



Volume XXII, Issue 1
 Summer 2006

MESSAGE FROM THE PRESIDENT

Dear FBLA Members,

Welcome back to another exciting year in FBLA!

Thanks to our members, performance at the recently held National Leadership Conference in Nashville, Tennessee, we're already off to a great start. In case you hadn't heard, Pennsylvania FBLA members captured an amazing 26 individual and team awards as well as an additional 4 chapter/open event awards. Once again, congratulations, to all our winners!

This year, FBLA can be your ticket to the future. I challenge each of you to make the most of every opportunity that this organization offers you. Some of the ways that you can get involved are to do one, or all, of the following:

- Participate in a competitive event. You can learn a great deal and be recognized for your achievements as well.
- Support this year's state project which will benefit your local American Red Cross chapter. All the money that your chapter raises will be distributed to the Red Cross chapter that you designate.
- Attend FBLA regional, state, and/or national workshops and conferences that will further develop your leadership skills. Learn how to become a more confident person with a take-charge attitude.
- Meet many new FBLA members from across the state or the country. Some of the best friendships are FBLA friendships.
- Submit your application for the Keystone Leader Award. It's easy to become one of the most outstanding leaders in Pennsylvania. Check it out!
- Why not take a few minutes to look over the plans of work that the state officers have been working on over the past few months.
- Get involved; get the members of your local chapter involved. Take it from me, it will definitely be worthwhile.

Sincerely,

Emily Butler, President
 Pennsylvania FBLA



Inside this issue:

Message From the President	1
Meet the State Officers	2
National Leadership Conference Recap	5
New Competitive Events and Bylaw Amendments	8
Plans of Work	9
State Leadership Conference Recap & State Leadership Workshop	10
State Project & 3 M's of Fundraising	11

Meet the State Officers

EMILY BUTLER

1-2 words to describe Emily: Enthusiastic, Determined

School Name: Western Wayne High School

Activities: FBLA, Mock Trial, NHS, Girl Scouts, Western Wayne's Strategic Planning Committee, Tobacco Free Youth, and the Brain Bee.

Favorites: Sleeping and being with people that make me laugh

Future Plans: To go to college majoring in Political Science. From there I plan to get my masters and I would love to get any job in that field, as



DAISY KARLSON

1-2 words to describe Daisy: Driven, Passionate

School Name: Stroudsburg High School

Activities: FBLA, Student Council, Mock Trial, Model Congress, Pennsylvania Coalition for a Representative Democracy (PennCORD), National Honor Society, School Play, Boys Varsity Soccer Manager

Favorites: Traveling, spending time with friends, learning, networking, civics, law, philosophy, and California

Future Plans: To attend Duke or Stanford University, get my law degree, work for the government or an elite University, travel, and have a family.



ANGELA FERRENCE

1-2 words to describe Angela: Determined

School Name: Mountain View Jr/Sr High School

Activities: FBLA, Ski Club, Student Government

Favorites: Read, ski, and spend time with friends

Future Plans: Medical School



Meet the State Officers

WILL DORRANCE

1-2 words to describe Will: Respectful, Dedicated

School Name: Hershey High School

Activities: FBLA, soccer, *The Broadcaster* (school newspaper), student government, Spanish club

Favorites: Play soccer and badminton, meet new people, watch movies, eat, play cards, and travel

Future Plans: Major in business and play soccer at a small college



KARA SPITTLER

1-2 words to describe Kara: Creative, Energetic

School Name: Pine Grove Area

Activities: FBLA, Class of 2007 Treasurer, Volleyball, Principal's Advisory, Prom Committee, Varsity Club, Student Leader, Intramurals, Elementary Volunteer, and SADD

Favorites: Playing volleyball, traveling, Full House, swimming, spending time with friends and family.

Future Plans: To attend the college of my choice, and double major in Hospitality Administration and Mass Communications.



HOLLY SCHOCH

1-2 words that describe Holly: Outgoing, Personable

School Name: Hazleton Area High School

Activities: FBLA, Key Club (Charitable Organization), CANDO Board Member, PIE Representative (Partners In Education), and Executive Council

Favorites: Read, write, and travel

Future Plans: Become a student at George Washington Law School in Washington D.C. and become a Corporate Lawyer in the state of Virginia.



Meet the State Officers

LUKE SKERPON

1-2 words to describe Luke: Organized, Conscientious

School Name: Sayre Area High School

Activities: FBLA , Student Council, SADD, Class of 2008 President, Marching Band President/Drum Major, Concert and Jazz Band, Chorus and Select Chorus, Sayre High School Athletic Announcer, Sayre Little League Information Officer/Board of Directors, Little League Umpire, USSF Soccer Referee, Church Choir, Announcing Various Events

Favorites: Playing the piano, singing, playing/practicing musical instruments, watch/announce various sporting events, and school activities

Future Plans: To attend Penn State Main and major in Music Education and possible Communications.



OLIVIA WEBB

1-2 words to describe Olivia: Patient, Determined

School Name: Chestnut Ridge High School

Activities: Local FBLA secretary, National Honor Society, cross-country, and track

Favorites: Shopping, spending time with friends and family, being outside, running, and reading

Future Plans: Receive a bachelors degree or higher in an undecided major at a Pennsylvania University.



LEANDRA ECKMAN

1-2 words to describe Leandra: Determined, Extroverted

School Name: Chestnut Ridge High School

Activities: FBLA, National Honor Society, and Band

Favorites: Shop, be with friends, and surf the internet

Future Plans: Go to college to major in secondary education (English)



NATIONAL LEADERSHIP CONFERENCE

SUBMITTED BY: KARA SPITTLER

This past summer, The Pennsylvania delegation, consisting of 107 students; 53 advisors; 53 parents/guardians or other family members and 4 PA FBLA staff members, traveled to Tennessee to Unlock Their Potential.

Our delegation arrived on June 27, 2006 and traveled to Chattanooga, where we spent the night at the famous Chattanooga Choo Choo, We dined on The Southern Belle riverboat, and spent the night dancing and socializing. The following day the delegation toured the following attractions in Chattanooga: Look-Out Mountain, Ruby Falls, and Rock City. These sites offered magnificent views of the Tennessee Valley, a 1,000 ton balanced rock and a look down under at a beautiful waterfall. After seeing the splendid sites of Chattanooga, we traveled to the Gaylord Opryland Hotel in Nashville and go ready for the NLC to begin.

PA FBLA kicked off the week with a delegation meeting on Thursday, July 29. Members attending the meeting were taught the Pennsylvania cheers, introduced to the members of the management team and were the first to hear the state project and theme. Immediately following the state meeting, the delegation boarded busses and were off to tour Nashville.



Will Dorrance (State Treasurer) helping to generate some enthusiasm

On the tour, we passed through Music Row, Vanderbilt University, the State Capitol building, the Parthenon and finally arrived to shop in "The District". The Nashville City tour concluded with the delegation meeting up at the famous Wildhorse Saloon. Here, we were treated to a Southern Style Barbeque buffet and some line dancing lessons.

Finally after spending a day in beautiful downtown Nashville, we were all anxious and ready for the evening and the opening session! At the opening session, PA



Kara Spittler (State Reporter), Milan Thakor (National Secretary), and

once again showed its enthusiasm through the Pennsylvania cheers and the "hand-clappers". The opening session included speeches from candidates for National office as well as an enthusiastic presentation from the keynote speaker, Coach Ken Carter.

Friday, June 30, brought the first day of competition and workshops. Competition was fierce, but our PA members studied hard and were ready to compete! The delegation could also attend various workshops from *An Interactive Dialogue with Coach Ken Carter to Creating Your Own Destiny* in their free time.

As the conference progressed, PA competitors continued on from the preliminaries into the finals. Many delegates also chose to participate in Open Testing to test their knowledge.

Finally Sunday, July 2nd, brought the night that everyone was anticipating, the Awards of Excellence Program. Once again, Pennsylvania competitors helped make us proud as 26 individual and team awards were won! The evening concluded with our Pennsylvania Party where we celebrated our winners and enjoyed Maggie Moo's Ice Cream treats.

The next morning, we all boarded separate busses, taking us to separate planes, to return us back home to PA!



Nashville's own Parthenon



A scenic view of Seven State at the top of Rock City.

NATIONAL LEADERSHIP CONFERENCE

Individual & Team Awards

First Place

Josh Sohmer	Computer Applications	Neshaminy HS
Jason Trigg	Economics	Unionville HS
Lendra Eckman	Parliamentary Procedure	Chestnut Ridge
Jennifer Hoover		
Katherine Lynerd		
Brady Schade		
Vanessa Bower	Management (open competitive event)	Chestnut Ridge

Second Place

Breanna Tirpak	Business Procedures	Marian Catholic HS
Charles Moyes	C++ Programming	Kiski Area HS
Christopher Allen	Java Programming	Freedom HS
Adan Ortiz-Cordova	Networking Concepts	Kennett HS
Justin Kirkendall	Virtual Business Challenge	Easton HS

Third Place

Michael Church	Accounting II	Bradford Area HS
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Fourth Place

Andrew Schlichter	Banking and Financial Systems	Great Valley HS
Mitchell Vitovsky	Intro. to Parliamentary Procedure	Western Wayne HS
Nathan Welshans	Computer Applications	Jersey Shore HS
Kelli Dillman	Word Processing I	Littlestown HS

Fifth Place

Patrick Egan	Accounting II	Bishop Canevin HS
Sunny Saxena	Economics	Freedom HS

Sixth Place

Douglas Kunkel	Business Math	Bishop Canevin HS
Kayla McDonald	FBLA Principles and Procedures	Western Wayne HS
Daniel Marjoncu	Marketing	Hazleton Area HS

NATIONAL LEADERSHIP CONFERENCE

Seventh Place

Shikha Saxena	Intro. to Business Communication	Freedom HS
Lee-Ann Loser	Intro. to Parliamentary Procedure	Western Wayne HS
Victoria Daubert	Word Processing I	Pine Grove Area HS

Eighth Place

Karl Friethaler	Accounting I	North Allegheny HS
Mike Hopes	Multimedia Presentation	Stroudsburg HS
Matt Alaio		
Allan Rozarto	Network Design	Abington HS
Jonathan Chodosh		
David Zlotnick		

Tenth Place

Cassidy Clauss	FBLA Principles and Procedures	Western Wayne HS
Vanessa Bower	International Business	Jersey Shore HS
Chynna Bragg	Public Speaking I	Western Wayne HS

State Awards

First Place

State Recruitment of Chapters (33 new chapters)
 Largest Increase in State Chapter Membership (967 new members)
 Largest State Chapter Membership — Eastern Region (13,582 members)
 State Recruitment of Chapters — Eastern Region (33 new chapters)
 Largest Increase in State Chapter Membership — Eastern Region (967 new members)
 Largest Local Chapter Membership — Eastern Region (441 members), Hazelton Area HS

Fourth Place

Largest State Chapter Membership (13,582 members)

Special Recognition

Katherine Lynerd	Who's Who in FBLA	Chestnut Ridge
Jim O'Connell	Outstanding Adviser	Bishop Canevin
Bruce Boncal	Elected to serve a three-year term on the National Board of Directors Pennsylvania FBLA	

NEW Competitive Events and Bylaw Amendments

SUBMITTED BY: LEANDRA ECKMAN

Over the past few months, PA FBLA has heard of many new and exciting changes coming from the national offices. Many of these include new competitive events and also bylaw amendments. The PA FBLA Board of Directors and also Executive Committee have been working hard to bring you all this information.

Competitive events are one of the major fundamentals of our organization. This year we have the addition of ten new events. They include Business Financial Plan, Cyber Security, Database Design & Applications, Digital Video Production, E-Business, Electronic Career Portfolio, Global Business, Management Decision Making, and Spreadsheet Applications. Information on these should be known by your advisor and are available in the Chapter Management Handbook.

Along with these new events are the addition of many modifications to the traditional events. These include, but are not limited to, Entrepreneurship may now have two or three members, Accounting II now has a school-site application test, and Business Communication now has a reading comprehension component. See your Chapter Management Handbook for more information.

Finally, one of the major PA bylaw amendments is the addition of another member to the Board of Directors. This position is named Person-at-Large. It can be anyone from a parent to administrator to a former FBLA member. Please see the PA FBLA website for more information.

2006-2007



Front Row: Holly Schoch, VP @ Large; Olivia Webb, VP @ Large; Leandra Eckman, Parliamentarian; Angela Ferrence, Secretary
Back Row: Kristi Ryland, State Adviser; Kara Spittler, Reporter; Emily Butler, President; Luke Skerpon, VP @ Large; Daisy Karlson, First Vice President; and Will Dorrance, Treasurer

PLANS OF WORK

SUBMITTED BY: ANGELA FERRENCE & LUKE SKERPON

Each year, the PA FBLA state officer team creates state goals and a plan of work. These are the officer's goals that they have for the state delegation to participate in, regarding the state project, community service, and other activities that PA FBLA participates in. The state officers each take on a Plan of Work and oversee its progress, and hopefully in each case, its success. This year's state officer team, once again, has put together state goals, and a plan of work for the PA delegation to participate in. One of the reasons that year after year, PA is one of the top state chapters in the nation is because of these goals and plans of work. Each of the state officer's plans of work will occur throughout the FBLA year. To learn more about the plans of work, and goals, please visit the PA FBLA website at <http://www.pafbla.org>. We encourage everyone to participate in these plans of work, and encourage your local chapters, and regions to help us achieve our goals!

State Goals:

1. To raise \$10**2,007** for the state project — The American Red Cross
2. To increase the total number of Community Service Hours to **40,000** hours.
3. To increase membership to **300** High School Chapters and **13** Middle Level Chapters
4. To increase overall membership to **14,000** members
5. To improve member awareness of activities and involvement

Plans of Work:

- Emily Butler, President — **Keystone Leadership Award Program**
- Daisy Karlson, First Vice President — **American Red Cross/FBLA Awareness Brochure**
- Angela Ferrence, Secretary — **What is FBLA? Brochure**
- Will Dorrance, Treasurer — **Pledge Program**
- Kara Spittler, Reporter — **FBLA Dress Code Video**
- Leandra Eckman, Parliamentarian — **Membership Recruitment Program**
- Holly Schoch, Vice President at Large — **Charity Walk at the State Leadership Workshop**
- Luke Skerpon, Vice President at Large — **Basket Auction at the State Leadership Workshop**
- Olivia Webb, Vice President at Large — **T-Shirt Sale at the State Leadership Workshop**

Non-Traditional Media and FBLA Proudly Present:

The Event Management Program

Build your own:

Dodgeball Tournament or Student Film Festival

Check out: www.NonTraditionalMedia.com

SLC RECAP

SUBMITTED BY: LUKE SKERPON

As the closing ceremony came to an end at the PA FBLA State Leadership Conference, back in late April 2006, we all needed to stop and take a look at what was accomplished in the past year. From exceeding the state project goal, to increasing membership, to competitive events, the SLC was a very successful event for all involved with this great organization.

At the opening session, all the delegates and members of PA FBLA were welcomed for a first time to the Hershey Lodge and Convention Center, a new home for the PA FBLA SLC. We met the candidates for state office positions, as well as met the regional presidents, and recognized accomplishments in a variety of different areas.

At the business session, members and chapters were recognized for participating and excelling in different awards and components of FBLA such as community service, membership madness/mania and chapter involvement.

The chapters and members recognized were the ones who stepped up to the plate in order to make PA FBLA a better and more involved organization! Also, at the business session, your 2006-2007 State Officer team was announced.

Throughout the conference, members had the chance to attend a variety of workshop and performance events. At the workshops, members had the chance to interact with each other while learning more about the business world, and leadership. Members also heard from many businessmen and businesswomen about what they do in their daily business oriented jobs and much more!

During the closing session, members, and advisers were recognized in many different ways, in many different categories. The top ten in each competitive event earned their way to the stage, in hopes they could represent PA FBLA at the NLC. The top outstanding chapters, and adviser were recognized, as well as the state project total, and check were announced and presented to Mr. David Frazier of The American Heart Association.

As a state, we came together to raise \$106,700 for the American Heart Association, well over the \$100,000 goal set by the state officer team. We also increased our membership to over 13,500 members, the 4th largest in the nation!

We had many members in attendance at the SLC, who were eager to participate in a competitive event. All of these individuals, who placed at regional's, were all vying for a spot on stage during the awards ceremony. Also in attendance were the regional officers, representing the respective regions around the state, there to support their regional members as well as receive leadership training along the way.

As the end of the 2006 SLC drew near, the new PA FBLA State Officer Team was inducted, ready to serve you in the 2006-2007 PA FBLA year, and a very successful year for PA FBLA came to an end, but will certainly never forgotten!

The end of the SLC brought the 2005-2006 FBLA year to an end ... but also began the 2006-2007 FBLA year with yet again, another bright future for PA FBLA!



State Leadership Workshop



SUBMITTED BY: DAISY KARLSON

The 2006 SLW will be held this fall at the Penn Stater Conference Center in State College from Sunday to Monday, October 29-30th.

An array of leadership workshops will be offered by Tri-Leadership and participants will have the opportunity to follow various tracks, such as: Communication, Entrepreneurship, Leadership, Professionalism, and Team Building.



A basket auction will be held, and all participating schools are encouraged to participate by bringing a basket. Points will be awarded for each basket and will count towards Outstanding Chapter Criteria at the conclusion of the year.

A charity walk will also be held to benefit The American Red Cross, this years state charity, and all proceeds raised will go directly back to your local American Red Cross chapter.

STATE PROJECT

SUBMITTED BY: WILLIAM DORRANCE

Pennsylvania FBLA is known throughout the nation for being one of the most successful state chapters in FBLA. The foundation for such success is rooted in PA FBLA's charitable nature.

Every year, the state officer team has the pleasure of selecting a state project for the upcoming year. The charity and PA FBLA form a partnership for the year.

Last year, PA FBLA came through in an extraordinary way by contributing nearly \$107,000 for the American Heart Association.

In May, the state officers met for leadership training and the formation of their plans of work. Also during this weekend, the officers were given presenta-

tions by three prospective state projects: Concern, Big Brothers Big Sisters, and American Red Cross.

After deliberation, the officers excitedly announced the **American Red Cross** as the PA FBLA state project for the 2006-2007 state project.

A fundraising goal of \$102,007 was also established. Checks should be made payable to "PA FBLA State Project" and mailed to:

William Dorrance
PA FBLA Treasurer
Hershey High School
PO Box 898
Hershey, PA 17033

The theme for the partnership is **"Providing the tools to prepare for the**

future." According to the American Red Cross's website, www.redcross.org, the worthy charity "will provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies."

In addition to monetary donations, the state officers are urging members and chapters to volunteer through the American Red Cross. Great service opportunities lie ahead.

The state officers have set a lofty goal for the Pennsylvania FBLA delegation. So what are you waiting for? Let's get out there and fundraise, so PA FBLA can maintain its prestigious reputation!



American Red Cross
Celebrating 125 Years of Service



3 M'S OF FUNDRAISING

One of the most challenging parts of any organization is fundraising. Trying to find a way to raise money for your local chapter is never easy, but there are ways to help make fundraising easy, & fun, and to encourage members to participate. The three M's of fundraising to remember are:

Merchandise is the foundation of the any fundraiser. A successful fundraiser is one whose merchandise appeals to its customers. An all-time favorite product is food, which can range from hoagies and pizzas, to cookie dough and pies. There are nationally-sponsored fundraisers, such as Tom Wat, Maggie Moo, Profit Potentials, and Ozark Delights. Always check with your school board

and administration for approval of all fundraisers before you start.

Money is the most important part of any fundraiser. A good fundraiser earns at least 50% of the profits. To avoid a lot of problems regarding payments, your chapter should require that all money be turned in with the orders. This will prevent your chapter from losing large sums of money.

Motivating members to sell is always a source of concern. FBLA members are often members of other organizations that participate in fundraisers, so your members (and parents) may be less than willing to sell. Nothing motivates students more than the hope of receiv-

ing a prize in return for their hard work. Cash prizes are usually the best and appeal to the most people. Keep in mind if your chapter gives away cash awards; it will take away from your profits, but it will be well worth the loss to motivate students. Small prizes, such as a free ice cream sandwich at lunch, coupons for restaurants, or gas cards are also well-liked.

Good luck with all your fundraising endeavors! Be sure to email one of the state officers, if your school has a really creative, profitable fundraiser that other chapters should know about.



Penn Pal

FBLA 2006-2007 FBLA

Dear Local Chapter Advisers:

I am excited to announce the schedule for Pennsylvania FBLA's quarterly publications of the Penn Pal. Submitting an article for the Penn Pal is a great opportunity to showcase events and achievements of your local chapter. It is also a wonderful chance to share new ideas and successful projects to provide the tools for other chapters to prepare for the future!

The success of the publication rests on the submissions of local chapter advisers and members. I encourage all of you to submit as often as you can. Remember that chapters receive points toward the Outstanding Chapter Criteria and individuals can receive credit towards the Keystone Leadership Aware upon submission!

September Penn Pal

This will be your first opportunity to meet the state officers, read about PA's success at the NLC, and learn

Submissions will be accepted up until the deadlines via the following:

reporter0607@pafbla.org

Or

Kara Spittler
PA FBLA State Reporter
Pine Grove Area High School
101 School Street
Pine Grove, PA 17963
570-345-2731 ext. 241

November Penn Pal

Deadline: October 16

This is your first chance to submit to the Penn Pal. In this issue, you can find articles about local chapter's summer activities and their plans for the upcoming school year.

February Penn Pal

Deadline: January 16

Your next opportunity to submit to the Penn-Pal will be the February Issue. In here you can find community service projects, RLW and SLW recaps, along with creative local fundraisers and activities.

April Penn Pal

Deadline: March 16

This is your final submission opportunity! Articles will include: local RLC information, final projects and activities to prepare chapters for the SLC.