies of young entrepreneurs and takes students on cyber field trips to pertinent

websites. BizTech meets school to career, SCANS, and many national and state learning standards. In addition, students who complete BizTech can take an online exam for college credit.

This curriculum and software can be used in a variety of ways including integrating it into an existing class, after school program, or as a semester-long elective.

Certiport. Certiport (formerly NIVO) is another FBLA-PBL national sponsor providing Microsoft Office User Specialist (MOUS), Internet, and Computing Core certification at the FBLA-PBL National Leadership Conference. Certiport is a standards-based certification program for basic computing and Internet literacy. Certiport provides specific guidelines for the knowledge and skills required to be a productive user of computer hardware, software, networks, and the Internet. Educators get a dynamic and universal model on which to base educational programs. Certiport is the exclusive universal provider of the MOUS certification program.

FBLA-PBL Online Library. The library on the FBLA-PBL national website offers a dynamic resource for members and advisers. The library contains business publications such as *Forbes*, *Business Week*, *Fortune*, etc., as well as student resources such as business site links, leadership site links, and homework help links. Career resources and job sites also are included, as well as teaching resources such as business education lesson plan sites, shareware educational games, project ideas, bulletin board ideas, and much more.

Conclusion

Participation in FBLA-PBL gives students opportunities to stay abreast of current trends in business and technology and allows them to apply what they have learned in the classroom. Students gain valuable skills in leadership, community service, and competition. FBLA-PBL standards of professionalism create an excellent role model to enhance students' success, today and in the future.

FBLA COMPETITIVE EVENTS – 2002-2003	PBL COMPETITIVE EVENTS – 2002-2003
<ul style="list-style-type: none"> • Accounting I • Accounting II • American Enterprise Project • Banking and Financial Systems • Business Calculations • Business Communication • Business Law • Business Math • Business Plan • Business Procedures • Businessperson of the Year • Community Service Project • Computer Applications • Computer Concepts • Desktop Publishing • Economics • Emerging Business Issues • Entrepreneurship • FBLA Principles and Procedures • Future Business Leader • Impromptu Speaking • International Business • Introduction to Business • Introduction to Business Communications • Introduction to Parliamentary Procedure • Job Interview • Local Chapter Annual Business Report • Marketing • Multimedia Presentation • Network Design • Networking Concepts • Parliamentary Procedure • Partnership with Business Project • Programming (C++, Java, Visual Basic) • Public Speaking I • Public Speaking II • Technology Concepts • Who's Who in FBLA • Website Development • Word Processing I • Word Processing II 	<ul style="list-style-type: none"> • Accounting Principles • Accounting for Professionals • American Enterprise Project • Business Communication • Business Decision Making • Business Law • Business Plan • Business Principles • Businessperson of the Year • Community Service Project • Computer Applications • Computer Concepts • Desktop Publishing • Economics • Emerging Business Issues • Finance • Future Business Executive • Future Business Teacher • Hospitality Management • Human Resource Management • Impromptu Speaking • Information Management • International Business • Job Interview • Local Chapter Annual Business Report • Management • Marketing • Multimedia Presentation • Network Design • Networking Concepts • Parliamentary Procedure • Partnership with Business Project • Programming (C++, Java, Visual Basic) • Public Speaking • Quantitative Methods • Telecommunications • Website Development • Who's Who in PBL • Word Processing

