

PA FBLA

PENN PAL



September, 2010

Volume XXVI, Issue I

Letter From President

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Membership Goals:

- 14,000 members
- 300 high school chapters
- 20 middle level chapters
- 10 new or reactivated chapters

Community Service

Goal: Donate 30,000 hours to community

PENNSYLVANIA FBLA:

I hope you all had an amazing summer! As summer comes to an end it is now the time to get excited for another dynamic year for Pennsylvania FBLA.

Congratulations PA FBLA! At this year's National Leadership Conference in Nashville, Tennessee, Pennsylvania took home 12 first place awards and 52 awards total! Once again, PA FBLA did a fantastic job. With over 300 members, advisers and guests attending we surely showed everyone how PA FBLA is Simply the Best! Thank you to all of the award winners, you truly make FBLA proud!

This year's slogan is "Breaking Barriers" and you can do that by participating in the many opportunities FBLA has to offer. Opportunities can be participating in the competitive events, (there will be some new events and some changes to previous events), community service, BAA, Virtual Business Challenge to name a few. I know all of you can step up to the challenge and continue "Breaking Barriers" in 2011. In addition, this year's state officer team has set many goals and plans of work to continue the PA FBLA tradition of excellence!

This year's state project is Teen Challenge! There are many ways that you can contribute to this organization through community service and monetary donations. I encourage you to find out more about this organization and the many opportunities it has to offer.

Finally, to further enhance your 2010-11 PA FBLA year, I encourage you attend the upcoming conferences that will be available to you. I would like to meet and work with all of you to enhance your FBLA experience and would be willing to attend your RLW and RLC. My contact information is: Cell: 570-854-8902. Email: president@pafbala.us Get your fellow chapter members involved and attend your Regional Leadership Workshop and Regional Leadership Conferences. Also, don't forget about the State Leadership Workshop in State College in October and the National Fall Leadership Conference in Washington, DC in November. Take advantage of these FBLA events, I can assure, your time spent networking and participating in these FBLA events with members from across your region, the state and the nation will bring you endless opportunities and friends who will last a lifetime.

Best of luck in the year ahead, I hope you all have a successful year and help PA FBLA in "Breaking Barriers"

Sincerely,

Kayla Vanorskie, President

STATE OFFICER BIOS

P

Kayla Vanorskie, PA FBLA President

Words to Describe You: Organized, goal-driven, and happy

School: Delaware Valley High School

Activities: Competition Cheer and Softball

Interests: Spending time with my friends and family. I so volunteer for my sister's softball team.

Favorite Quote:

"If you think you're leading and no one is following you, then you're only out for a walk." "Sometimes you have to swim out of your comfort zone, to catch the wave that's gonna change your life"

Items from my "Bucket List":

Go to Italy, Go on a hot air balloon ride, own a motor cycle, learn to surf, and learn to play the piano.

Future Plans: I plan to attend college after high school and pursue a career in business. My career goal is to run a major company.



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Justin Coleman, PA FBLA First Vice President

Words to Describe You: Funny, energetic, enthusiastic, and outgoing

School: Hatboro-Horsham High School

Activities: Snowboarding, surfing, and skating

Interests: Spending time with my friends and family, and my faith

Favorite Quote:

"Be good, do good"

Items from my "Bucket List":

Surf in New Zealand and snowboard in California at a well known mountain.

Future Plans: After graduating high school this year, I plan to attend Villanova University where I will major in Math or Finance or possibly both. After college, my career of choice would be a CFA, Certified Financial Adviser.



L

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Liz Lynerd, PA FBLA Secretary

Words to Describe You: Spontaneous, talkative, friendly, caring, dedicated, entertaining, and random

School: Chestnut Ridge High School

Activities/Interests: Cheerleading, baseball (I take stats for the high school team), shopping and food.

Favorite Quote:

"In love, it is better to know and be disappointed, than to not know and always wonder."

"What is success? It is a toy balloon among children armed with pins."

Items from my "Bucket List":

Travel to Ireland and Italy, see the northern lights, and make a major difference in a persons life.



Dharmesh Patel, PA FBLA Treasurer

Words to Describe You: Hardworking, dependable, and friendly

School: North Penn High School

Activities/Interests: FBLA, Student Government Association, and Volleyball

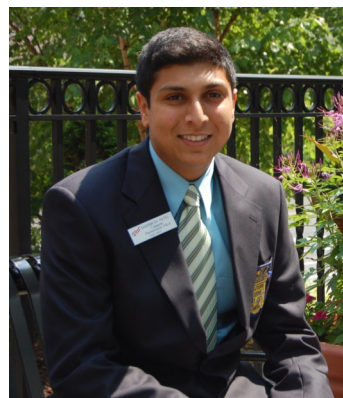
Favorite Quote:

"I like thinking big. If you're going to be thinking anything you might as well think big." -Donald Trump

Items from my "Bucket List":

Own a maserati and visit all 50 states.

Future Plans: Land a job on Wall Street.



Kelly Martin, PA FBLA Reporter

Words to Describe You: Calm, encouraging, optimistic

School: Pine Grove Area High School

Activities/Interests: Cross-country, softball, FFA, 4-H, FBLA, Youth Group, teaching Sunday School, and spending time with friends and family.

Favorite Quote:

"Shoot for the moon. Even if you miss, you'll land among the stars" - Brian Littrell

Items from my "Bucket List":

Be the best wife, mother, and friend that I can be, and improve the value of life among the poor .

Future Plans: Strengthen my relationship with God and follow His guidance through life, wherever He may lead me.



Darcie Shaffer, PA FBLA Parliamentarian

Words to Describe You: Creative, task-oriented, dedicated, and team player

School: Chestnut Ridge High School

Activities/Interests: FBLA, tennis, track, scholastic scrimmage, NHS, Model UN, band, and student council

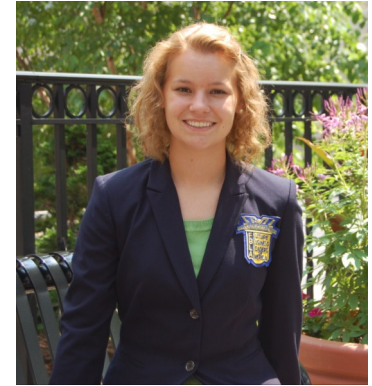
Favorite Quote:

"You know you're in love when you can't fall asleep because reality is finally better than your dreams." -Dr. Seuss

Items from my "Bucket List":

Rent a cottage in Ireland and sleep on the beach; see the Sistine Chapel; eat in the restaurant inside the Eiffel Tower, and hike along the Pilgrim's Trail (Camino de Santiago) in Spain.

Future Plans: Pursue God's plan for my life which I hope includes going to college, getting a job that I love, and marrying and having a family.



Christopher Jordan, PA FBLA Vice President at Large

Words to Describe You: Smart, athletic, and enthusiastic

School: Montrose Area High School

Activities/Interests: Skiing, running, tennis, and trapshooting

Favorite Quote:

"Be careless in your dress if you will, but keep a tidy soul" -Mark Twain

Items from my "Bucket List":

Go skydiving, ski the Alps, hike the Appalachian Trail, and swim in money like Scrooge McDuck.

Future Plans: Attend college, own and run a small business and run for Congress.



Emily Wolfe, PA FBLA Vice President at Large

Words to Describe You: Funny, outgoing, dedicated, and personable

School: Central Columbia High School

Activities/Interests: Going to the beach, listening to music, baking, running, going to bonfires, Friday night football games, and hanging out with friends.

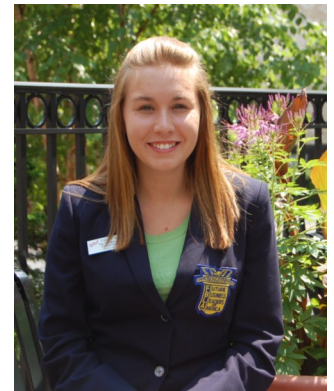
Favorite Quote:

"Imperfection is beauty; Madness is genius. And it's better to be absolutely ridiculous than absolutely boring." -Marilyn Monroe

Items from my "Bucket List":

Bungee jumping, swimming with sharks, changing someone's life, and meeting Maya Angelou.

Future Plans: Go to college, own a business and work at a nursing home.



Lorenzo Servedio, PA FBLA Vice President at Large

Words to Describe You: Ambitious, cheerful, friendly, humorous, and dedicated

School: Sayre Area High School

Activities/Interests: FBLA, Student Council, SADD, Forensics, Boy Scouts, and Big Brother/Big Sister, Cross Country, Swimming, and Track. Some of my favorite things to do for fun are jet skiing, tubing, boating, swimming, and hanging out with friends.

Favorite Quote:

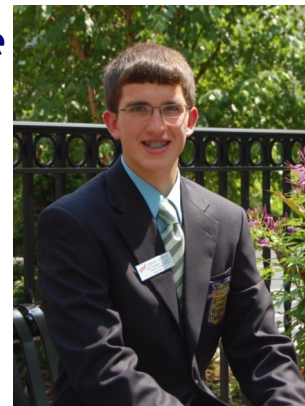
"A lifetime of training for just ten seconds" -Jesse Owens

Items from my "Bucket List":

Tour Rome, Italy; walk the Great Wall of China; swim in the Gulf Coast; walk on the moon; visit Switzerland; star in a movie with Angelina Jolie; attend VMA's and walk down the red carpet; swim with Michael Phelps; be President of the United States; and run for national office of FBLA.

Future Plans:

My future plans go off into two different directions; my first future plan is becoming a brain surgeon and hopefully, attending Harvard Med. My second future plan is owning my own business that deals with either a phone company or cars. Although they are two totally different ways of life, I like to keep my options open.



PA FBLA State Leadership Workshop

Make Plans Now to Attend the SLW!!

Pennsylvania FBLA State Leadership Workshop will be held October 24 and 25 at the Penn Stater in State College, PA. Approximately, 800 students from across the state will be "Breaking Barriers" while attending this fun-filled workshop! The State Leadership Workshop is a great opportunity to sharpen leadership skills while also interacting with other PA FBLA members. Make sure to take advantage of the exciting activities the SLW has to offer – Dodgeball Tournament, Numerous Workshops, Basket Auction, Battle of the Chapters, and more!

SLW T-Shirts

Each year, t-shirts are sold at the State Leadership Workshop. Profit from each shirt sold will be given to our state charity, Teen Challenge, under the participating chapter's name. This chapter will then be awarded points toward the Outstanding Chapter Award given at the State Leadership Conference. SLW T-shirt forms are located on the state website: pafbla.org.

All orders are due October 1, 2010, and should be submitted to Kelly Martin, PA FBLA Reporter.



State Leadership Conference 2010

On Sunday, April 11, thousands of Pennsylvania's regional competitors arrived with thoughts of fun and excitement for the next few days.

Starting Monday, all speaking events began their preliminary rounds and students showed off their work that had taken them months to prepare. All competitors dreamed to be the select few walking across the stage during the award ceremony, but after the first rounds of their event, they knew this would be no easy goal to grasp.

The famous opening ceremony, where the official kick off of the 2010 State Leadership Conference took place, finally began at 7 P.M. that night. During this ceremony, the state officer candidates gave their speeches and campaigned for which, after the ceremony. Pa FBLA was also given the opportunity to be inspired by our wonderful guest speaker, Russ Peak.

Tuesday started early for almost all competitors. Finals began with the speaking events and the testing events began their first and only rounds. Many members that had been studying hard for the past few months got to prove themselves by their success. Studying hard and knowing the answers is better than not studying enough and struggling the whole way through the test. Although full of competition, Tuesday provided a fun and friendly atmosphere during free time for most competitors. Many groups were seen enjoying themselves in the lobby or in separate hotel rooms throughout the day.

Thousands of competitors showed up at the closing ceremony on Tuesday night, anxious for results, to see if the nights of studying or practicing their speeches would put them on the stage. All night hundreds of names were called as excited

winners ran to the stage to accept their awards.



Habitat for Humanity, the recipient of this year's State Project, will be given a monetary contribution to be used toward the organization's programs in Pennsylvania. The ceremony closed with a goodbye of the previous state officers and the introduction of the 08-09 officers. Our newly elected officers were:

State President: Kayla Vanorskie
 State 1st Vice President: Justin Coleman
 State Secretary: Elizabeth Lynerd
 State Treasurer: Dharmesh Patel
 State Reporter: Kelly Martin
 State Vice Presidents at Large: Christopher Jordan, Lorenzo Servedio, Emily Wolfe
 State Parliamentarian: Darcie Shaffer

Congratulations to our new officers!

Wednesday was the final day of the 2010 SLC. Many competitors who won left with awards in their hands and Nashville, Tennessee on their mind. Others left with the will and motivation to make it next year. As a state officer, I am looking forward to seeing you all in 2011!

National Leadership Conference

The 2010 National Leadership Conference was held in Nashville, Tennessee from July 12th to the 18th. It was full of good food, great FBLA members, and fabulous workshops.

The first night was spent in the beautiful Peabody Hotel in Memphis, Tennessee. There we experienced the famous Peabody Duck Walk in the hotel lobby.

Tuesday was the day we toured Memphis. It was a musical tour, so we had a tour guide singing on the bus as we drove around Memphis and learned about all the historic sights. We learned things such as where Elvis recorded some records, where he lived, and where he went to school. After the tour, we were bound for Nashville! Once we arrived there, we went straight to the Grand Ole' Opry. Chris Young, the Charlie Daniels Band, and many more awesome country bands played that evening.

Wednesday was full of touring, line dancing, and music. In the morning we had a tour of Nashville and then did a scavenger hunt in downtown Nashville. After all of that, we had lunch at the Wild Horse Saloon, which included line dancing. When we were finished eating and dancing, it was time to go back and get ready for the opening session that was occurring that evening. Once we got there, we had the PA thunder sticks to make a lot of noise and aid us in the PA cheers. Robin Crow was the guest speaker this year. He spoke about his experiences as an entrepreneur.

Thursday was the beginning of the campaign booths for the candidates for National Office. With the rest of the state officers, we were at Justin Coleman's booth for most of the day. While I was in Nashville, I met a transfer student from New Jersey who is now attending our school and we are now helping her to feel welcome on our local officer team. Also going on that day were many workshops on topics like leadership, accounting, and music.

Friday morning was the day for the question and answer session for the National Officer candidates.

Also Friday was the last day of the campaign booths, so the officers spent most of the day at Justin's booth meeting members and promoting Justin for his campaign. As a team, we attended a workshop on leadership.



Saturday was sadly our last full day in Nashville, but I feel one of the most exciting. It was the day of the

Awards of Excellence program. The Awards of Excellence program is where they



announce all the winners of all the events. Pennsylvania did absolutely amazing in the events! We had 52 winners, in which 6 of them were first place. Overall, Pennsylvania has the second highest number of award winners. Congratulations PA FBLA! Central Columbia had 9 of their 14 attendees place in the top four in the nation. Congratulations Central Columbia!

So overall, the 2010 National Leadership Conference was very successful. It was full of good food, great people, and fabulous workshops.



2010 National Leadership Conference Awards Winners

First Place

Business Financial Plan: Megan Bien, Jacob Osborne, Jessica Snyder, Central Columbia HS (7)

Business Math: Kevin Zhang, Hatboro-Horsham HS (20)

Emerging Business Issues: Jessica Minzola, Alexandra Petsuck, Nicole Spevak, Hazleton Area HS (16)

Introduction to Parliamentary Procedure: Hannah Peifer, Western Wayne HS (22)

Networking Concepts: Ishaan Gulrajani, Downingtown HS--East (9)

Personal Finance: Brandon Mustin, Wissahickon HS (20)



Second Place

Entrepreneurship: Domenic D'Ambrosio, Matt Hess, Andy Koch, Central Columbia HS (7)

Global Business: Caroline Capponi, Dylan Hermann, Alexander Tus, Council Rock HS--North (12)

Job Interview: Marci Crawford, Claysburg-Kimmel HS (5)

Word Processing II: Megan Ro, North Penn HS (20)

Third Place

Banking and Financial Systems: Nicholas Pescatore, Nicholas Rapak, Hatboro-Horsham HS (20)

Business Presentation: Maria Ingaglio, Cora Orehek, Nick VanLeuven, Western Wayne HS (22)

Digital Video Production: Jared Levan, Brandon Talisesky, Shane Yeager, Southern Columbia HS (7)

Entrepreneurship: Stephanie Archer, Jillian Grzywacz, Anastasia Strobel, Boyertown Area HS (8)

Introduction to Business: Kunal Sharma, Downingtown HS--East (9)

Introduction to Parliamentary Procedure: Brendan Hopkins, Wissahickon HS (20)

Management Decision Making: Philip Carlitz, Nishant Dani, Michael Ziebel, Council Rock HS--North (12)

Network Design: Kris Cummings, Robert Friedenberger, Forbes Road CTC (11)

Parliamentary Procedure: Bethany Barefoot, Katherine Bischof, Jeremy Feight, Darcie Shaffer, Leanna Showalter, Chestnut Ridge HS (17)

Spreadsheet Applications: Natalie Yerger, Boyertown Area HS (8)

Fourth Place

Business Calculations: Matt Wismer, Great Valley HS (9)

Business Ethics: Adam Folk, Kim Kashner, Megan Willie, Central Columbia HS (7)

Business Law: Jason Fernandes, Great Valley HS (9)

FBLA Principles and Procedures: Leigh Krompasky, Western Wayne HS (22)

Fifth Place

Accounting II: Linda Gao, Wissahickon HS (20)

Introduction to Parliamentary Procedure: Hannah Peifer, Western Wayne HS (22)

Marketing: Sarah Clark, Spring Grove HS (6)



Sixth Place

Cyber Security: Anderson Wang, Wissahickon HS (20)

Desktop Application Programming: Andrew Mort, West Allegheny HS (10)

E-business: Vlad Karchevsky, Jesse Lin, Devlin Shepherd, Council Rock HS--North (12)

Introduction to Technology Concepts: Jonathan Reed, Western Wayne HS (22)

Marketing: Hayley Price, Hazleton Area HS (16)

Seventh Place

Computer Applications: Arleen Williams, Central Dauphin HS (15)

Desktop Application Programming: Dan Girgenti, Abington HS (20)

Sports Management: Eric Kochinsky, Great Valley High School (9)



Eighth Place

Cyber Security: Zachary Mikaya, Athens Area HS (27)

Desktop Publishing: Michael Dolio, Dominick DuVernois, Springfield HS (19)

Virtual Business Challenge: Matthew Moses, Jersey Shore Area HS (7)

Ninth Place

Business Math: Bhaskar Balaji, Unionville HS (9)

Business Plan: Brad Allison, Jay Cassidy, Marlee Clevenger, Chestnut Ridge HS (17)

Client Service: Lydia Liebman, Stroudsburg HS (21)

Digital Video Production: Brendon Esposito, Matt Landro, Trevor Van Gorden, Stroudsburg HS (20)

FBLA Principles and Procedures: Kaelyn Jacques, Western Wayne HS (22)

Introduction to Technology Concepts: Bennet Warner, Downingtown HS--East (9)

Management Decision Making: Zach Dionise, Mark Leibensperger, Danny Nigh, Pine-Richland HS (13)

Public Speaking II: Sara Coons, Western Wayne HS (22)

Virtual Business Challenge: Curtis Eckard, Alexander Eckard, Jersey Shore Area HS (7)

Tenth Place

Business Ethics: Caleb Brantner, Emily Leberfinger, Altoona Area HS (5)

FBLA Principles and Procedures: Joseph Ingaglio, Western Wayne HS (22)

Future Business Leader: Megan Katz, Souderton HS (20)

Impromptu Speaking: Abigail Golden, Boyertown Area HS (8)

Special Recognition

Outstanding Adviser: Kristi Ryland, Cocalico HS (18)

Who's Who in FBLA: Zachary Gosling, Cocalico HS (18)



National Fall Leadership Conference

Looking for an opportunity to learn more through FBLA? Well try out the National Fall Leadership Conference. This conference is comparable to the State Leadership Workshop of Pennsylvania.

At this conference many workshops are presented by some of the best in the nation. It is the perfect opportunity to become more deeply involved

in this organization and learn more about topics ranging from body language to business meeting etiquette.

This year the NFLC is being held in our historic nation's capital Washington D.C. I was lucky enough to experience the NFLC in this city once before! It is truly a beautiful place rich in history and full of wonderful

site-seeing opportunities. Coupled with the key note speaker and networking opportunities, this NFLC is guaranteed to be one of the highlights of the FBLA year! Talk to your adviser about the chance to attend the National Fall Leadership Conference in November! I hope to see you there!



Event Changes and Preparation Tips

This year, changes have been made to the competitive events list. There have been several new events added; Digital Design and Promotion (individual or two members team, project, performance), Health Care Administration (individual, objective), and Hospitality Management (individual, objective).

Also, several modifications to existing events; Computer Game and Simulation Program (now an individual OR team event), Marketing (performance component added), and Web Site Development has been renamed Web Site Design.

There have been several objective test events that have competency changes. These include Business Communication, Business Law,

Business Procedures, Computer Application, Database Design and Applications, Desktop Publishing, Economics, Global Business, Introduction to Business, Management Decision Making, and Spreadsheet Applications. In addition, Who's Who candidates must have completed the Future level of the Business Achievement Awards.

To prepare for a successful competitive year, comply with entry procedures and regulations, be familiar with the event guidelines, identify and assemble needed resources, prepare for competition, and comply with competition regulations.

Tips About Fundraising

My fellow members, once again a new year is upon us, and once again we have the opportunity to break barriers. Key to this is our ability as an organization to fundraise. Hopefully these tips and ideas will help you to get your chapters off to a great start with fundraising so that your chapter can be the best it can be and do amazing things this year.

The first thing you need to do to successfully fundraise is to get organized. This is essential because without organization, you will not know how much money you need to fundraise for the various activities your chapter wants to do. Also your plans, no matter how amazing, will fall through due to a lack of communication. I would suggest creating a Fundraising Committee so that your chapter can plan and communicate the best fundraising ideas effectively. This committee should meet at least once a month in order that a constant stream of ideas can be postulated.

Second, after you are organized and have your plans and some ideas for fundraising, pick one and start to get the specifics. These specifics will vary from fundraiser to fundraiser, but must all answer some basic questions. These questions are: who is the target market? How will you tell the target about your fundraiser? What materials are needed to be able to have this fundraiser? Finally, how much help will you need and when will you need it?

After these questions have been answered your chapter must make sure to get everything which is needed and make sure that everyone knows where they're supposed to be

and what they're supposed to be doing. (Remember, even the best fundraisers have failed due to a lack of help and communication).

Next, as the fundraiser date draws near make sure that you advertise successfully so that your target group will know about your fundraiser and will participate.

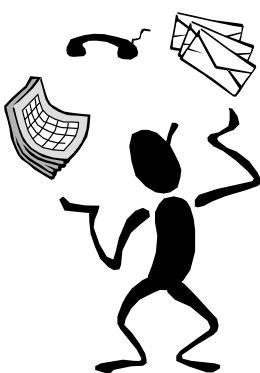
Then, try to enlist local businesses to let you advertise in their stores. These local companies can help sponsor your event in exchange for small things, such as advertising for them at your event. Getting sponsors is a very beneficial thing because they can help offset the costs your fundraiser will need to work.

Finally, make sure that the work is spread out. This will make sure that no one person is overworked and that everyone will feel like they helped contribute to the fundraiser.

One example of a successful fundraiser which I know from personal experience works is a miniature golf tournament. Contact a local miniature golf course and try to reserve a time for your tournament to happen.

Then you charge a fee per group, with the winner getting a small prize. If anyone needs more help or has any questions, don't hesitate to contact me at vpatlarge1@pafbla.us.

Good luck and I hope that your fundraisers are all amazingly successful.



PA FBLA STATE PROJECT: TEEN CHALLENGE

This years state project will benefit people we see everyday as students in Pennsylvania high schools. It will benefit the teens who struggle with addictions to illegal drugs and other substances not permitted for minors. The institutes name is Teen Challenge. They are primarily based in Pennsylvania and are also affiliated with the Christian religion.

Although their process to help the teens with abuse problems is faith based, they are not required to believe in the faith but only follow the steps. Teen

Challenge has a success rate of 86% on all participants in the Teen Challenge program.

Our money will provide housing, food, and assistance to all those enrolled in the program. My fellow officers and I trust that you will stand behind this project with us and raise the most money possible for teens with drug abuse problems in the state of Pennsylvania.

Slogan: "Take the Challenge...Change a Life."

Goal: Raise \$52,000

We're on the Web!
pafbla.org



PA FBLA Plans of Work

- Keystone Leadership Award
- Corporate Partnerships
- Business Achievement Award
- SLC Awards Sponsorship Program
- SLW Basket Auction
- State Treasurer's Council
- Penn Pal
- SLW T-Shirts Sales
- Step-Up to the Challenge Walks
- Membership Madness/Mania Recruitment
- SLW Dodgeball Tournament
- Pledge Program

Penn Pal

There will be four issues of the 2010-2011 Penn Pal. All articles and photos for submission should be sent to Kelly Martin, PA FBLA Reporter, at reporter@pafbla.us. Deadline for the next issue is October 15, 2010!