

Pennsylvania

FBLA

**2012
Issue I**

Penn Pal

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Welcome Back Letter

Dear Pennsylvania Members and Advisers,

I hope everyone had a wonderful summer! Let's all get ready for yet another invigorating year with Pennsylvania FBLA.

PA FBLA once again impressed everyone at this year's National Leadership Conference in beautiful San Antonio, Texas. Pennsylvania alone had 60 award winners, the second highest number of award winners in the nation! It seems Pennsylvania gets better every year. We brought home 4 more awards than last year. With over 330 Pennsylvanians in attendance in San Antonio, we most definitely passed through the Gateway to Greatness. Congratulations to all the NLC winners, thank you for us Pennsylvania Proud!

For the upcoming school year, there are many things you can do to "Ignite Innovation" within your local chapter. I encourage you to participate in our competitive events program. Through this program you can be involved in all levels of FBLA. In addition to the competitive events program, your state officer team had put together numerous plans of work to help you succeed in PA FBLA.

The state project that was chosen this year is the American Trauma Society. The state officers created a plan of work explaining the events you can do with your local chapter to support the American Trauma Society. With your help we can reach our goals of 20,000 community service hours and \$40,000 for the American Trauma Society!

To further enhance your 2012-2013 FBLA year, plan on attending all the conferences and workshops available to you throughout the year, beginning with the State Leadership Workshop held in Penn State on November 4th and 5th! Encourage your chapter members to attend this conference and others, including your respective RLW and RLC. Finally, I wish that all of you make the best out of this year. FBLA memories are ones that will last a lifetime.

Best of luck to all of you, I know you will make us Pennsylvania Proud!

Sincerely,

Emily Wolfe
State President

Meet Your State Officers



Emily Wolfe President

Grade: 12

School: Central Columbia High School

Number of Years Participating in FBLA: 4

Future Plans: I would love to attend the University of Pittsburgh and major in Nursing.

Fun Fact: I like running & wooden roller coasters.

Favorite Food: Hot Wings, Grilled Chicken, Mac & Cheese Bites

Number one place you want to travel to:

Dominican Republic

Favorite Quote: "I shall call him Squishy, and he shall be mine, and he shall be my Squishy."

- Dori, Finding Nemo



Danielle Dubee Vice President

Grade: 12

School: Delaware Valley High School

Number of Years Participating in FBLA: 4

Future Plans: Become a CPA and start my own Accounting Firm

Fun Fact: I absolutely love to cook! My favorite dish is quiche.

Favorite Food: Cheddar and Broccoli Quiche

Number one place you want to travel to:

Marseille, France

Favorite Quote: "The trick is to enjoy life. Don't wish away your days waiting for better ones ahead."



Meet Your State Officers

(continued)

James Coulson

Secretary

Grade: 12

School: Wissahickon

Number of Years Participating in FBLA: 4

Future Plans: Work for a Fortune 500 Company.

Fun Fact: I was born in Holland.

Favorite Food: Curry

Number one place you want to travel to: Manchester United

Favorite Quote: All the great things are simple, and many can be expressed in a single word: freedom, justice, honor, duty, mercy, hope. -Sir Winston Churchill



Lorenzo Servedio

Treasurer

Grade: 12

School: Sayre High School

Number of Years Participating in FBLA: 6

Future Plans: To major in Business Administration and Biomedical Engineer.

Fun Fact: I ride a jet-ski at least 2 hours a day during the summer while obtaining a job and sports.

Favorite Food: Lasagna

Number one place you want to travel to: Italy or Australia

Favorite Quote: "A person who never made a mistake never tried anything new"



Meet Your State Officers

(continued)

Allison Vine

Reporter

Grade: 12

School: Athens Area High School

Number of Years Participating in FBLA: 5

Future Plans: To attend college and major in business.

Fun Fact: I make really cool friendship bracelets in my spare time.

Favorite Food: Spaghetti

Number one place you want to travel to: Italy

Favorite Quote: "Promise me you'll always remember: You're braver than you believe, and stronger than you seem, and smarter than you think." From A.A. Milne's Winnie the Pooh



Madison Winegardner

Parliamentarian

Grade: 12

School: Chestnut Ridge High School

Number of Years Participating in FBLA: 3

Future Plans: I plan on moving to South Korea and teach English.

Fun Fact: I love growing plants!

Favorite Food: Enchiladas Verdes

Number one place you want to travel to: Marseille, France

Favorite Quote: "The trick is to enjoy life. Don't wish away your days waiting for better ones ahead."



Meet Your State Officers

(continued)

Sarah McConnell

Vice President at Large

Grade: 11

School: North Penn High School

Number of Years Participating in FBLA: 3

Future Plans: I plan to go to college to study either law or international diplomacy.

Fun Fact: I've been to Disney Land four times.

Favorite Food: Mashed potatoes

Number one place you want to travel to:

Paris, France

Favorite Quote: Because I am a woman, I must make unusual efforts to succeed. If I fail, no one will say, "She doesn't have what it takes." They will say, "Women don't have what it takes."

~Clare Boothe Luce



Erica Orndorff

Vice President at Large

Grade: 10

School: Waynesboro Area Senior High School

Number of Years Participating in FBLA: 1

Future Plans: I hope to go to college (dream college being Harvard) and study politics, with the hope of one day gaining a high-up government position

Fun Fact: I have seven cats, one dog, and...a chinchilla! :D

Favorite Food: ICE CREAM!!!!!! And, well...basically any other dessert!

Number one place you want to travel to: EVERYWHERE IN THE WHOLE ENTIRE WORLD!!!!!!

Favorite Quote: "The future belongs to those who believe in the beauty of their dreams." - Eleanor Roosevelt



Meet Your State Officers

(continued)

Morgan Stahr

Vice President at Large

Grade: 11

School: Hazleton Area High School

Number of Years Participating in FBLA: 3

Future Plans: College in a city, then hopefully a lawyer in Washington, DC or CEO of my own business

Fun Fact: More like a weird fact, but I'm afraid of escalators

Favorite Food: Any type of pasta or seafood

Number one place you want to travel to:

Australia

Favorite Quote: "Imagination is more important than knowledge"- Albert Einstein



Introducing Our 2012-2013 State Project

The State Officers met at the June Executive Committee Meeting over the weekend of June 8 to June 10 to choose the next state project for the 2012-2013 school year. Through constant discussion, a decision was made. It gives me great pleasure to form our members that the American Trauma Society was chosen as the state project. This organization has a lot of potential for FBLA members to lead and learn through their numerous events and workshops. However, the state officers decided to focus on three main topics that the American Trauma Society addresses, they are: bike helmet safety, safe driving, and the choking game. The officer team is excited to start working with this ATSPA and hope that the members take part in all the opportunities provided.



Created by:
Lorenzo Servedio
PA FBLA State Treasurer

Goals of the 2012-2013 State Officer Team

State Charity: American Trauma Society

- Fundraising Goal: \$40,000
- Slogan: "It's not a matter of if, it's a matter of when."

Membership Goals:

- 13,500 High School Members
- 290 High School Chapters:
- 350 Middle Level Chapters
- 15 Middle Level Chapter:
- 100 Virtual Chapter Members
- 20,000 Community Service:
- Increase participation in the Who's Who Award
- Increase participation in Recognition Awards Programs
- Secure Corporate Sponsors
- Increase participation/submissions to the Penn Pal
- Develop an Alumni Directory

Created By:
Sarah McConnell
PA FBLA Vice President at Large



2012 State Leadership Conference Recap

On April 16, 2012 thousands of members of Pennsylvania FBLA gathered in the sweetest place on earth, Hershey, PA, with a fervent excitement for the days of excitement and competition that lay ahead at the State Leadership Conference. The conference began on Monday with the beginning of the competitive events. Students displayed their skills in hopes of walking across the stage at the awards program. It became apparent quickly that the competition at this conference would be fierce. The conference officially started on Monday evening with the opening session. It was at the opening session that PA FBLA state officer candidates gave their compelling speeches in an attempt to captivate the audience and garner votes from the delegation. The opening session was highlighted by a keynote speech from Josh Sundquist. He gave a comical and moving speech about how his life changed after he lost his leg.

The next day, some competitors looked forward to competing in the final round of their competition, while others were gearing up to take their online test. In addition to their events members enjoyed the wide variety of workshops offered, as well as, meeting new people from across the state. Tuesday night students flooded the doors to the Awards of Excellence program hoping that their name would be called and that victory would be achieved. Throughout the night hundreds of names were called. Each one was followed by cheers of joy, excitement, and reliefs as months of hard work finally paid off. The introduction of the new state officers was a focal point of the Awards Program. The newly elected state officers are:

President – Emily Wolfe

First Vice President – Danielle DuBee

Secretary – James Coulson

Treasurer – Lorenzo Servedio

Reporter – Allison Vine

Parliamentarian – Madison Winegardner

Vice Presidents at Large – Sara McConnell, Erica Orndorff, and Morgan Stahr



Pennsylvania's 61st State Leadership Conference closed with the heartfelt farewells of the outgoing officers. Many PA FBLA members left the conference excited to reach their "gateway to greatness" in San Antonio, Texas, but all the members left the SLC with new memories and friends.

Created By:
James Coulson
PA FBLA State Secretary

NLC Recap and Winners

At this year's National Leadership Conference in San Antonio, Texas, Pennsylvania FBLA once again had a strong showing. With 60 awards, Pennsylvania had the second highest number of winners. Congratulations to all those who participated and congratulations to all the award winners!

Congratulations also to Brendan Hopkins who was named the 2012-2013 National Parliamentarian and to Danielle Dubee who, although not being elected as Eastern Region Vice President, ran an excellent campaign.

You can relive the NLC at by following the link located on the front of PA FBLA website. Congratulations to the following award winners:

First Place

1. American Enterprise Project: Chestnut Ridge HS (17)
2. Cyber Security: Jules DuPont, Great Valley HS (9)
3. Database Design and Applications: Jessica Chin, Laurel HS (2)
4. Hospitality Management: David Addlis, Great Valley HS (9)
5. Public Speaking II: Hannah Levine, Hazleton Area HS (16)
6. First Place: Social Media (open event): Michael Good, Franklin Regional HS (11)
7. Pennsylvania: First Place, Largest State Chapter/Eastern Region
8. Hazleton Area High School (16): Largest Local Chapter Membership, First Place/Eastern Region
9. Waynesboro Area High School (26): Most Business Achievement Awards Participants/Eastern Region

Second Place

1. Accounting II: Ashley Hovarth, Indiana Area HS (3)
2. Business Procedures: Danielle Mustin, Wissahickon HS (20)
3. Economics: Benjamin Rowles, Downingtown HS--West (9)
4. Introduction to Business Communication: Sam Curlee, North Penn HS (20)
5. Networking Concepts: Zachary Makaya (27)
6. Chestnut Ridge HS (17): National Market Share Award, Second Place/Eastern Region

Third Place

1. Business Financial Plan: Ryan Conrad | Benjamin Falt, Danville Area HS (23)
2. Computer Applications: Lindsay Long, Claysburg-Kimmel HS (5)
3. Cyber Security: Chris Serfass, Athens Area HS (27)
4. Electronic Career Portfolio: Joseph Ingaglio, Western Wayne HS (22)
5. Future Business Leader: Bethany Barefoot, Chestnut Ridge HS (17)
6. Network Design: David Fritz | Hadrian Gable, Lehigh Career and Technical Institute (28)
7. Personal Finance: Peter Wang, Great Valley HS (19)
8. Hazleton Area HS (16): Big 10 Membership Campaign

NLC Recap and Winners (continued)

Fourth Place

1. Business Calculations: Steven Silverman, Unionville HS (9)
2. Introduction to Business Communication: Maria Hudock, Harlan Rowe J/S HS (27)
3. Introduction to Technology Concepts: Timothy Lescinski, Western Wayne HS (22)
4. Management to Decision Making: Garrison Lovely | Ben Rubin, Council Rock HS--North (20)
5. Marketing: David Kline | Kristen Rohm | Josi Sinagoga, West Allegheny HS (10)
6. Network Design: Rohan Meringenti | Chris Tran | Krishna Vallabhaneni, Fox Chapel Area HS (13)
7. Public Speaking II: Sean Gregory, Danville Area HS (23)
8. Virtual Business Challenge: Ryan Palski | Ryan Reynolds | Nathan Wasson, Jersey Shore Area HS (7)

Fifth Place

1. Business Calculations: Alan Chen, Garnet Valley HS (19)
2. Business Ethics: Dana Abercrombie | Sharika Bamezal | Kaitlyn Maglietto, Downingtown STEM Academy (9)
3. Computer Program Solving: Christian Neville, Tussey Mountain HS (5)
4. Desktop Publishing: Karen Burlingame | Monica Han, North Penn HS (20)
5. Networking Concepts: Steven Vitali, Downingtown STEM Academy (9)
6. Word Processing II: Dilafruz Khakimova, Gateway HS (11)

Sixth Place

1. Cyber Security: Jeremy Bauchwitz, Hershey HS (15)
2. Economics: Nicole Payne, Montoursville HS (7)
3. Introduction to Business Communication: Rachel Walter, Claysburg-Kimmel HS (20)
4. Introduction to Parliamentary Procedure: Shashank Bhargava, Downingtown STEM Academy (9)

Seventh Place

1. American Enterprise Project: Athens Area HS (27)
2. Business Calculations: Logan Noon, Chestnut Ridge HS (17)
3. Business Ethics: Aubrey Leasure | Vishamayya Saravanan, West Allegheny HS (10)
4. Business Procedures: John McKaveney, Fox Chapel Area HS (13)
5. Computer Problem Solving: Justin Sapar, Butler Area HS (13)
6. FBLA Principles and Procedures: Kayla Bolduc, Western Wayne HS (22)
7. Healthcare Administration: Matthew Shirk, Selinsgrove Area HS (23)
8. Parliamentary Procedure: Central Columbia HS (7)
Shelby Coleman | Katie Maynard | Julia Robinson | Christopher Stackhouse | Benjamin Yoder
9. Sports Management: Jeremy Miller, North Allegheny HS (13)

NLC Recap and Winners (continued)

Eighth Place

1. Computer Game and Simulation Programming: Chris Brown | Quincey Morgan, Abington HS (20)
2. FBLA Principles and Procedures: Hailey Parks, Pleasant Valley HS (21)
3. Introduction to Business: Jeffrey Wang, Downingtown STEM Academy (9)
4. Networking Concepts: Patrick Gwiazada, Lehigh Career and Technical Institute (28)
5. Word Processing I: Hannah Thompson, Delaware Valley HS (22)

Ninth Place

1. Accounting II: Julia Liu, Great Valley HS (19)
2. Business Law: Luke Harley, Downingtown HS--East (9)
3. Computer Game and Simulation Programming: Joseph Cosentino, Oxford Area HS (9)
4. FBLA Principles and Procedures: Joseph Clauss, Western Wayne HS (22)
5. Global Business: Kevin Hanlon | Sean Hooper | Dominic Nguyen, Souderton Area HS (20)
6. Introduction to Parliamentary Procedure: Adam Curtis, Western Wayne HS (22)
7. Virtual Business Challenge: Alexander Eckard | Toby Zimmerman, Jersey Shore Area HS (7)
8. Website Design: Ashley Schlegel | Mark Spicer, Northeastern HS (6)

Tenth Place

1. Hospitality Management: Kathryn McGovern, Unionville HS (9)
2. Introduction to Business: Nikos Milios, Southern Lehigh HS (28)
3. Introduction to Technology Concepts: Barry Li, Downingtown STEM Academy (9)

Special Recognition

1. Outstanding Adviser: Maura Angle, Delaware Valley HS (22)
2. Who's Who in FBLA: Bethany Barefoot, Chestnut Ridge HS (17)

Created By:
Madison Winegardner
PA FBLA State Parliamentarian



Thank you to all of our advisors!!

Campaigning by the River Walk

It's the night before leaving for San Antonio... all that I can think of is, "Am I really going to do this?" It's been my dream ever since becoming a member of FBLA, being up on that National stage as a National Officer. I couldn't wait. The excitement I felt that night was something I will always remember. Sadly, this dream didn't become a reality. Instead, I realized and learned it's about the journey you took, not the destination.

I arrived in sweaty and hot Texas, all ready to go in my cowboy boots and cowboy hat. Like I said, I was excited! I was able to see new and old friends I met throughout FBLA coming in that day to all compete. I got my luggage, went to my room, and then booked it to the Alamo. Here, my chapter and I enjoyed the history behind it all and the cat who became famous (CC The Alamo Cat.) As the day drew to an end though, I realized the rest of the week will be filled with campaigning and speaking in front of thousands of people.

The first two days were easy ones. Miss Ryland, Emily, Mrs. Angle, and I all went to the National Candidate Briefing Session. This session was a nice get together of the past officers and the candidates for their respective positions. I was able to network with Hasher Nisar, Eastern Region Vice-President, and learn more about the other candidates. The next day was



my interview and the Opening Session. I felt fine when going to the interview, but once I walked in, my nerves hit me. Somehow, I managed to answer everything and stay calm. These two days though were nowhere near as nerve racking as the next few days to come.

As I woke up with very little of sleep, I was ready for the campaigning, speaking, and the Q&A I had ahead of me. The first day was awful. Bright and early, everyone helped set up my booth and we were ready to tackle anyone who came by. All the officers and helpers I had did a phenomenal job. They were honestly the best and were always on time. They usually never wanted to leave too!

It was day two and all that I kept thinking was, "Wow! It's already almost over." I went to my booth area and got ready for another day of work. Once again, the group I had was doing so well and was helping out in every way. I even met Mr. Wan, from China, who talked to me about how China is going to start a FBLA Chapter next year.

Campaigning by the River Walk (Continued)

Although I had one little bump in the road that day, I still managed to enjoy hearing everyone and their ideas, thoughts, and personal experiences in FBLA.

The Closing Ceremony came and I found out I lost my campaign. To be honest though, I was okay. Yeah, I didn't win the big title that I wanted before, but I gained so much more. I gained friendships and more knowledge about FBLA. I learned how people have experienced and changed due to FBLA. I even learned how our state, Pennsylvania, is truly the best in everything we do.

As I sat down during a delay for my flight going to Newark, NJ, I realized all of this. As I was sitting, Jash Patel from NY and who won the position came over to me. We discussed a few things about the campaigning and

I learned a lot. Jash Patel is from New York he had no fan squad, no one wanting his signature, nothing. Although these things don't mean anything, I realized how Pennsylvania is such an amazing state. Pennsylvania supported me 100%, made me so cautious of every rule, gave me amazing experiences of meeting new people by going out to dinner or going on a River Barge. Everyone from the Executive Committee, management and travel teams and my fellow officers are so lively, hardworking, and such a pleasure to be around. I am so fortunate that I am able to be a state officer and for our state to do everything that it does. All of you helped me take this journey to this dream that I had. Little did I know that while achieving this dream I would come to notice that I had something better than being a National Officer. I have experience, knowledge, and the great state of Pennsylvania. This journey changed me and made me realize that being on the top isn't always the best. I can honestly say that being a State Officer for Pennsylvania is a once in a lifetime experience that I would never want to give up. If given the choice to choose being an officer for Pennsylvania or being a National Officer, I would choose the best and that's PA.



Created By:
Danielle Dubee
PA FBLA State Vice President

State Leadership Workshop Preview

FBLA members, new and old, now is your chance! Now that the excitement of the new school year has begun to die down, and you're looking for something else exciting to do, you've certainly come to the right place! Now, you're probably wondering what I'm talking about...well, continue reading to find out more about what awaits you in the near future!

THIS YEAR'S PENNSYLVANIA FBLA STATE LEADERSHIP WORKSHOP!

That's right folks, this year's PA FBLA SLW is fast approaching, and you don't want to miss out on this amazing opportunity.

The PA FBLA SLW for the year of 2012 is going to be held in State College at The Penn Stater Hotel, and the time to register is NOW. In order to register, go online to www.pafbla.org and go to the SLW Materials section. The good news is that there are NO restrictions on who can attend the event! However, the bad news is that only the first 800 registrations received will be accepted. So, what are you waiting for? Don't be left in the dust by all the other eager PA FBLA members out there! Get to a computer and register today!

The State Leadership Workshop is a great PA FBLA event to attend, especially with the National Fall Leadership Conferences being so far away and so expensive to go to...the SLW is close to home and it won't break your wallet to attend! At the SLW, FBLA members have MANY options as to what workshops they can choose to go to. Students may choose to pick an academy of workshops, where they will learn specific information about one area of business throughout the duration of the SLW, or they may choose to go to individual workshops during the SLW, to learn general information about many areas of business. Some examples of academies in the past included" Entrepreneurship, Marketing, and Sports Management. Examples of individual workshops included: Social Media Madness, Tick Tock the Leader's Clock, and Straight Talk on Getting a Job. Either way, no matter what a student decides to do, the workshops at the SLW are always beneficial and highly educational.



State Leadership Workshop Preview(continued)

You may be thinking to yourself, “Workshops are great and all, but where’s the fun?” Well, have I got an answer for you! The State Leadership Workshop is both highly educational AND enjoyable, and here are some of the wonderful events that have been planned so far:

- Dodgeball Tournament!
- Pie in the Face Fundraiser!
- Basket Auctions!
- T-Shirt Sales!
- Battle of the Chapters Competition!
- Many Exhibitors!
(Free giveaways & the opportunity to learn about businesses & colleges!)
- An Inspirational Keynote Speaker!

INTERESTED YET? YOU SHOULD BE!

Important Dates and Deadlines:

October 3, 2012: SLW Registration and Payment Deadline

October 3, 2012: SLW Lodging Forms and Payment Deadline

October 15, 2012: SLW T-shirt order RECEIVED BY deadline

October 24, 2012: Postmark deadline for SLW emergency forms and administrator contact information form

October 24, 2012: SLW Dodgeball Tournament entry form postmark deadline

November 4-5, 2012: STATE LEADERSHIP WORKSHOP!

**Don't be left behind!
Register for the SLW Today!**

Created By:
Erica Orndorff
PA FBLA Vice President at Large

UPDATE: New Rules in FBLA

ATTENTION MEMBERS:

Whether it's at Regional's, States, or Nationals every FBLA member loves to compete. This is why it's very important to be aware of the new rules in our events. The 2012-2013 school year has brought some minor modifications to our FBLA competitive events.

- 1) Digital Design & Promotion-now be individual OR a team event of 2-3 participants.
- 2) Digital Video Production- can only show 2 minutes of video in the performance component.
- 3) E-Business-modified to a 7-minute presentation with a 3-minute question and answer period.
- 4) Mr. & Ms. FBL-objective test will only be used to break a tie in the final round.
- 5) Parliamentary Procedure's test questions are going to be based on the 11th edition of Robert's Rule of Order.
- 6) Web Site Design which will now have a 7-minute presentation with 3-minute question and answer period.

Make sure you are aware of these modifications so you still have a fair shot come competition time! Some additional information to be aware of:

- Individual Entry - a member who has competed as an individual in an event/team event (1-3 members) MAY compete again in the same event as a team member the following year, NOT as an individual.
- Rating Sheets - review all rating sheets for minor changes.
- Note Cards - colored note cards will be used to indicate time in performance events.
- Format - the format of the handbook has been modified for ease of use.
- Dress Code - the dress code has been modified - please keep this in mind as you are preparing for your competitive events.
- Projectors - LCD projectors will be provided for all performance events that will be utilizing this type of equipment.
- Additional Materials - reference manuals, textbooks, other resource materials, and electronic devices may not be taken to or used during competitive events. Exceptions to this rule are clearly stated in the guidelines for each individual event. If an item is not listed, it is to be assumed that it is not allowed.
- Sequestered Events - no text messaging, e-mail, Internet use, or phone calls are allowed. Participants may bring food and drinks to the holding room. Sequestered participants may not communicate with outside individuals.

Created By:
Morgan Stahr
PA FBLA Vice President at Large



2012-2013

PENN PAL

It's your time to shine!

Issue II	Issue III	Issue IV
Article Submission Date: October 1 Publishing Date: October 28	Article Submission Deadline: January 1 Publishing Date: January 28	Article Submission Deadline: March 1 Publishing Date: March 28

PA FBLA's Penn Pal is a perfect place to
share your successful ideas and fundraisers
to other FBLA chapters so they can learn to be successful



Photo Format: .jpg
Video Format: .mov

Chapter of the Month!

Your chance to show why your chapter deserves to shine! Get recognized in the Penn Pal Issues and at the State Leadership Conference!

How it works:

1. Do something worth sharing in your chapter!
2. Make a video about why it rocks!
3. Submit your video to Allison Vine at reporter@pafblla.us
4. Share a new great idea the next month for a chance to win again!

Show why you deserve to shine by sending photos, ideas, and videos to:

Allison Vine, PA FBLA Reporter
reporter@pafblla.us